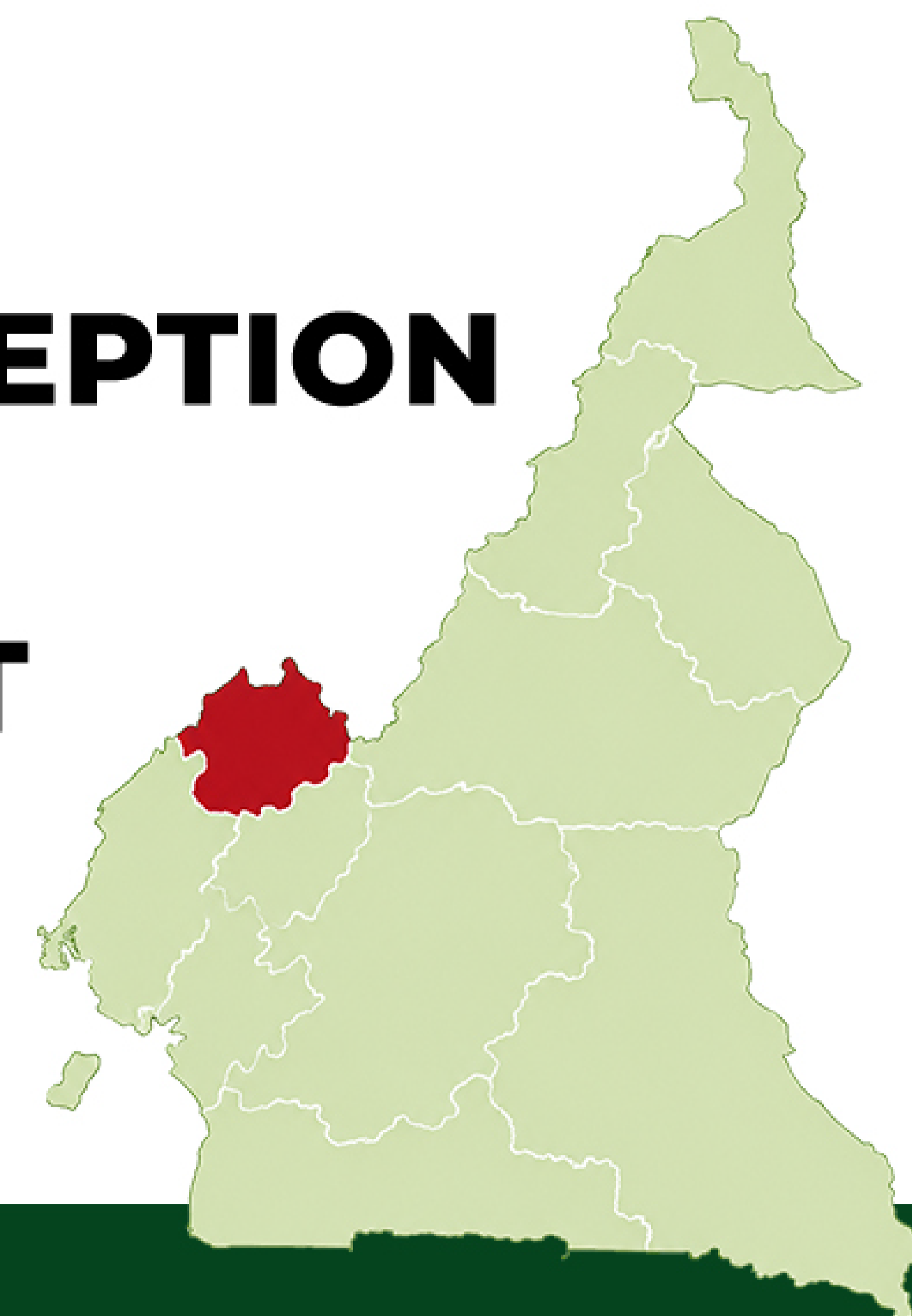


# DIVERSITY AND CONSUMER PERCEPTION OF NEGLECTED UNDERUTILIZED CROPS (NUS) IN THE NORTH WEST REGION OF CAMEROON

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ENHANCE  
FOOD SECURITY



IMPROVE  
NUTRITION



PROMOTE  
SUSTAINABILITY

## INTRODUCTION

Neglected and Underutilized Crops (NUS) are traditional crops that can enhance food security, nutrition, environmental sustainability and cultural heritage, yet remain underutilized in modern agriculture.

