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EatSafe: Evidence and Action Towards Safe, Nutritious Food

COVID-19 in Traditional Markets - Evidence of Consumer and Vendor Resilience During a Global Pandemic

March 1, 2022

8:00am EST | 2:00pm CET | 4:00pm Nairobi | 7:00pm Dhaka



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WELCOME

To ask questions at any time throughout today's event, please click on the Q&A button on your Zoom console.

Today's event will be recorded. After today's session, the recording will be accessible on the GAIN website at www.gainhealth.org



Teale Yalch

*Project Manager, Operations and Partnerships, EatSafe
Global Alliance for Improved Nutrition (GAIN)*



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EatSafe: Evidence and Action Towards Safe, Nutritious Food



EatSafe's aim is to enable lasting improvements in the safety of nutritious foods in traditional markets with a special focus on consumers.

OVERVIEW

COVID-19 RESPONSE

Objective: To strengthen and provide real-time tracking of vendor and consumer perspectives regarding the health, safety, and resilience of their local markets under COVID-19 contexts.

Methods: Regular surveys and interviews in two traditional markets in six countries from September 2020 to December 2021.

Target Audience: Local market stakeholders, relevant government Ministry representatives and USAID Missions in country

Products: EatSafe produced three report types, 180+ issues over 18 months, and a dashboard to explore trends in food price fluctuations.





METHODOLOGY

EatSafe conducted three data collection activities in two markets across six countries.



- 1. Tracking vendor and consumer perceptions of the health and safety of their market**
 - Surveys conducted every two weeks
 - 40 vendors and 40 consumers interviewed
 - Different respondents surveyed each Round
- 2. Price tracking of local nutritious food**
 - Bi-weekly price assessments of a basket of nutritious food from the market
- 3. Assessing resilience of vendors and consumers**
 - Monthly interviews with a panel of 15 consumers and 15 vendors
 - Same respondents surveyed each round



RETROSPECTIVE ANALYSIS



Anthony Wenndt, PhD

Technical Research Specialist, EatSafe

Global Alliance for Improved Nutrition (GAIN)



RESULTS AT-A-GLANCE



Consumer Behaviors

Concern levels mirrored COVID-19 trends

Most consumers reported **changes in their shopping behaviors**

Protective measures were adopted by consumers to prevent COVID-19



Market Response

Markets generally implemented more response measures over time

Market response measures aligned with best-practices for preventing COVID-19



Business Impacts

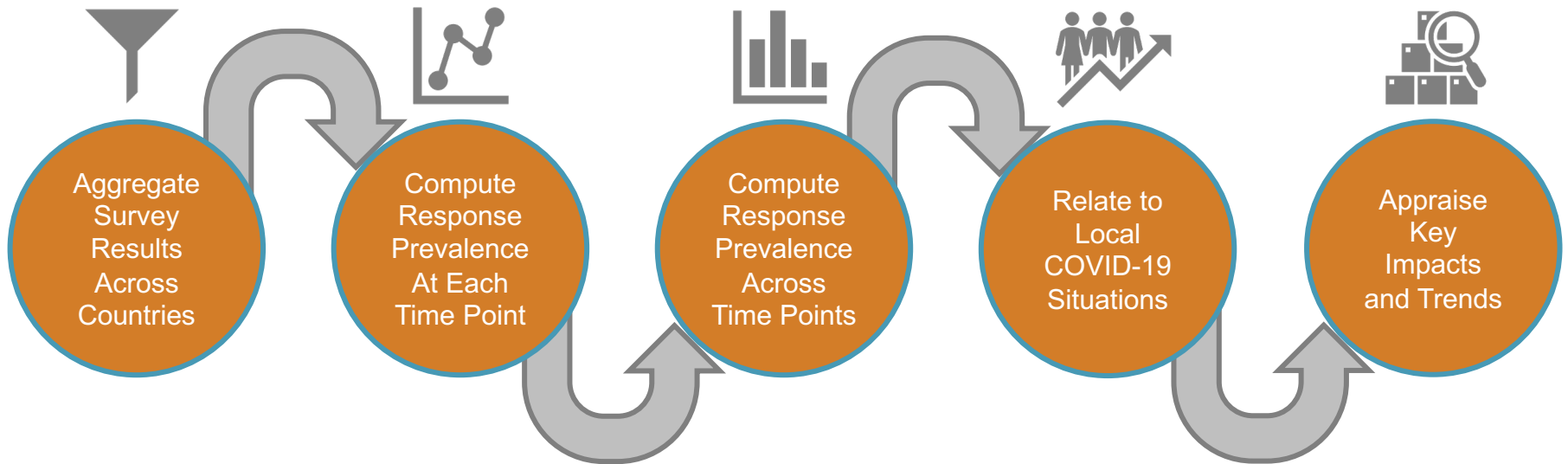
Most vendors' businesses were impacted by COVID-19

Vendors were most concerned about impacts on consumer foot traffic and sales

In mid-2021, **COVID-19 surges prompted more vendors to consider leaving their business**



