

EatSafe: Evidence and Action Towards Safe, Nutritious Food

COVID-19 Impacts on Traditional Food Market Bulletin Summaries

January - August 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 Dar es Salaam (Kariakoo and Buguruni markets). Issues are as follows:

ISSUE NO. AND DATE	PAGE
Bulletin Issue 1: January 10, 2021	2
Bulletin Issue 2: January 24, 2021	3
Bulletin Issue 3: February 9, 2021	4
Bulletin Issue 4: February 22, 2021	5
Bulletin Issue 5: March 7, 2021	6
Bulletin Issue 6: March 15, 2021	7
Bulletin Issue 7: April 4, 2021	8
Bulletin Issue 8: April 18, 2021	9
Bulletin Issue 9: May 2, 2021	10
Bulletin Issue 10: May 17, 2021	11
Bulletin Issue 11: May 31, 2021	12
Bulletin Issue 12: June 31, 2021	13
Bulletin Issue 13: June 28, 2021	14
Bulletin Issue 14: August 25, 2021	15

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

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Summary Market #1 – Kariakoo Market, Dar es Salaam

- 14% of surveyed consumers are concerned about food safety measures being in place while shopping in the market, and 42% have some concerns when shopping in the market.
- 100% of surveyed consumers have no concerns about the safety of food sold in the market, and 51% have not changed their shopping behavior in the last two weeks compared to one year ago.
- Nonetheless, 86% of surveyed consumers have observed safety measures set in place at the market including setting up hand sanitizer stations and cleaning the market area with disinfectant.
- On the other hand, 77% of vendors have observed measures safety measures in the market including setting up hand sanitizer stations, cleaning the market area with disinfectant, and regular communication within the market about how diseases are transmitted.
- A total of 53 vendors were surveyed in the first round of surveys, of which 64% are female and 36% are male.
- 66% of the vendors reported facing challenges running their business in the last two weeks, citing difficulty to access products and a decrease in customers as the main reasons. 79% of vendors reported a decrease in the volume of food they sell.
- 96% of vendors have taken measures themselves primarily through increasing the frequency of cleaning surfaces where customers touch or where food products are placed.
- 67% of consumers trust newspapers, television or radio as sources of information about food safety.
- 49% of vendors trust newspapers, television or radio as sources of information about food safety.

Summary Market #2 – Buguruni Market, Dar es Salaam

- 23% of surveyed consumers are concerned about food safety measures being in place while shopping in the market, and 50% have some concerns when shopping in the market.
- 87% of surveyed consumers have no concerns about the safety of food sold in the market, and 68% have not changed their shopping behavior in the last two weeks compared to one year ago.
- Nonetheless, 82% of surveyed consumers have observed safety measures set in place at the market including setting up hand sanitizer stations, cleaning the market area with disinfectant, and increasing demand for cleanliness behavior including washing hands.
- On the other hand, 60% of vendors have observed measures safety measures in the market including setting up hand sanitizer stations and cleaning the market area with disinfectant.
- A total of 43 vendors were surveyed in the first round of surveys, of which 65% are female and 35% are male.
- 74% of the vendors reported facing challenges running their business in the last two weeks citing difficulty to access products and a decrease in customers as the main reasons. 79% of vendors reported a decrease in the volume of food they sell.
- 98% of vendors have taken measures themselves primarily through increasing the frequency of cleaning surfaces where customers touch or where food products are placed.
- 45% of consumers trust newspapers, television or radio, and 41% trust the internet/social media as sources of information about food safety.
- 46% of vendors trust newspapers, television or radio as sources of information about food safety.

Survey Methodology

Quantitative data were collected from Kariakoo Market, Dar es Salaam and Buguruni Market, Dar es Salaam using two separate structured questionnaires developed for the vendors and consumers. The questionnaires were translated in Kiswahili. The data were collected by trained enumerators using Open Data Kit (ODK). The first round of data was collected from 4 January 2021 to 10 January 2021. The survey enumerators invited the vendors purposively to participate in the survey covering various types of goods sellers from all over the markets. A total of 96 vendors were surveyed. The enumerators invited consumers to participate in the surveys standing in the exit gate of the markets and interviewed a total of 87.

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Summary Market #1 – Kariakoo Market, Dar es Salaam

- 12% of consumers are concerned about food safety measures being in place while shopping in the market, which is 2% less than the last round. 20% have had some concerns when shopping in the market in the last two weeks.
- 96% of consumers have no concerns about the safety of the food sold in the market, a 4 percentage-point decrease from the last survey round.
- Nonetheless, 78% have observed safety measures set in place at the market including setting up hand sanitizer stations and cleaning the market area with disinfectant.
- On the other hand, 74% of vendors have observed measures safety measures in the market including setting up hand sanitizer stations, cleaning the market area with disinfectant, and regular communication within the market about how diseases are transmitted.
- 53% of the vendors reported facing challenges running their business in the last two weeks, a 7-percentage point drop from the last survey round. Vendors cited difficulty to access products and a decrease in customers as the main reasons.
- 79% of consumers reported an overall decrease in the volume of food they sell in the last two weeks.
- 96% of vendors have taken food safety measures themselves, primarily through increasing the frequency of cleaning surfaces where customers touch or where food products are placed.
- Consumers generally identify safer foods in the market by looking at its freshness (73%), its cleanliness (31%), assurances from vendors (31%), and how its stored and packaged (12%)
- 49% of consumers trust newspapers, television, or radio as sources of information about food safety, an 18-percentage point drop from the last survey round. 47% of vendors trust newspapers, television or radio as sources of information about food safety.