This study explores the diversity of NUS in Bamenda and how consumer perception influences their consumption

## SOME NUS IDENTIFIED IN BAMENDA



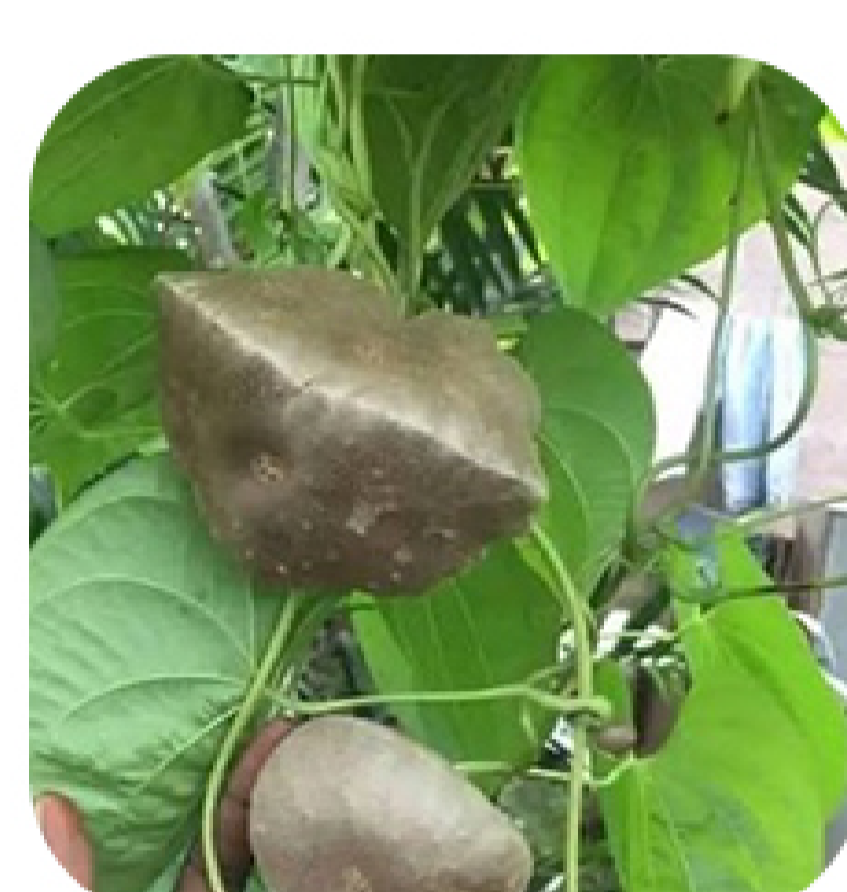
Amaranth



African Eggplant



Bambara Groundnut



Aerial Yam



African Nightshade



Millet

## OBJECTIVE

To assess the diversity of NUS in Bamenda and evaluate consumer perception, awareness, drivers and barriers to their consumption.

## METHODS



Mixed-methods approach



Field surveys & structured questionnaires



Focused group discussions



Descriptive statistics (Likert-scale analysis)

## KEY FINDINGS

### AWARENESS & KNOWLEDGE

Overall Awareness of NUS

33%

Overall Awareness Strong Nutritional Knowledge

78%

- ✓ Higher awareness among females (65%) and postgraduate-educated respondents (71%).
- ✓ Higher awareness correlates with higher consumption ( $r \approx 0.45$ ,  $p < 0.01$ ).

### CONSUMER ATTITUDE TOWARDS NUS



Consider NUS nutritious

80%



Find them tasty

70%



Believe they are safe

85%



Recognize their cultural heritage

65%

## DRIVERS & BARRIERS TO NUS CONSUMPTION

### KEY DRIVERS

Nutritional value	60%
Taste	50%
Affordability	45%
Cultural reasons	30%
Environmental	20%

### KEY BARRIERS

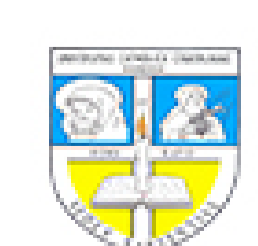
Lack of availability	55%
Lack of preparation knowledge	40%
High price	30%
Perceived low status	20%
Cultural	10%

## CONCLUSION

- ✓ There is a diverse range of NUS in Bamenda, NWR of Cameroon
- ✓ There is low awareness about NUS coupled with limited availability, inadequate preparation knowledge and perceived low status among younger consumers.

## RECOMMENDATION

- ✓ Need for targeted interventions to address practical and perceptual barriers
- ✓ Policy makers should incorporate NUS into national agriculture strategies, for greater integration into nutrition policies
- ✓ Improve market access and value chains for NUS



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