

EatSafe: Evidence and Action Towards Safe, Nutritious Food

Market Assessment Tools for Traditional Markets

July 2024





ABOUT EATSAFE

Feed the Future's [EatSafe](#): Evidence and Action Towards Safe, Nutritious Food, is a USAID-funded, five-year activity. FTF EatSafe aims to improve the safety of nutritious foods in traditional markets. Information on FTF EatSafe's three objectives and expected results, as well as its two-phased approach to research and learning, is available in [the FTF EatSafe activity brief](#).

DISCLAIMER

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- **PURPOSE OF THIS DOCUMENT**

The purpose of this assessment tool is to gather data from vendors, consumers, and key stakeholders in traditional markets to identify food safety challenges and perceptions. This information helps design effective behavior change interventions to enhance food safety practices. The tool includes methods for comprehensive data collection through interviews, observations, and discussions.

Traditional markets in low- and middle-income countries (LMICs) are complex. To work effectively in these markets, it is crucial to understand their unique characteristics and conditions. EatSafe focused on improving food safety through a multi-faceted approach tailored to market needs and compatible with stakeholders and resources. Conducting market assessments is essential, as these evaluations must include stakeholders' knowledge, attitudes, and practices regarding food safety.



• TOOL 1: GUIDE FOR FGD WITH CONSUMERS

CONSUMER- FGD

I. ENABLING ENVIRONMENT, NETWORKS

1. Regarding food safety, what do you like best about this market? [Describe]
2. Regarding food safety, what do you think should be improved? [Describe]
3. For consumable food, do you have regular or trusted vendors you buy from repeatedly? [Describe]
4. What differences do you see, in how different food vendors handle food in their shops (Besides selling different commodities)? [Describe]
5. What makes you decide to buy food from one shop or vendor instead of another?
6. What do you think vendors - at least some of them - do well for food safety? [Describe]
7. What are some things that vendors should do differently on food safety? [Describe]
8. In the family, who usually decides which food to buy? [Describe]

II. CONSUMER KNOWLEDGE, ATTITUDE AND PRACTICES (KAPS)

1. If both men and women shop for food at the market, are there differences in how men and women shop considering the food safety? [Describe]
2. If a consumer is not happy with the food they bought, what do they do? [Describe]

III. INTERVENTION POTENTIAL

1. If there were new events or information dissemination about food, what topics would you like to hear about? [Describe]
2. What TV or radio stations, or newspapers, or other media are popular around here. If someone wanted to spread messages about good food, what channels would be most visible or popular? [Describe]
3. Are there any major employers in this village/town/city? Who?
4. Can most people in this area know how to read? (by gender) 100%, 75%, 50%, 25%,0%
5. What are the main languages spoken in the area (especially by market consumers and vendors)? [Describe]
6. Do you know of any memorable public health campaigns that happened in this community? Yes/No [Describe]
7. Is there a culture of volunteering in the community? Yes/No. Describe type of activities
8. Are there any service organizations or community outreach activities in the community? Yes/No. Name them please.
9. What are the main cultural/community events in the year (e.g. festivals?)
10. These days are more people buying food from supermarkets, compared to a few years ago.
11. How much of the local population uses traditional markets as their main source of fresh foods? [100%, 75%, 50%, 25%,0%]



- TOOL 2: GUIDE FOR FGD WITH VENDORS

VENDOR FGD

I. ENABLING ENVIRONMENT – NETWORKS

1.	Do the vendors belong to a market or vendor association or organization? [Yes/No]
2.	Are there commodity-based vendor associations? [Yes/No]
3.	If so, for which commodities?
4.	Do the vendors pay fees to these associations? [Yes/No]
5.	Who do the vendor associations engage with (e.g. market management, specific local government agencies)?
6.	For the main raw/fresh commodities: who do the vendors source their produce from?
7.	Do they know and liaise with the producers directly? [Yes/No]
8.	If brokers are involved with the purchase of the raw/fresh commodities, are they market-based, or external? [Describe]
9.	Who arranges transport of the produce to the market? [Describe]

