



Breadfruit consumption, cooking methods and cultivar preference among consumers in Trinidad, West Indies

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Abstract

This study investigated consumer attitudes, consumption characteristics, the most common cooking methods and cultivar preference for breadfruit (*Artocarpus altilis* (Park.) Fosberg) in Trinidad, West Indies. Between August and September, 2002, surveys were conducted among 196 breadfruit purchasers, 94 vendors and 32 food service operators. Most purchasers (93.4%) ate breadfruit and liked it 87.4%. The quantity consumed/meal increased significantly ($P < 0.01$) with the frequency of consumption. Most consumers ate breadfruit at lunch ($P < 0.001$) and with fish ($P < 0.001$) as a complement. The main cooking methods were “oil down”, steaming and boiling. Of the two local cultivars, ‘Yellow’ and ‘White’, consumers (83.1%) preferred the taste of ‘Yellow’. ‘Yellow’ was preferred ($P < 0.001$) for the most common cooking methods and ‘White’ was preferred ($P < 0.05$) for frying. Consumers (83.2%) preferred to eat breadfruit at the mature stage. The vendors and food service operators were aware of these preferences for cultivar, cooking methods and stage of fruit maturity.

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Keywords: Breadfruit; *Artocarpus altilis*; Consumer attitudes; Consumption characteristics; Cooking methods; Cultivar preference; Fruit maturity