Summary Market #2 – Buguruni Market, Dar es Salaam

- 21% of consumers are concerned about food safety measures being in place while shopping in the market, which is 2% less than the last round. 58% have had some concerns when shopping in the market in the last two weeks.
- 26% of consumers have some concerns that some food sold in the market is not safe, an increase of 26 percentage points from the last survey round.
- Nonetheless, 61% have observed safety measures set in place at the market including setting up hand sanitizer stations and cleaning the market area with disinfectant.
- On the other hand, 92% of vendors have observed measures safety measures in the market including setting up hand sanitizer stations and cleaning the market area with disinfectant.
- 95% of the vendors reported facing challenges running their business in the last two weeks, citing difficulty to access products and a decrease in customers as the main reasons. This was a 21-percentage point increase from the last round.
- 95% of consumers reported an overall decrease in the volume of food they sell, an increase of 16 percentage points from the last round.
- 100% of vendors have taken food safety measures themselves primarily through increasing the frequency of cleaning surfaces where customers touch or where food products are placed.
- Consumers generally identify safer foods in the market by looking at its freshness (71%), its cleanliness (53%), how its stored and packaged (45%) and assurances from vendors (34%)
- 63% of consumers trust newspapers, television, or radio as sources of information about food safety, a 4-percentage point drop from the last survey round. 46% of vendors trust newspapers, television or radio as sources of information about food safety.

Survey Methodology Quantitative data were collected from Kariakoo Market, Dar es Salaam and Buguruni Market, Dar es Salaam using two separate structured questionnaires developed for the vendors and consumers. The questionnaires were translated in Kiswahili. The data were collected by trained enumerators using Open Data Kit (ODK). The second round of data was collected from 18 January 2021 to 24 January 2021. The survey enumerators invited the vendors purposively to participate in the survey covering various types of goods sellers from all over the markets. A total of 90 vendors were surveyed. The enumerators invited consumers to participate in the surveys standing in the exit gate of the markets and interviewed a total of 87.

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Summary Market #1 – Kariakoo Market, Dar es Salaam

Insights from consumers. 68 consumers were surveyed in this round, of which 56% are female and 44% are male.

- 94% of consumers have no concern about the safety of food sold in the market, a decrease of 2 percentage points from the last survey round.
- 59% of consumers have observed food safety measures put in place at the market, including setting up hand sanitizer stations (24%) and cleaning the market area with disinfectant (31%).
- Consumers generally identify safer foods in the market by looking at its freshness (65%), its cleanliness (26%), assurances from vendors (21%), and how its stored and packaged (10%).
- 28% of consumer respondents said they have gotten sick from eating food in the past two years.
- 47% of consumers trust newspapers, television, or radio as sources of information about food safety, a 2-percentage point drop from the last survey round.

Insights from Vendors. 56 vendors were surveyed in this round of surveys, of which 43% are female and 57% are male.

- 82% of vendors have observed food safety measures put in place in the market including setting up hand sanitizer stations (52%), cleaning the market area with disinfectant (59%).
- 59% of the vendors reported facing challenges in running their business in the last two weeks, a 6-percentage point increase from the last survey round. Vendors cited difficulty to access products (41%), difficulty transporting products (32%) and a decrease in customers (20%) as the main reasons.
- 61% of vendors reported an overall decrease in the volume of food they sell.
- 96% of vendors have taken measures themselves to improve food safety primarily through increasing the frequency of cleaning surfaces (77%) and always wearing a mask (34%).
- 43% of vendors trust newspapers, television, or radio as sources of information about food safety, and 43% trust the internet/social media, a 4-percentage point drop from the last survey round

Summary Market #2 – Buguruni Market, Dar es Salaam

Insights from Consumers. 43 consumers were surveyed in this round, of which 53% are female and 47% are male.

- 95% of consumers have no concerns about the safety of food sold in the market, an 8-percentage point increase from the last survey round
- 91% of consumers have observed food safety measures set in place at the market including setting up hand sanitizer stations (26%) and cleaning the market area with disinfectant (13%)
- Consumers generally identify safer foods in the market by looking at its freshness (58%), its cleanliness (60%), assurances from vendors (40%) and how its stored and packaged (28%).
- 26% of consumer respondents reported having gotten sick from eating food in the past two years.
- 51% of consumers trust newspapers, television, or radio as sources of information about food safety, a 12-percentage point drop from the last survey round.

Insights from Vendors. 45 vendors were surveyed in this round of surveys, of which 2% are female and 98% are male.

- 58% of vendors have observed measures safety measures in the market including setting up hand sanitizer stations (46%) and cleaning the market area with disinfectant (59%).
- 89% of the vendors reported facing challenges running their business in the last two weeks citing difficulty to access products (69%) and a decrease in customers as the main reasons (38%).
- 96% of vendors reported an overall decrease in the volume of food they sell.
- 98% of vendors have taken measures themselves primarily through increasing the frequency of cleaning surfaces (93%) and wearing a mask (29%).
- 44% of vendors trust newspapers, television, or radio as sources of information about food safety.

Survey Methodology: Quantitative data were collected from Kariakoo and Buguruni Markets, Dar es Salaam using two separate structured questionnaires developed for the vendors and consumers. The questionnaires were translated in Kiswahili. The third round of data was collected from 01 February 2021 to 07 February 2021. The survey surveyed 101 vendors who were purposively invited to participate in the survey covering various types of goods sellers from all over the markets. The enumerators interviewed 111 consumers to participate in the surveys standing in the exit gate of the markets.

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Summary Market #1 – Kariakoo Market, Dar es Salaam

Insights from consumers. 57 consumers were surveyed in this round, of which 53% are female and 47% are male.

- 93% of consumers have no concerns that some food sold in the market is not safe, a decrease of 1 percentage point from the last round.
- 53% of consumers have observed food safety measures set in place at the market, including setting up hand sanitizer stations (35%) and cleaning the market area with disinfectant (18%).
- Consumers generally identify safer foods in the market by looking at its freshness (82%), its cleanliness (39%), assurances from vendors (20%), and how its stored and packaged (12%).
- 16% of consumer respondents said they have gotten sick from eating food in the past two years.
- 53% of consumers trust newspapers, television or radio as sources of information about food safety, a 6-percentage point increase from the last survey round.

