



HarvestPlus
Better Crops • Better Nutrition

How to Ask the Right Questions

Designing a qualitative research approach to support the scale up of biofortification

Jen Foley, Program Manager

April 11, 2017

HarvestPlus c/o IFPRI
2033 K Street, NW • Washington, DC 20006-1002 USA
Tel: 202-862-5600 • Fax: 202-467-4439
HarvestPlus@cgiar.org • www.HarvestPlus.org



**RESEARCH
PROGRAM ON**
Agriculture for
Nutrition
and Health



HarvestPlus

- Tackle global hidden hunger through biofortification
- Enrich everyday staple food crops with essential vitamins and minerals
- Work with partners





Recent highlights:

- HarvestPlus Founder, Howdy Bouis, World Food Prize Laureate, 2016



- Semi-Finalist in the MacArthur Foundation's \$100 M grant competition

The New York Times | <https://nyti.ms/2IPMD5P>

**MacArthur Foundation Picks
Eight Projects That Could Change
the World**



Biofortification

“Getting plants to do the work”:

- Crops are high-yielding and climate smart, bred to be pest-resistant and drought-tolerant
- Targets vitamin A, iron, and zinc deficiencies
- Complements fortification, supplementation, and other nutrition interventions
- Sustainable food-based approach to improve nutrition and livelihoods

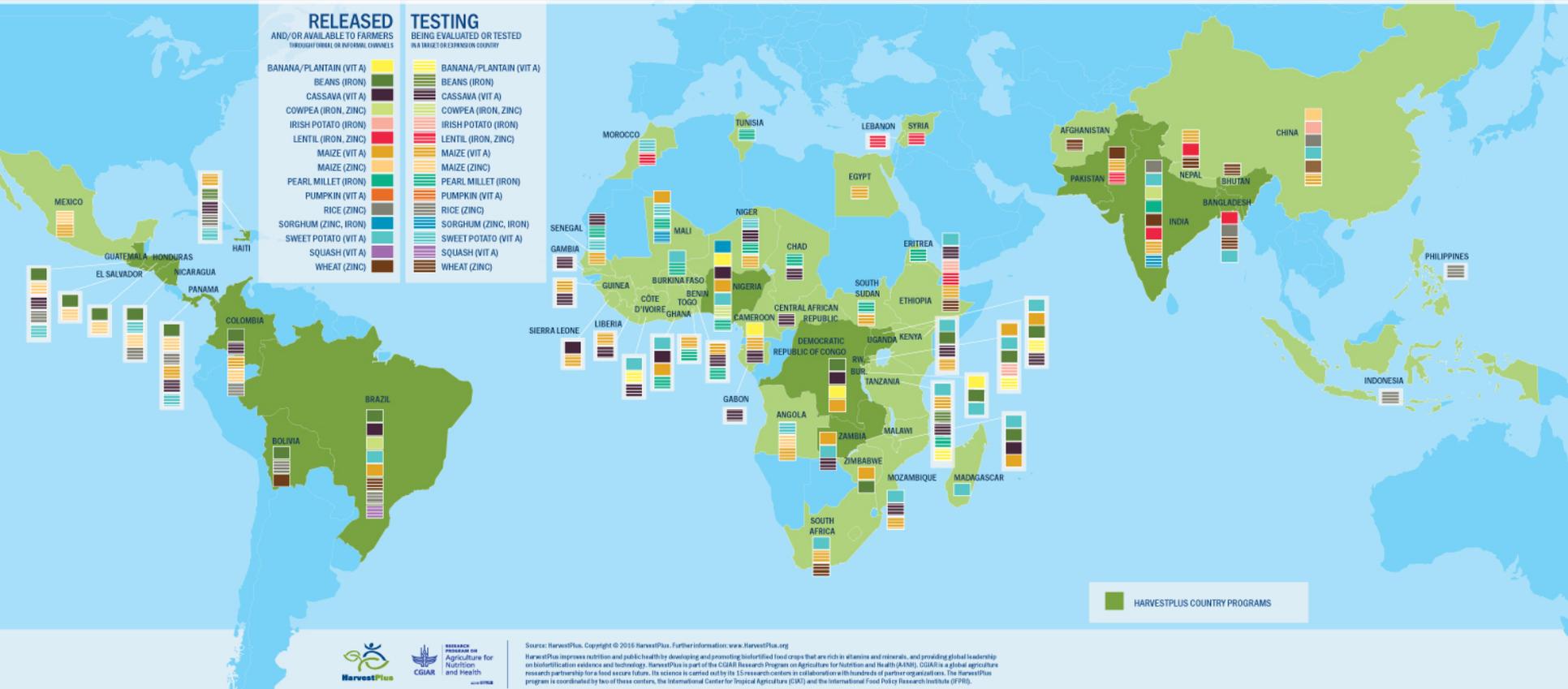




Who is growing what?