II. VENDOR KNOWLEDG, ATTITUDE AND PRACTICES (KAPS)

1.	Do the vendors have a place to store their commodities, somewhere in the market? [Describe]
2.	Do vendors clean, and sanitize surfaces that encounter food, with appropriate cleaning/sanitizing products <i>Select:</i> [Yes, always; most times; sometimes; generally, not; no]
3.	Do vendors regularly clean their hands with soap and water? <i>Select:</i> [Yes, always; most times; sometimes; generally, not; no]
4.	Do vendors follow good personal hygiene practices? (e.g. don't come to work if sick, cover their mouths when they cough or sneeze) <i>Select:</i> [Yes, always; most times; sometimes; generally, not; no]
5.	How often do vendors clean the working surfaces of their selling site? What do they use to clean the surfaces? <i>Select:</i> [Yes, always; most times; generally; not; no]
6.	How often do vendors sweep the floor of the selling site or remove waste? <i>Select:</i> [Yes, always; most times; sometimes; generally, not; no]



7.	What do vendors do at the end of the day, with unsold commodities? (list by main commodity) [Describe]
8.	Do vendors discuss food safety among themselves? <i>Select:</i> [Yes, always; most times; sometimes; generally, not; no]
9.	Do vendors discuss food safety with consumers? <i>Select:</i> [Yes, always; most times; sometimes; generally, not; no]
10.	Do vendors keep records (e.g. transactions, income, other financial information)? If yes, what do they track? <i>Select:</i> [Yes, always; most times; sometimes; generally, not; no]
11	Do vendors mention themselves when asked who they think are responsible for keeping food safety in the market? <i>Select:</i> [Yes, always; most times; sometimes; generally, not; no]
12	Do vendors think that their actions determines whether a customer might get food poisoning <i>Select:</i> [Yes, always; most times; sometimes; generally, not; no]
13	Do vendors think that if they suggested to a customer about food safety, the customer would take the suggestion seriously <i>Select:</i> [Yes, always; most times; sometimes; generally, not; no]
14	Do vendors think that if they suggested to another vendor about food safety, the customer would take the suggestion seriously <i>Select:</i> [Yes, always; most times; sometimes; generally, not; no]
15	Do vendors think that if they tried to improve a food safety behavior, they would probably be successful <i>Select:</i> [Yes, always; most times; sometimes; generally, not; no]
16	Do vendors know when produce is expired and unfit to eat? <i>Select:</i> [Yes, always; most times; sometimes; generally, not; no]
III. INTERVENTION POTENTIAL	
1.	Can most people in this area know how to read? (by gender) [Describe]
2.	Do you know of any memorable public health campaigns that happened in this community? [Describe]
3.	What are the main languages spoken in the area (especially by market consumers and vendors)? [Describe]
4.	Is there a culture of volunteering in the community? [Describe type of activities]
5.	Are there any service organizations or community outreach activities in the community? [Name them please]
6.	What are the main cultural/community events in the year (e.g. festivals?) [Describe]
7.	These days are more people buying food from supermarkets, compared to a few years ago? [Describe]



8.	How much of the local population uses traditional markets as their main source of fresh foods? [100%, 75%, 50%, 25%,0%]
9.	10. What makes for a good relationship with customers? (vendor perspective) [Describe]
10	As a vendor, what is your interaction with the local government? [Describe]
11.	As a vendor, do you feel you are an important part of the community? [Describe]
12.	As a vendor, do you think that your job is important? Why? [Describe]