METHODOLOGY

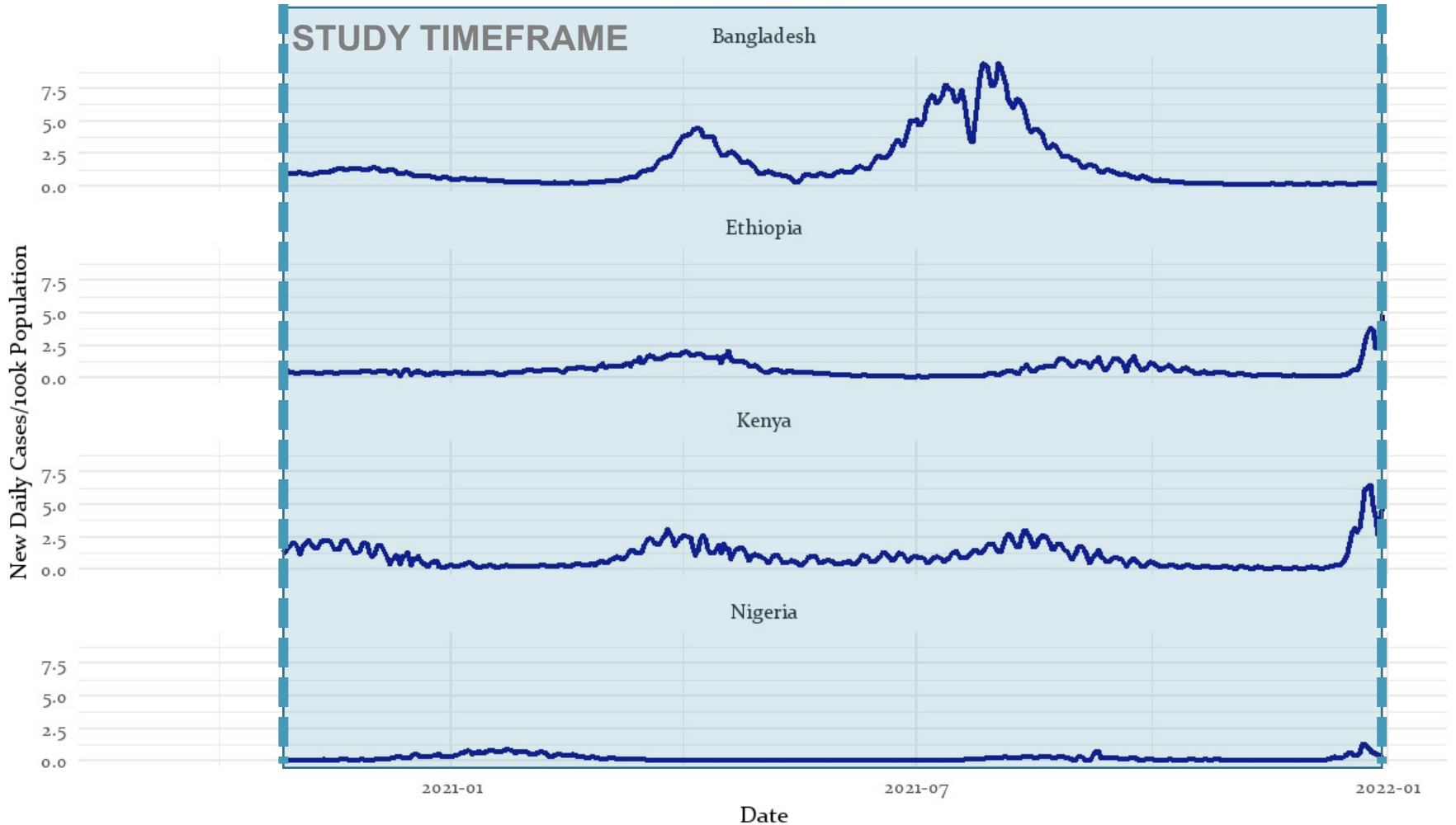




OVERVIEW OF LOCAL COVID-19 EPIDEMICS

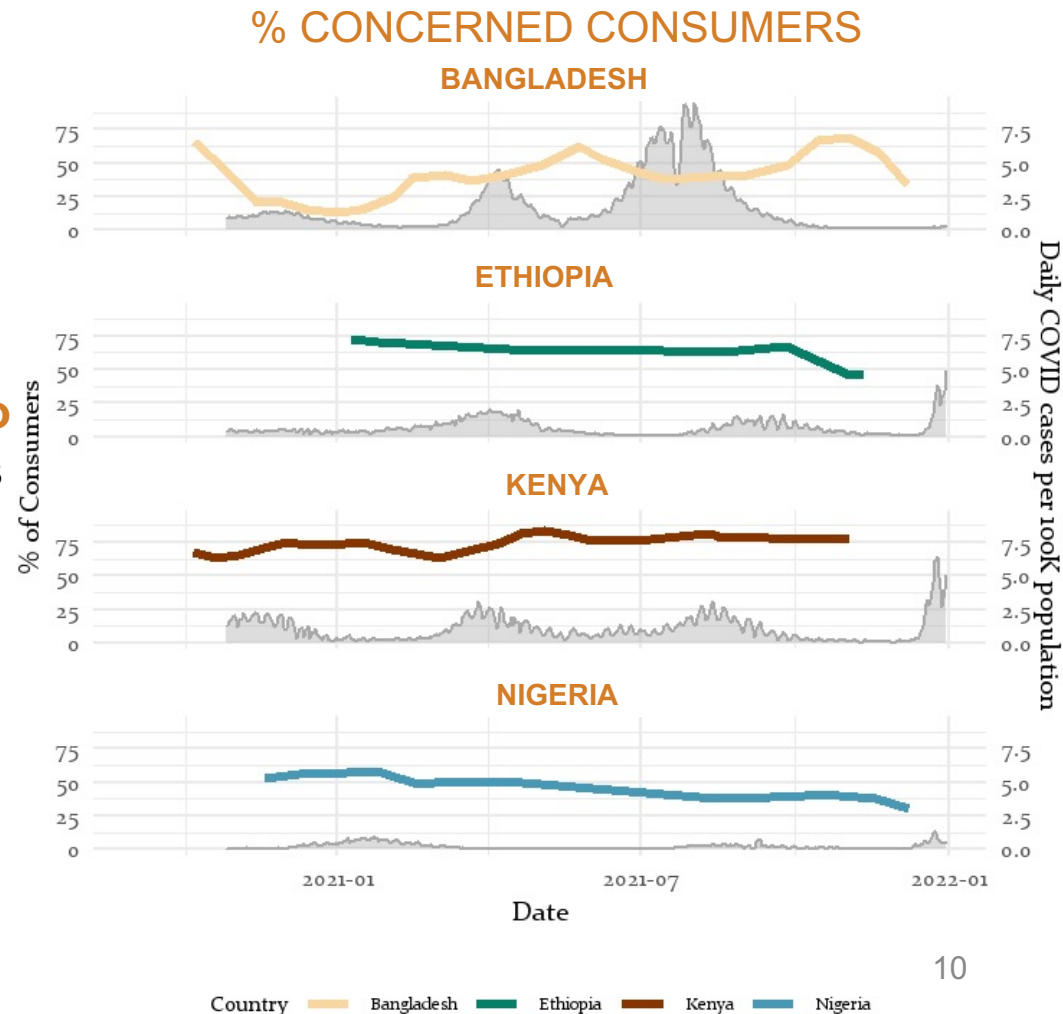
New Daily COVID-19 Cases

3-day Moving Average



UPTICKS IN CONSUMERS' CONCERNS FOLLOWED MAJOR COVID-19 SURGES

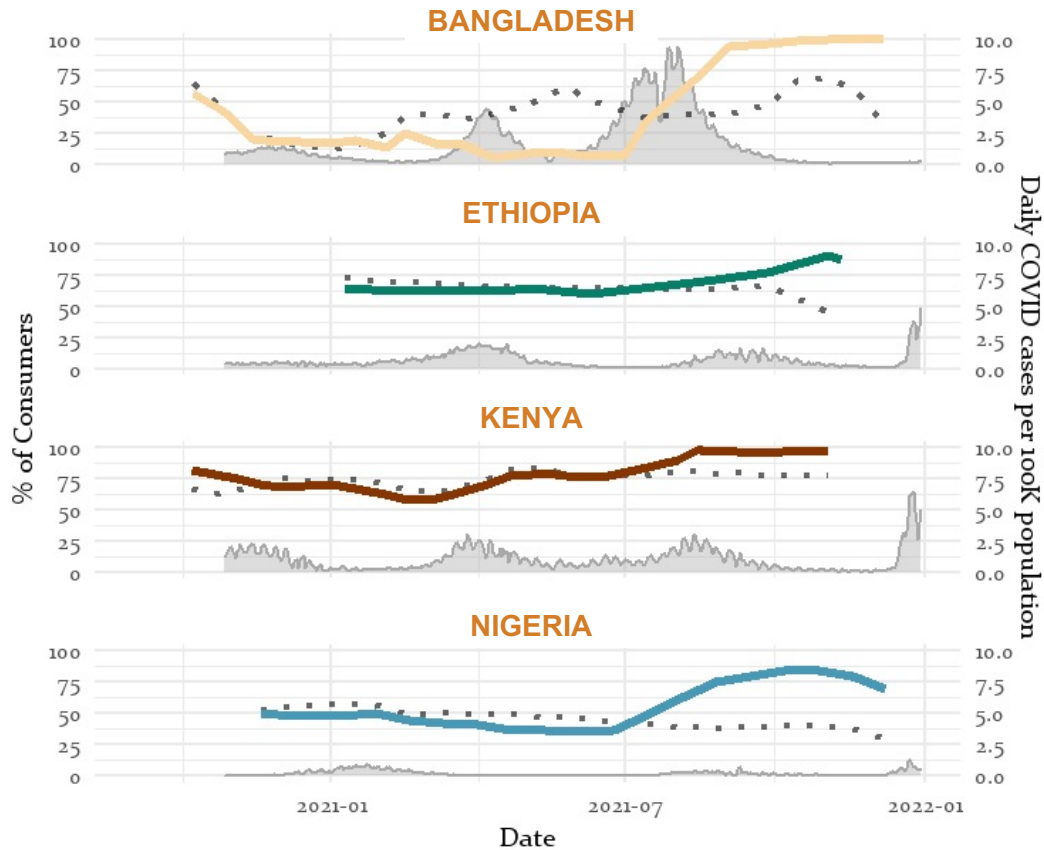
- Most consumers were concerned about COVID-19, especially amid surges
- Peak levels of **concern seemed to lag behind** COVID-19 peak waves by several weeks
- Times of **high concern aligned with low case loads**





CONSUMERS' BEHAVIORS REMAINED CONSTANT EVEN AS COVID-19 CONCERNS DECLINED

% CONSUMERS WITH CHANGED BEHAVIORS



... = CONCERN LEVEL

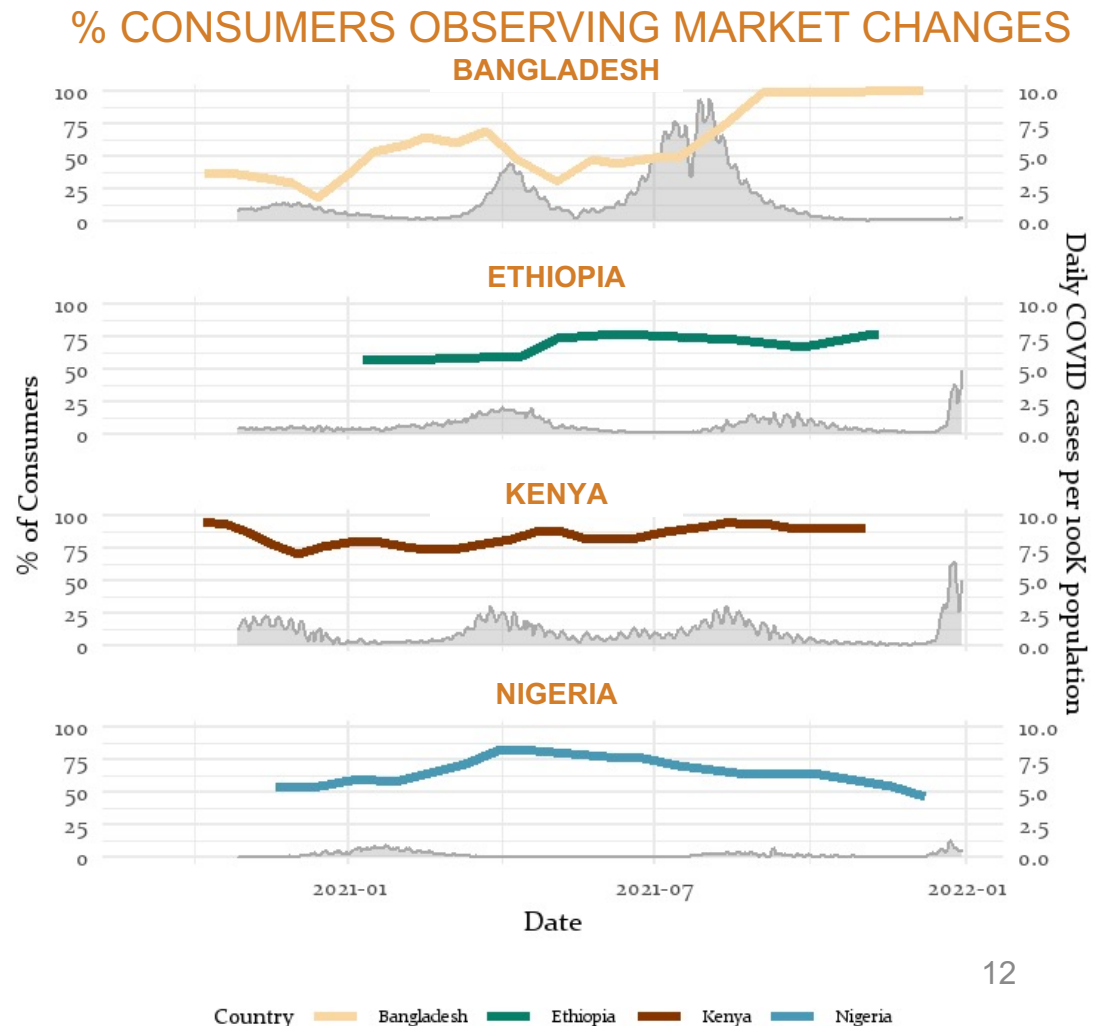
Country — Bangladesh — Ethiopia — Kenya — Nigeria

- Changes in shopping behavior increased over time
- Even as general concerns decreased, consumers protective behaviors remained consistent



CONSUMERS OBSERVED CONSISTENT MARKET RESPONSES TO COVID-19

- High proportions of consumers **noticed market changes**
- **Bangladeshi consumers' perception of market changes increased** over time, mirroring COVID-19 trends

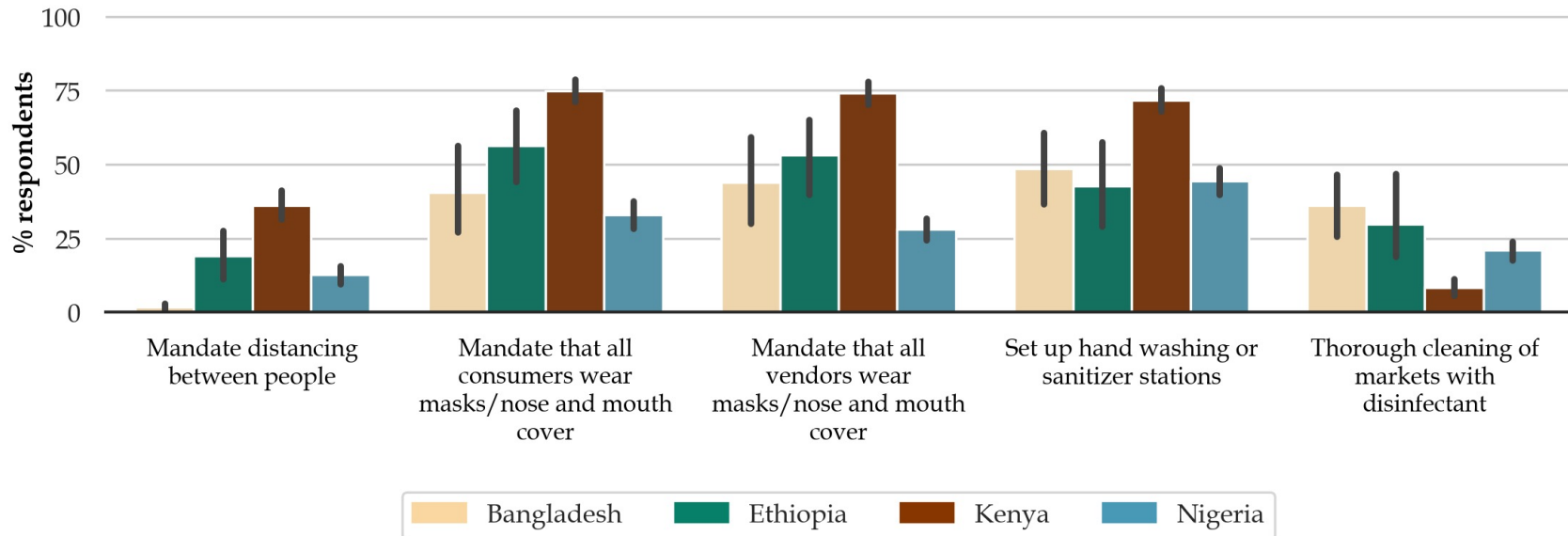




MARKET RESPONSE PROTOCOL ALIGNED WITH COVID-19 MANDATES & BEHAVIORAL BEST-PRACTICES

- Consumers often reported noticing facemasks and hand sanitization guidance
- Social and communications-based responses were less common
- Market-level cleaning operations were not typically observed