BIOFORTIFIED STAPLE FOOD CROPS: WHO IS GROWING WHAT?

These crops have been conventionally bred to be rich in essential vitamins and minerals that are needed for good health.

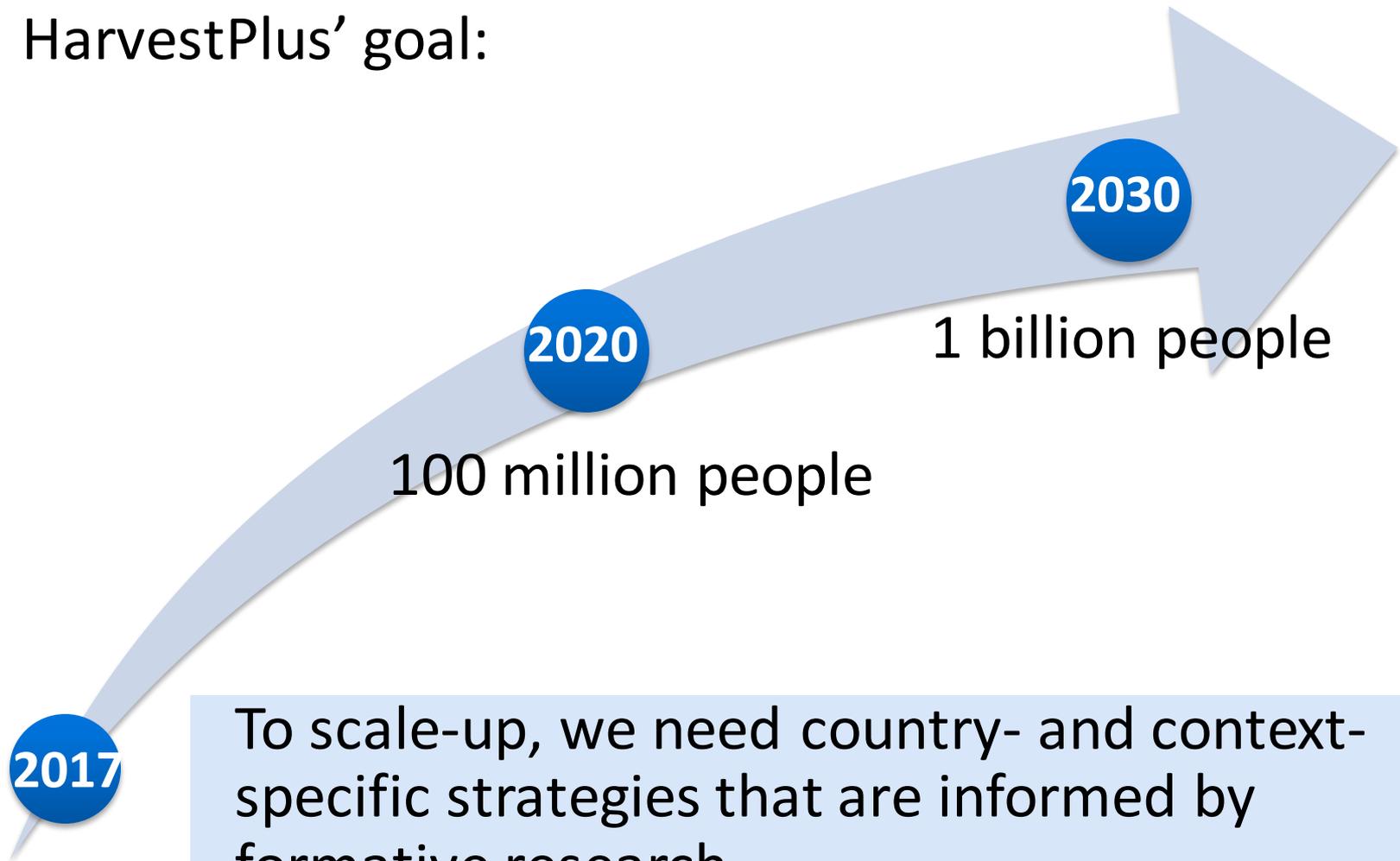


Source: HarvestPlus. Copyright © 2016 HarvestPlus. Further information: www.harvestplus.org
 HarvestPlus improves nutrition and public health by developing and promoting biofortified food crops that are rich in vitamins and minerals, and providing global leadership on biofortification evidence and technology. HarvestPlus is part of the CGIAR Research Program on Agriculture for Nutrition and Health (A4NH). CGIAR is a global agriculture research partnership for a food secure future. Its science is carried out by its 15 research centers in collaboration with hundreds of partner organizations. The HarvestPlus program is coordinated by two of these centers, the International Center for Tropical Agriculture (CIAT) and the International Food Policy Research Institute (IFPRI).