- TOOL 3: GUIDE FOR KEY INFORMANT INTERVIEW WITH TOWN MARKET MANAGEMENT AND STAKEHOLDERS

MARKET MANAGEMENT AND STAKEHOLDERS-KII

I. GENERAL MARKET INFORMATION, OPERATIONS

1.	When was this market established Year (approximate) (ask the expert of market development or coming from town municipality) _____
2.	When was the last major renovation? (if any) Year (approximate)_____
3.	Is this a retail or wholesale market? [Retail/Wholesale/Both]
4.	Approximately what percent of customers are women or girls on an average day? [%]_____
5.	Number of vendors on an average day (excluding vendors of only RTE foods) _____
6.	What percent of these vendors are informal*[%] _____
7.	What percent of the formal vendors are women? [%]_____
8.	What percent of the informal vendors are women? [%]_____
9.	Market Seasonality (year-round, seasonal) Year-round, seasonal, occasional _____
10.	During which months or seasons are there the most vendors present in the market?
11.	During which months or seasons are there the least vendors present in the market?
12.	What are the main reasons that the number of vendors in the market changes throughout the year? open-ended
13.	Main market days List days of the week _____
14.	Main fresh/raw commodities sold at the market (commodities with >5% of vendors)
15.	List main commodities and approximate number of vendors for each (grains/maize, legumes, fresh vegetables, fresh fruits, fresh meat, fish, live animals, eggs, dairy, etc.)
16.	Which commodities are usual sold by men vs. women? [List main commodities and select men, women, both, unclear].
17.	Where the main fresh/raw commodities are produced - top 5. Focus on nutritious foods.
18.	How are commodities brought to the market, and to vendors' stalls?



II. ENABLING ENVIRONMENT, INFRASTRUCTURE

1.	Is there a formalized cleaning program? [Yes/No] _____
2.	What is the frequency of formal cleaning activities of shared spaces? [Describe]
3.	Who cleans the market? (formally with accountabilities or informally with voluntarily vendors) [Describe]
4.	How often is solid waste collected by someone and brought to a dedicated area? (e.g. a waste dump, either at/near the market or elsewhere) [Never, occasionally, often, regularly, every day]
5.	Who collects it? [Describe]
6.	Where is waste taken? [Dump in market, dump near market, dump somewhere else, somewhere else (not a dump), I don't know]
7.	Who removes collected waste from the market & how often? [Municipality, market employees, market volunteer staff, vendors, other (specify)]

II. ENABLING ENVIRONMENT, GOVERNANCE

1.	What management type is this market: [see notes] I. If public sector, which government institution oversees the market? If there is more than one, please name the institution, and say what each is responsible. II. Does the market have any type of formal registration, legal agreements, or certification? [Yes/No] III. Does the market management have a dedicated space (like an office) in the market? [Yes/No] IV. Do vendors pay rent/fees to sell at the market? [Yes/No] V. Do rent/fees vary for different vendors? How? [Describe]
2.	If there are informal vendors, do they pay for services in any way? [Yes/No]
3.	How does market management interact with informal vendors? [Describe]
4.	Do market inspections occur? [Yes/No]
5.	If yes, by whom? [Describe]
6.	What do inspectors check? [Describe]
7.	What type of security surveillance or communication service (e.g. cameras, loudspeakers, notice boards, informational posters) exists in the market? [Describe]



8.	Is there a regular formal rest day, where the market is closed for cleaning? [Yes/No]
9.	Do the market authorities run any training/capacity building events? [Yes/No]
10.	Do market authorities regularly conduct surveys on issues pertaining to the market? [Yes/No]
11.	Are there any other community groups, or collaborative initiatives that have any impact on the functioning of the market? [Yes/No]
12.	Are there any market improvement plans in place, or any other development program, which may influence the market soon? [Yes/No]
13.	Are there crowd control/management procedures in place (e.g. signs to guide directional flow of consumers; specific times & entrances for suppliers) [Yes/No]
IV. INTERVENTION POTENTIAL	
1.	Is the market growing (with increasing vendors/consumers)? Why?
2.	Is the market shrinking (with decreasing vendors/consumers)? Why?
3.	Do vendors do business with financial institutions? [All, most, some, few, none]



