

EatSafe: Evidence and Action Towards Safe, Nutritious Food

COVID-19 Impacts on Traditional Food Market Bulletin Summaries

September 2020 – November 2021

Developed by EatSafe, the summaries contained in this document provide insights into the behaviors and daily decisions made by vendors and consumers in two traditional food markets in the Nairobi Metropolitan Area (Marikiti market in Machakos and Madaraka market in Kiambu County). Issues are as follows:

| ISSUE NO. AND DATE | PAGE |
|---------------------------------------|-------|
| Bulletin Issue 1: September 15, 2020 | 2 |
| Bulletin Issue 2: October 2, 2020 | 3 |
| Bulletin Issue 3: October 12, 2020 | 4 |
| Bulletin Issue 4: October 25, 2020 | 5 |
| Bulletin Issue 5: November 15, 2020 | 6 |
| Bulletin Issue 6: November 27, 2020 | 7 |
| Bulletin Issue 7: December 5, 2020 | 8 |
| Bulletin Issue 8: December 20, 2020 | 9 |
| Bulletin Issue 9: January 8, 2021 | 10 |
| Bulletin Issue 10: January 22, 2021 | 11 |
| Bulletin Issue 11: February 5, 2021 | 12 |
| Bulletin Issue 12: February 19, 2021 | 13 |
| Bulletin Issue 13: March 19, 2021 | 14 |
| Bulletin Issue 14: April 23, 2021 | 15 |
| Bulletin Issue 15: May 21, 2021 | 16-17 |
| Bulletin Issue 16: July, 30, 2021 | 18 |
| Bulletin Issue 17: August 20, 2021 | 19 |
| Bulletin Issue 18: September 28, 2021 | 20 |
| Bulletin Issue 19: October 22, 2021 | 21 |
| Bulletin Issue 20: November 30, 2021 | 22 |

For more details on EatSafe program activities, visit gainhealth.org/EatSafe or contact EatSafe@gainhealth.org.

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Summary Market #1 – Machakos Retail Market, Machakos County

- A total of 42 vendors participated in the survey of whom 40 of them were women. The vendors interviewed represented in various categories; vegetables (81%), fruits (37.5%), legumes (28.6%), Grains (23.8%) while eggs at 2.4%. Similarly, 43 consumers also participated, 54% being female.
- 97.6% of vendors reported reduced numbers of customers while 57.8 % of consumers reported reduced frequency of shopping.
- The major impacts of COVID 19 reported by vendors were decrease in customers (97%) and decrease in sales (90%).
- The major contributors of reduced sales were identified as difficulty in sourcing commodities (43.9%) and difficulty in accessing financing at 36.6%.
- There was a marked change in availability of fresh fruits and vegetables as reported by 86% and 75% of consumers respectively.
- The most useful market intervention to reduce COVID 19 spread is setting up hand washing and sanitizing stations as reported by 100% and 97% of vendors and consumers respectively.
- 83% of vendors indicated social distancing as key in minimizing COVID-19 infections while 90.5% of the consumers reported being concerned about contracting COVID-19.

Summary Market #2 - Madaraka Market, Kiambu, Kenya

- A simple random sampling method was used to collect data from vendors (retailers) and consumers. The total sample sizes were 49 retailers and 48 consumers, with a 100% response rate. 85.7% of retailers and 73% of consumers interviewed were women. Majority (41%) of the consumers interviewed are 50 years and above, 30-50 years (35%) and 30 years and below accounted for 24.1%.
- Wearing a mask (100%) and frequent hand washing (98%) are the most popular safety precautions reported by vendors and consumers alike.
- 98% of the vendors reported immediate impact on their businesses while 85% of the consumers changed their shopping behaviour due to COVID 19 pandemic.
- 71% of consumers reported reduced frequency of shopping either buying a little more to last longer or engaging in pooled shopping by neighbors to avoid frequent trips to the market.
- 98% of the consumers observed hand washing/sanitizer stations as the major change in the market meant to protect people against contracting COVID-19 while 77.6% of the vendors indicated social distancing (6 feet or 2 meters) away from each other as a critical way to prevent infection.

Survey Methodology**Frequency of Data Collection**

The data from the two informal markets in Kiambu and Machakos Counties is collected on bi-weekly basis mainly aimed at assessing consumer and vendor attitudes and behavior in regard to COVID19 global pandemic. The study involves a stratified sampling procedure from which 80 consumers and 80 vendors (Retailer) respondents are selected from the targeted markets. There is a 15 member surveyor team (8 in Madaraka market, Kiambu County and 7 in Marikiti retail market, Machakos County). The data collection exercise is done through KOBO collection platform and validated by field supervisor before submission into the server.

Sampling of participants

The vendors and consumers are randomly selected from the two markets which are divided into blocks as per commodity category to ensure all sectors of the market are adequately represented. Also, the survey team ensures that respondents confirm that they haven't been asked similar questions from any other survey team to avoid duplication.

Data Processing (Cleaning & Analysis)

Data is downloaded from the server upon completion of the data collection day. It is cleaned and analyzed using Stata 15. A dofile is created and shared with project team. Each biweekly data is analyzed separately, and selected findings are disaggregated by gender and age group as overall as well as results for each market.

Report writing and findings dissemination

The market specific reports are developed based on disaggregated data on selected findings and presented in short infographics. The findings are corroborated from other survey approaches including observations to preserve systematic learnings within each market. The finds are also disseminated through a monthly COVID response unit which is comprised of market association leaders, county government authorities as well as project staff.

Citation: Global Alliance for Improved Nutrition. 2020. COVID Summary Bulletin. Kenya Issue 1. December 2020. A USAID EatSafe Project Bulletin.

Summary Market #1 – Machakos Retail Market, Machakos County

- 100% of vendors interviewed reported that one of the measures they have taken to reduce the risk of COVID-19 is wearing mask always
- More than 90 percent of the consumers interviewed reported fresh fruits (97%) and fresh vegetables (93%) are the main foods whose availability has changed
- The major impact of COVID-19 cited by vendors include decrease in customers (100%) and decrease in sales (92.9%).
- Consumers reported frequent hand washing (97.6%), mask wearing (97.6%) and staying at least 6 feet away (97.6%) as the main ways to avoid contracting COVID-19 .
- 30% of vendors reported that provision of regular COVID19 communication will reduce spread but only 5% of consumers think that this will be an effective prevention intervention.
- The consumers interviewed reported that fresh fruits (97%) and fresh vegetables (93%) are the main foods whose availability has changed in the market.

Summary Market #2 - Madaraka Market, Kiambu, Kenya

- During the assessment period, forty-eight (48) vendors comprising 28 females and 20 males were interviewed during this market survey. Equally, 48 consumers consisting of 27 females and 21 males participated in the interview. The main commodities traded by vendors interviewed were fruits (60.4%), vegetables (39.6%), fish (2.1), legumes (2.1%), gains/cereals (2.1%) and packaged food (2.1%).
- More than 90 percent of consumers (91.1%) and vendors (91.7%) interviewed reported that set up of hand washing/sanitizer stations is most effective intervention in the market
- Majority (97.9%) of the vendors interviewed indicated that COVID-19 has had notable impact on their business, particularly reduction in number of customers and decrease in sales (70.8%).
- Overall, all vendors (100%) reported that the volume of food they sell has decreased under COVID19. Similarly, 60.4% of the consumers interviewed reported have observed changes in food availability in the market mostly affecting fresh fruits (82.8%) and fresh vegetables(41.4%).

Survey Methodology**Frequency of Data Collection**

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Citation: Global Alliance for Improved Nutrition. 2020. COVID Bulletin Summary. Kenya Issue 2. October 2020. A USAID EatSafe Project Bulletin.

Summary Market #1 – Machakos Retail Market, Machakos County

- Demand for cleanliness by consumers went up by 13% compared to the previous round of data collection.
- Consumers concerns on contracting COVID 19 while shopping in the market reduced by 9% from the previous round of reporting (88.2%).
- Vendors reported increased regular COVID19 communication by 15% from 29% in the previous round
- About 35% of consumers reported incidences of food borne illnesses while 26% reported incidences of waterborne illnesses in the past two years.
- Difficulty accessing products to sell increased by 7% compared to last month while the number of vendors reporting decreased sales remained constant at 92%.
- There was about 7% increase in availability of fresh fruits and 20% decrease in availability of fresh vegetables as reported by consumers.
- There was a slight decrease in consumers' concerns in contracting COVID19 at the market (97.4% vs 88.2%) and a significant increase in respondents feeling inconvenienced to take protective measures (33.3% vs 55.9%).

Summary Market #2 - Madaraka Market, Kiambu, Kenya

- 89.6% of the consumers and 97.9% of vendors indicated they have noticed changes in the market meant to protect people from contracting COVID19.
- There was marginal drop in washing of hands as noted by consumers (93.8%) compared to 97.7% in last round.
- Set up of hand washing stations was reported as the most useful measure of COVID 19 prevention by consumers (88%) and vendors (89%) alike which was a slight drop from 91% reported in the last round of data collection.
- The major impacts of COVID 19 pandemic on vendor businesses was decrease in customers and decreased sales as reported by 100% and 77% of vendors, respectively.
- Fresh Fruits were slightly more available (4%) while fresh vegetables were slightly more unavailable (1.8%) in the month of October compared to the last data collection round in September.
- 94% of the consumers indicated that they believe the food they are buying from the markets is safe to eat while 43.8% of consumers affirmed that the government is doing a good job ensuring that the food you buy is safe
- About 21% of consumers reported having experienced food and waterborne illnesses in the past two years.

Survey Methodology

Frequency of Data Collection

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Sampling of participants

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Summary Market #1 – Marikiti Retail Market, Machakos County

- 97% of consumers are concerned about contracting COVID-19 while shopping at the market compared to 88% in the last round.
- 91.3% of consumers trust that the market is taking appropriate precautions (increasing from 80% two rounds ago).
- 46% of consumers surveyed noticed an increased demand for cleanliness behavior from vendors compared to 53% in last round, representing a 7% decrease from our previous survey.
- Mask wearing and handwashing/sanitizer stations were reported as most useful measures by both consumers and vendors.
- Supply chain issues appear to be increasing: 76% of vendors experienced difficulties accessing products (61% in the last round). This represents a 15% increase in this finding from our previous survey.
- 67% of vendors had difficulties transporting produce to the market compared to 43% in the last round. This represents 24% increase in this finding from our previous survey.

Summary Market #2 - Madaraka Market, Kiambu, Kenya

- Consumer concern about contracting COVID-19 at the market remains high (100%). However, 91.7% of consumers and 95.7% of vendors noticed measures taken by the market to protect people.
- 86.7% of vendors and 79.5% of consumers indicated the setup of hand washing stations as the most useful measure of COVID-19 prevention compared to 89.4% and 88% respectively in the previous round.
- Decreased purchase of fresh produce, as reported by vendors, remains high (51.1%).
- 68% of consumers reported reduced availability of fresh vegetables compared to 43% in the last round. This represents a 25% increase from our previous survey.
- Decreased availability of fresh fruits remains high (76%).
- A small but sizeable proportion of consumers (15%) are considering changing market, similarly to the previous round.