The future of biofortification

HarvestPlus' goal:



To scale-up, we need country- and context-specific strategies that are informed by formative research.



Formative research

- To encourage people to eat more nutritious food
- Requires understanding of underlying socio-cultural factors





Designing formative research

- Filling gaps in existing research: we're missing a contextual basis for some of our quantitative data



What can we do to rapidly and systematically understand the underlying factors that influence food choices of farming households?



Collaborating with SPRING

- Overlapping areas of interests
- Complementary skill sets: research and implementation





What are the practical requirements?

What will it take to make it work?

- Bite-sized questionnaire
- Narrow in focus
- Cost-effective
- Adaptable for multiple contexts
- Easy to use for non-specialist staff

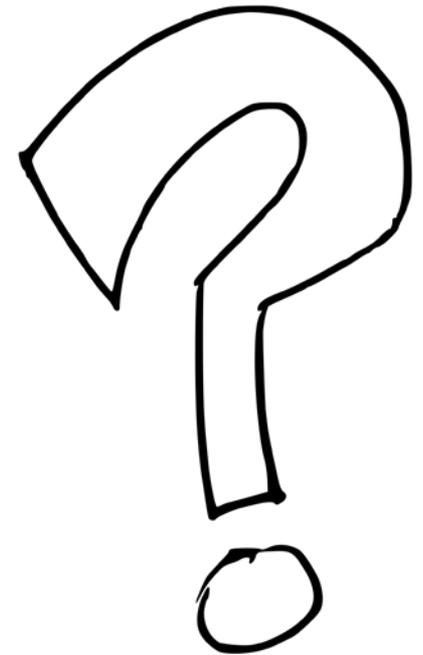




What questions will it answer?

Key research questions

1. What factors impact farmers' motivation to sell vs. eat their crops?
2. What influences what foods farmers buy?
3. Who eats what within the household and why?
4. Are gender roles associated with growing and consuming biofortified foods? If so, what are they?





Adapting SPRING's methodology



Initial reflections:

- SPRING had tool to look at food choice in households
- Don't try to ask everything
- Make it biofortification-specific
- Staple foods vs. all foods



...Adapting SPRING's methodology

Specifics that we considered when adapting the tool:

- Pilot countries
 - Rwanda: iron beans
 - Zambia: orange (vitamin A) maize
- Pilot district
- Country-specific challenges or questions



...Adapting SPRING's methodology

- Language; literacy
- Key informants
- Population segmentation
- Timing
 - Program schedule
 - Agricultural schedule
 - Local cultural events or sensitivities



Methods and why we chose them

Method

Purpose

In-Depth Interviews

Preparatory step for pile sort and FGDs

Identify key factors that influence what people eat:
i.e. preference, affordability, ease of preparation,
availability, health

Confirm all the local varieties of beans

Pile Sorts

Rapidly compare common varieties vs. biofortified

Uncover how a variety ranks for certain characteristics

Focus Group Discussions

Explore factors that influence the food choices of
farming households

Capture exceptions to the rule; identify what needs
further exploration



How will we use the findings?

- HarvestPlus:
 - Program monitoring and development
 - Social and behavioral change communication messages and activities
- Partners:
 - Integrate biofortification into new and existing programs and policies
 - Scale up successfully in different markets



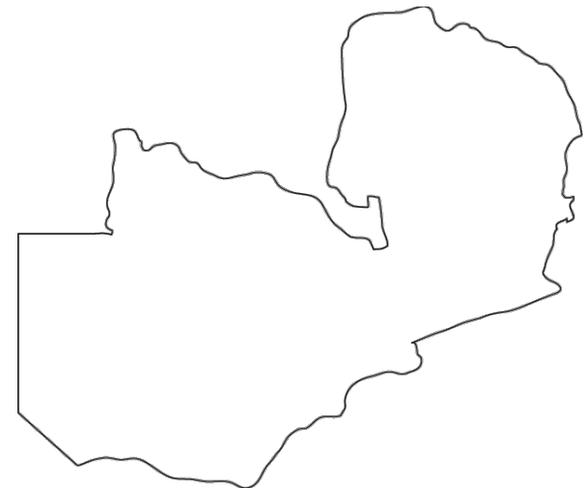
Next steps: Pilots



1. Rwanda:
iron beans



2. Zambia:
orange maize





What do you think?



I look forward to your feedback and hearing about your own experiences.

Thank you!