

SUPPLEMENTARY MATERIAL

Interview Questionnaires for Vendors and Consumers (2017) and Fonio Brands from 2018 Bamako Market Surveys (Table S1)

Vendor semi-structured interview

Date:
Market:
Respondent name:
Respondent gender:
Type of business (e.g. wholesaler, small market stall with direct sale to consumer, etc?)

Hello, we are part of a project looking at fonio, Bambara groundnut and Corchorus. I see that you are selling _____. Could I ask you a few questions about this crop?

Fonio (for those selling)

What type of fonio are you selling? What is the type of processing/packaging? What is the size of the package? Is it a branded product? Take a photo.

For each fonio product sold (e.g. if selling both djouka and parboiled, go through the following questions for each product separately):

What is the variety of fonio in the product? Is it local or improved variety? Why is this variety used?

Is the product available all year?

How much does the product cost? Is there tax included in the price?

Does the price change a lot throughout the year? In which months? When do you charge the highest price? Lowest?

Does the price differ for different qualities of the product? What makes it higher or lower quality?

Where is the fonio product sourced from (own production, direct from farmers, from a middleman)? *Try to get as much detail as possible (village names, middle man names for tracking them down for interview), how far away is it coming from?*

Do you carry out any processing before sale?

How often/much do you sell the fonio product (e.g. daily volumes)?

When do you sell more/sell less of the fonio product? Why is there such variation?

Have sales of the product been increasing or decreasing?

Do you expect to sell more or less of the product in the future? Why?

How much do you stock of the product at a time?

Do you have losses of the product for any reason?

How important is the product for your business income? Why?

Who is the main buyer for the fonio product? (male female, child, elder, etc.)

Do consumers request for the product? Yes/no, why? How often?

Do you think that consumers would buy more of the product if it was more available?

Would you stock more of the product if there was more demand from consumers in the market?

How do you perceive the marketing of fonio in general? How do you think it can improve?

Bambara groundnut (for those selling)

What type of Bambara groundnut are you selling? What is the type of processing/packaging? What is the size of the package? Is it a branded product? Take a photo.

For each Bambara groundnut product sold (e.g. if selling both djouka and parboiled, go through the following questions for each product separately):

What is the variety of Bambara groundnut in the product? Is it local or improved variety? Why is this variety used?

Is the product available all year?

How much does the product cost? Is there tax included in the price?

Does the price change a lot throughout the year? In which months? When do you charge the highest price? Lowest?

Does the price differ for different qualities of the product? What makes it higher or lower quality?

From where is the Bambara groundnut product sourced (own production, direct from farmers, from a middleman)? *Try to get as much detail as possible (village names, middle man names for tracking them down for interview), how far away is it coming from?*

Do you carry out any processing before sale?

How often/much do you sell the Bambara groundnut product (e.g. daily volumes)?

When do you sell more/sell less of the Bambara groundnut product? Why is there such variation?

Have sales of the product been increasing or decreasing?

Do you expect to sell more or less of the product in the future? Why?

How much do you stock of the product at a time?

Do you have losses of the product for any reason?

How important is the product for your business income? Why?

Who is the main buyer for the Bambara groundnut product? (male, female, child, elder, etc.)

Do consumers request for the product? Yes/no, why? How often?

Do you think that consumers would buy more of the product if it was more available?

Would you stock more of the product if there was more demand from consumers in the market?

How do you perceive the marketing of Bambara groundnut in general? How do you think it can improve?

Consumer semi-structured interview

Date:
Market:
Respondent name:
Respondent gender:

Hello, I am working on a project about native crops of Mali. Could I ask you a few questions about your consumption and knowledge of fonio, Bambara groundnut and Corchorus?

Fonio

Do you know about fonio?

Do you consume fonio in your household? How often do you consume fonio? At what times of year? How much do you consume?

Why don't you consume more fonio, more often?

How do you prepare fonio? Do you have any preferred recipes? Do you prefer some varieties more than others?

Where do you obtain the fonio?

If they obtain fonio from the market:

What type of fonio products do you buy? *Be as specific as possible, including brand, type of processing, etc.*

How often do you buy it? Do you buy it more in different times of year?

Do you find that fonio is always available in the market when you want to use it?

From which type of vendor do you buy fonio?

Do you find the prices are reasonable? What would be your preferred price for fonio?

Would you be interested to buy/use fonio more often or in larger volumes?

What would be needed for you to buy more fonio from the market?

If they obtain fonio from their own production:

Do you find you find the quantity your household produces is adequate?

Do you find the quality of fonio your household produces is adequate?

Bambara groundnut

Do you know about Bambara groundnut?

Do you consume Bambara groundnut in your household? How often do you consume Bambara groundnut? At what times of year? How much do you consume?

Why don't you consume more Bambara groundnut, more often?

How do you prepare Bambara groundnut? Do you have any preferred recipes? Do you prefer some varieties more than others?

Where do you obtain the Bambara groundnut?

If they obtain Bambara groundnut from the market:

What type of Bambara groundnut products do you buy? *Be as specific as possible, including brand, type of processing, etc.*

How often do you buy it? Do you buy it more in different times of year?

Do you find that Bambara groundnut is always available in the market when you want to use it?

From which type of vendor do you buy Bambara groundnut?

Do you find the prices are reasonable? What would be your preferred price for Bambara groundnut?

Would you be interested to buy/use Bambara groundnut more often or in larger volumes?

What would be needed for you to buy more Bambara groundnut from the market?

If they obtain Bambara groundnut from their own production:

Do you find you find the quantity your household produces is adequate?

Do you find the quality of Bambara groundnut your household produces is adequate?

Table S1: Fonio brands from 2018 Bamako market surveys

Brands selling both precooked and <i>djouka</i> fonio	Brands selling only precooked fonio	Brands selling only <i>djouka</i> fonio
Lakika La femme aux milles bras Nyeleni Fonio Duman Mali MATA Sofia Djouka Danie Précuit Ami Djouka et Fonio Benso Wassalé Fatim Djouka et fonio Sira Djouka Danaya Céréale Panier d'Or Produits agroalimentaires DOKE Production Djouka et Foyo Sec TOYA Fonio C T Benso COFET Prod CTPA Djiguiya So Sinignessigui SET-Services Dunkafa Duman Bintou Traoré Mme Fofana Hawa Sinuima Djiguiya Razel Oumou Cissé Yiriwa Soumba (Djouka et fonio) Jumeaux prestation Djouka SALI	Adja production Djouka Précuit UCODAL Fonio Précuit	Matou Khasso Djouka Macalou Mme Cissé Mama Camara May creation Fly Djouka TA/Aiché
Total= 33	Total=4	Total=6