Survey Methodology**Frequency of Data Collection**

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Suggested Citation: Global Alliance for Improved Nutrition. 2020. COVID-19 Bulletin. Kenya Issue #4. October 25, 2020. A USAID EatSafe Project Bulletin.

Summary Market #1 – Marikiti Retail Market, Machakos County

- 57% of the vendors and 52% of consumers interviewed reported having observed some changes in the market (compared to pre COVID-19) to protect people against COVID-19 compared to 95% of vendors and 95% of consumers interviewed in the previous round.
- 41% of vendors reported set-up of sanitizers/handwashing stations as a useful measure to reduce individual risk of contracting COVID-19 compared to 93% in the last round. This represents a 52% decrease from our previous survey.
- 56% of consumers reported increased demand for cleanliness from vendors compared to 70% in the last round. This represents a 14% decrease from our previous survey.
- 47% of vendors reported difficulty in accessing financing as an immediate impact of COVID-19 on business operations compared to 61% in the last round. This represents a 14% decrease in this finding compared to our previous survey.
- 83.3% of the consumers interviewed believed that, even before COVID-19, the food they buy at the market is safe to eat.

Summary Market #2 - Madaraka Market, Kiambu, Kenya

- 70.8% of consumers interviewed said they had concerns with shopping in the market compared to 47.9% in the last round.
- Only 37.5% of the consumers reported having observed changes in the market to protect people against COVID-19.
- 71.4% of vendors surveyed compared to 26.7% in last round reported that the mandate for all vendors to wear masks was a useful measure to prevent the spread of the COVID-19 in the market.
- 66.7% of the consumers surveyed compared to 79.5% in the last round reported the set-up of hand washing/sanitizer stations as one of the most useful measures implemented to reduce the risk of contracting COVID-19 in the market.
- 70% of consumers interviewed said they reduced frequency of shopping because of the COVID-19.

Survey Methodology**Frequency of Data Collection**

The data from the two informal markets in Kiambu and Machakos Counties are collected on bi-weekly basis mainly aimed at assessing consumer and vendor attitudes and behavior in regard to COVID-19 global pandemic. The study involves a stratified sampling procedure from which 80 consumers and 80 vendors (Retailer) respondents are selected from the targeted markets. There is a 15 member surveyor team (8 in Madaraka market, Kiambu County and 7 in Marikiti retail market, Machakos County). The data collection exercise is done through KoBo collection platform and validated by field supervisors before submission into the server.

Sampling of participants

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Suggested Citation: Global Alliance for Improved Nutrition. 2020. COVID Bulletin. Kenya Issue 5. November 15, 2020. A USAID EatSafe Project Bulletin.

The Government of Kenya continue to enforce containment measures including night curfew from 10PM to 4 AM running to January 2021. Also, there is a ban on public gatherings, public servants aged 58 years and above to work virtually, phased re-opening of schools and places of worship, requirement for all to wash hands/sanitize, mandatory wearing of face masks outside homes as well as social distancing. The official COVID19 statistics as per 27th November 2020 are 81,656 total cumulative cases from the total of 870,950 samples tested with an unfortunate fatality of 1,441. There has generally been a spike in the infections in the last 2 weeks.

Summary - Market #1 (Marikiti Market, Machakos)

- The percent of vendors who understand how to avoid contracting virus remains significant: washing hands frequently (92.9%), wearing masks (92.9%), social distancing (71.4%) and use sanitizer frequently (69.0%).
- Among the measures implemented by the markets to reduce the risk of COVID-19, vendors cite the most useful measures are the mandate that all vendors wear masks (78.6%), mandate that all consumers wear masks (73.8%), set up hand washing/sanitizer stations (64.3%) and social distancing mandate (61.9%).
- Seventy nine percent of consumers surveyed were concerned about contracting COVID-19 in the market, and 53% were uneasy that the food they need is not available.
- Fewer consumers reported not trusting the market to take appropriate precautions (35.3% vs. 43.0% in the previous round) and that having to take protective measures was inconvenient (33.0%, down from 48.0% in the last round).
- Consumers reported that mandating that all consumers wear masks (71%, up from 56%), mandating that all vendors wear masks (71% vs. 51%) and having set up hand washing/sanitizer stations (55% vs. 44%) are the topmost useful changes regarding reducing consumers risk of contracting the Coronavirus.
- Vendors continue reporting consumers have changed their purchasing behavior, particularly the frequency of shopping (61.9% vs 60.5% in the previous round), the use mobile money (52.4% vs. 67.4%), decreased purchase of fresh products (45.2% vs. 55.8%) and consumers buying different products than before (26.2% vs. 55.8%).
- 81.0% of the consumers compared to 90.5% in the last round observed a change in the supply of foods in the market. More consumers saw a decrease in food availability, especially for fresh produce (60%), fresh vegetables (47%), and poultry (12%).

Summary - Market #2 (Madaraka Market, Thika, Kiambu County)

- In line with the protocol above, the percent of consumers who understand how to protect themselves remains high (100%): wearing masks (95.8%), frequent handwashing (85.4%), and distancing (64.6%).
- Among measures implemented by markets, consumers keep mentioning handwashing/sanitizer stations (50%) and mandatory mask use for both vendors (71.9%) and consumers (71.9%) as the most useful.
- The number of vendors using protective measures is high (91.7%). Top measures used by vendors who use protective measures include masks (100%), distancing (59.6% compared to 31.8% in the last round.)
- Overall, more consumers are concerned with shopping at the market (64.6% vs. 70.8% in last round), of those concerned, 100% are worried about contracting COVID-19 and vendors getting sick and not being open (9.7% compared to 11.8% in the last round).
- In general, more consumers are reporting modified shopping behaviors overall (75% vs. 41.7% in the last round), in particular, avoiding peak hours (41.7% vs. 30% in the last round), and shopping less often (66.7% vs. 70%).
- Vendors continue reporting decreased customers (89.1%) and decreased sales (80.4%) as top impacts.
- 58.3% of the consumers saw changes in the availability of food in the market compared to 45.8% in the last round. Of those that observed a change, 31% saw a decrease in availability for fresh fruits.

Methodology: The survey is carried out in the Marikiti and Madaraka traditional food markets in Machakos and Kiambu, respectively. 91 consumers and vendors (43 in Marikiti and 48 in Madaraka) are surveyed every two weeks in each market. Consumers and vendors were randomly selected in each market. Surveys are conducted in complete adherence to global guidelines on COVID-19 prevention and control.

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Suggested citation: Global Alliance for Improved Nutrition. 2021. COVID Bulletin. Kenya Issue #6. 27th November 2020. A USAID EatSafe Project Bulletin.

The official government issued protocol to reduce the spread of COVID-19 including night curfew, limiting the number of people attending public gatherings not more than 100 people, public servants aged 58 years and above to work virtually. Additionally, it is a requirement for all to wash hands/sanitize, mandatory to wear face mask outside of home and to observe social distancing. These measures were issued in December 2020 and expected to be reviewed in March 2021. According to the government data, 87,984 COVID-19 positive cases have been confirmed from a cumulative test of 927,082 samples with 68,532 recoveries and 1,518 fatalities recorded. Overall, there has been a general spike in infections in the last two weeks.

Summary - Market #1 (Marikiti Market, Machakos)

- The percent of vendors who understand how to avoid contracting virus continued to rise: wearing masks (100% vs. 92.9%), washing hands frequently (95.2% vs. 92.9%), use sanitizer (73.8%, up from 69%) and social distancing (69.0%). Similar trend was observed on consumers where 100% reported they understand how to protect themselves from contracting the COVID-19.
- Among the measures implemented by the markets to reduce the risk of COVID-19, consumers continue reporting mandating that all consumers wear masks (64.3%, up from 56%), mandating that all vendors wear masks (61.9% vs. 53.0%), and setting up hand washing/sanitizer stations (59.5% vs. 53.0%) as the most useful.
- Compared to the previous round 73.8% vs. 81.0% of the consumers are concerned when shopping at the market but the trends are moving down. Top concerns include contracting COVID-19 (66.7% vs. 79.0%), the food they want not being available (42.9% vs. 53.0%), and vendors getting sick and not being open (28.6% vs. 40.0%).
- Vendors (100%) have taken measures to reduce the risk of COVID-19 for themselves, their employees, and their customers. Key measures include always wear a mask (100%, up from 88.1%), reminding customers to social distance (73.8% vs 83.3%), offer mobile money options (47.6% vs 42.9%), and use hand sanitizers (33.3%, up from 7.1%).
- 97.6% of the vendors reported COVID-19 had an immediate impact on their businesses. Decreased sales (95.2% vs. 88.1%), decrease in customers (90.5%) and difficulty in accessing products to sell (57.1%, up from 42.9%) were cited as the main impacts.
- Consumers continue reporting changing their purchasing behavior due to COVID-19 pandemic. Top changes include use of mobile money (59.5% vs. 53%), reduced frequency of shopping (54.8% vs. 49%), shopping closer to home (35.7% vs. 28%), avoiding peak shopping hours (33.3% vs 35%) and increased demand for cleanliness from the vendors (31% vs 33%).

Summary - Market #2 (Madaraka Market, Thika, Kiambu County)

- The percent of consumers who understand how to protect themselves remains high (100%): wearing masks (91.7%), frequent handwashing (81.3%), and distancing (66.7%).
- The number of vendors using protective measures is high (100%). Top measures used by vendors include masks (93.8%, compared to 100% in the last round), distancing (66.7% same reported last round), and avoiding touching food increased to 37.5% from 25% reported last time.
- Overall, more consumers are concerned with shopping at the market (70.8% vs. 64.6% in last round). Contracting COVID-19 (100%), vendors getting sick and not being open (8.3%) and not trusting the market to take appropriate precautions (8.3%) are among the top concerns mentioned.
- Fewer consumers are reporting modified shopping behaviors overall (66.7% vs. 75% in the last round), in particular; avoiding peak hours (40.6% vs. 41.7% in the last round). However, shopping less often (78.1% vs. 66.7%), and increased used of mobile money to make payments (12.5% vs 8.3%) are increasing.
- Vendors continue reporting decreased customers (95.7%) and decreases sales (82.6%) as top impacts. There was a slight increase in vendors reporting difficulty in accessing financing (16.7% vs 12.5%) and a decrease in vendors reporting having difficulty accessing products to sell (6.3% vs 12.5%).
- More consumers saw an increase in availability for fruits (19.4% vs. 14.3% in the last round). Decreased availability of fresh vegetables remains high (51.6% vs. 53.6%).

Methodology: The survey is carried out in the Marikiti and Madaraka traditional food markets in Machakos and Kiambu Counties respectively. 90 consumers and vendors (42 in Marikiti and 48 in Madaraka) are surveyed every two weeks in each market. Consumers and vendors were randomly selected in each market. Surveys are conducted in complete adherence to global guidelines on COVID-19 prevention and control.