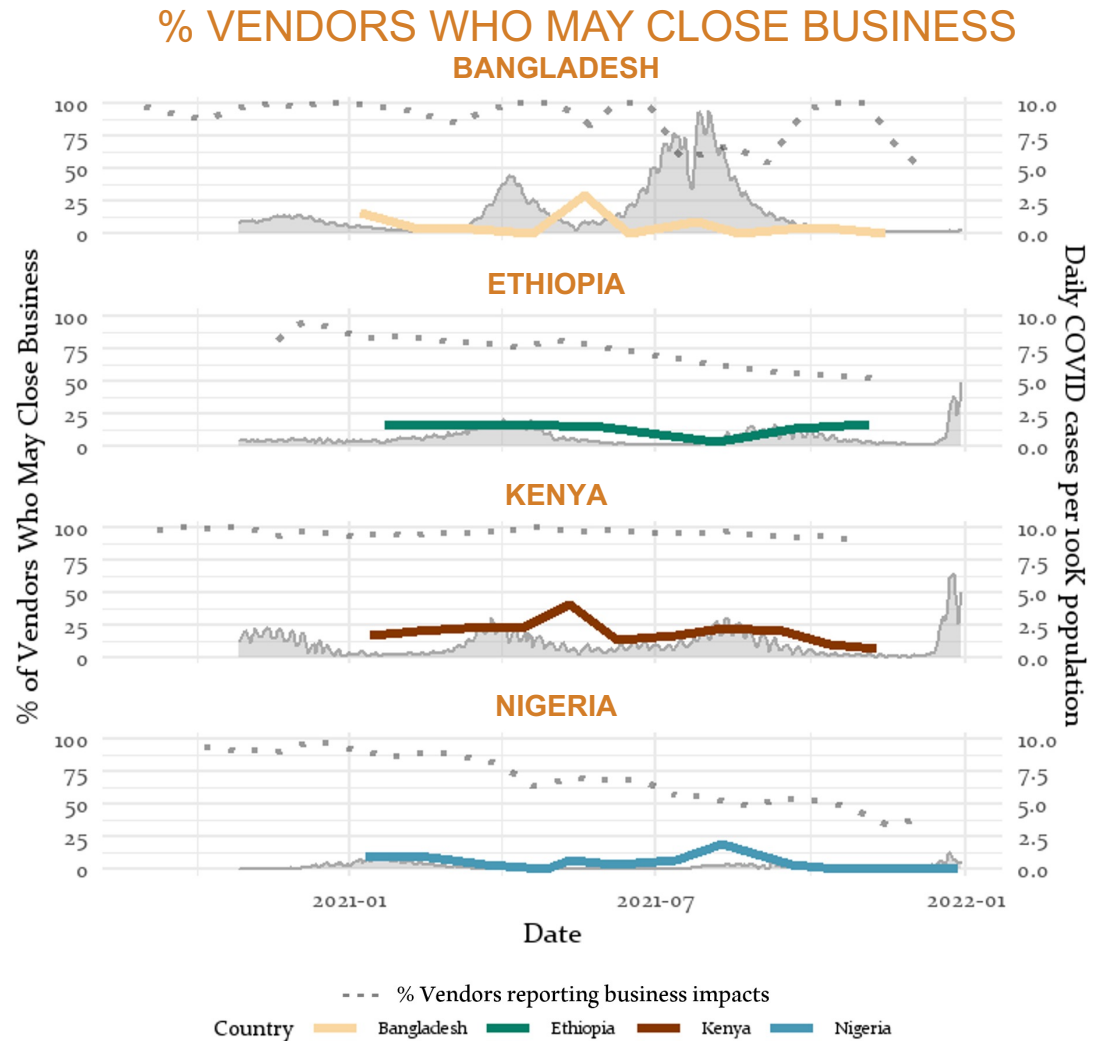
RESPONSES NOTICED BY MOST CONSUMERS





VENDORS REPORTED THAT COVID-19 IMPACTED THEIR BUSINESSES

- **COVID-19 impacts on business remained high** over the course of the study
- Impacts **lessened gradually in Ethiopia and Nigeria**
- More vendors considered **leaving their business following COVID-19 surges**

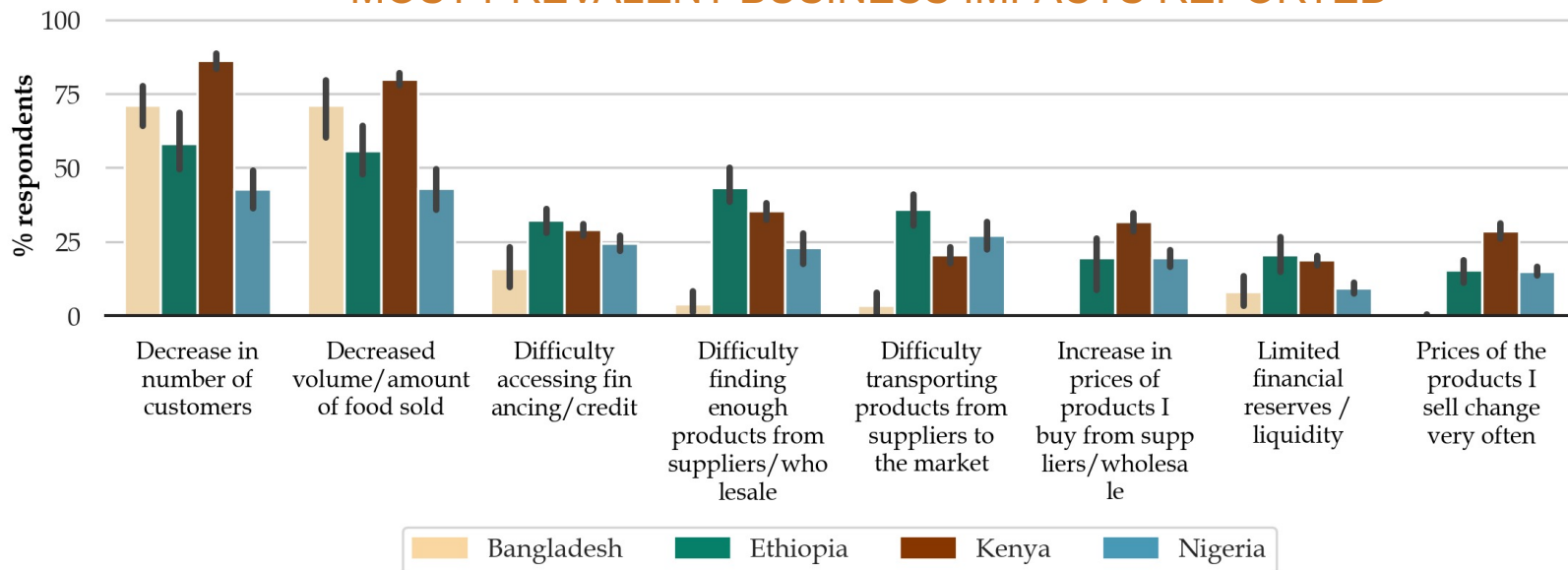




COVID-19 IMPACTED CONSUMER FOOT TRAFFIC AND VENDORS' SALES

- **Decreases in both number of customers and volume of sales** were the most prevalent impacts reported by vendors
- Few vendors reported difficulty transporting produce to the market
- Some vendors reported having difficulty finding wholesale suppliers
- Capital and prices were rarely impacted

MOST PREVALENT BUSINESS IMPACTS REPORTED

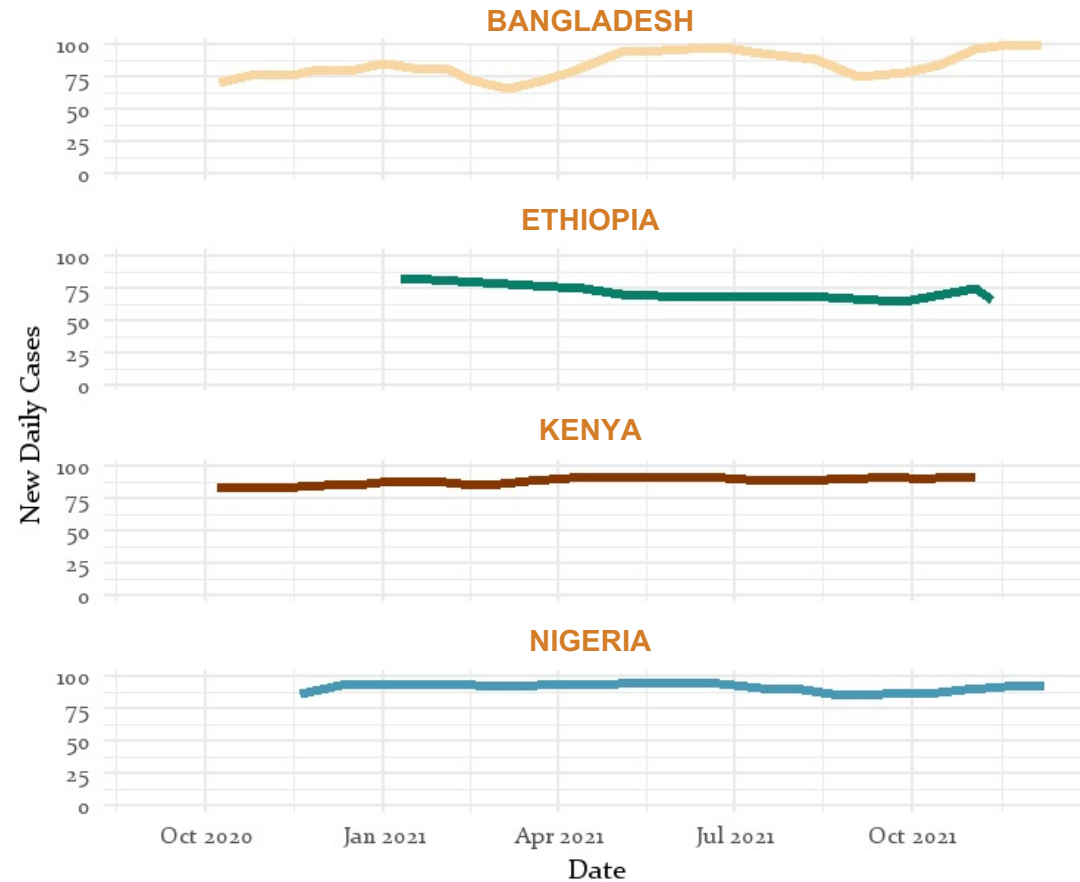




THE PANDEMIC DID NOT IMPACT CONSUMERS' CONFIDENCE IN THE SAFETY OF FOOD IN THE MARKET

- Most consumers maintained **high levels of confidence in the safety of food** bought from the market
- **Trends were consistent** across countries over time
- **Ethiopian consumers** consistently had **lower levels of confidence** in the safety of purchased food

