

EGG CONSUMPTION IN AFRICA

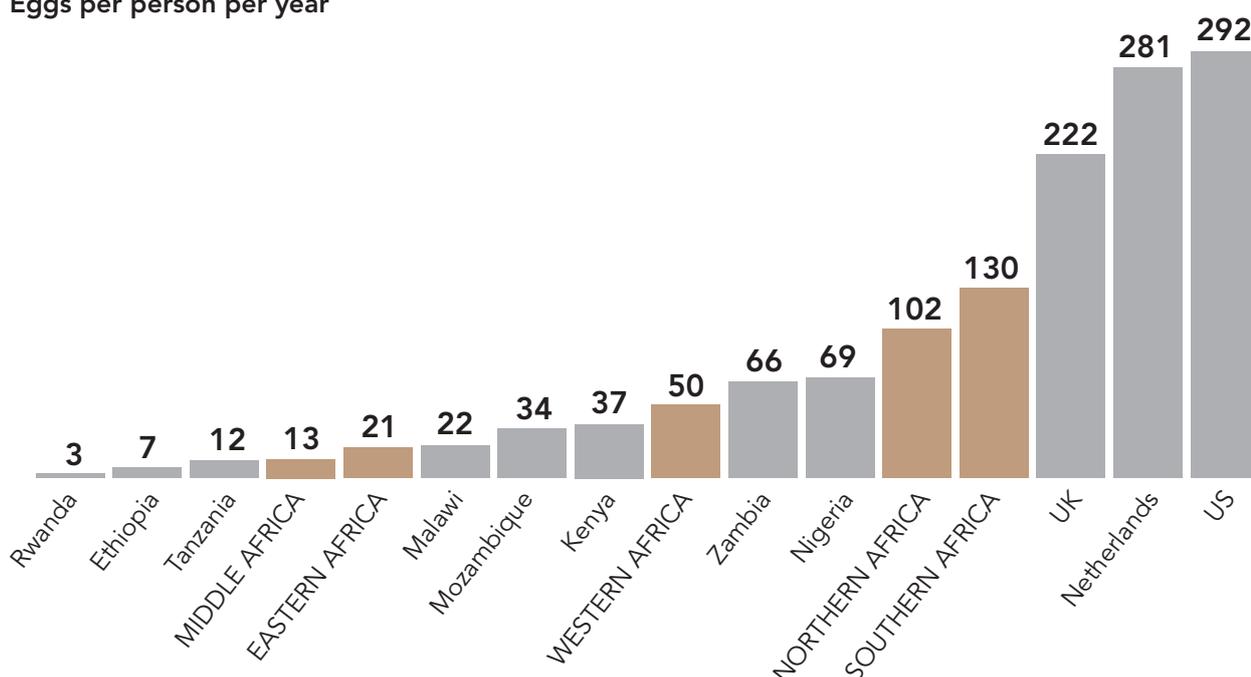


A big opportunity for African Enterprises

ONE OF NATURE'S MOST NUTRITIOUS FOODS

Although eggs are highly nutritious, they remain scarce and expensive in many low-income settings, including across much of Western, Eastern, and Middle Africa (Figure A). Moreover, they are only rarely consumed by children in many of these regions.

Figure A: Annual egg supply in selected African countries and in the five African regions
Eggs per person per year



Source: Constructed with FAOSTAT, 2013 g/capita/day supply data; based on an average egg weight of 50 g.

SUPPLY AND AFFORDABILITY

More work is needed to boost **availability** of eggs in the region. In many places, supply falls well short of demand, owing to common barriers faced by small- and medium-scale producers such as:

- Expense and disruption in supply of inputs, including feed (often the largest fraction of egg production costs), veterinary care, or electricity.
- Other technical and financial barriers to scaling up – such as accessing finance to increase laying stock, or to invest in infrastructure, distribution networks, and other resources.

Overcoming such hurdles to achieve economies of scale will improve supply and **affordability**. Where production and distribution of eggs faces fewer barriers – as in most middle- and high-income settings, chicken eggs have become **one of nature's most affordable nutritious foods**.

DEMAND AND DESIRABILITY

For children to benefit from more available, affordable eggs, families must both buy them, and prioritise them in children's meals. Cultural beliefs and taboos around eating eggs, as well as their digestibility or cleanliness restricts demand, particularly for pregnant women or children.

Where lack of demand drives low consumption of eggs, demand must be created – for instance through behaviour-change campaigns, such as:

- nutrition education in schools, hospitals, and other public settings;
- mass-media marketing through for example in-store advertising, radio or television.