Insights from Vendors. 56 vendors were surveyed in this round of surveys, of which 71% are female and 29% are male

- 71% of vendors have observed food safety measures put in place in the market including setting up hand sanitizer stations (43%) cleaning the market area with disinfectant (55%).
- 54% of the vendors reported facing challenges in running their business in the last two weeks, citing difficulty to access products (45%) and difficulty transporting products (30%) as the main reasons.
- 63% of vendors reported an overall decrease in the volume of food they sell.
- All vendors have taken measures themselves to improve food safety primarily through increasing the frequency of cleaning surfaces where customers touch or where food products are placed (84%).
- 50% of vendors trust the internet/social media, and 45% trust newspapers/television/radio as sources of information about food safety.

Summary Market #2 – Buguruni Market, Dar es Salaam

Insights from consumers. 61 consumers were surveyed in this round, of which 57% are female and 43% are male.

- 74% of consumers have no concerns that some food sold in the market is not safe, a decrease of 21 percentage points from the last round.
- 46% of consumers have observed food safety measures set in place at the market, including setting up hand sanitizer stations (15%) and cleaning the market area with disinfectant (30%).
- Consumers generally identify safer foods in the market by looking at its freshness (69%), its cleanliness (54%), assurances from vendors (62%), and how its stored and packaged (28%).
- 20% of consumer respondents said they have gotten sick from eating food in the past two years.
- 46% of consumers trust newspapers, television or radio as sources of information about food safety, a 5-percentage point drop from the last survey round.

Insights from Vendors. 54 vendors were surveyed in this round of surveys, of which 48% are female and 52% are male

- All vendors have observed food safety measures put in place in the market including setting up hand sanitizer stations (52%) cleaning the market area with disinfectant (69%).
- 96% of the vendors reported facing challenges in running their business in the last two weeks, citing difficulty to access products (46%), decrease in customers (39%), difficulty accessing financing (33%) and difficulty transporting products (30%) as the main reasons.
- 96% of vendors reported an overall decrease in the volume of food they sell.
- All vendors have taken measures themselves to improve food safety primarily through increasing the frequency of cleaning surfaces where customers touch or where food products are placed.
- 41% of vendors trust the internet/social media, and 51% trust newspapers/television/radio as sources of information about food safety.

Survey Methodology: Quantitative data were collected from Kariakoo Market, Dar es Salaam and Buguruni Market, Dar es Salaam using two separate structured questionnaires developed for the vendors and consumers. The fourth round of data was collected from 15 February 2021 to 22 February 2021. The survey enumerators invited the vendors purposively to participate in the survey covering various types of goods sellers from all over the markets. A total of 110 vendors were surveyed. The enumerators invited consumers to participate in the surveys standing in the exit gate of the markets and interviewed a total of 118.

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Summary Market #1 – Kariakoo Market, Dar es Salaam

Insights from consumers. 71 consumers were surveyed in this round, of which 46% are female and 54% are male.

- 99% of consumers have no concern about the safety of food sold in the market, an increase of 5 percentage points from the last survey round.
- 55% of consumers have observed food safety measures put in place at the market, including setting up hand sanitizer stations (37%) and cleaning the market area with disinfectant (18%).
- Consumers generally identify safer foods in the market by looking at its freshness (62%), assurances from vendors (35%), its cleanliness (30%), and how its stored and packaged (18%).
- 20% of consumer respondents said they have gotten sick from eating food in the past two years.
- 48% of consumers trust newspapers, television, or radio as sources of information about food safety, a 1-percentage point increase from the last survey round.

Insights from Vendors. 40 vendors were surveyed in this round of surveys, of which 75% are female and 25% are male.

- 65% of vendors have observed food safety measures put in place in the market including setting up hand sanitizer stations (23%), cleaning the market area with disinfectant (60%).
- 78% of the vendors reported facing challenges in running their business in the last two weeks, citing difficulty to access products (68%), difficulty transporting products (38%), difficulty in accessing financing (33%), a decrease in sales (30%) and a decrease in customers (30%) as the main reasons.
- 88% of vendors reported an overall decrease in the volume of food they sell in the last two weeks.
- 98% of vendors have taken measures themselves to improve food safety primarily through increasing the frequency of cleaning surfaces (73%) and wearing gloves (23%).
- 58% of vendors trust the internet/social media and 38% of vendors trust newspapers, television, or radio as sources of information about food safety.

Summary Market #2 – Buguruni Market, Dar es Salaam

Insights from Consumers. 56 consumers were surveyed in this round, of which 46% are female and 54% are male.

- 93% of consumers have no concerns about the safety of food sold in the market, an 8-percentage point increase from the last survey round.
- All the consumers have observed food safety measures set in place at the market including setting up hand sanitizer stations (75%) and cleaning the market area with disinfectant (61%).
- Consumers generally identify safer foods in the market by looking at its freshness (64%), its cleanliness (70%), assurances from vendors (41%) and how its stored and packaged (27%).
- 27% of consumer respondents reported having gotten sick from eating food in the past two years.
- 52% of consumers trust newspapers, television, or radio as sources of information about food safety, a 6-percentage point increase from the last survey round.

Insights from Vendors. 54 vendors were surveyed in this round of surveys, of which 52% are female and 48% are male.

- 85% of vendors have observed measures safety measures in the market including setting up hand sanitizer stations (80%) and cleaning the market area with disinfectant (43%).
- 76% of the vendors reported facing challenges running their business in the last two weeks citing difficulty to access products (48%) and a decrease in customers as the main reasons (33%).
- 78% of vendors reported an overall decrease in the volume of food they sell in the past two weeks.
- All the vendors have taken measures themselves primarily through increasing the frequency of cleaning surfaces (98%) and wearing a mask (44%).
- 52% of vendors trust newspapers, television, or radio as sources of information about food safety.

Survey Methodology: Quantitative data were collected from Kariakoo and Buguruni Markets, Dar es Salaam using two separate structured questionnaires developed for the vendors and consumers. The fifth round of data was collected from 01 March 2021 to 07 March 2021. The survey enumerators invited the vendors purposively to participate in the survey covering various types of goods sellers from all over the markets. A total of 94 vendors surveyed. The enumerators invited consumers to participate in the surveys standing in the exit gate of the markets and interviewed a total of 127 consumers.

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Summary Market #1 – Kariakoo Market, Dar es Salaam

Insights from consumers. 59 consumers were surveyed in this round, of which 53% are female and 47% are male.