% OF CONSUMERS WHO BELIEVE THE FOOD IS SAFE





RESILIENCE MARKET RESPONSE



Kathrin Demmler, PhD

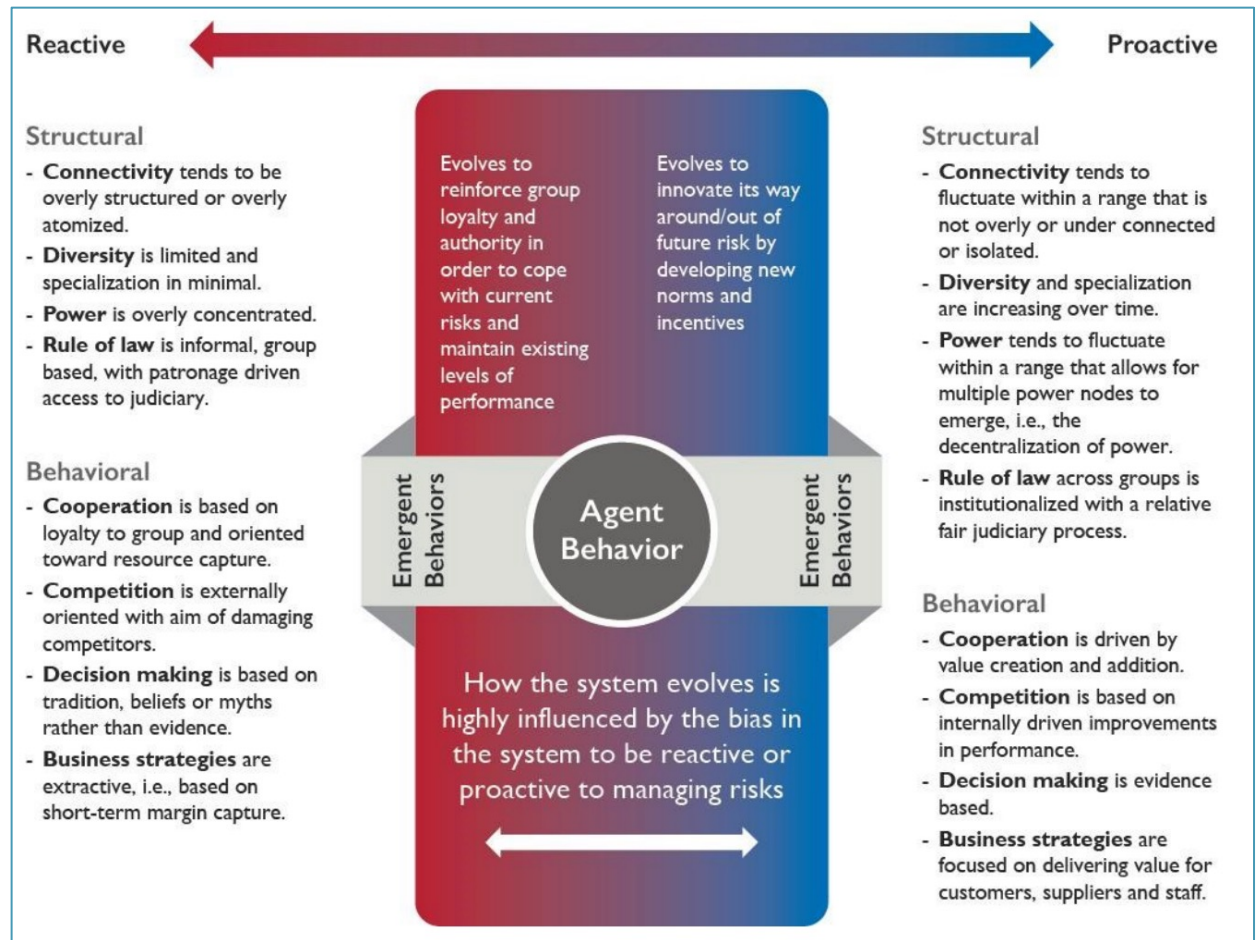
Technical Advisor

Global Alliance for Improved Nutrition (GAIN)



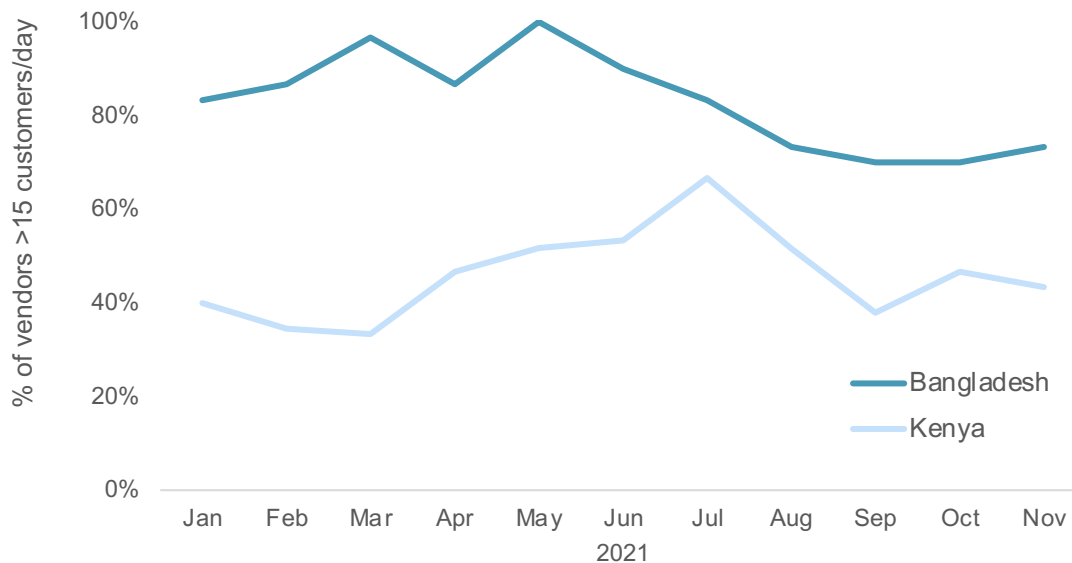
METHODS (RESILIENCE)

We used [USAID'S Market Systems Resilience: A Framework For Measurement](#) to develop the survey questions, centered on both behavioral and structural components.





CONNECTIVITY – VENDORS: NUMBER OF CUSTOMERS

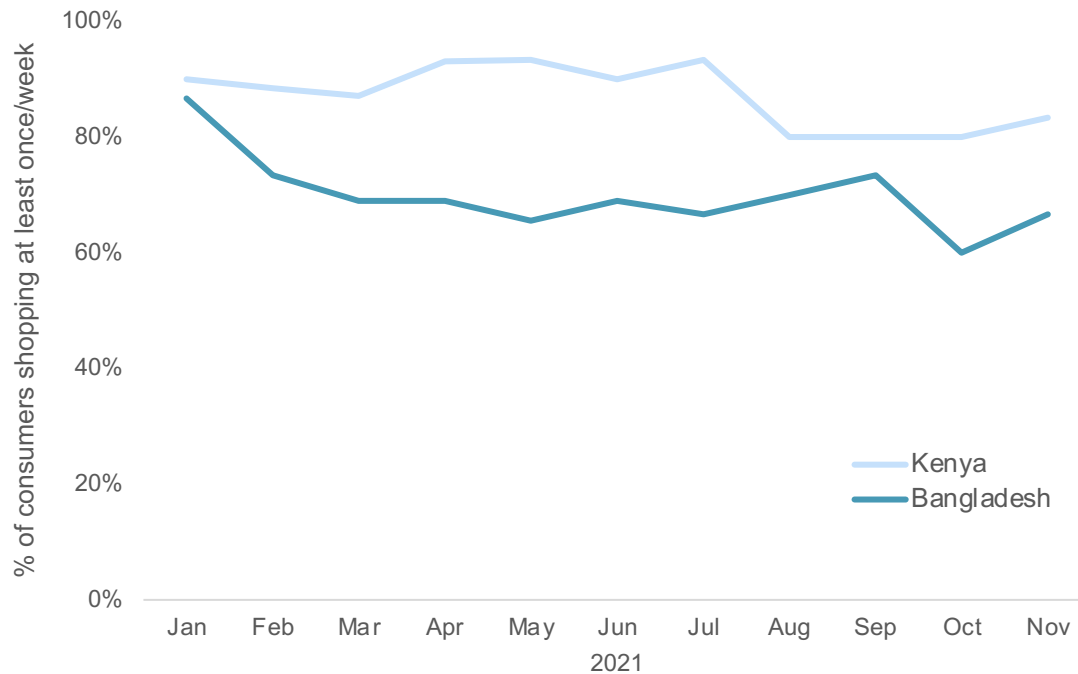


In **BANGLADESH** number of customers **decreased** over time.

In **KENYA** number of customers stayed relatively **stable** over time.



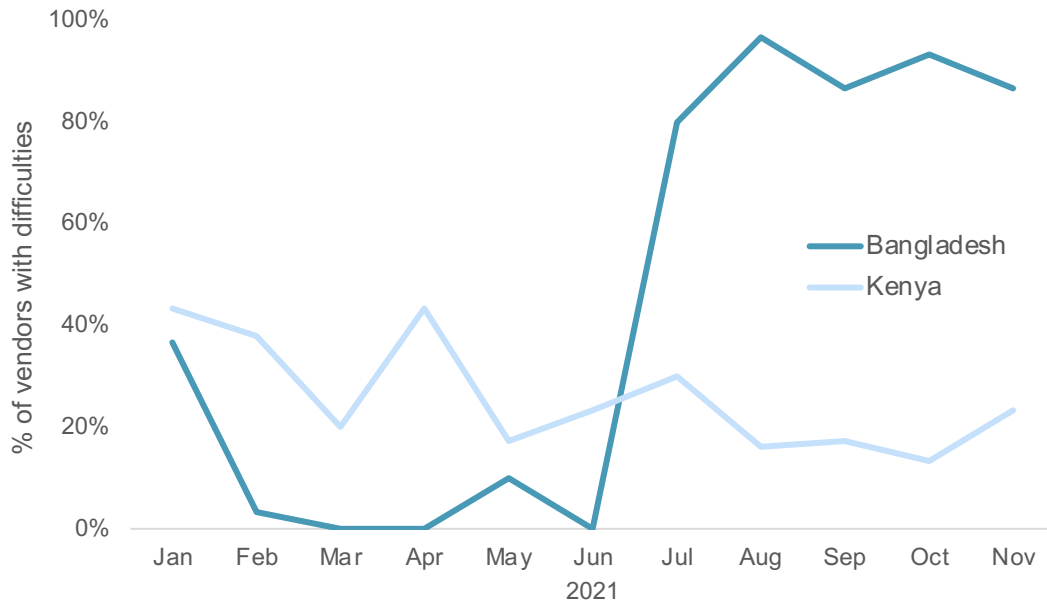
DIVERSITY – CONSUMERS SHOPPING FREQUENCY



Consumer's shopping frequency **decreased** over time.



