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| **Themes** | **Focus group questions** | **Discussion** | **Direct quotes** |
| **Concerns about consuming yellow maize food products** | What did you like, or not like, about the food products that you tasted today?What do you feel about the flavour and colour of the food products that you tasted today? | Sensory properties such as flavour, aroma, colour and texture, affected the likelihood of people accepting, and consuming, yellow maize food products. Both genders shared the same concerns about consumption of yellow maize food products. | “I cannot stand the colour.”“The colour is unusual.”“One will have to get used to the colour.”“I hate its smell.”“It is tasty, but the smell…”“It tastes like it is uncooked.”“It tasted a bit salty.”  |
| **Likelihood of people accepting yellow maize food products** | How did you perceive the yellow maize food products that you tasted today? | Female participants showed an unfavourable attitude towards the taste of all the yellow maize food products. They thought that the taste would be unacceptable to children. This might have influenced their attitudes. Male participants were eager to accept yellow maize food products, and perceived them to be “nutritious”, “filling” and “healthy”. | “I think it’s got more nutrients than the white porridge. It is good for the body.”“…. It is making me healthy.”“After eating, you can feel that you had something.” |
| **Likelihood of people purchasing yellow maize for consumption** |  If the yellow-orange maize was available in the shops, and was cheaper than white maize, would you buy it, and why? Have you seen yellow-orange maize being sold anywhere? If yes, where? | The majority of participants stated that they would buy yellow maize for human consumption. Price factors and availability in grocery stores were identified as the two main determinants in this regard. The female group was willing to buy the yellow maize if it was cheaper, and would divert the money saved to other household needs. This indicates that domestic economic factors should be used to determine the possibility of people purchasing and consuming yellow maize. The majority mentioned that the maize could not be found easily in local grocery stores. Availability and supply of yellow maize to local grocery stores could influence buying decisions. | “I would not buy the maize because I am not used to it.” “I would try to get used to it if it was cheaper.”“I would buy it if it was cheaper, to save money.” |
| “Yes, in shops selling animal food, like Agricol, but not in shops selling food.”“I used to see it in shops long ago. These days, I don’t see it.” |
| **Psychological factors** | If the yellow-orange maize was available for you to grow in your garden, would you grow it, and why? | Both gender groups showed an unfavourable attitude towards the colour of the maize, which seemed to be influenced by past experiences. Both gender groups mentioned that they preferred white maize for human consumption, and believed that yellow maize was used to feed chickens. Their perception that yellow maize is chicken feed was because it is mostly found in animal feed stores. | “Yellow maize is good for feeding chickens.”“I would not buy the maize because I am not used to it.” |
| **Socio-cultural factors** | Besides samp, *phutu* and thin porridge, what other foods would you make using yellow-orange maize? | The participants suggested a higher acceptance of yellow maize if it was served in maize food forms other than those presented to them in this study. The other food forms suggested by the participants included maize bread, mealies with bean soup, grilled mealies, sour porridge, and African beer. With regard to the food forms served in this study, both gender groups chose thin porridge as the best food form that could be made from yellow maize. | “I can use it to make maize bread, and cook dry mealies and beans.”“I can also make African beer.”“…I can drink sour porridge.” |