- 97% of consumers have no concern about the safety of food sold in the market, a decrease of 2 percentage points from the last survey round.
- 66% of consumers have observed food safety measures put in place at the market, including setting up hand sanitizer stations (46%) and cleaning the market area with disinfectant (31%).
- Consumers generally identify safer foods in the market by looking at its freshness (39%), assurances from vendors (32%), its cleanliness (34%), and how its stored and packaged (24%).
- 20% of consumer respondents said they have gotten sick from eating food in the past two years.
- 47% of consumers trust newspapers, television, or radio as sources of information about food safety, a 1-percentage point decrease from the last survey round.

Insights from Vendors. 54 vendors were surveyed in this round of surveys, of which 56% are female and 44% are male.

- 66% of vendors have observed food safety measures put in place in the market including setting up hand sanitizer stations (39%), cleaning the market area with disinfectant (46%).
- 59% of the vendors reported facing challenges in running their business in the last two weeks, citing difficulty to access products (57%), difficulty transporting products (17%), difficulty in accessing financing (19%), a decrease in sales (24%) and a decrease in customers (24%) as the main reasons.
- 70% of vendors reported an overall decrease in the volume of food they sell.
- 98% of vendors have taken measures themselves to improve food safety primarily through increasing the frequency of cleaning surfaces (76%) and offer mobile option (22%).
- 37% of vendors trust the internet/social media and 35% of vendors trust newspapers, television, or radio as sources of information about food safety

Summary Market #2 – Buguruni Market, Dar es Salaam

Insights from Consumers. 62 consumers were surveyed in this round, of which 55% are female and 45% are male.

- 90% of consumers have no concerns about the safety of food sold in the market, a 3- percentage point decrease from the last survey round
- 97% of the consumers have observed food safety measures set in place at the market including setting up hand sanitizer stations (94%) and cleaning the market area with disinfectant (19%)
- Consumers generally identify safer foods in the market by looking at its freshness (61%), how its stored and packaged (52%), its cleanliness (48%), and assurances from vendors (48%).
- 16% of consumer respondents reported having gotten sick from eating food in the past two years.
- 56% of consumers trust newspapers, television, or radio as sources of information about food safety, a 4-percentage point increase from the last survey round.

Insights from Vendors. 60 vendors were surveyed in this round of surveys, of which 52% are female and 48% are male.

- All of the vendors have observed measures safety measures in the market including cleaning the market area with disinfectant (77%) and hand sanitizer stations (73%).
- 98% of the vendors reported facing challenges running their business in the last two weeks citing difficulty to access products (63%) and a decrease in customers as the main reasons (30%).
- All of the vendors reported an overall decrease in the volume of food they sell.
- All of the vendors have taken measures themselves primarily through increasing the frequency of cleaning surfaces (87%) and wearing a mask (53%).
- 48% of vendors trust newspapers, television, or radio as sources of information about food safety.

Survey Methodology: Quantitative data were collected from Kariakoo and Buguruni Markets, Dar es Salaam using two separate structured questionnaires developed for the vendors and consumers. The questionnaires were translated in Kiswahili. The data were collected by trained enumerators using the Open Data Kit (ODK) platform.

The sixth round of data was collected from 15 March 2021 to 21 March 2021. The survey enumerators invited the vendors purposively to participate in the survey covering various types of goods sellers from all over the markets. A total of 114 vendors surveyed. The enumerators invited consumers to participate in the surveys standing in the exit gate of the markets and interviewed a total of 121 consumers.

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Summary Market #1 – Kariakoo Market, Dar es Salaam

Insights from consumers. 53 consumers were surveyed in this round, of which 51% are female and 49% are male.

- All consumers have no concern about the safety of food sold in the market, an increase of 3 percentage points from the last survey round.
- 66% of consumers have observed food safety measures put in place at the market, including setting up hand sanitizer stations (53%) and cleaning the market area with disinfectant (25%).
- Consumers generally identify safer foods in the market by its cleanliness (42%), looking at its freshness (38%), assurances from vendors (36%), and how it's stored and packaged (25%)
- 32% of consumer respondents said they have gotten sick from eating food in the past two years.
- 47% of consumers trust newspapers, television, or radio as sources of information about food safety, no change from the last survey round.

Insights from Vendors. 34 vendors were surveyed in this round of surveys, of which 65% are female and 35% are male.

- 65% of vendors have observed food safety measures put in place in the market including setting up hand sanitizer stations (41%), cleaning the market area with disinfectant (53%).
- 91% of the vendors reported facing challenges in running their business in the last two weeks, citing difficulty to access products (82%), difficulty transporting products (38%), difficulty in accessing financing (29%), a decrease in sales (35%) and a decrease in customers (35%) as the main reasons.
- 82% of vendors reported an overall decrease in the volume of food they sell.
- All vendors have taken measures themselves to improve food safety primarily through increasing the frequency of cleaning surfaces (82%) and offer mobile option (24%).
- 47% of vendors trust the internet/social media and 44% of vendors trust newspapers, television, or radio as sources of information about food safety

Summary Market #2 – Buguruni Market, Dar es Salaam

Insights from Consumers. 60 consumers were surveyed in this round, of which 53% are male and 47% are female.

- 97% of consumers have no concerns about the safety of food sold in the market, a 7-percentage point increase from the last survey round
- 97% of the consumers have observed food safety measures set in place at the market including setting up hand sanitizer stations (82%) and cleaning the market area with disinfectant (58%)
- Consumers generally identify safer foods in the market by looking at its freshness (70%), its cleanliness (58%), assurances from vendors (52%), and the vendors washing/sanitizing their hands regularly (22%).
- 7% of consumer respondents reported having gotten sick from eating food in the past two years.
- 63% of consumers trust newspapers, television, or radio as sources of information about food safety, a 7-percentage point increase from the last survey round.

Insights from Vendors. 56 vendors were surveyed in this round of surveys, of which 52% are male and 48% are female.