EQUITY AND FAIRNESS – VENDORS DIFFICULTY FOLLOWING COVID-RULES

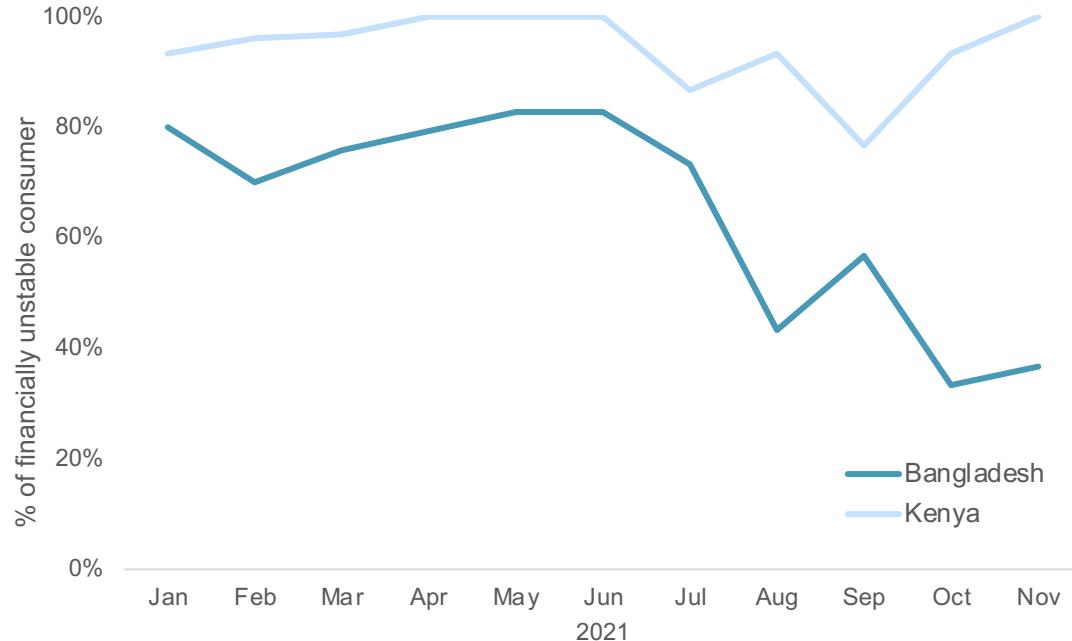


In **KENYA** vendors difficulty following new rules and regulations due to COVID-19 **decreased** over time.

In **BANGLADESH** vendors difficulty **increased** heavily due to nationwide strict lockdown regulations put in place July 2021.



CONSUMERS' PERCEIVED FINANCIAL STABILITY

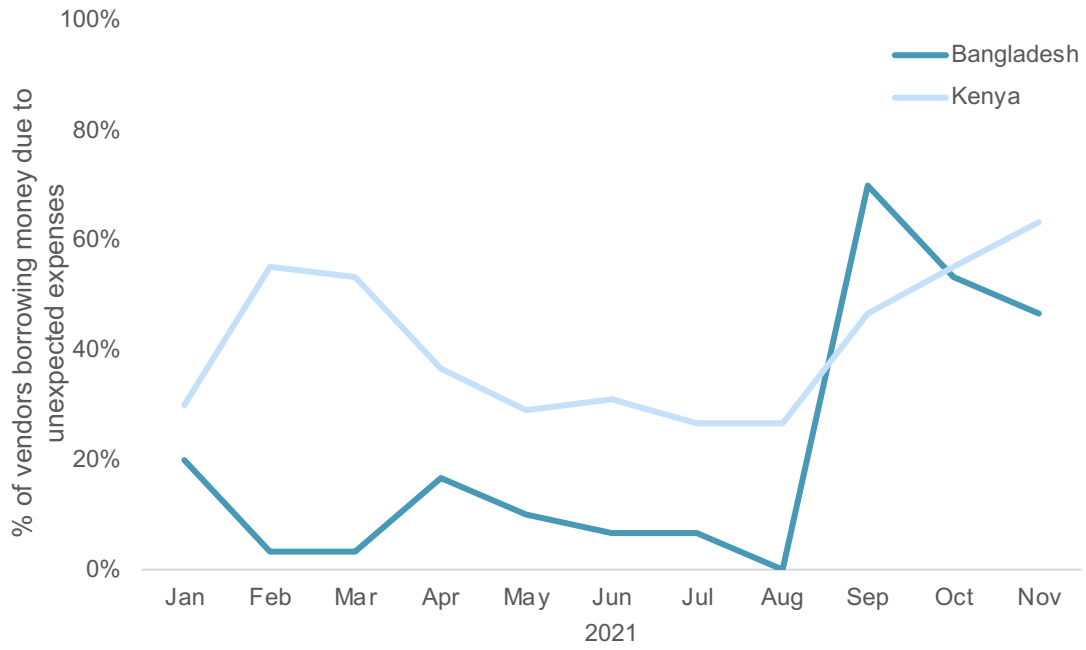


In **KENYA** consumers perceived financial situation remained **unstable** over time.

In **BANGLADESH** consumers' perceived financial situation **improved** over time.



BUSINESS STRATEGY – VENDORS FINANCIAL STABILITY

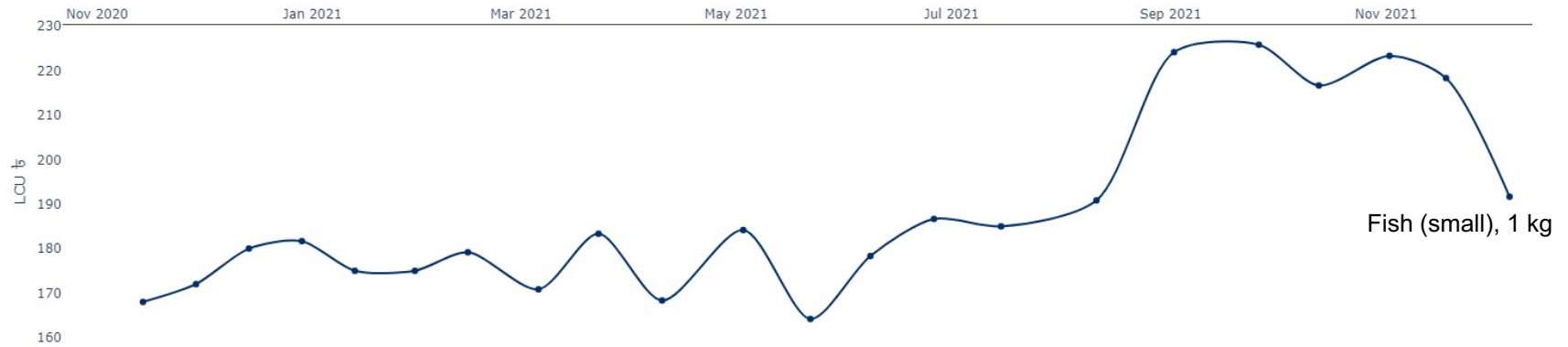


Vendors **financial dependency** on borrowed money (paying for unexpected expenses due to COVID-19) **increased** over time.

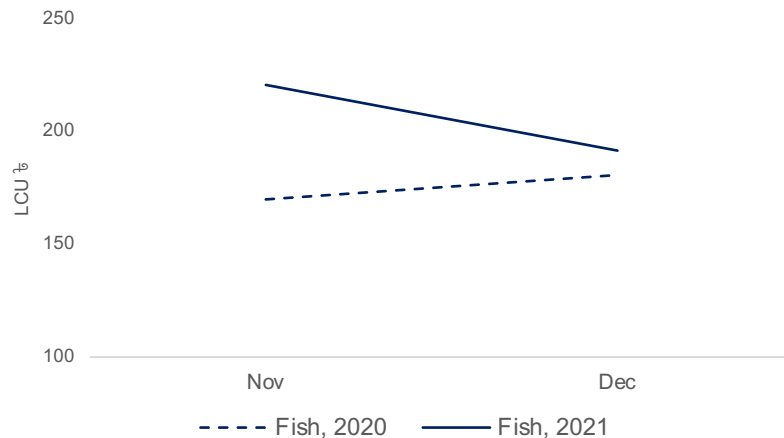


RESULTS: FOOD PRICE TOOL DATA

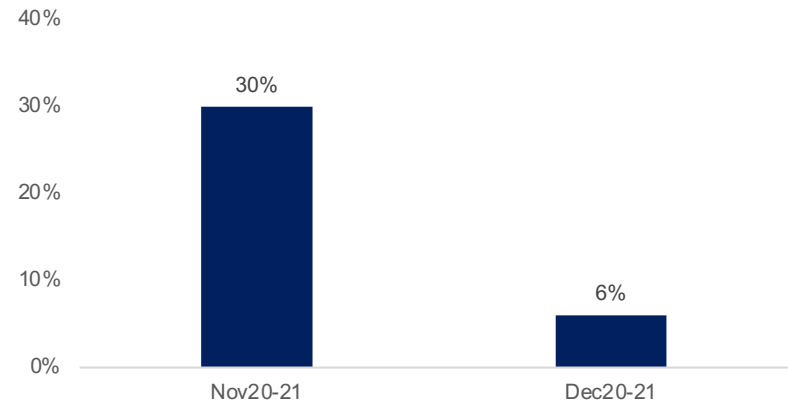
Food price tracking Bangladesh 14 Nov 20 – 06 Dec 21