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Suggested citation: Global Alliance for Improved Nutrition. 2021. COVID Bulletin. Kenya Issue #7. 5th December 2020. USAID EatSafe Project Bulletin

The official government protocol on protecting people from contracting COVID-19 include night curfew enforced, limiting the number of people attending public gatherings to not more than 100 people, public servants aged 58 years and above to work virtually. Additionally, it is a requirement for all to wash hands/sanitize, mandatory to wear face mask outside of home and to observe social distancing. These measures were issued in December 2021 and expected to be reviewed in March 2021. Over the last 2 weeks, accumulative total of 94,500 COVID-19 cases had been confirmed from 1,008,518 samples tested of which 75,735 recovered and 1,639 fatalities recorded. Generally, the infection rate has decreased slightly.

Summary - Market #1 (Marikiti Market, Machakos County)

- The percent of consumers who understand how to avoid contracting COVID-19 remains high: wearing masks (100% vs. 97.6%), washing hands frequently (97.6%), use sanitizer frequently (88.1%) and social distancing (81.0%).
- Similarly, vendors understand following: washing hand frequently (97.6%), wearing masks 97.6%), use sanitizer frequently (78.6% vs. 73.8%) and social distance (66.7%).
- Among the measures implemented by the markets to reduce the risk of COVID-19, vendors reported an increase in hand washing/sanitizer stations (88.1%, up from 54.8%), mandating that all consumers wear masks (73.8% vs. 61.9%), mandate all vendors wear masks (73.8% vs. 64.3%), and the mandate to social distancing (54.8%) as the most useful.
- 81% of the consumers are concerned when shopping at the market. Top concerns reported include contracting COVID-19 in the market (78.6%), vendors getting sick and not being open (33.3%) and food wanted not available (31.1%).
- Vendors (100%) have taken measures to reduce the risk of COVID-19 for themselves, their employees and their customers. Main measures include always wear a mask (100%), reminding customers to social distance (88.1%), offer mobile money options (50.0%), and use of hand sanitizers (23.8%).
- 97.6% of the vendors said COVID-19 had an immediate impact on their businesses. Key impacts were decreased sales (92.9%), decrease in customers (88.3 vs. 95.2%) and difficulty in accessing products to sell (38.1% vs. 57.1%).

Summary - Market #2 (Madaraka Market, Thika, Kiambu County)

- The percent of consumers who understand how to protect themselves from COVID-19 remains high (100%): wearing masks (93.6%), frequent handwashing (85%), and social distancing (61.7%).
- The number of vendors using protective measures is high (100%; just like last round). Top measures taken by vendors compared to the previous round include masks (91.7%, vs 93.8%), and cleaning surfaces (72.9%, 52.1%).
- Overall, consumers remain concerned with shopping at the market (70.2% vs. 70.8% in previous round). Contracting COVID-19 (90.9%) and the inconvenience of using protective measures (12.1%) are still the top concerns.
- Fewer consumers reported modified shopping behaviors overall (59.6% vs. 66.7% in previous round) including reduce frequency of shopping (54.2% vs. 52.1%) and avoiding peak hours (27.1% vs 27%).
- Vendors continue reporting decreased customers (91.7%) and decreases sales (83.3%) as top impacts, but slightly less issues accessing financing (14.6% vs. 16.7%).
- 57.4% of the consumers indicated they had seen changes in the availability of food compared to 64.6% last round. Of those that observed a change, 25% noticed a decrease in fresh fruits and 14.6% noticed a decrease in fresh vegetables.

Methodology: The survey is carried out in the Marikiti and Madaraka traditional food markets in Machakos and Kiambu Counties respectively. 90 consumers and vendors (42 in Marikiti and 48 in Madaraka) are surveyed every two weeks in each market. Consumers and vendors were randomly selected in each market. Surveys are conducted in complete adherence to global guidelines on COVID-19 prevention and control.

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The Government of Kenya continue to enforce containment measures including night curfew from 10PM to 4 AM running to January 2021. Also, there is a ban on public gatherings, public servants aged 58 years and above to work virtually, phased re-opening of schools and places of worship, requirement for all to wash hands/sanitize, mandatory wearing of face masks outside homes as well as social distancing. As at Jan 8th, 2021, the official total COVID-19 confirmed cases stood at 97,954 from a cumulative test of 1,081,863 samples with 80,671 recoveries and 1,703 deaths. Generally, there has been a reduction in the infection rates.

Summary - Market #1 (Marikiti Market, Machakos)

Consumers Insights:

- The percent of consumers who understand how to avoid contracting COVID-19 remains high (100%): washing hands (97.6%, same as last round), wearing a mask (92.9% vs 100%), use sanitizer (85.7% vs 88.1%) and social distancing (83.3% vs 81%).
- Consumers continue reporting mandate that all consumers wear masks (88.1%, up from 66.7%), mandate that all vendors wear masks/nose and mouth cover (88.1%, up from 69%), set up hand washing/sanitizer stations (83.3%) and mandate distancing (54.8%) as the most useful measures taken by the market to reduce the risk of COVID-19.
- Overall (85.7%) of the consumers are concerned when shopping at the market. Key concerns include contracting COVID-19 in the market (85.7%), vendors getting sick and not being open (52.4%, up from 33.3%), the food they want not being available (45.2%) and inconvenience to take protective measures (35.7%, up from 14.3%).
- 42.9% of the consumers, down from 47.6% in the last round think that the food they buy at the market is not safe to eat.

Vendor Insights:

- Top measures on how to avoid contracting COVID-19 as reported by vendors include wearing masks (97.7%), washing hand frequently (95.5%), use sanitizer frequently (90.9%, up from 78.6%) social distance (75.0%, up from 66.7%).
- Vendors (100%) have taken measures to reduce the risk of COVID-19 for their consumers. These measures include always wear a mask (100%), reminding customers to social distance (93.2%), offer mobile money options (54.5%), use hand sanitizers (36.4%, up from 23.8%) and increasing cleaning on surfaces (20.5%, up from 11.9%).
- Overall (97.7%) of the vendors continue reporting that COVID-19 had an immediate impact on their business operations. Key impacts reported are; decrease in customers (95.5%), decrease in sales (90.9%) and difficulty access products to sell (61.4%, up from 38.1%).

Summary - Market #2 (Madaraka Market, Thika, Kiambu County)

Consumers Insights:

- The percent of consumers who understand how to avoid contracting COVID-19 remains high (100%): wearing masks (93.8% vs. 91.7%), washing hands frequently (70.8%, down from 83.3%), distancing (62.5%) and using hand sanitizer frequently (41.7%).
- Among the actions taken by the market to reduce the risk of COVID-19, consumers reported the following as the most useful measures taken by the market: set up of hand washing/sanitizer stations (54.2%, down from 60.4% in the previous round), mandate that all consumers wear masks (54.2% vs. 58.3%), mandate that all vendors wear masks (54.2% vs. 58.3%), social distancing (33.3% vs 35.4%) and thorough cleaning of markets (6.3%, down from 22.9%).
- 68.8% of the consumers are concerned when shopping at the market. Top concerns reported include contracting COVID-19 in the market (64.6%), and not trusting the market to take appropriate precautionary measures (14.6%, up from 6.3% in the last round).
- 95.8% of the consumers, up from 85.4% in the last round think that the food they buy at the market is safe to eat.

Vendor Insights:

- Top measures on how to avoid contracting COVID-19 as reported by vendors include wearing mask (96% vs 97.9% in the last round), washing hands (81% vs 85%) and social distancing (69% vs 62.5%).
- Vendors (100%) have taken measures to reduce the risk of COVID-19. These include always wear a mask (94%), reminding customers to social distance (50%, down from 72.9% in the previous round), others – avoid shaking hands (33.3%), offer mobile money payment options (16-7%, down from 25% in the last round) and promote handwashing (22.9%).
- 90% of the vendors noted COVID-19 had an immediate impact on their business operations. Key among them include decrease in customers (88%, down from 91.7%), decreased sales (65%, down from 83.3% in the previous round), limited financial reserves/liquidity (15%, up from 4.2%).

Methodology: The survey is carried out in the Marikiti and Madaraka traditional food markets in Machakos and Kiambu Counties. 90 consumers and vendors (42 in Marikiti and 48 in Madaraka) are surveyed every two weeks in each market. Consumers and vendors were randomly selected in each market. Surveys are conducted in adherence to global guidelines on COVID-19 prevention and control.

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The official government protocol on protecting people from contracting COVID-19 include night curfew enforced, limiting the number of people attending public gatherings to not more than 100 people, public servants aged 58 years and above to work virtually. Additionally, it is a requirement for all to wash hands/sanitize, mandatory to wear face mask outside of home and to observe social distancing. As per the official government statistics, the number of COVID-19 confirmed cases as of 22nd January stood at 99,769 from cumulative tests of 1,148,030 samples: 82,866 recoveries and fatalities of 1,740 over the last 2 weeks. Generally, there has been a decrease in infection rate.

Summary - Market #1 (Marikiti Market, Machakos County)

Consumer Insights

- Top concerns while shopping in the market include contracting COVID-19 (81%), food wanted not available (40.5% vs. 45.2% in the previous round), difficulty in using protective measures (28.6%) and vendors getting sick and not being open (23.8%, down from 52.4% in the previous round) are the greatest concerns reported by consumers while shopping in the market.
- Consumers continue reporting the most useful measures implemented by the markets to reduce the risk of COVID-19 as: set up hand washing/sanitizer stations (73.8% vs. 81%), mandate that all consumers wear masks (61.9%, down from 83.3%), mandate that all vendors wear masks/nose and mouth cover (59.5%, down from 83.3%) and mandate distancing (19% vs.45.2% in the last round).

Vendor Insights

- Measures taken by vendors to reduce the risk of contracting COVID-19 while working in the market include: wearing masks always (100%), reminding social distancing (90.5%), use of hand sanitizers (73.9%, up from 59.3% in the previous round), offer mobile money option (54.8%), hand washing (30.4%) and increase cleaning of surfaces (11.9% vs. 20.5%).
- Vendors keep reporting consumers have changed their purchasing behavior. Top behavior changes are: changes in frequency of shopping (59.5% vs. 47.7% in the previous round), use mobile money more (54.8%, up from 43.2%), decrease purchase of fresh produce (35.7%) and wearing PPEs (31%)
- Vendors continue indicating that COVID-19 had an impact on their businesses. Main impacts include decreased sales (95.2%), decreased customers (90.5%), difficulty accessing products to sell (54.8% vs. 61.4% in the last round), difficulty accessing financing (42.9% vs. 34.1%) and limited finance reserves (38.1%, up from 25% in the last round).