- 63% of vendors have observed measures safety measures in the market including setting up hand washing or sanitizer stations (61%) and cleaning the market area with disinfectant (20%).
- 55% of the vendors reported facing challenges running their business in the last two weeks citing difficulty to access products to sell (41%) and a decrease in customers as the main reasons (23%).
- 64% of the vendors reported an overall decrease in the volume of food they sell.
- 88% of the vendors have taken measures themselves primarily through increasing the frequency of cleaning surfaces (80%) and wearing a mask (16%).
- 63% of vendors trust newspapers, television, or radio as sources of information about food safety.

Survey Methodology: Quantitative data were collected from Kariakoo and Buguruni Markets, Dar es Salaam using two separate structured questionnaires developed for the vendors and consumers. The questionnaires were translated in Kiswahili. The data were collected by trained enumerators using the Open Data Kit (ODK) platform.

The seventh round of data was collected from 29 March 2021 to 4 April 2021. The survey enumerators invited the vendors purposively to participate in the survey covering various types of goods sellers from all over the markets. A total of 90 vendors were surveyed. The enumerators invited consumers to participate in the surveys standing in the exit gate of the markets and interviewed a total of 113 consumers.

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Summary Market #1 – Kariakoo Market, Dar es Salaam

Insights from consumers. 55 consumers were surveyed in this round, of which 58% are female and 42% are male.

- 89% of consumers have no concern about the safety of food sold in the market, a decrease of 11 percentage points from the last survey round.
- 75% of consumers have observed food safety measures put in place at the market, including setting up hand sanitizer stations (58%) and cleaning the market area with disinfectant (25%).
- Consumers generally identify safer foods in the market by looking at its freshness (36%), assurances from vendors (49%), its cleanliness (36%), and how its stored and packaged (22%).
- 25% of consumer respondents said they have gotten sick from eating food in the past two years.
- 40% of consumers trust newspapers, television, or radio as sources of information about food safety, a 7-percentage point decrease from the last survey round.

Insights from Vendors. 41 vendors were surveyed in this round of surveys, of which 56% are female and 44% are male.

- 73% of vendors have observed food safety measures put in place in the market including setting up hand sanitizer stations (68%), cleaning the market area with disinfectant (41%).
- 85% of the vendors reported facing challenges in running their business in the last two weeks, citing difficulty to access products (76%), difficulty transporting products (44%), difficulty in accessing financing (22%), a decrease in sales (27%) and a decrease in customers (29%) as the main reasons.
- 80% of vendors reported an overall decrease in the volume of food they sell.
- 100% of vendors have taken measures themselves to improve food safety primarily through increasing the frequency of cleaning surfaces (83%) and wear gloves (12%).
- 46% of vendors trust the internet/social media and 37% of vendors trust newspapers, television, or radio as sources of information about food safety

Summary Market #2 – Buguruni Market, Dar es Salaam

Insights from Consumers. 57 consumers were surveyed in this round, of which 42% are female and 58% are male.

- 81% of consumers have no concerns about the safety of food sold in the market, a 16 - percentage point decrease from the last survey round
- 74% of the consumers have observed food safety measures set in place at the market including setting up hand sanitizer stations (70%) and cleaning the market area with disinfectant (18%)
- Consumers generally identify safer foods in the market by looking at its freshness (68%), how its stored and packaged (40%), its cleanliness (51%), and assurances from vendors (35%).
- 11% of consumer respondents reported having gotten sick from eating food in the past two years.
- 60% of consumers trust newspapers, television, or radio as sources of information about food safety, a 3-percentage point decrease from the last survey round.

Insights from Vendors. 67 vendors were surveyed in this round of surveys, of which 46% are female and 54% are male.

- All of the vendors have observed safety measures in the market including cleaning the market area with disinfectant (64%) and hand sanitizer stations (72%).
- 97% of the vendors reported facing challenges running their business in the last two weeks citing difficulty to access products (45%), difficult transporting products (33) and a decrease in customers (36%) as the main reasons.
- 96% of the vendors reported an overall decrease in the volume of food they sell.
- All of the vendors have taken measures themselves primarily through increasing the frequency of cleaning surfaces (90%) and wearing a mask (61%).
- 55% of vendors trust newspapers, television, or radio as sources of information about food safety.

Survey Methodology: Quantitative data were collected from Kariakoo and Buguruni Markets, Dar es Salaam using two separate structured questionnaires developed for the vendors and consumers. The questionnaires were translated in Kiswahili. The data were collected by trained enumerators using the Open Data Kit (ODK) platform.

The eighth round of data was collected from 12 April 2021 to 18 April 2021. The survey enumerators invited the vendors purposively to participate in the survey covering various types of goods sellers from all over the markets. A total of 108 vendors surveyed. The enumerators invited consumers to participate in the surveys standing in the exit gate of the markets and interviewed a total of 112 consumers.

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Summary Market #1 – Kariakoo Market, Dar es Salaam

Insights from consumers. 45 consumers were surveyed in this round, of which 69% are female and 31% are male.

- All consumers have no concern about the safety of food sold in the market, an increase of 11 percentage points from the last survey round.
- 93% of consumers have observed food safety measures put in place at the market, including setting up hand sanitizer stations (69%) and cleaning the market area with disinfectant (47%).
- Consumers generally identify safer foods in the market by looking at its freshness (27%), assurances from vendors (36%), its cleanliness (42%), and how its stored and packaged (38%).
- 11% of consumer respondents said they have gotten sick from eating food in the past two years.
- 29% of consumers trust newspapers, television, or radio as sources of information about food safety, an 11- percentage point decrease from the last survey round.

Insights from Vendors. 40 vendors were surveyed in this round of surveys, of which 50% are female and 50% are male.

- 78% of vendors have observed food safety measures put in place in the market including setting up hand sanitizer stations (73%), cleaning the market area with disinfectant (40%).
- 83% of the vendors reported facing challenges in running their business in the last two weeks, citing difficulty to access products (68%), difficulty transporting products (50%), difficulty in accessing financing (25%), a decrease in customers (23%) and a decrease in sales (20%) as the main reasons.
- 73% of vendors reported an overall decrease in the volume of food they sell.
- 98% of vendors have taken measures themselves to improve food safety primarily through increasing the frequency of cleaning surfaces (83%) and wearing a mask (20%).
- 30% of vendors trust the internet/social media and 55% of vendors trust newspapers, television, or radio as sources of information about food safety

Summary Market #2 – Buguruni Market, Dar es Salaam

Insights from Consumers. 38 consumers were surveyed in this round, of which 32% are female and 68% are male.