Average food price differences, 20-21



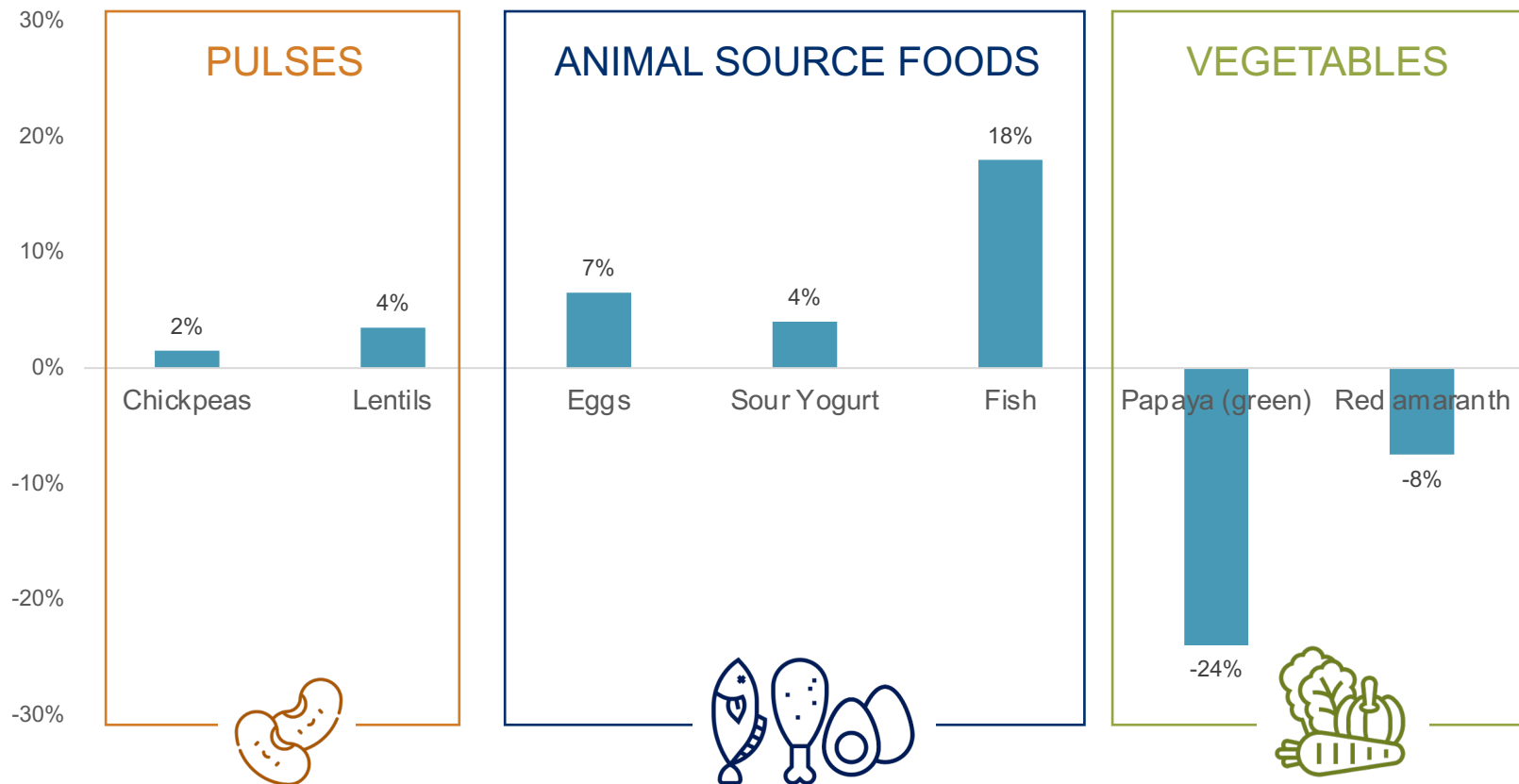
Food price changes (fish), 20-21





RESULTS: FOOD PRICE TOOL DATA

Average* food price changes 20-21, Bangladesh



* Based on changes between the months of November and December 2020 and 2021.



COUNTRY SPOTLIGHT: BANGLADESH



Reza Sumon

Project Manager & Co-Lead

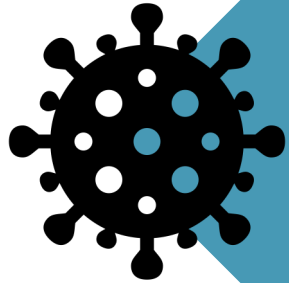
Global Alliance for Improved Nutrition (GAIN)



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COVID-19 in Bangladesh...



After March 2020, the Bangladesh Government closed schools and universities, and imposed restrictions over offices, courts and factories to fight against the COVID-19 pandemic. **Urban way of life was shattered and stagnant.**



To keep the urban food supply chain unbroken, **wet markets continued in the cities** maintaining a limited time period creating an ideal conditions for transmission of virus.



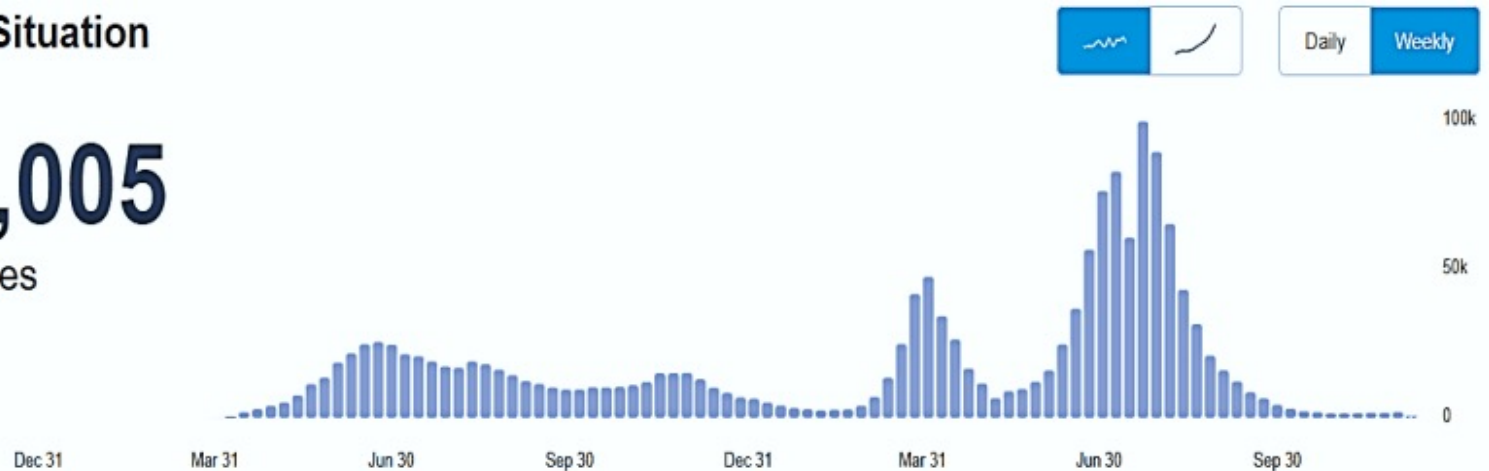
Keeping Food Markets Working - Bangladesh



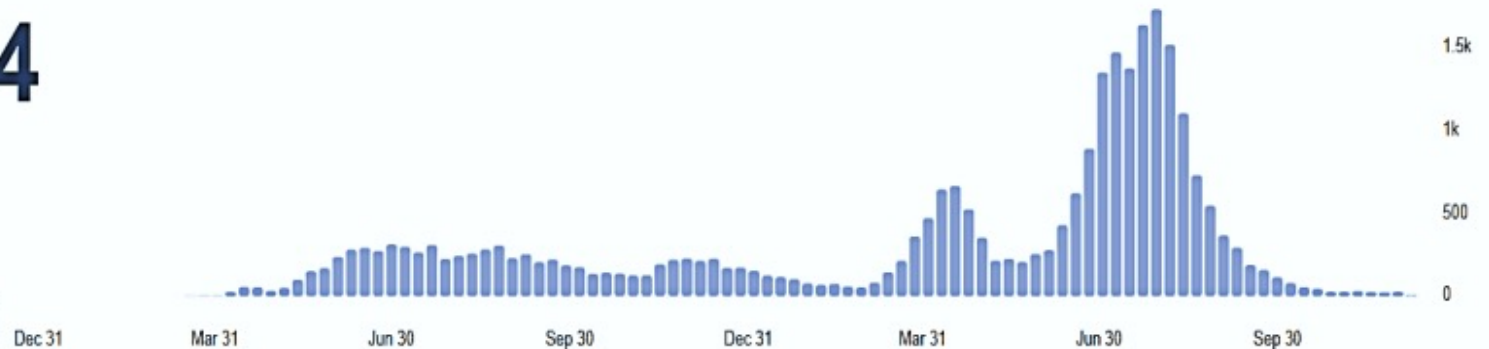
COVID-19 Statistics (Confirmed Cases & Death): March 2020 to December 2021

Bangladesh Situation

1,580,005
confirmed cases



28,034
deaths



Source: World Health Organization

Data may be incomplete for the current day or week.



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Project Location



EatSafe COVID Response Area: Dhaka City under Dhaka South City Corporation

Bonolota Wet Market, New Market, Dhaka

Islambagh City Corporation Wet Market, Churi Hatta, Old Town, Dhaka.

The Bonolota Wet Market is one of Dhaka South City Corporation's largest retail and wholesale wet markets.

Islambagh City Corporation Wet market is small, but many low-income consumers have daily visits in this market

Both wet markets were balanced with upper, middle and low-class consumers along with the vendors. In Islambagh wet market, most of the consumers are female.



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Prior situation of the wet markets



Before intervention of the EatSafe COVID19 activity, both wet markets environment condition was unhealthy.

There occupied a need to **assess what were consumers' and vendors' perspectives regarding COVID-19 and their knowledge about practicing protective behaviors.** Following this, EatSafe collected data from the market.



Challenges: Data Collection During Covid-19 Pandemic

- It was a big challenge to carry out data collection during **countrywide lockdown**. All kind of vehicles and offices were closed.
- **Seeking permission** of City Corporation high officials in inaugurating EatSafe COVID19 response activities in the wet market
- Market committee member were **not supportive at the beginning** of the data collection.
- There was a **possibility of contracting COVID-19** for data collectors





Data Driven Initiatives: Enlightening Market Committees, Development Practitioners and Policy Makers

Exploring concerns of consumers while shopping in the markets during the pandemic

Exploring the changes in food items' availability, price and supplies in the market

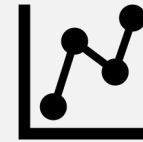
Understanding the coping mechanism of households and businesses to tackle economic crisis caused by pandemic

Assessing personal hygiene practices and initiatives taken by market committees

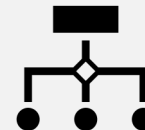
Assessing the effect of COVID-19 pandemic on businesses and consumers' purchasing behaviors



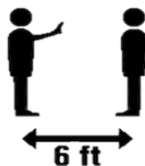
Discussing the Outcome of the Data



The data were cleaned, analyzed and prepared to understand the market condition regarding COVID-19. The team regularly discussed the outcome of data to determine the next steps.



From these analysis, a set of priority tasks were listed for immediate actions based on the data.





Data findings: Engaging Market Committees:



Helped them to know the way forward of work and the immediate actions to take.

Assisted the market committees to understand the lacking and to prioritize and to intervene.



Data Findings: Discussing with Dhaka South City Corporation officials

- Data were disseminated to all relevant stakeholders mainly through the multiple events.
- It engaged them with the project, and
- Shared their suggestions assured their increased monitoring in protecting the wet market





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Data Findings: Formed Technical Working Group (TWG)

A Technical Working Group (TWG) was formed by the leadership of the Bangladesh Food Safety Authority and with the collaboration of Dhaka South City Corporation. The technical working group provided input and recommendations on –



- ✓ Validating the insights generated through the bi-monthly rapid data collection from consumers and vendors
- ✓ Identifying the major food safety constraints inside the market and the critical areas of investments
- ✓ Reviewing the infrastructural audits and the required changes in the design of the market
- ✓ Reviewing and approving the draft BCC materials for the market on COVID-19 recovery and Food Safety



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Implementation of Technical Working Group (TWG) Recommendations

From the discussion of the TWG some significant recommendations are following:

- Honorable Councilor, Ward-18, DSCC ASM Ferdous Alam, recommended providing technical support for preparing Black Fungus leaflets. He committed to distributing them among the people of his surrounding area by his management.
- Mr. Babor Ali Mir, Zonal Executive Officer, Zone-3, DSCC recommend bringing all vendors under COVID-19 vaccination.
- Ensure drains are clean and non-existence waterlogged in the wet market.
- Arrange announcement through Imam after salah about Dengue and COVID awareness.
- Arrange consultation box to provide feedback and suggestions to consumers and vendors arriving in the wet market.
- Arranging billboards for guidelines to be done during the stay in the wet market.

