

Indigenous cereals: Urban market access for small-scale producers? A qualitative study of consumption practices and potential demand of urban consumers. Polokwane, Limpopo Province. South Africa.

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Targeting urban residents of Polokwane, (Limpopo Province. South Africa), the objectives of the study were to describe qualitatively the consumption practices and the perception of sorghum and millet, the potential demand for indigenous cereals-based products and the acceptability of products coming from small-scale producers. Qualitative data were collected using individual interviews and focus group sessions. Findings suggest that sorghum, easily purchasable in town, is broadly consumed, mainly as soft porridge, but also as thick porridge, fermented porridge and sorghum beer. Age, linkages with rural areas and religion are the main factors influencing consumption. Sorghum is seen as being healthy, nutritious and traditional, but inconvenient to cook and preserve. Not available in Polokwane, millet is perceived as an old fashioned product. A demand may exist for (i) traditional products not available in town, (ii) sorghum based products attractive for young people, or (iii) convenient breakfast products. Many respondents would be ready to purchase small-scale farmers' products since they either believe the quality of products coming from small farms is better, or feel solidarity with small farmers and want to support them. This paper gives ideas for further investigations to develop specific products and marketing strategies that will allow small-scale farmers to meet an unsatisfied urban demand.