Summary - Market #2 (Madaraka Market, Kiambu County)

Consumer Insights

- 60.4% of consumers vs. 68.8% in the last round reported having concerns while shopping at the market. Top concerns include contracting COVID-19 in the market (58.3% vs. 64.6%) and the inconvenience of taking protective measures (10.4% vs.14.6%).
- Consumers noted the mandate that all consumers wear masks (29.2%, down from 51.1%), mandate that all vendors wear mask (29.2%, down from 51.1%), set up hand washing stations (25% slight drop from 29.2% in the last round) and mandate distancing (18.8% up from 8.3%) as the most useful measures implemented by the market to reduce the risk of COVID-19.

Vendor Insights

- 87.5.0% of the vendors noted that consumers have changed their purchase behavior due to COVID-19. Key changes include: changing the frequency of shopping (62.5% vs 56.3% in the last round), decreased purchase of fresh produce (20.8%, down from 50.0% in last round), use mobile money more (16.7%) and wearing PPEs (12.5% up from 4.2% in the last round)
- Top measures taken by vendors to reduce the risk of contracting COVID-19 in the market include always wear a mask (79.2% Vs 93.8% in the last round), reminding customers to social distance (52.1% vs. 50.0% last round), offer mobile money options (31.3%), use hand sanitizers (37.5%, up from 33.3%) and increasing cleaning of surfaces (20.8%, up from 14.6%).
- There was a slight increase (93.8% vs 89.6% in the last round) in vendors reporting that COVID-19 had an immediate impact on their business operations. Key impacts noted include decrease in customers (87.5% vs. 83.3% last round), decrease in sales (75% vs. 64.6%) and difficulty accessing products to sell (33.3% vs 10.4%).

Methodology: The survey is carried out in the Marikiti and Madaraka traditional food markets in the Machakos and Kiambu Counties of Kenya. 90 consumers and vendors (42 in Marikiti and 48 in Madaraka) are surveyed every two weeks in each market. Consumers and vendors were randomly selected in each market. Surveys are conducted in complete adherence to global guidelines on COVID-19 prevention and control.

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Bulletin Issue 11: February 5, 2021

KENYA

The Government of Kenya continues to enforce containment measures including night curfew effective until February 2021. There is a ban on public gatherings, public servants aged 58 years and above to work virtually, phased re-opening of schools and places of worship, requirement for all to wash hands/sanitize, mandatory wearing of face masks outside homes as well as social distancing. As of February 5th, 2021, the official COVID-19 confirmed cases stood at 101,534 from a cumulative test of 1,206,161 samples with 84,268 recoveries and 1,776 deaths.

Summary - Market #1 (Marikiti Market, Machakos)

Consumers Insights:

- Main shopping behavior changes due to COVID-19 include: avoid peak shopping hours (47.6%), use mobile money more (54.8%, up from 42.9% in previous round), reduce frequency of shopping (40.5% vs. 35.7%) and buying different kinds of foods (23.8%),
- Consumers continue reporting the mandate that all consumers wear masks (83.3% vs 61.9% in the last round), mandate that all vendors wear masks (81.0%, up from 59.5%), set up hand washing/sanitizer stations (73.8%, same as previous round) and the mandate to social distance (21.4%) as the most useful measures taken by the market to reduce the risk of COVID-19.
- Overall (76.2%) of the consumers are concerned when shopping at the market. Key concerns include contracting COVID-19 (76.2%), vendors getting sick and not being open (52.4%, up from 23.8%) and the food they want not being available (38.1%).
- 69% of the consumers think that the government is doing a good job to ensure food in the market is safe.

Vendor Insights:

- Overall (87.5%) of the vendors indicated consumers have changed their purchase behavior due to COVID-19. Key purchase behavior changes include: changing the frequency of shopping (59.5%), decreased purchase of fresh produce (42.9%, up from 35.7% in last round), wearing PEE (42.9% vs. up from 31% in the previous round), use mobile money more (54.8%, up from 38.1% in the previous round) and changes in who is doing the shopping (31% vs, 14.3%).
- 100% of the vendors reported have taken measures to reduce the risk of COVID-19 in the market. These measures include always wear a mask (97.6% vs 100%), reminding customers to social distance (78.6%, down from 90.5%), offer mobile money options (35.7%, down from 54.8%), promote hand washing (16.7% vs 30.4% and use hand sanitizers (9.5%, down from 73.9%).
- Overall (100%) of the vendors continue reporting that COVID-19 had an immediate impact on their business operations. Key impacts reported are a decrease in customers (95.2%), decrease in sales (92.9%) and difficulty access products to sell (42.9% vs 54.8%).

Summary - Market #2 (Madaraka Market, Thika, Kiambu County)

Consumers Insights:

- Shopping behavior changes due to COVID-19 include: avoid peak shopping hours (27.1%), use mobile money more (54.8%, up from 42.9% in previous round), reduce frequency of shopping (40.5% vs. 35.7%) and buying different kinds of foods (23.8%),
- Among the actions taken by the market to reduce the risk of COVID-19, consumers reported the following as the most useful measures: set up of hand washing/sanitizer stations (22.9%, down from 25% in the previous round), mandate that all consumers wear masks (47.9% vs 29.2%), mandate that all vendors wear masks (47.9% vs 29.2%), social distancing (8.3%).
- 50% of the consumers are concerned when shopping at the market. Top concerns reported include contracting COVID-19 (43.8% vs 58.3%), and not trusting the market to take appropriate precautionary measures (10.4%)
- 83.3% of the consumers, down from 87.7% in the last round indicated that the food they buy at the market is safe to eat.

Vendor Insights:

- 75.0% of the vendors indicated consumers have changed their purchase behavior due to COVID-19. Key changes noted include: changing the frequency of shopping (41.7%), decreased purchase of fresh produce (39.6%, up from 20.8% in last round) and use mobile money more (12.5%, down from 16.7% in the previous round)
- Top measures taken by vendors to avoid contracting COVID-19 include always wear a mask (81.3%), reminding customers to social distance (60.4%), offer mobile money payment options (18.8%).
- 100% of the vendors noted COVID-19 had an immediate impact on their business operations. Key among them include decrease in customers (81.3%, down from 87.5%), decreased sales (77.1%, up from 75% in the previous round), limited financial reserves/liquidity (12.5%, up from 8.3%) in the last round.

Methodology: The survey is carried out in the Marikiti and Madaraka traditional food markets in Machakos and Kiambu Counties. 90 consumers and vendors (42 in Marikiti and 48 in Madaraka) are surveyed every two weeks in each market. Consumers and vendors were randomly selected in each market. Surveys are conducted in adherence to global guidelines on COVID-19 prevention and control.

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The Government of Kenya continue to enforce containment measures including night curfew from 10PM to 4 AM running to February 2021. Also, the government instituted a ban on public gatherings, public servants aged 58 years and above to work virtually, phased re-opening of schools and places of worship, requirement for all to wash hands/sanitize, mandatory wearing of face masks outside homes as well as social distancing. As at February 19th, 2021, the official total COVID-19 confirmed cases stood at 103,841 from a cumulative test of 1,258,624 samples representing 8.3% positivity rate with 85,512 recoveries and unfortunate cumulative fatalities of 1,813.

Summary - Market #1 (Marikiti Market, Machakos County)

Consumers Insights:

- Consumers continue reporting their shopping behaviour has changed due to COVID-19. Top behaviour changes include; avoid peak shopping hours (40% vs. 47.6% in the previous round), reduce frequency of shopping (40%), use mobile money more (40%) and reduce transportation for shopping (32.5%, up from 23.8% in the previous round) and buy more plastic packaged food (17.5% vs. 14.3 in the last round).
- The most useful measures implemented by the market to reduce the risk of COVID-19 as reported by consumers are; mandate mask for consumers (90.5% vs. 83.3% in the previous round), mandate mask for vendors (90.5% vs. 81%) and set up hand washing/sanitizer stations (65.% vs. 73.8%).
- Overall (77.5%) of consumers continue reporting having concerns when shopping in the market due to COVID-19. Main concerns includes: contracting COVID-19 (72.5% vs. 76.2% in the last round), the food they want not being available (42.5% vs. 38.1%), vendors getting sick and not being open (40%, down from 52.4% in the previous round) and difficulty in taking protective measures (32.5% vs. 23.8%).
- 92.5%, up from 88.1% in the last round, reported that the food they buy at the market is safe to eat.

Vendors Insights:

- Overall (78.6%) of vendors keep reporting consumers have changed their purchasing behaviour as a result of COVID-19. Top behaviour changes include: changes in frequency of shopping (57.1% vs. 59.5%), decreased in purchase of fresh produce (31%, down from 42.9% in the last round), wearing PPE (35.7% vs. 42.9%), use of mobile money (33.3% vs. 38.1%) and changes in who is doing the shopping (19%, down from 31% in the previous round)
- 97.6% of the vendors, down from 100% in the last round indicated they have taken measures to reduce the risk of COVID-19. Among the measures taken are: always wear a mask (95.2%), reminding social distancing (88.1%, up from 78.6% in previous round), offer mobile money options (47.6%, up from 35.7% in the last round) and increasing cleaning of surfaces (42.9%, up from 16.7% in the previous round).
- Generally (97.6%) of the vendors reported COVID-19 had an immediate impact on their businesses. Topmost impacts include: decrease in customers (88.1% vs. 95.2% in previous round), decreased sales (90.5% vs. 92.9%), difficult accessing products to sell (40.5% vs. 42.9%), limited financial reserves/liquidity (42.9% vs. 40.5%).

Summary - Market #2 (Madaraka Market, Thika, Kiambu County)

Consumers Insights:

- 56.3% of the consumers reported having changed their shopping behavior as a result of COVID-19 compared to 54.2% in the last round. Key among the behavior changes include; reduced frequency of shopping (39.6% down from 43.8% in the last round), avoid peak shopping hours (31.3%, up from 27.1%) and use mobile money more (8.3% up from 4.2% in the previous round).
- Among the actions taken by the market to reduce the risk of COVID-19, consumers reported the following as the most useful measures taken by the market: set up of hand washing/sanitizer stations (33.3%, up from 22.9% in the previous round), mandate that all consumers wear masks (33.3% down from 47.9%), mandate that all vendors wear masks (31.3% vs. 47.9%), social distancing (6.3% vs. 8.3%).
- 60.4% of the consumers are concerned when shopping at the market compared to 50.0% in the previous round. Top concerns reported include contracting COVID-19 in the market (54.2% vs. 43.8%), and not trusting the market to take appropriate precautionary measures (16.7% vs. 10.4%)
- 4.2% of the consumers compared to 10.4% in the last round said they considering going to a different market because of COVID-19.

Vendor Insights:

- Overall (87.5%) of the vendors said consumers have changed their purchase behavior due to COVID-19. Key behavior changes include: changing the frequency of shopping (56.3% vs. 41.7% last round), decreased purchase of fresh produce (27.1%, down from 39.6% in last round), use mobile money more (18.8%, up from 12.5% in the previous round) and consumers buying other products than before (12.5% vs. 10.4% in the last round) 95.8% of the vendors have taken measures to reduce the risk of COVID-19. Top measures include; always wear a mask (85.4%, up from 81.3%), reminding customers to social distance (50%, down from 60.4% in the previous round), offer mobile payment options (37.5%, up from 18.8%).
- Overall, (93.8%) of the vendors noted COVID-19 had an immediate impact on their business operations. Key among them include decrease in customers (91.7%, up from 81.3%), decreased sales (81.3%, up from 77.1% in the previous round), limited financial reserves/liquidity (10.4%, down from 12.5%) in the last round.