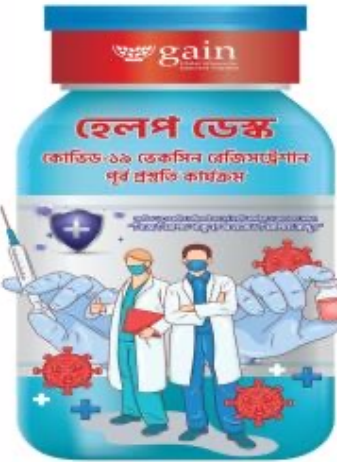
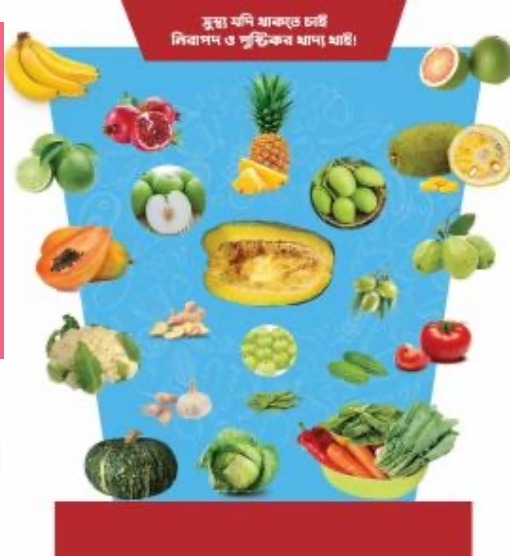




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BCC Materials Distribution for Both Wet Markets Based on Data



বাজার কেভিড-১৯ প্রতিরোধে নির্দেশিকা



বাজার পরিচালনা কর্তৃপক্ষ হিসেবে আপনি কি করতে পারেন?



ঢাকা দক্ষিণ সিটি কর্পোরেশন এর আওতাধীন বাঁচা বাজারে বাস্কাব পরিবেশ বজায় রাখতে বাজারে অবস্থানকারীরা সময়ে করণীয়সমূহ-

<p>বাজার পরিচালনা কর্তৃপক্ষ ও ব্যবসায়ীদের বাজারে অবস্থানকারীরা সময়ে করণীয়সমূহ-</p> <ul style="list-style-type: none"> বাজারে প্রবেশের মধ্য ব্যবহারে ব্যবহারমুক্ত করুন। সবই সতর্ক ও সুর সীমিতভাবে সতর্ক হি না নির্দিষ্ট করুন। বাজারে প্রবেশের হাত স্যানিটাইজার অথবা হাত ধোয়ার ব্যবস্থা প্রস্তুত করুন। হাত ধোয়ার ফল এবং টাইমলিগে, আলাদা সাজানো এলেকান্দ্র মাস্ক পরিষ্কার করুন। প্রবেশের পথে এড়িয়ে দাওয়া এবং কমন হলে কয়েকই সুরক্ষামূল্যে, সুরক্ষিতকর ও সুরক্ষিত করা হবে বাজারে প্রবেশ করতে পারেন। বাজারে সাময়িক আলাপসংলাপ বিলম্বিত করুন। বাজারে প্রবেশের হাত স্যানিটাইজার পরিষ্কার করুন। কোনো ক্ষেত্রে টাইমলিগে সুরক্ষিত হলে কি না পারলে সতর্ক এবং সতর্ক হলে সুরক্ষিতকর সুরক্ষিত করুন। 	<p>ভোক্তাদের বাজারে অবস্থানকারীরা সময়ে করণীয়সমূহ-</p> <ul style="list-style-type: none"> সুরক্ষিত বাজারে প্রবেশের সময় সতর্ক হি না নির্দিষ্ট করুন। বাজারে প্রবেশের হাত স্যানিটাইজার অথবা হাত ধোয়ার ব্যবস্থা প্রস্তুত করুন। সতর্ক হি না নির্দিষ্ট করুন। সতর্ক হি না নির্দিষ্ট করুন। সতর্ক হি না নির্দিষ্ট করুন। সতর্ক হি না নির্দিষ্ট করুন। সতর্ক হি না নির্দিষ্ট করুন। সতর্ক হি না নির্দিষ্ট করুন। সতর্ক হি না নির্দিষ্ট করুন। সতর্ক হি না নির্দিষ্ট করুন।
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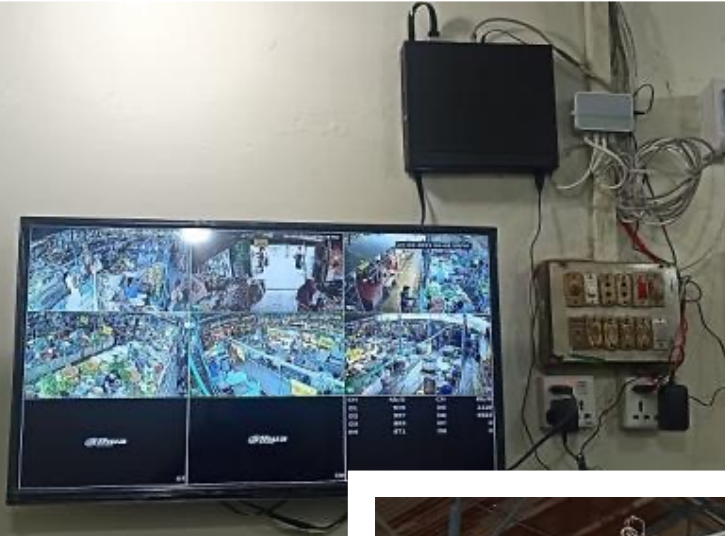
Infrastructural Improvement Activities Based on Data's Requirement

To mitigate urgent risks and improve markets' food and health safety in the short and medium to longer-term, some initiative measures have been taken to strengthen market infrastructure which were reflected through data.





Infrastructural Improvement Activities Based on Data's Requirement

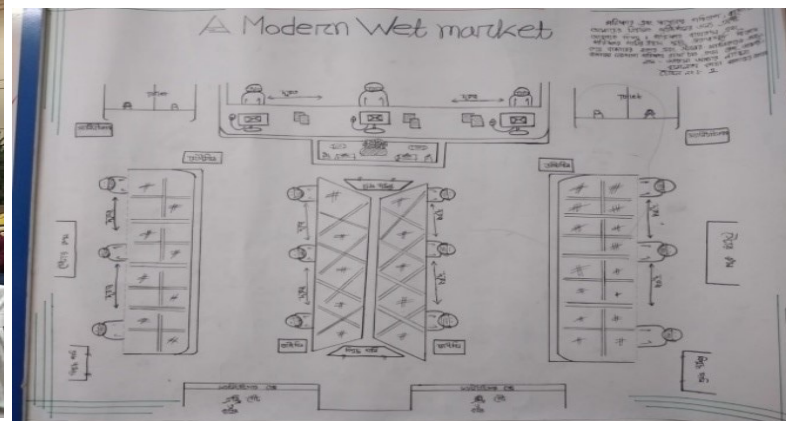




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Vendor and Consumer Affiliation Program





International Day Observation



World Food Safety Day

To make awareness about nutritious safe food and health hygiene in the market we have also celebrated World Food Day, World Water Day, World Health Day.

Media coverage of such day celebration link is given below:

<https://www.thedailystar.net/city/news/no-shortage-food-safety-issue-2107477>

<https://www.tbsnews.net/bangladesh/health/call-ensure-safe-healthy-foods-consumers-257785#.YL-LEPZzVlo.whatsapp>

<https://www.kalerkantho.com/online/national/2021/06/07/1040797>



Learnings from implementation

Overall behavioral changes require more pilot testing and holistic market planning approach which needs to be explored in future.

01



02

03



Along with the 'perception data' of consumers and vendors, 'observational data' collection on market cleanliness, use of mask by consumers and vendors and social distancing practice while shopping or selling in the market is required to explain market behavior.

Inclusion of sourcing price and consumers' opinions on price and product availability data are also required. It will enrich the collected 'price data' and will make it more reasonable



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Sustainability and way forward

- Both wet markets are moving forward to transform into healthier markets, and the consumers are getting aware of safe and nutritious food consumption.
- The two wet markets where we have worked are now ideal models in Dhaka city.
- Members from other market associations, development partners and government officials from different departments frequently visit our market for learning.





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Sustainability and way forward

- The Bazar committee of Mohammadpur Fresh Market in Dhaka North City Corporation area has applied to GAIN to support them in transforming their market into healthier markets.

বিসমিল্লাহীর রাহমানির রহীম
মোহাম্মদপুর নতুন কাঁচা বাজার
দোকান মালিক ও ব্যবসায়ী সমিতি
 তাজমহল রোড, মোহাম্মদপুর, ঢাকা-১২০৭
 রেজিঃ নং- ৪১১২

<p>সূত্রঃ</p> <p>বরাবর</p> <p>ফার্মি ডিরেক্টর</p> <p>শেইন বাংলাদেশ</p> <p>ঢাকা, ঢাকা।</p>	<p>তারিখঃ</p>
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বিষয়ঃ উক্ত সিটি কর্পোরেশন এর আবতাহীন মোহাম্মদপুর নতুন কাঁচা বাজার এ শেইন বাংলাদেশ এর ইটসেইক প্রকল্পের কার্যক্রম বাস্তবায়ন প্রসঙ্গে।

জ্ঞান, সর্বনিম্ন নিবেদন এই যে, আমরা মোহাম্মদপুর নতুন কাঁচা বাজার এর ব্যবসায়ী সমিতির সদস্যপদ পত্র ১৩/০২/২০২২ইং তারিখে বন্দনতা কাঁচা বাজার পরিদর্শন করেছি। নিরাপদ এবং স্বাস্থ্যসম্মত কাঁচা বাজার গড়ে তুলতে আপনারা যেনকল উন্নয়নমূলক ও জ্ঞান সচেতনতামূলক কার্যক্রম সম্পাদন করেছেন তা পরিদর্শন করে আমরা অভিভূত এবং বাস্তবসম্মত বলে মনে করছি।

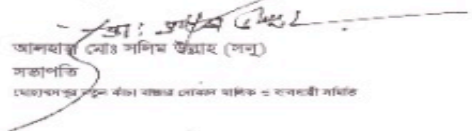
বন্দনতা কাঁচা বাজার, নিউ মার্কেট, ঢাকা এর অনুকূল কার্যক্রম আমাদের মোহাম্মদপুর নতুন কাঁচা বাজারেও বাস্তবায়ন করার জন্য বিনীতভাবে আবেদন জানাচ্ছি এবং আমরা বাজার কমিটির সকল সদস্যবৃন্দ ও উক্ত বাজারের সকল ব্যবসায়ী ভাইবোনের সাথে মোহাম্মদপুর নতুন কাঁচা বাজারের জন্য আপনারা এই কার্যক্রম এবং সমন্বয়যোগ্য কার্যক্রম নিয়ে আলোচনা করেছি এবং এই ক্ষেত্রে আমরা মনেকরি শেইন বাংলাদেশ এর ইটসেইক প্রকল্পের কার্যক্রম আমাদের বাজারে বাস্তবায়িত হলে আমাদের সকল ব্যবসায়ী ও তোক্তা সাধারণ একটি নিরাপদ ও স্বাস্থ্য সম্মত কাঁচা বাজার পাবে। যাহা বর্তমান প্রেক্ষাপটে খুবই জরুরী।

অতএব, আমরা আশাবালী আপনারা আমাদের আবেদনে সাত্তা দিয়ে ইটসেইক প্রকল্পের কার্যক্রম আমাদের মোহাম্মদপুর নতুন কাঁচা বাজারে বাস্তবায়ন করে নিরাপদ ও স্বাস্থ্যসম্মত কাঁচা বাজার গড়ে তুলতে সর্বিক সহযোগিতা করবেন বলে আশাবাদ ব্যক্ত করছি।