- 87% of consumers have no concerns about the safety of food sold in the market, a 6 - percentage point increase from the last survey round
- 97% of the consumers have observed food safety measures set in place at the market including setting up hand sanitizer stations (71%) and cleaning the market area with disinfectant (53%)
- Consumers generally identify safer foods in the market by looking at its freshness (68%), how its stored and packaged (18%), its cleanliness (76%), and assurances from vendors (68%).
- 5% of consumer respondents reported having gotten sick from eating food in the past two years.
- 55% of consumers trust newspapers, television, or radio as sources of information about food safety, a 5-percentage point decrease from the last survey round.

Insights from Vendors. 75 vendors were surveyed in this round of surveys, of which 63% are female and 37% are male.

- 63% of the vendors have observed safety measures in the market including cleaning the market area with disinfectant (32%) and hand sanitizer stations (61%).
- 63% of the vendors reported facing challenges running their business in the last two weeks citing difficulty to access products (36%), a decrease in customers (21%) and difficulty accessing finances (20%) as the main reasons.
- 59% of the vendors reported an overall decrease in the volume of food they sell.
- 88% of the vendors have taken measures themselves primarily through increasing the frequency of cleaning surfaces (81%) and wearing a mask (12%).
- 65% of vendors trust newspapers, television, or radio as sources of information about food safety.

Survey Methodology: Quantitative data were collected from Kariakoo and Buguruni Markets, Dar es Salaam using two separate structured questionnaires developed for the vendors and consumers. The questionnaires were translated in Kiswahili. The data were collected by trained enumerators using the Open Data Kit (ODK) platform.

The eighth round of data was collected from 26 April 2021 to 2 May 2021. The survey enumerators invited the vendors purposively to participate in the survey covering various types of goods sellers from all over the markets. A total of 115 vendors surveyed. The enumerators invited consumers to participate in the surveys standing in the exit gate of the markets and interviewed a total of 83 consumers.

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Summary Market #1 – Kariakoo Market, Dar es Salaam

Insights from consumers. 59 consumers were surveyed in this round, of which 59% are female and 41% are male.

- 97% of consumers have no concern about the safety of food sold in the market, an increase of 4 percentage points from the last survey round.
- 75% of consumers have observed food safety measures put in place at the market, including setting up hand sanitizer stations (61%) and cleaning the market area with disinfectant (25%).
- Consumers generally identify safer foods in the market by its cleanliness (34%), looking at its freshness (41%), assurances from vendors (42%), and how it's stored and packaged (29%).
- 19% of consumer respondents said they have gotten sick from eating food in the past two years.
- 41% of consumers trust newspapers, television, or radio as sources of information about food safety, a 12-percentage point increase from the last survey round.

Insights from Vendors. 52 vendors were surveyed in this round of surveys, of which 44% are female and 56% are male.

- 77% of vendors have observed food safety measures put in place in the market including setting up hand sanitizer stations (69%), cleaning the market area with disinfectant (40%).
- 69% of the vendors reported facing challenges in running their business in the last two weeks, citing difficulty to access products (62%), difficulty transporting products (35%), difficulty in accessing financing (22%), difficulty getting to market due to transport disruption (21%) and a decrease in customers (25%) as the main reasons.
- 80% of vendors reported an overall decrease in the volume of food they sell.
- All vendors have taken measures themselves to improve food safety primarily through increasing the frequency of cleaning surfaces (92%) and wearing a mask (29%).
- 38% of vendors trust the internet/social media and 31% of vendors trust newspapers, television, or radio as sources of information about food safety.

Summary Market #2 – Buguruni Market, Dar es Salaam

Insights from Consumers. 86 consumers were surveyed in this round, of which 35% are female and 65% are male.

- 83% of consumers have no concerns about the safety of food sold in the market, a 6 - percentage point decrease from the last survey round.
- 91% of the consumers have observed food safety measures set in place at the market including setting up hand sanitizer stations (70%) and cleaning the market area with disinfectant (30%).
- Consumers generally identify safer foods in the market by its cleanliness (21%), looking at its freshness (55%), assurances from vendors (44%), and how it's stored and packaged (31%).
- 17% of consumer respondents reported having gotten sick from eating food in the past two years.
- 60% of consumers trust newspapers, television, or radio as sources of information about food safety, a 15-percentage point increase from the last survey round.

Insights from Vendors. 30 vendors were surveyed in this round of surveys, of which 93% are female and 7% are male.

- All of the vendors have observed safety measures in the market including cleaning the market area with disinfectant (43%) and hand sanitizer stations (87%).
- 90% of the vendors reported facing challenges running their business in the last two weeks citing difficulty to access products (57%), difficult getting to the market due to transport disruption (23%), difficulty accessing financing (23%) and a decrease in customers (47%) as the main reasons.
- 90% of the vendors reported an overall decrease in the volume of food they sell.
- All of the vendors have taken measures themselves primarily through increasing the frequency of cleaning surfaces (90%), wearing a mask (60%) and wearing gloves (43%).
- 60% of vendors trust newspapers, television, or radio as sources of information about food safety.

Survey Methodology: Quantitative data were collected from Kariakoo and Buguruni Markets, Dar es Salaam using two separate structured questionnaires developed for the vendors and consumers. The questionnaires were translated in Kiswahili. The data were collected by trained enumerators using the Open Data Kit (ODK) platform.

The eighth round of data was collected from 10 May 2021 to 17 May 2021. The survey enumerators invited the vendors purposively to participate in the survey covering various types of goods sellers from all over the markets. A total of 82 vendors surveyed. The enumerators invited consumers to participate in the surveys standing in the exit gate of the markets and interviewed a total of 145 consumers.