- TOOL 4: OBSERVATIONAL CHECKLIST AND MARKET MAPPING FOR FOOD SAFETY ASSESSMENT

#	QUESTION	ANSWER OPTIONS	NOTE
I	GENERAL MARKET INFORMATION, OPERATIONS		
1	Is this a retail or wholesale market? (Retail/Wholesale/Both)		
2	Approximately what percent of customers are women or girls on an average day? [%]		
3	Number of vendors on an average day (excluding vendors of only RTE foods)		
4	What percent of these vendors are informal [%]		
5	What percent of the formal vendors are women? [%]		
6	What percent of the informal vendors are women? [%]		
7	Main fresh/raw commodities sold at the market (commodities with >5% of vendors) List main commodities and approximate number of vendors for each (grains/maize, legumes, fresh vegetables, fresh fruits, fresh meat, fish, live animals, eggs, dairy, etc.)		
8	Which commodities are usual sold by men vs. women? List main commodities and select men, women, both, unclear.		
9	Where the main fresh/raw commodities are produced - top 5. Focus on nutritious foods.		
10	How are commodities brought to the market, and to vendors' stalls?		
II	GENERAL MARKET INFORMATION, MARKET STRUCTURE AND LAYOUT		
1	Is the market in a clearly defined, demarcated area? Yes/No Take pictures		
2	Are the commodity zones clearly defined? Yes/No Take pictures		
3	Are the commodity zones respected? Yes/No Take pictures		
4	Does the market also sell non-food products? If so, which are the main ones (e.g. sold by >5% of vendors?) Take pictures		



5	What other services, if any, are offered within the market's premises (e.g. food services, banking services, health services, information services)? Take pictures		
6	Is RTE food sold in the market? [Yes/No]		
7	Does RTE food have a separate zone in the market? [Yes/No]		
8	Are there areas where an information stands, or a training could be conducted? [No/small open-air area/ large open-air area/ small room (< 20 people)/ medium room (21-50 people)/large room (>50 people)/ other (specify)]		
III	FOOD SOLD, ANIMALS		
1	Which animals, if any, are sold live at the market?		
2	Are wild animals sold live in the market? [Yes/No]		
3	Are animals slaughtered at the market?		
4	If so, which ones?		
5	Is there a proper, separated slaughter site for the animals? [Yes/No]		
6	If which form is fish sold at the market? [No fish/ live fish/ fresh (dead) fish/ dried/ smoked/ ready-to-eat/ other(specify)]		
7	Apart from those being sold, are there other animals around the market? [domestic/wild/ pests]		
8	What types of animals are in the market?		
9	Are any pests visible? [Yes/No]		
10	If so, which ones [cockroaches/flies/ rats or both/all?]		
IV	GENERAL MARKET INFORMATIONS, MARKET HYGIENE		
1	Is there any formal pest control management program? [Yes/No]		
2	Is the ground noticeably dirty or littered? [Yes/No]		
3	If yes, with what? List of noticeably dirty or littered		
4	Does the market smell unpleasant? Can you describe the smell?		
5	Are there any public health measures taken (such as vendors wearing face masks, social distancing facilities, or signage) [Yes/No]		
V	ENABLING ENVIRONMENT, INFRASTRUCTURE		
1	What percent of the vendors are under a proper roof? (define proper)		
2	What percent of the vendors are on a properly laid floor (not earthen, or part of a road)?		



	What the walkways in the market are paved with (e.g., not paved loose soil, not paved compacted soil, gravel, cobblestones, concrete, asphalt,		
3	Is the market largely housed in a building? [Yes/No]		
4	Is there drainage infrastructure in the market? [Yes/No]		
5	Does it function properly? [Yes/No]		
6	Does the market have a power supply (include generators, solar panels etc.) [Yes/No]		
7	Percent of shops with electricity connection		
8	Which of the following facilities are available at the market? (Select all that apply)		
	I. Public Toilet [Yes/No]		
	II. Running water (wells/taps) [Yes/No]		
	III. Public handwashing facilities [Yes/No]		
	IV. Public soap/sanitizer facilities [Yes/No]		
	V. Potable water [Yes/No]		
	VI. Waste receptacles [Yes/No]		
	VII. Compost facilities [Yes/No]		
	VIII. Garbage collection service [Yes/No]		
	IX. Other relevant facility [Yes/No] _____		
	X. Do the toilets have handwashing stations? [Yes/No]		
9	What are the main type of shop structure(s) for fresh/raw commodities - give rough percentages.		
	I. Masonry Structures [%]		
	II. Wood Structures [%]		
	III. Carts (Mobile) [%]		
	IV. Baskets or Containers [%]		
	V. Tarps on Ground/Floor [%]		
	VI. Other (specify) [%]		
10	Are the vendors able to store their fresh/raw commodities at the market? [Yes/No]		
11	If yes, where? Describe		
12	If so, are they utilized by the market community? Describe		
13	Is there evidence of people not using the toilets? [Yes/No]		
14	Is there a formalized cleaning program? [Yes/No]		
15	What is the frequency of formal cleaning activities of shared spaces? Describe		
16	Who cleans the market? (formally or informally) Describe		