ধন্যবাদান্তে

মোহাম্মদপুর নতুন কাঁচা বাজার দোকান মালিক ও ব্যবসায়ী সমিতি

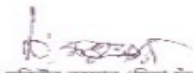
মোহাম্মদপুর, ঢাকা।

স্বাক্ষরঃ 

আলহাজ্ব মোঃ সাদিক উল্লাহ (সহ)

সভাপতি

মোহাম্মদপুর নতুন কাঁচা বাজার দোকান মালিক ও ব্যবসায়ী সমিতি

স্বাক্ষরঃ 

মোঃ মুক্তিউর রহমান (মিঃ টাল)

সাধারণ সম্পাদক

মোহাম্মদপুর নতুন কাঁচা বাজার দোকান মালিক ও ব্যবসায়ী সমিতি



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Thank You



COUNTRY SPOTLIGHT: KENYA



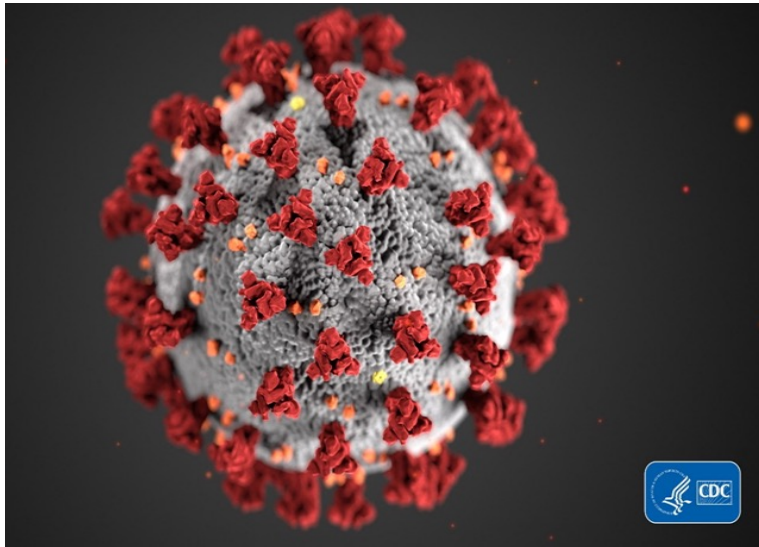
Dorothy Mugane, PhD candidate

Senior Technical Specialist

Global Alliance for Improved Nutrition (GAIN)



COVID – 19 IN KENYA



A new way of life.....

- Partial to full lockdowns
- Restriction of movement
- Dusk to dawn curfews
- Public gatherings banned
- Masks and social distancing mandates
- Office closures
- Market systems disrupted



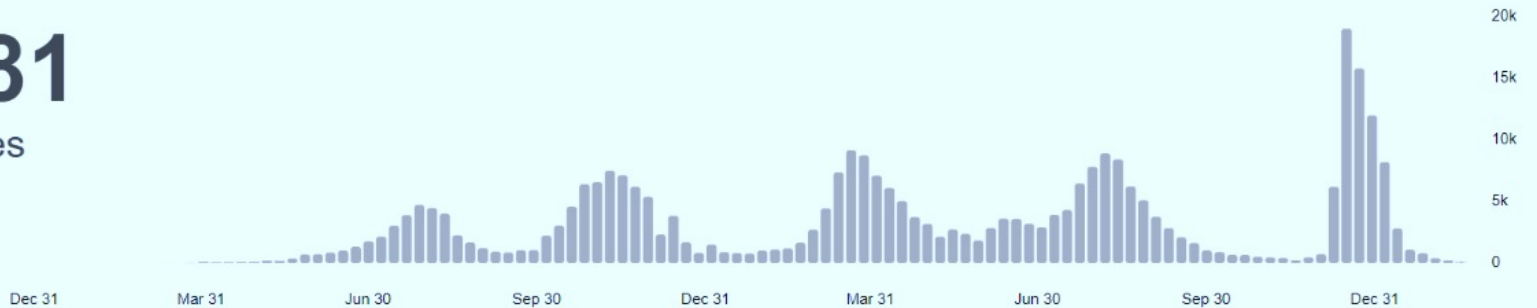
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COVID-19 STATISTICS (MARCH 2020 – DECEMBER 2021)

Kenya Situation

322,781
confirmed cases



5,638
deaths



Source: World Health Organization

Data may be incomplete for the current day or week.



ACTIVITY SITES

Madaraka wet Market, in Thika town, Kiambu County

- Has unique features
- Is the trade corridor to the Northern Kenya counties
- Also serves Machakos, Murang'a and Nairobi counties
- Hosts an average 2500 retail vendors



Marikiti wet market, Machakos town, in Machakos county

- Operates about 2000 vendors daily pre-COVID.
- Number of vendors dropped to about 800 during COVID
- Serves up to 10,000 consumers on a market day before COVID.
- Consumers reduced to below 4000 during COVID 19.



DATA ANALYSIS AND INTERPRETATION



- Sharing with stakeholders
- COVID-Response Units
- Market teams



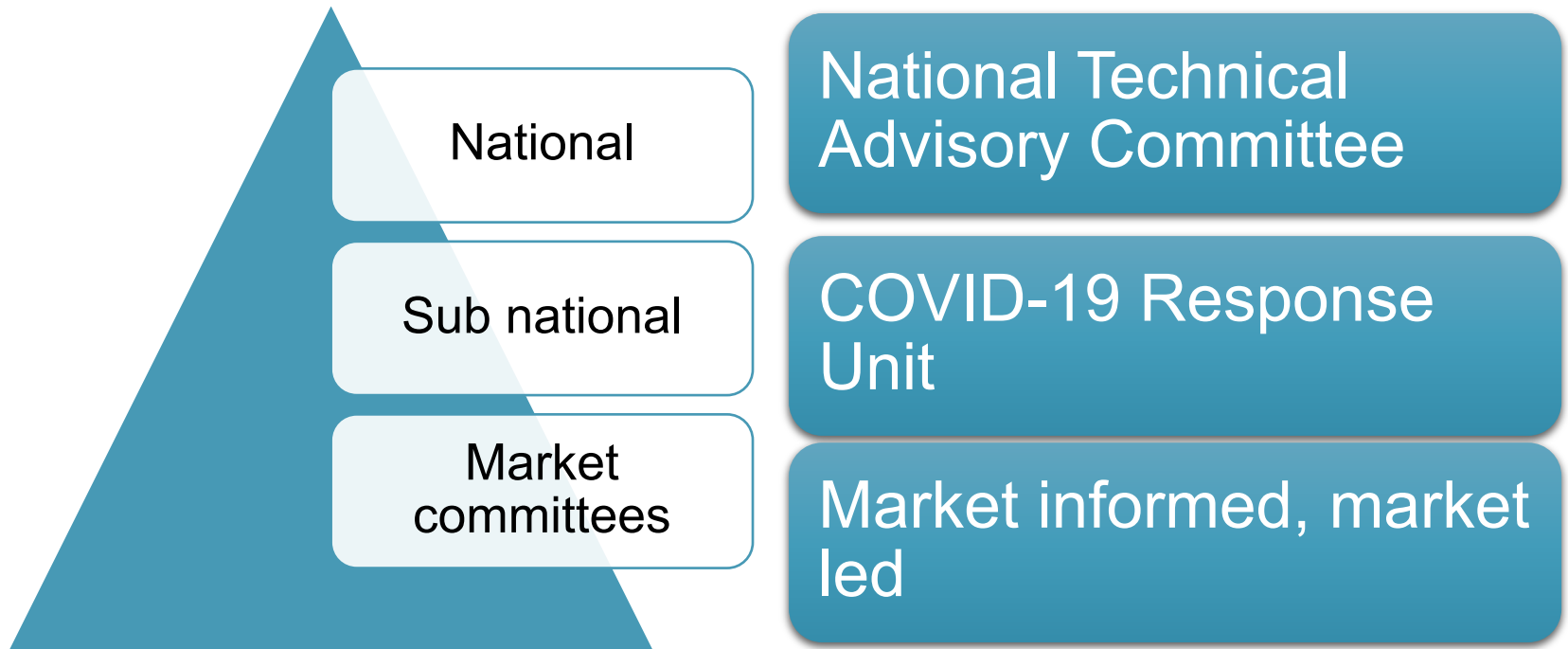
REGULAR FEEDBACK MEETINGS WITH STAKEHOLDERS



- Improved governance of the market system through regular dialogue platforms.
- Enforcing compliance –market committees took responsibility in fostering collaboration with county governments.
- Informed the county government on priority areas for investment and had a basis for engaging other partners.



Data informed action matrix developed



Data driven market social behaviour change communication



Posters displayed in the vendors stalls in Madaraka market- Thika Kiambu County.



Social media dissemination of COVID- 19 IEC materials



- The need to provide regular communication on COVID–19 became apparent.
- Development and dissemination of IEC COVID - 19 prevention materials.



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DATA INFORMED IMMEDIATE ACTIONS

- Machakos photo before



- Machakos photo After



Infrastructure improvement in Marikiti Market



DATA INFORMED IMMEDIATE ACTIONS – HAND WASHING DATA



Infrastructure improvement in Madaraka Market



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Hand washing stations set up





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EATSAFE DATA - THE FOUNDATION FOR ONWARD ACTIONS



Smart markets



Sub national dashboards



Food system policies



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LEARNING AND ADAPTING



gain
Global Alliance for
Improved Nutrition

COVID-19
LEARNING CONFERENCE

6-7 JULY, 2021 | SAFARI PARK HOTEL, NAIROBI

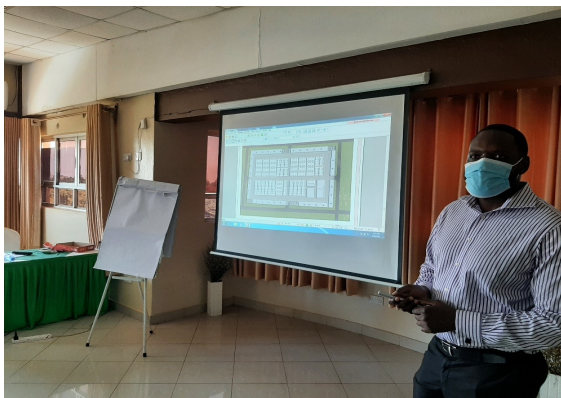
**National level events informed by EATSAFE
COVID – 19 data**



EVIDENCE BASED DECISION MAKING



Smart markets were visualized through stakeholder engagement meetings





SUB-NATIONAL DASHBOARDS

- County governments are open to data sharing through dashboards for better planning and decision making.
- Price monitoring data for priority commodities will provide real time information for market users



FOOD SYSTEMS
DASHBOARD



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THANK YOU



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A vibrant outdoor market scene with many people, colorful umbrellas, and fresh produce like carrots and cabbages. A man in a light-colored suit is walking through the market. A large green oval is overlaid on the center of the image.

Q&A

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EATSAFE'S NEW CHIEF OF PARTY



Richard Pluke
EatSafe Chief of Party



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