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Summary Market #1 – Kariakoo Market, Dar es Salaam

Insights from consumers. 63 consumers were surveyed in this round, of which 56% are female and 44% are male.

- 94% of consumers have no concern about the safety of food sold in the market, an increase of 4 percentage points from the last survey round.
- 70% of consumers have observed food safety measures put in place at the market, including setting up hand sanitizer stations (62%) and cleaning the market area with disinfectant (21%).
- Consumers generally identify safer foods in the market by its cleanliness (37%), looking at its freshness (54%), assurances from vendors (30%), and how it's stored and packaged (24%).
- 21% of consumer respondents said they have gotten sick from eating food in the past two years.
- 41% of consumers trust newspapers, television, or radio as sources of information about food safety, same as in the last survey round.

Insights from Vendors. 50 vendors were surveyed in this round of surveys, of which 22% are female and 78% are male.

- 76% of vendors have observed food safety measures put in place in the market including setting up hand sanitizer stations (66%), cleaning the market area with disinfectant (32%).
- 76% of the vendors reported facing challenges in running their business in the last two weeks, citing difficulty to access products (70%), difficulty transporting products (38%), difficulty getting to market due to transport disruption (24%) and a decrease in customers (24%) as the main reasons.
- 72% of vendors reported an overall decrease in the volume of food they sell.
- All vendors have taken measures themselves to improve food safety primarily through increasing the frequency of cleaning surfaces (92%) and wearing a mask (54%).
- 42% of vendors trust the internet/social media and 32% of vendors trust newspapers, television, or radio as sources of information about food safety.

Summary Market #2 – Buguruni Market, Dar es Salaam

Insights from Consumers. 58 consumers were surveyed in this round, of which 50% are female and 50% are male.

- 93% of consumers have no concerns about the safety of food sold in the market, a 10 - percentage point increase from the last survey round.
- All of the consumers have observed food safety measures set in place at the market including setting up hand sanitizer stations (100%) and cleaning the market area with disinfectant (17%).
- Consumers generally identify safer foods in the market by its cleanliness (64%), looking at its freshness (72%), assurances from vendors (66%), and how it's stored and packaged (36%).
- 7% of consumer respondents reported having gotten sick from eating food in the past two years.
- 72% of consumers trust newspapers, television, or radio as sources of information about food safety, a 12-percentage point increase from the last survey round.

Insights from Vendors. 57 vendors were surveyed in this round of surveys, of which 46% are female and 54% are male.

- 63% of the vendors have observed safety measures in the market including cleaning the market area with disinfectant (51%) and hand sanitizer stations (35%).
- 56% of the vendors reported facing challenges running their business in the last two weeks citing difficulty to access products (33%), and difficulty accessing financing (14%) as the main reasons.
- 72% of the vendors reported an overall decrease in the volume of food they sell.
- 72% of the vendors have taken measures themselves primarily through increasing the frequency of cleaning surfaces (65%), offering mobile money options (21%) and wearing a mask (19%).
- 53% of vendors trust newspapers, television, or radio as sources of information about food safety.

Survey Methodology: Quantitative data were collected from Kariakoo and Buguruni Markets, Dar es Salaam using two separate structured questionnaires developed for the vendors and consumers. The questionnaires were translated in Kiswahili. The data were collected by trained enumerators using the Open Data Kit (ODK) platform.

The eighth round of data was collected from 24 May 2021 to 31 May 2021. The survey enumerators invited the vendors purposively to participate in the survey covering various types of goods sellers from all over the markets. A total of 107 vendors surveyed. The enumerators invited consumers to participate in the surveys standing in the exit gate of the markets and interviewed a total of 121 consumers.

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Summary Market #1 – Kariakoo Market, Dar es Salaam

Insights from consumers. 57 consumers were surveyed in this round, of which 51% are female and 49% are male.

- 98% of consumers have no concern about the safety of food sold in the market, an increase of 4 percentage points from the last survey round.
- 72% of consumers have observed food safety measures put in place at the market, including setting up hand sanitizer stations (61%) and cleaning the market area with disinfectant (19%).
- Consumers generally identify safer foods in the market by its cleanliness (44%), looking at its freshness (46%), assurances from vendors (32%), and how it's stored and packaged (26%).
- 16% of consumer respondents said they have gotten sick from eating food in the past two years.
- 42% of consumers trust newspapers, television, or radio as sources of information about food safety, a 1-percentage point increase from the last survey round.

Insights from Vendors. 54 vendors were surveyed in this round of surveys, of which 26% are female and 74% are male.

- 80% of vendors have observed food safety measures put in place in the market including setting up hand sanitizer stations (69%), cleaning the market area with disinfectant (33%).
- 69% of the vendors reported facing challenges in running their business in the last two weeks, citing difficulty to access products (63%), difficulty transporting products (35%), difficulty getting to market due to transport disruption (17%) and a decrease in customers (17%) as the main reasons.
- 67% of vendors reported an overall decrease in the volume of food they sell.
- All vendors have taken measures themselves to improve food safety primarily through increasing the frequency of cleaning surfaces (91%) and wearing a mask (39%).
- 31% of vendors trust the internet/social media and 35% of vendors trust newspapers, television, or radio as sources of information about food safety.

Summary Market #2 – Buguruni Market, Dar es Salaam

Insights from Consumers. 59 consumers were surveyed in this round, of which 46% are female and 54% are male.

- 93% of consumers have no concerns about the safety of food sold in the market, same as in the last survey round.
- 81% of the consumers have observed food safety measures set in place at the market including setting up hand sanitizer stations (64%) and cleaning the market area with disinfectant (44%).
- Consumers generally identify safer foods in the market by its cleanliness (25%), looking at its freshness (42%), assurances from vendors (32%), and how it's stored and packaged (36%).
- 7% of consumer respondents reported having gotten sick from eating food in the past two years.
- 58% of consumers trust newspapers, television, or radio as sources of information about food safety, a 14-percentage point decrease from the last survey round.

Insights from Vendors. 53 vendors were surveyed in this round of surveys, of which 49% are female and 51% are male.

