

## Examining Consumer Perceptions of Tomato Scarcity in Southwestern Nigeria: Evaluating Awareness, Adaptation, and Sustainable Measures for Improved Food Security

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### INTRODUCTION & AIM

#### Tomato Importance



In Nigeria, tomatoes are more than food—they are a lifeline (Yusuf, 2020)

#### The Problem: Scarcity Crisis



Price Surge (Alao, 2024)



Duration Six months (BBC News, 2024)

#### Likely causes



Leading cause of scarcity: Tuta Absoluta virus increase in pump price (BBC News, 2024)



Market induced price inflation (Obiora et al., 2023)



Transport-related (Oyesuntimi, 2023)

#### Aim



To understand how consumers perceive it and coped



Awareness



Adaptation Strategies/Preferences



Sustainable Solutions

### METHOD

#### 1. Research Design

#### 2. Sampling Method



Convenience sampling targeting Southwestern Nigeria

Population of study: 150 individuals

#### 3. Data Analysis

Analyzed factors



Descriptive and inferential statistics

Awareness,



Consumer reactions,



Sustainable solution and preferences

#### 4. Ethical Considerations



Informed consent obtained



Data anonymized

### RESULTS & DISCUSSION

#### 1. Awareness of Scarcity Causes



Poor Transportation Infrastructure: identified by 70%

Fuel Subsidy Removal identified by 73.4%

Climate Change identified by 65%

Tuta Absoluta (Pest Issue) identified by 40%

61.6% believed tomatoes were unaffordable

#### 2. Consumer Adaptation Strategies

66.7% reduced fresh tomato consumption and switched to processed tomato products.

56.7% altered cooking habits to reduce tomato use

18.3% switched to growing their own tomatoes

43.3% have coped by using other vegetables to replace fresh tomatoes

#### 3. Alternative Products used as Tomato Replacer and Satisfaction Levels



66.7% adopted tomato paste



63.4% used onions



41.7% used red bell pepper



18.3% used carrots,



15% used cucumber,



8.3% used watermelon,



5% used snake gourds



Only 35% found substitutes satisfactory

#### 4. Consumer's Proposed Solutions for Future Scarcity



91.8% proposed transportation infrastructure improvement



90% proposed investment in storage facilities



73.4% proposed the use of disease-resistant cultivars



93.3% willing to support government initiatives



96.7% interested in practicing sustainable farming practices.

### CONCLUSION

- Consumers perceive tomato scarcity is primarily due to logistical issues
- Consumers have limited awareness of pest issues, like Tuta Absoluta
- Consumers have adapted through switching to tomato substitutes
- Satisfaction with tomato alternatives remains low
- Addressing tomato scarcity requires a multi-faceted approach



### FUTURE WORK / REFERENCES