Methodology: The survey is carried out in the Marikiti and Madaraka traditional food markets in Machakos and Kiambu Counties. 90 consumers and vendors (42 in Marikiti and 48 in Madaraka) are surveyed every two weeks in each market. Consumers and vendors were randomly selected in each market. Surveys are conducted in adherence to global guidelines on COVID-19 prevention and control.

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The Government of Kenya has continued to enforce COVID-19 containment measures including night curfew from 10PM to 4 AM running to May 2021. Also, the government instituted a ban on public gatherings, funerals to be conducted within 72 hours of death's confirmation, funerals and ceremonies to be attended by 100 persons, restricting attendees of places of worship to one-third of the capacity, restaurants to operate up to 9:00pm and requirement for all to wash hands/sanitize, mandatory wearing of face masks outside homes, social distancing as well as phased roll out of COVID-19 vaccines. As at March 19th, 2021, the official total COVID-19 confirmed cases stood at 118,889 from a cumulative test of 1,402,480 samples representing 17.5% positivity rate with 89,388 recoveries and unfortunate cumulative fatalities of 2,003 even as the government distribute 355,500 doses of vaccines countrywide. This monthly report includes two new sets of data (R13: Mar 1- 5 and R14: Mar 15 -19) and compares it to one round from the last monthly bulletin (R12: Feb 15 - 19).

Summary - Market #1 (Marikiti Market, Machakos)

Consumers Insights:

- 82.1% (average for the two new sets of data) of the consumers compared to 77.5% in previous survey round, reported they have concerns while shopping in market due to the ongoing COVID-19 pandemic. Top concerns include; contracting COVID-19 at the market (78.6% vs. 69%), vendors getting sick and not being open (66.7%, up from 38.1% in the previous survey round) and no trust on the appropriate precautions (42.9%, up from 31% in the previous survey round).
- Averagely, 69% of the consumers up from 62.5% in the previous survey round reported they have changed their shopping behaviour due to COVID-19. The main behaviour change reported are; reduced frequency of shopping (64.3%, up from 38.1% in the previous survey round), use mobile money more (54.8%, up from 38.1% in the last survey round) and avoid peak shopping hours (45.2% vs. 38.1%).
- 16.7% (average for the two new sets of data) of the consumers up from 10% in the previous survey round are considering going to a different market.

Vendors Insights:

- The most useful measures (as perceived by vendors) implemented by the market to reduce the risk of COVID-19 are; set up hand washing/sanitizer stations (90.5%, up from 73.8% in the previous survey round), mandate mask for consumers (90.5%, up from 78.6% in the last survey round), mandate mask for vendors (88.1% vs. 81%), mandate distancing (35.7% vs. 33.3%) and regular awareness campaign on COVID-19 (21.4% vs. 11.9%).
- On average (average for the two new sets of data), 96.4% of the vendors reported COVID-19 had an immediate impact on their businesses. Top impacts include; decrease in customers (81% vs. 88.1%), decreased sales (78.6%, down from 90.5% in the previous survey round), difficulty accessing products to sell (47.6% vs. 40.5%) and difficulty accessing financing (47.6%, up from 33.3% in the last survey round).
- 77.4% (average for the two new sets of data), of the vendors compared to 78.6% in previous survey round, reported consumers have changed their purchasing behaviour due to COVID-19. Key behaviour change includes; changes in frequency of shopping (54.8% vs. 57.1%), use mobile money more (52.4%, up from 33.3% in the previous survey round), wearing PPE (50%, up from 35.7% in the previous survey round) and changes in who is doing the shopping (35.7%, up from 19% in the previous survey round).

Summary - Market #2 (Madaraka Market, Kiambu County)

Consumers Insights:

- There was a slight increase in consumers (64.6%, up from 58.3% in the last month) reporting they have concerns while shopping in market due to the ongoing COVID-19 pandemic. Top concerns include; contracting COVID-19 while shopping in the market (62.5% Vs 54.2% in the previous survey round), difficulty of taking protective measures (12.5% Vs 6.3% previous survey round)
- There was a notable increase in consumers who reported change in their shopping behaviour due to COVID-19 (66.7% up from 45.8% in the previous survey round). Among the changes noted include; 58.3% vs 39.6% in the previous month noted changed frequency in shopping, avoiding peak shopping hours (27.1% vs 31.3% last month), use of mobile money (10.4% Vs 8.3% in the last month).
- Overall, 62.5% of the consumers compared to 52.2% in the last month think the government is doing a good job to ensure the food in the market is safe. Also, 4.2%, same as the previous survey round of the consumers are considering going to a different market.

Vendors Insights:

- There was a notable increase (70.8% up from 56.3% in the previous survey round) the number of vendors reporting various actions taken by the market to reduce COVID-19; mandate for consumers to wear mask/nose covers (66.7% Vs 39.6% in the previous survey round), Mandate for vendors to wear masks/nose covers (52.1% vs 35.4%), regular awareness campaigns on COVID-19 (25.0% Vs 27.1%)
- Overall, 97.6% of the vendors reported COVID-19 had an immediate impact on their businesses. Top impacts include; decrease in customers (85.4% vs. 91.7%), decreased sales (70.8%, down from 81.3% in the previous survey round), difficult accessing products to sell (18.8% vs. 27.1%) and difficulty accessing financing (16.7%, up from 12.5% in the previous survey round).
- Overall, 87.5%, up from 77.1% of the vendors in previous survey round noted consumers have changed their shopping behaviour due to COVID-19. Key behavior changes includes; changes in frequency of shopping (58.3% vs. 56.3%), decreased purchase of fresh produce (35.4% vs 27.1% in the previous survey round), use mobile money more (16.7%, down from 18.8% as reported in the previous survey round),

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March 26th 2021, the government issued new COVID-19 containment measures to control spread of the third wave of the pandemic. The measures included: cessation of movement in and out of the counties of Nairobi, Kajiado, Machakos, Kiambu and Nakuru (zoned area); suspension of public gatherings and congregational worship, curfew starting 8:00PM and ending at 4:00AM, while other counties curfew hours observed between 10:00PM and 4:00AM. As at 23rd April, 2021, the total COVID-19 positive cases were 154,392 from a cumulative test of 1,624,663 samples translating into 9.5% positivity rate. The total recoveries are 105,367 with unfortunate cumulative fatalities of 2,560. This monthly report covers two new sets of data (R15: Apr 5-9 and R16: Apr 19-23) and compares it to one round from the previous round of survey (R14: Mar 15 - 19).

Summary - Market #1 (Marikiti Market, Machakos)

Consumers Insights:

- Overall, 92.9% (R16), compared to 92.9% (R15) and 85.7% (R14) reported they have concerns while shopping in market due to the ongoing COVID-19 pandemic. Key concerns include contracting COVID-19 at the market 90.5% (R16), up from 85.7% (R15) and 78.6% (R14) and vendors getting sick and not being open 69% (R16), up from 57.1% (R15) and 66.7% (R14).
- In general, 88.1% (R16) compared to 90.5% (R15) and 78.6% (R14) of the consumers reported they have changed their shopping behaviour due to COVID-19. Top behaviour change includes avoid peak shopping hours 71.4% (R16), up from 57.1% (R15) and 45.2% (R14), reduced frequency of shopping 71.4% (R16), up from 64.3% in both R15 and R14), use mobile money more 54.8% (R16), compared to 61.9% (R15) and 54.8% (R14).
- 66.7% (R16) of the consumers compared to 54.8% (R15) and 69% (R14) think the government is doing a good job to ensure the food in the market is safe.

Vendors Insights:

- Overall, 100% (R16) versus 100% (R15) and 97.6% (R14) of the vendors reported COVID-19 had an immediate impact on their business operations. Top impacts reported include decrease in customers 95.1% (R16) compared to 95.2% (R15) and 81% (R14), decreased sales 92.7% (R16), versus 92.7% (R15) and 78.6% (R14), and difficulty accessing products to sell 63.4% (R16), up from 54.8% (R15) and 47.6% (R14).
- 100% of the vendors in the three survey rounds (R16, R15 and R14) reported having observed changes in the market. Key actions taken by the market to reduce the risk of COVID-19 include set up handwashing/sanitizer stations 100% in the three survey rounds, mandate mask for vendors 100% (R16) compared to 97.6% (R15) and 100% (R14), and mandate mask for consumers 97.6% (R16), versus 97.6% (R15) and 100% (R14).
- Overall, 95.1% (R16), up from 88.1% (R15) and 81.0% (R14) of the vendors indicated consumers have changed their purchasing behaviour due to COVID-19. Key behavior change reported include wearing PPE 78% (R16) compared to 76.2% (R15) and 50% (R14), changes in frequency of shopping 70.7% (R16), up from 64.3% (R15) and 54.8% (R14) and use mobile money more 46.3% (R16), 38.1% (R15) and 52.4% (R14).

Summary - Market #1 (Madaraka Market Kiambu)

Consumers Insights:

- Overall, 79.2% (R16) and 79.2% (R15), up from 64.6% (R14) of the consumers indicated they have concerns while shopping in market due to the ongoing COVID-19 pandemic. Top concerns include contracting COVID-19 while shopping in the market 75.0% (R16) versus 77.1% (R15) and 62.5% (R14), no trust in appropriate precautions 12.5% (R16) compared to and 18.8% (R15) and 10.4% (R14).
- 72.9% (R16), up from 68.7% (R15) and 66.7% (R14) of the consumers reported they have changed their shopping behaviour due to COVID-19. Among the changes noted include; 56.3% (R16) compared to 56.3% (R15) and 58.3% noted changed frequency in shopping, avoiding peak shopping hours 43.8% (R16), up from 39.6% (R15) and 27.1% (R14), use of mobile money 10.4% (R16) compared to 16.7% (R15) and 10.4% (R14).
- 70.8% (R16) of the consumers versus 62.5% (R15) and 62.5% (R14) think the government is doing a good job to ensure the food in the market is safe.

Vendors Insights:

- Overall, 100% (R16), up from 95.8% (R15) and 93.7% (R14) of the vendors reported COVID-19 had an immediate impact on their business. Top impacts include; decrease in customers 87.5% (R16) compared to 72.9% (R15) and 85.4% (R14), decreased sales 77.1% (R16), up from 68.8% (R15) and 70.8% (R14), difficult in getting to the market due to transport disruptions 6.3% (R16) compared to 8.3% (R15) and 0.0% (R14) and difficulty accessing financing 12.5% (R16), down from 14.6% (R15) and 16.7% (R14).
- There was some slight increase 72.9% (R16) versus 85.4% (R15) and 70.8% (R14) in the number of vendors reporting various actions taken by the market to reduce COVID-19 including mandate for consumers to wear mask/nose covers 62.5% (R16), compared to 68.8% (R15) and 52.1% (R14).
- Overall, 91.7% (R16) of the vendors compared to 87.5% in previous two survey rounds indicated consumers have changed their purchasing behaviour due to COVID-19. Key behavior changes includes changes in frequency of shopping 68.8.3% (R16), up from 60.4% (R15) and 58.3% (R14).