17	How often is solid waste collected by someone and brought to a dedicated area? (e.g. a waste dump, either at/near the market or elsewhere) Never, occasionally, often, regularly, every day.		
18	Who collects it? Describe		
19	Where is waste taken? Dump in market, dump near market, and dump somewhere else, somewhere else (not a dump), I do not know		
20	Who removes collected waste from the market & how often? Municipality, market employees, market volunteer staff, vendors, other (specify)		
VI	VENDOR KAPS, PRACTICES		
1	Do the vendors of fresh/raw produce also sell ready-to-eat food? All, most, some, few, none		
2	Do the vendors of fresh/raw produce also sell raw meat, fish, or eggs? [All, most, some, few, none]		
3	Are the fresh/raw commodities displayed off the ground (i.e. More than half a meter of the ground?) [All, most, some, few, none]		
4	At vendors' stalls, is food vulnerable to splashes or mud? [All, most, some, few, none]		
5	Are there puddles or mud in or immediately around stalls? [All, most, some, few, none]		
6	How much are flies or other insects on or very near fresh foods? They are everywhere, often, sometimes, rarely, never.		
7	If flies or other insects come near the food, how are vendors protecting the food? (by main commodities e.g. fish, fresh meat, RTE foods, fruits and vegetables)		
8	Do vendors wash or clean their fresh fruits and vegetables? [Yes, always; most times; sometimes; generally, not; no]		
9	If yes, how? Describe		
10	Do vendors regularly use water to wash or refresh their produce? [Yes, always; most times; sometimes; generally, not; no] Take pictures		
11	If yes, where do they get the water? Describe		
12	If you can observe the water, how clean does it look like? Usually clear (like bottled water); mostly clear with some debris; cloudy but not too dirty; brown or with a lot of soil particulate; could not observe; other (specify) Take pictures		



13	Do vendors regularly use water to clean their selling sites? Where do they get the water? [Yes, always; most times; sometimes; generally not; no]		
14	Do vendors have a bin or waste receptacle at their selling point? [Yes, always; most times; sometimes; generally not; no] Take pictures		
15	Is there waste on the ground at vendors' stalls? [All, most, some, few, none]		
16	At vendors' stalls, what surfaces are commonly in contact with fresh commodities? (specify for each commodity) Plastic surface, plastic containers, wood, metal, glass, ground/soil, other(specify)		
17	Do the vendors have chopping boards or other working surfaces? [Yes, no, Other(specify)] Take pictures		
18	Are cleaning equipment/products visible at stalls? [Yes, always; most times; sometimes; generally, not; no]		
19	Are the vendors wearing clean clothes? [All, most, some, few, none]		
20	Are the vendors wearing aprons or other protective clothing? [All, most, some, few, none]		
21	Do the vendors wear gloves to handle food? [All, most, some, few, none]		
22	Do vendors touch food with their bare hands? [Yes, always; most times; sometimes; generally, not; no]		
23	Are there tools to handle the food, at stalls? [All, most, some, few, none]		
24	If yes, do visible tools and utensils used to handle food look clean? [Yes, always; most times; sometimes; generally, not; no; no tools visible]		
25	Are the vendors' nails clean and kept short? [Yes, always; most times; sometimes; generally, not; no]		
26	How do fresh meat/fish vendors keep their product cold? Describe		
27	Are vendors storing chemicals (including cleaning products) near the food? [Yes, always; most times; sometimes; generally, not; no]		