

## LABELLING OF THE KPONAN YAM FROM BONDOUKOU (CÔTE D'IVOIRE): CONSUMERS' VIEWS

**Kouakou Philipps Kouakou**  
Université Alassane Ouattara/  
Centre Suisse de Recherches  
Scientifiques en Côte d'Ivoire  
CÔTE D'IVOIRE  
[Philipps\\_k@yahoo.fr](mailto:Philipps_k@yahoo.fr)

**Kouassi Paul Anoh**  
Université Félix Houphouët-Boigny  
CÔTE D'IVOIRE  
[anohpaul@yahoo.fr](mailto:anohpaul@yahoo.fr)

### ABSTRACT

Labelled products generally only take their first steps towards success in the local market where they are beginning to develop. Reaching the larger scales is the result of long-term promotion. This study is to assess the level of ownership of the Bondoukou *Kponan* yam labelling process by Ivorian consumers and their consent to pay. It was conducted among 411 people from 18 towns. The data reveal that Bondoukou *Kponan* yam is highly prized by consumers for its typical taste and culinary versatility. Its labelling is therefore supported by all (95.5% of respondents), with willingness to pay ranging from 5% to 50% depending on social strata and level of attachment to this variety of yam. This project should resolve the issue of availability, which is a major concern for consumers living far from Abidjan and Bouaké, the main storage areas.

**Keywords:** *Kponan* Yam, Consumers, Geographical indication, Labelling, Bondoukou.