Methodology: The survey is carried out in the Marikiti and Madaraka traditional food markets in Machakos and Kiambu Counties. 90 consumers and vendors (42 in Marikiti and 48 in Madaraka) are surveyed every two weeks in each market. Consumers and vendors were randomly selected in each market. Surveys are conducted in adherence to global guidelines on COVID-19 prevention and control.

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On 1st May 2021, the government issued several COVID-19 containment measures to curb spread of the third wave of the pandemic, including lifting cessation of movement in and out of the zoned areas comprising the counties of Nairobi, Kajiado, Machakos, Kiambu and Nakuru; curfew hours to start 10:00PM and end at 4:00AM in the zoned counties, allowing in-person and congregational worship to capped to 1/3 (One-third) of the capacity of the place of worship; all employers to allow employees work from home with exception of those working in essential services, requirement for all persons coming into the country be in possession of a negative COVID-19 PCR certificate, re-opening education institutions as well as sporting activities; bars and entertainment places to operate until 7:00 P.M while restaurants and eateries in zoned areas to resume in accordance to the guidelines. Public transport to uphold 60% carrying capacity, funerals to be conducted within 72 hours of death's confirmation, limiting attendees of funerals and ceremonies to 50 persons and those above 58 years of age to be vaccinated as a priority during the 1st vaccination phase. As at 21st May 2021, the total confirmed COVID-19 positive cases are 167,535 and cumulative tests so far conducted are 1,771,236 samples translating into 8.3% positivity rate. The total recoveries are 114,394 with unfortunate cumulative fatalities of 3,043. A total of 951,026 persons have been vaccinated against COVID-19 countrywide. This monthly bulletin includes two new sets of data (R17: May 3-7 and R18: May 17-21) and compares it to one round from the April monthly bulletin (R16: Apr 19-23).

Summary - Market #1 (Marikiti Market, Machakos)

Consumers Insights:

- 95.2% (R18) of consumers compared to 100% (R17) and 100% (R16) in the previous survey rounds reported they have observed interventions to reduce the risk of COVID-19 in the markets. The actions perceived as the most useful are; mandate mask/nose cover for consumers 88.1% (R18), down from 97.6% (R17) and 100% (R16)], mandate mask/nose cover for vendors 85.7% (R18), down from 95.2% (R17) and 100% (R16); set up hand washing/sanitizer stations 83.3% (R18), down from 88.1% (R17) vs. 88.1% (16).
- Overall, 100% (R18) of the consumers, same as R17 and R16, continue reporting they understand how to avoid contracting COVID-19 while shopping in the market. Among the key knowledge they reported include; wash hands frequently 97.6% (R18), down from 100% in both R17 and R16, wear a mask 97.6% (R18), compared to 97.6% (R17) and 100% (R16), use sanitizer frequently 90.5% (R18) versus 92.9% (R17) and 85.7% (R16) in the previous survey rounds, social distance 83.3% (R18), down from 90.5% (R17) and 88.1% (R16) and reduce contact with public objects/surfaces/food 50% (R18), up from 45.2% (R17) and 33.3% (R16).
- 69% (R18) of the consumers compared to 61.9 (R17) and 66.7% (R16) think the government is doing a good job to ensure the food they buy in the market is safe. Similarly, 26.8% (R18) of the consumers versus 33.3% (R17) and 16.7% (R16) in the previous survey rounds are considering going to a different market due to COVID-19.

Vendors Insights:

- Overall, 100% (R18) of the vendors same as the previous survey rounds (R17) and (R16) reported they have observed some actions in the market to reduce the risk of COVID-19 in the market. Top actions include; mandate mask/nose cover for consumers 100% (R18), same as R17 and up from 97.6% (R16), set up hand washing/sanitizer stations 97.6% (R18), down from 100% in both R17 and R16, mandate mask/nose cover for vendors 97.6% (R18) versus 97.6% (R17) and 100% (R16), regular awareness campaign on COVID-19; 40.5% (R18), down from 78.6% (R17) and 82.9% (R16).
- In general, 97.6% (R18) of the vendors, down from 100% in both survey rounds (R17 and R16) reported they understand how to avoid contracting COVID-19 in the market. Among the noted knowledge are; wash hands frequently 97.6% (R18), down from 100% in both R17 and R16, wear a mask 95.2% (R18), down from 100% in both R17 and R16, social distance 88.1% (R18) compared to 88.1% (R17) and 90.2%); and use sanitizer 83.3% (R18), up from 78.6% (R17) and 70.7% (R16).
- There was a slight drop in the vendors who think the government is doing a good job to ensure the food they sell is safe (57.1% (R18) compared to 59.5% (R17) and 73.2% (R16).

Summary - Market #2 (Madaraka Market, Kiambu County)

Consumers Insights:

- 72.9% (R18) of consumers compared to 64.6% and 72.9% in the previous survey rounds R17 and R16 respectively reported they have had concerns when doing shopping in the market due to COVID-19. The main concerns included contracting COVID-19 in the market, (68.8% in R18, 56.3% in R17 and 75.0% in R16), inconveniences of having to take protective measures every time they visit the market (16.7% in R18, 14.6% in R17 and 8.3% in R16), not trusting that appropriate actions to protect one from contracting COVID-19 are being taken at the market (10.4% in R18; 14.6% in R17 and 12.5% in R16) while 2.1% (R18), 4.2% (R17) and 4.2% (R16) are concerned that the food they want to buy may not be available in the market
- 58.3% (R18) of consumers compared to 75.0% (R17) and 70.8% (R16) in the previous survey rounds reported they have observed interventions to reduce the risk of COVID-19 in the markets. The actions perceived as the most useful are; set up hand washing/sanitizer stations 49.9% (R18), up from 39.6% (R17) vs. 45.8% (16), mandate mask/nose cover for consumers 39.6% (R18), down from 58.3% (R17) and 66.7% (R16), mandate mask/nose cover for vendors 39.6% (R18), down from 58.3% (R17) and 66.7% (R16), mandating social distancing between persons was reported by 12.5% (R18), down from 16.7% in R17 and 29.2% in R16);
- Overall, 97.9% (R18) of the consumers, down from 100% in R17 and R16, continue reporting they understand how to avoid contracting COVID-19 while shopping in the market. Among the key knowledge they reported include; wear a mask 93.8% (R18), compared to 95.8% (R17) and 100% (R16), wash hands frequently 62.5% (R18), down from 66.7% in R17 and 64.6% in R16, use sanitizer frequently has been reported by 52.1% of consumers in R18 same in R17 and R16, social distance 47.9% (R18), down from 58.3% (R17) and 54.2% (R16).
- About 6.3% of consumers in R18 are considering going to a different market due to COVID-19 compared to 4.2% in R17 and 10.4% in R16. Further, 66.8% (R18) of the consumers same as R17 think the government is doing a good job to ensure the food they buy in the market is safe compared to 70.8% in R16.

Vendors Insights:

- In R18, 72.9% of vendors reported they have observed some actions being taken by the market to reduce the risk of contracting COVID-19 in the market, same as R17 and R16. Top actions reported include; mandate mask/nose cover for consumers and vendors reported by 62.5% (R18), 72.9%

(R17) and 62.5% (R16) for both actions, set up hand washing/sanitizer stations 52.1% (R18), up from 43.8% in both R17 and R16, mandating distancing 12.5% (R18), down from 29.2% (R17) and 31.3% (R16), regular awareness campaign on COVID-19; 6.3% (R18), down from 8.3% in both R17 and R16.

- In general, 100% (R18) of the vendors, same as previous survey rounds (R17 and R16) reported they understand how to avoid contracting COVID-19 in the market. Among the noted knowledge are; wear a mask 95.8% (R18), 93.8% (R17) and 100% (R16), wash hands frequently 72.9% (R18) compared to 75.0% in R17 and 70.8% in R16, social distance 52.1% (R18) compared to 64.6% (R17) and 58.3% in R16; no consumer reported frequent cleaning of high touch surfaces/areas in R18 compared to 4.2% in R17 and 6.3% in R16.
- There was a drop in the proportion of vendors who think the government is doing a good job to ensure the food they sell is safe (66.7% (R18) compared to 72.9% (R17) and 79.2% (R16).

Methodology: The survey is carried out in the Marikiti and Madaraka traditional food markets in Machakos and Kiambu Counties. 90 consumers and vendors (42 in Marikiti and 48 in Madaraka) are surveyed every two weeks in each market. Consumers and vendors were randomly selected in each market. Surveys are conducted in adherence to global guidelines on COVID-19 prevention and control.

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Bulletin Issue 16: July 30, 2021

KENYA

On 29th June 2021, the government through a presidential address issued several COVID-19 containment measures to curb spread of the COVID-19 Pandemic. The measures include, discouraging movement in COVID-19 hotspot zone; which comprises the counties of Kisumu, Siaya, HomaBay, Migori, Busia, Kakamega, Vihiga, Bungoma, Kisii, Nyamira, Kericho, Bomet, and Trans-Nzoia, curfew hours starting at 7:00PM to 4:AM up to 31st July while the rest of the counties, the curfew hours to start 10:00PM and end at 4:00AM.

As at 31st June 2021, the total confirmed COVID-19 positive cases were 203,213 and cumulative tests so far conducted are 2,132,355 samples with an average July positivity rate of 15.6%. The total recoveries are 188,936 with unfortunate cumulative fatalities of 3,931. A total of 1,723,727 persons have been vaccinated against COVID-19 countrywide.

This monthly bulletin includes two new sets of data: Round 21 was conducted 05 July 2021 to 09 July 2021; Round 22 was conducted on 19 July 2021 to 23 July 2021. The comparisons are for the two rounds within the month.

Summary - Market #1 (Marikiti Market, Machakos)

Consumers Insights:

- Overall, 83.3% (R22) and 81.0% (R21) of the consumers continue reporting having concerns while shopping in the markets. Top concerns include contracting COVID-19 (83.3% (R22), up from 66.7% (R21) as well as not trusting the market to take appropriate precautions (54.8% (R22), down from 66.7% (R21).
- Consumers indicated they are practicing personal protective measures against COVID-19. Key measures reported are; washing hands often 100% (R22) compared to 97.6% (R21), wear face mask 97.6% (R22) vs. 97.6% (R21) and use hand sanitizer often (76.2% (R22), down from 85.7% (R21) in previous survey round.
- Consumers reported that the most trusted sources of information on food safety is medical professionals on newspapers, television or radio (33.3% (R22), up from 11.9% (R21) in the previous survey round and the packaging or label on the food 26.2% (R22) compared to 11.9% (R21).

Vendors Insights:

- Overall, 97.6% (R22) and 97.6% (R21) of the vendors reported COVID-19 had an impact on their business. Top perceived impacts include; decrease in number of customers (71.4% (R22), up from 66.7% (R21), decreased volumes of food sold (71.4% (R22), up from 64.3% (R21) and difficulty accessing financing (47.6% (R22), up from 33.3% (R21).
- The perceived changes to consumers' purchasing behavior due to COVID-19 reported by vendors are; reduced frequency of shopping (83.3% (R22), up from 66.7% (R21), demand for cleanliness behaviors from vendors (59.5% (R22) versus 59.5% (R21) and use of mobile money more (73.8% (R22), up from 54.8% (R21).
- Vendors reported that the most trusted sources of information on food safety is medical professionals on newspapers, television or radio (28.6% (R22), down from 38.1% (R21) and medical professionals they know, such as their local doctors or nurse (16.7% (R22) compared to 9.5% (R21).

Summary - Market #2 (Madaraka Market, Kiambu County)

Consumers Insights:

- Consumers who have concerns while shopping at the market due to COVID-19 remained the same (72.9% in the two survey rounds-R21 and R22. Of notable concern is contracting COVID-19 while shopping in the market; 72.9% in R21 compared to 77.1% in R22, inconvenience of taking protective measures 22.9% in 22.8% in R21 and R22.
- Overall, 100% of consumers indicated they have noted market interventions to reduce the risk of COVID-19 in the market. Among the actions noted as useful include; Mandate for vendors to wear mask/cover nose (85.4% in R22 up from 83.3% in R21, mandate for consumers to wear mask/nose cover (85.4% in R22 up from 79.2% in R21, set up of hand washing stations (56.3% in R22(5-9th) July down from 66.7% in R21
- 100% of consumers reported perceived changes their purchasing behaviour due to COVID-19. Of notable changes include; reduced frequency of going to the market (72.9% in R22 Vs 64.6% in R21), avoiding peak shopping hours (41.7% in R22 Vs 52.1% in R21).

Vendors Insights:

- Overall, 100% of the vendors in the two rounds (R21 and R22) noted some actions meant to reduce the risk of COVID-19 in the market. Among the interventions perceived as most useful include; mandate mask/nose cover for vendors (89.6% in R22 Vs 79.2% in R21), mandate mask/nose cover for consumers (87.5% in R22 Vs 79.2% in R21), set up of hand washing/sanitizer stations (58.3% in R22 Vs 70.8% in R21)
- All vendors (100%) both rounds (R21 and R22) reported they have taken measures to avoid contracting COVID-19 in the market. Among what they mentioned include; washing of hands frequently (81.0% in R22 down from 92.9% in R21), wearing a mask (100% in both rounds), social distance (69.0% in R22 down from 78.6% in R21), use of sanitizers (76.2% in R22 down from 88.1% in R21)
- 93.7% of the vendors reported that COVID-19 had an impact on their business operations. The perceived impact includes; decrease in the numbers of customers (87.5% in R22 down from 91.7% in R21), decrease in the volume of food sold (77.1% in both R22 and R21), difficult to find enough products (33.3% in R22 up from 25.0% in R21).

Methodology: The survey is carried out in the Marikiti and Madaraka traditional food markets in Machakos and Kiambu Counties. 90 consumers and vendors (42 in Marikiti and 48 in Madaraka) are surveyed every two weeks in each market. Consumers and vendors were randomly selected in each market. Surveys are conducted in adherence to global guidelines on COVID-19 prevention and control.

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Bulletin Issue 17: August 20, 2021

KENYA

To curb the spread of COVID-19 On 19th August, the government continued to impose a nationwide 22:00-04:00 curfew, suspend all public gatherings and in-person meetings. All physical/congregational worship is limited to one-third of the capacity of the venue while eateries and restaurants stop serving at 09.00. Travelers arriving and leaving Kenya are required to present a negative result from a COVID-19 PCR test taken no more than 96 hours before travel day. On August 6th, public Service Vehicles (PSV) were allowed to resume carrying passengers at full capacity.

As of 19th August, the total confirmed COVID-19 positive cases were 225,663 and 2,221,704 vaccines had been administered. Of these, first doses are 1,454,102 and second doses are 767,602. The uptake of the second dose among those who had received their first dose was at 52.8% with the majority being males at 55%. This monthly bulletin includes four data sets collected in the month of July and August (R21:5th – 9th July, R22:19th – 23rd July, R23:2nd – 6th Aug and R24:16th – 20th Aug).

Summary - Market #1 (Marikiti Market, Machakos)

Consumers Insights:

- 19% and 14.3% (R23 and R24 respectively) of consumers reported they currently do not have any concerns when shopping in the market given the ongoing COVID-19 pandemic.
- Large proportion of consumers (85.7% and 100%) in R23 and R24 respectively are not likely to cease doing their shopping at the market given the current COVID-19 situation at the market
- Setting up of handwashing stations is the most effective intervention by the market to prevent the spread of COVID-19 according to vendors and consumers
- The main personal protective measures practiced by consumers to reduce the risk of contracting COVID-19 at the market are washing hands (97.6% in R23 same as R24 and use hand sanitizer (78.6% and 85.7%) in R23.

Vendors Insights:

- The main personal protective measures practiced by vendors to reduce the risk of contracting COVID-19 at the market are always wear nose and mouth covers (100%) in R23 same as R24, wash hands often (88.1%, 97.6%) in R23 and R24 respectively, and use hand sanitizer often (73.8%, 78.6%) in R23 and R24 respectively.
- 9.5%(R24) up from 4.8%(R23) of vendors reported that COVID-19 does not have any impact on their businesses. The main impact of COVID-19 on vendor businesses include reduced number of customers, reduced sales, difficulty in accessing financing, difficulty in accessing the appropriate commodities and general increase in commodity prices
- 100% of vendors in R23 same as R24 reported that they had seen some consumer behavior change in the recent weeks compared to time before COVID-19. The main consumer behavior change included reduced shopping frequency (66.7%, 78.6%) in R23 and R24 respectively, use of mobile money more (61.9%,73.8%) in R23 and R24 respectively and consumers demanding cleanliness behavior from vendors like wearing of masks (52.4%, 61.9%) in R23 and R24 respectively.

Summary - Market #2 (Madaraka Market, Kiambu County)

Consumers Insights:

- 35.4%(R24) of consumers compared to 20.8%(R23) reported they currently do not have any concerns when shopping in the market given the ongoing COVID-19 pandemic.
- 10.4%(R23) and 6.3%(R24) of consumers reported they are very likely to stop shopping in the market given the current COVID-19 situation in the market
- To reduce the risk of contracting COVID-19 at the market, the main protective measures taken by consumers include wearing face covering (83.3%, 87.5%) in R3 and R24 respectively and use of hand sanitizer (68.8%, 56.3%) in R23 and R24 respectively.
- Mandating all vendors wear nose and mouth covers (37.5%, 31.3%) in R23 and R24 respectively as well as mandating all consumers wear nose and mouth covers (20.8%, 22.9%) in R23 and R24 are most effective interventions among all the interventions being undertaken by the market to prevent the spread of COVID-19 according to vendors

Vendors Insights:

- 100% of vendors in R24 same as R23 reported that COVID-19 had an immediate impact on their business operations. Notable impacts include decrease in number of customers and decreased sales.
- Mandating vendors to wear mouth and nose covering (30.6%, 39.6%) in R23 and R24 respectively as well as thorough cleaning of the markets (12.2%, 27.1%) in R23 and R24 respectively are most effective interventions among all the interventions being undertaken by the market to prevent the spread of COVID-19 according to vendors
- Personal protective measures practiced by vendors to reduce the risk of contracting COVID-19 at the market include ensuring they always wear nose and mouth covers (98.0%, 97.9%) in R23 and R24 respectively as well as washing hands often (61.2%, 64.6%) in R23 and R24 respectively.

Methodology: The survey is carried out in the Marikiti and Madaraka traditional food markets in Machakos and Kiambu Counties. 90 consumers and vendors (42 in Marikiti and 48 in Madaraka) are surveyed every two weeks in each market. Consumers and vendors were randomly selected in each market. Surveys are conducted in adherence to global guidelines on COVID-19 prevention and control.

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Bulletin Issue 18: September 28, 2021

KENYA

On September 28th 2021, the government continued to emphasize COVID-19 containment measures that had been issued on 19th August in the midst of the fourth wave. Among the measures include; nationwide curfew running from 22:00hrs -04:00hrs to be reviewed on Oct. 19th; allowing in-person and congregational worship capped to 1/3 (One-third) of the capacity of the place of worship; all employers to encourage mobile working with exception of those working in essential services, requirement for all persons coming into the country be in possession of a negative COVID-19 PCR certificate, bars and entertainment places to operate until 10:00 P.M while restaurants and eateries to operate in accordance to the COVID-19 containment guidelines and regulations. Additionally, the government put much emphasis on COVID-19 vaccination programme; a total of 3,664,721 vaccines had so far been administered across the country. Of these, total first doses were 2,771,051 while second doses were 893,670. The uptake of the second dose among those who received their first dose was at 32.3%. Proportion of adults fully vaccinated was 3.3%. As at 28th September 2021, the total confirmed COVID-19 positive cases are 248,770 and cumulative tests so far conducted are 2,543,687 samples with an average daily positivity rate 4.0%. The total recoveries are 241,180 with unfortunate cumulative fatalities of 5,116. Survey Dates as indicated in this bulletin are Round 23(R23)-August 2nd -6th, R24 (Aug 16th -20th), R25 (Sept 6th -10th), and R26 (Sept 20th -24th). The comparisons are for current two rounds September 2021 and the two previous rounds in August 2021

Summary - Market #1 (Marikiti Market, Machakos)

Consumers Insights:

- Consumers who reported have no concerns while shopping at the market due to COVID-19, increased slightly in R26 (21.4%), up from 14.3% in both R25 and R24 compared to 19.0% (R23). Top concerns include contracting COVID-19 in the market 73.8% (R26), down from 85.7% (R25), 85.7% (R24) and 76.2% (R23).
- 95.2% (R26), 81.0% (R25), 85.7% (R24) and 83.3% (R23) of consumers reported they are not likely to cease shopping at the market either temporarily or permanently due to COVID-19.
- The notable personal protective measure practiced by consumers is washing hands often; 97.6% (R26), 100.0% (R25) and 97.6% both in R24 and R23.

Vendors Insights:

- 90.5% (R26) same as in R25 and R24, down from 95.2% (R23) of the vendor reported COVID-19 had an impact on their businesses. Decreased number of customers 69.0% (R26), 64.3% (R25), 76.2% (R24) and 69.0% (R23) was reported as the most notable vendors' perceived impact of COVID-19 on their businesses.
- The top personal protective measure practiced by vendors is wearing mask always 100.0% (R26, R25, R24 and R23). Washing hands often was reported as the most common measure with highest variations; 90.5% (R26), down from 100% (R25) compared to 97.6% (R24), up from 88.1% (R23).
- Vendors reported journalists on newspapers, television or radio were the most trusted sources of information on food safety [76.2% (R26), up from 64.3% (R25) compared to 66.7% (R24) and 64.3% (R23)].

Summary - Market #2 (Madaraka Market, Kiambu County)

Consumers Insights:

- Consumers who reported having concerns while shopping at the market due to COVID-19 reduced in the current survey round (68.7% in R26 down from 81.2% in R25) compared with the previous survey round; 64.6% R24 down from 79.2% R23. Top concerns include; contracting COVID-19 while shopping in the market; 66.7% in R26 down from 77.1% in R25, 58.3 % in R23 down from 75.0% in R22.
- Consumers indicating they are likely to cease shopping in the market either temporarily or permanently due to COVID-19) increased in R26 was 95.2% up from 81.0% in R25 while in R24; 85.7% up from 83.3% in R23.
- The main protection measures practiced by consumers when they visit the market include; wearing mouth and nose covers 87.5% (R26) up from 79.2% (R25), 87.5% in R24 up from 83.3% in R23. The use of hand sanitizer was mentioned by 68.8% (R26) up from 64.6% (R25), 56.3% in R24 down from 68.8% in R23.

Vendors Insights:

- Generally, 93.7% of all vendors in R26, 95.2% in R25, 100% in R24 and R23 report an immediate impact of COVID-19 on their business operations in the two survey rounds. The highest impact reported being decreased number of customers 87.5% in R26, 87.5% in R25, 97.9% in R24 and 87.4% in R23.
- Use of mouth and nose covers (97.9% in R26 up from 95.8% in R25, 97.9% in R24 and 98.0% in R23), washing hands often (52.1% in R26, 77.1% in R25, 64.6% in R24 and 61.2% in R23), frequent use of hand sanitizer (52.1% in R26 down from 62.5% in R25, 60.4% in R24 and 63.3% in R23) are the main protective measures practiced by vendors while in the market
- Medical professionals on newspapers, television or radio was reported by vendors as the most trusted sources of information on food safety (66.7% in R26, down from 75.0% in R25, 68.8% in R24 slightly down from 69.4% in R23)

Methodology: The survey is carried out in the Marikiti and Madaraka traditional food markets in Machakos and Kiambu Counties. 90 consumers and vendors (42 in Marikiti and 48 in Madaraka) are surveyed every two weeks in each market. Consumers and vendors were randomly selected in each market. Surveys are conducted in adherence to global guidelines on COVID-19 prevention and control.

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Bulletin Issue 19: October 22, 2021

KENYA

As of September 28th 2021, the government continued to put more emphasize on COVID-19 containment measures that had been issued on 19th August in the midst of the fourth wave. Among the measures include; nationwide curfew running from 22:00hrs - 04:00hrs to be reviewed on October 20th 2021 allowing in-person and congregational worship capped to one-third of the capacity of the place of worship; all employers to encourage online or home-based working with exception of those working in essential services, requirement for all persons arriving into the country be in possession of a negative COVID-19 PCR certificate, bars and entertainment places to operate until 10:00 P.M while restaurants and eateries to operate in accordance to the COVID-19 containment guidelines and regulations. Also, the government is focusing on COVID-19 vaccination campaigns which has resulted in a total of 4,826,129 vaccines being administered across the country as of October 21st 2021. Of these, 3,457,839 were partially vaccinated while those fully vaccinated were 1,368,290. The uptake of the second dose among those who received their first dose was at 37.7%. Proportion of adults fully vaccinated was 5.0%. As of October 21st 2021, the total confirmed positive cases are now 252,499 and cumulative tests so far conducted are 2,664,357 with an average daily positivity rate 1.7%. The total recoveries are now at 245,962 with unfortunate cumulative fatalities of 5,249. Survey dates as indicated in this bulletin are round 27 which was conducted on 04 October 2021 to 08 October 2021; round 28 was conducted on 18 October 2021 to 22 October 2021. Rounds 25 – 26 (reported in previous bulletin) are depicted for reference.

Summary - Market #1 (Marikiti Market, Machakos)

Consumers Insights:

- 88.1% (R28) and 86.0% (R27) of the consumers compared to 78.6% (R26), down from 85.7% (R25) reported they have concerns while shopping in the market.
- 92.9% (R28), up from 81.4% (R27) of the consumers compared 83.3% (R26) and 90.5% (R25) thinks that even before COVID-19, the food they buy from the market is safe to eat.
- 95.2% (R28) and 95.3% (R27) of the consumers compared to 95.2% (R26) and 81.0% (R25) reported that they are not likely to stop shopping at this market, either temporarily or permanently.

Vendors Insights:

- 21.4% (R28), down from 47.6% (R27) of vendors compared to 57.1% (R26) and 45.2% (R25) indicated that fresh fruits are food items which they did not find or find less of than what they wanted.
- 83.3% (R28) and 88.1% (R27) of vendors indicated COVID-19 had an immediate impact on their business operations.
- 73.8% (R28) and 76.2% (R27) of vendors reported that when purchasing food items to sell over the past two weeks, there has been food items they couldn't get from their suppliers or got less quantity than they wanted.

Summary - Market #2 (Madaraka Market, Kiambu County)

Consumers Insights:

- 79.2% (R28) up from 63.8% (R27) of the consumers compared to 68.7% (R26) and 81.2% (R25) reported they have concerns while shopping in the market.
- 77.1% (R28), down from 89.4% (R27) of consumers compared to 70.8% (R26) and 72.9% (R25) reported they are not likely to stop shopping at the market either temporarily or permanently because of COVID-19.
- 97.9% (R28), same in (R27) of the consumers compared 97.9% (R26) and 89.6% (R25) perceives that even before COVID-19, the food they buy from the market is safe to eat.

Vendors Insights:

- 97.9% in (R28) same as in (R27) of vendors indicated COVID-19 had an immediate impact on their business operations compared to 93.7% in R26 and 95.8% in R25.
- 47.9% (R28) slightly up from 46.8% (R27) of vendors reported that when purchasing fresh fruits, there has been a shortage or got less quantity than they wanted.
- Vendors indicated that the most trusted source of food safety information, include; medical professionals on newspapers, television and radio; 75.0% in R28, up from 68.8% in R27 and 66.6% in R26 down from 75.0% in R25.

Methodology: The survey is carried out in the Marikiti and Madaraka traditional food markets in Machakos and Kiambu Counties. 90 consumers and vendors (42 in Marikiti and 48 in Madaraka) are surveyed every two weeks in each market. Consumers and vendors were randomly selected in each market. Surveys are conducted in adherence to global guidelines on COVID-19 prevention and control.

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On October 20th, the government lifted a nationwide curfew that has been in place since March 2020 to curb the spread of the coronavirus citing that infection rates had fallen, with less than 5% of tests each day proving positive. The government declared that time has come to shift the focus from survival to co-existing with the disease and the focus is on vaccination. Congregations attending churches and other religious institutions were allowed rise to two thirds of capacity, up from a third previously, although everyone is required to adhere to other COVID-19 containment measures such as wearing facemasks. Travelers arriving and leaving Kenya are still required to present a negative result from a COVID-19 PCR test taken no more than 96 hours before travel day.

As of November 29th 2021, the total confirmed positive cases are now 255,088 and cumulative tests so far conducted are 2,835,065 with an average daily positivity rate of 2.2%. The total recoveries are now at 248,318 with unfortunate cumulative fatalities of 5,335. Equally, as at November 29th 2021, a total of 7,063,927 vaccines had so far been administered across the country. Of these, 4,354,454 were partially vaccinated while those fully vaccinated were 2,709,473. The uptake of the second dose among those who received their first dose was at 57.0%. The proportion of adults fully vaccinated was 9.9%. The Government is working towards vaccinating a targeted population of 27,246,033. Survey dates as indicated in this bulletin are round 29 (R29) which was conducted on 01 November 2021 to 05 November 2021; round 30 (R30) was conducted on 15 November 2021 to 19 November 2021. Rounds 27 – 28 (reported in previous bulletin) are depicted for reference.

Summary - Market #1 (Marikiti Market, Machakos)

Consumers Insights:

- 26.2% (R30), down from 28.6% (R29) of the consumers compared to 11.9% (R28) and 14.0% (R27) indicated they currently do not have any concerns while shopping in the market given the ongoing COVID-19 pandemic.
- 7.1% (R30), up from 0.0% (R29) of the consumers compared to 2.4% (R28) and 4.7% (R27) reported they are very likely to stop shopping in the market (either temporarily or permanently) because of COVID-19.
- 88.1% (R30) and 83.3% (R29) of the consumers compared to 92.9% (R28) and 81.4% (R27) think that even before COVID-19, the food they buy from the market is safe to eat.

Vendors Insights:

- 97.6% (R30), up from 88.1% (R29) of vendors compared to 83.3% (R28) and 88.1% (R27) reported COVID-19 had an immediate impact on their business operations.
- 73.8% (R30), up from 66.7% (R29) of the vendors compared 73.8% (R28) and 76.2% (R27) to reported that when purchasing food items to sell over the past two weeks, there has been food items they couldn't get from their suppliers or got less quantity than they wanted.
- 40.5% (R30), down from 42.9% (R29) of the vendors compared to 21.4% (R28) and 47.6% (R27) reported that fresh fruits are the food items which they did not find or find less of than what they wanted.

Summary - Market #2 (Madaraka Market, Kiambu County)

Consumers Insights:

- 37.8% (R30), up from 25.0% (R29) of the consumers compared to 20.8% (R28) and 36.2% (R27) reported they currently do not have any concerns when shopping in the market due to the ongoing COVID-19 pandemic.
- 11.1% (R30) and 12.5% (R29) of the consumers compared to 6.3% (R28) and 6.4% (R27) reported they are very likely to stop shopping in the market (either temporarily or permanently) given the current COVID-19 situation.
- 100.0% (R30), up from 93.8% (R29) of the consumers compared to 97.9% (R28) and 97.9% (R27) think that even before COVID-19, the food they buy from the market is safe to eat.

Vendors Insights:

- 91.1% (R30) and 93.8% (R29) of the vendors compared to 97.9% (R28) and 97.9% (R27) reported that COVID-19 had an immediate impact on their business operations.
- 75.6% (R30), down from 83.3% (R29) of the vendors compared 77.1% (R28) and 62.5% (R27) to reported that when purchasing food items to sell over the past two weeks, there has been food items they couldn't get from their suppliers or got less quantity than they wanted.
- 15.6% (R30), down from 22.9% (R29) of the vendors compared to 12.5% (R28) and 12.5% (R27) reported that other vegetables are the food items which they did not find or find less of than what they wanted.

Methodology: The survey is carried out in the Marikiti and Madaraka traditional food markets in Machakos and Kiambu Counties. 90 consumers and vendors (42 in Marikiti and 48 in Madaraka) are surveyed every two weeks in each market. Consumers and vendors were randomly selected in each market. Surveys are conducted in adherence to global guidelines on COVID-19 prevention and control.

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