- 94% of the vendors have observed safety measures in the market including cleaning the market area with disinfectant (25%) and hand sanitizer stations (91%).
- 83% of the vendors reported facing challenges running their business in the last two weeks citing difficulty to access products (49%), difficult transporting products (25%), difficulty accessing financing (32%) and a decrease in customers (60%) as the main reasons.
- 81% of the vendors reported an overall decrease in the volume of food they sell.
- 94% of the vendors have taken measures themselves primarily through increasing the frequency of cleaning surfaces (91%), and wearing a mask (28%).
- 75% of vendors trust newspapers, television, or radio as sources of information about food safety.

Survey Methodology: Quantitative data were collected from Kariakoo and Buguruni Markets, Dar es Salaam using two separate structured questionnaires developed for the vendors and consumers. The questionnaires were translated in Kiswahili. The data were collected by trained enumerators using the Open Data Kit (ODK) platform.

The eighth round of data was collected from 07 June 2021 to 13 June 2021. The survey enumerators invited the vendors purposively to participate in the survey covering various types of goods sellers from all over the markets. A total of 107 vendors surveyed. The enumerators invited consumers to participate in the surveys standing in the exit gate of the markets and interviewed a total of 116 consumers.

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Summary Market #1 – Kariakoo Market, Dar es Salaam

Insights from consumers. 52 consumers were surveyed in this round, of which 50% are female and 50% are male.

- 94% of consumers have no concern about the safety of food sold in the market, a decrease of 4 percentage points from the last survey round.
- 73% of consumers have observed food safety measures put in place at the market, including setting up hand sanitizer stations (67%) and cleaning the market area with disinfectant (31%).
- Consumers generally identify safer foods in the market by its cleanliness (50%), looking at its freshness (35%), assurances from vendors (40%), and how it's stored and packaged (33%).
- 17% of consumer respondents said they have gotten sick from eating food in the past two years.
- 40% of consumers trust newspapers, television, or radio as sources of information about food safety, a 2-percentage point decrease from the last survey round.

Insights from Vendors. 51 vendors were surveyed in this round of surveys, of which 25% are female and 75% are male.

- 79% of vendors have observed food safety measures put in place in the market including setting up hand sanitizer stations (61%), cleaning the market area with disinfectant (35%).
- 71% of the vendors reported facing challenges in running their business in the last two weeks, citing difficulty to access products (65%), difficulty transporting products (39%), difficulty in accessing financing (18%), difficulty getting to the market due to transport challenges (18%) and a decrease in customers (27%) as the main reasons.
- 75% of vendors reported an overall decrease in the volume of food they sell.
- 100% of vendors have taken measures themselves to improve food safety primarily through increasing the frequency of cleaning surfaces (88%), wearing a mask (53%) and offering mobile money options (16%).
- 39% of vendors trust the internet/social media and 39% of vendors trust newspapers, television, or radio as sources of information about food safety.

Summary Market #2 – Buguruni Market, Dar es Salaam

Insights from Consumers. 55 consumers were surveyed in this round, of which 49% are female and 51% are male.

- 87% of consumers have no concerns about the safety of food sold in the market, a 6 - percentage point increase from the last survey round.
- 100% of the consumers have observed food safety measures set in place at the market including setting up hand sanitizer stations (100%) and cleaning the market area with disinfectant (18%)
- Consumers generally identify safer foods in the market by looking at its freshness (80%), how its stored and packaged (51%), its cleanliness (60%), and assurances from vendors (40%).
- 15% of consumer respondents reported having gotten sick from eating food in the past two years.
- 80% of consumers trust newspapers, television, or radio as sources of information about food safety, a 5-percentage point increase from the last survey round.

Insights from Vendors. 57 vendors were surveyed in this round of surveys, of which 46% are female and 54% are male.

- 79% of the vendors have observed safety measures in the market including cleaning the market area with disinfectant (49%) and hand sanitizer stations (51%).
- 54% of the vendors reported facing challenges running their business in the last two weeks citing difficulty to access products (40%), and difficulty accessing financing (14%) as the main reasons.
- 60% of the vendors reported an overall decrease in the volume of food they sell.
- 81% of the vendors have taken measures themselves primarily through increasing the frequency of cleaning surfaces (65%) wearing a mask (28%), and offering mobile money options (23%).
- 67% of vendors trust newspapers, television, or radio as sources of information about food safety.

Survey Methodology: Quantitative data were collected from Kariakoo and Buguruni Markets, Dar es Salaam using two separate structured questionnaires developed for the vendors and consumers. The questionnaires were translated in Kiswahili. The data were collected by trained enumerators using the Open Data Kit (ODK) platform.

The tenth round of data was collected from 21 June 2021 to 28 June 2021. The survey enumerators invited the vendors purposively to participate in the survey covering various types of goods sellers from all over the markets. A total of 108 vendors surveyed. The enumerators invited consumers to participate in the surveys standing in the exit gate of the markets and interviewed a total of 107 consumers.

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Summary Market #1 – Kariakoo Market, Dar es Salaam

Insights from Consumers: 30 consumers were surveyed in this round, of which 67% are female and 33% are male.

63% of consumers have had no concerns when shopping in the market in the past two weeks, a 27-percentage point decrease from the last survey round.

83% of consumers have observed food safety measures put in place at the market, including setting up hand sanitizer stations (60%) and cleaning the market area with disinfectant (37%).

Consumers generally identify safer foods in the market by assurance from vendors (47%), looking at its freshness (43%), its cleanliness (40%), and how it's stored and packaged (17%).

27% of consumer respondents reported having gotten sick from eating food in the past two years, a 10-percentage point increase from the last survey round.

17% of consumers trust newspapers, television or radio as sources of information about food safety, a 23-percentage point decrease from the last survey round.

Insights from Vendors: 43 vendors were surveyed in this round of surveys, of which 49% are female and 51% are male.

60% of vendors have observed food safety measures put in place in the market including setting up hand sanitizer stations (60%) and cleaning the market area with disinfectant (28%).

77% of vendors reported facing challenges running their business in the last two weeks, citing difficulty to access products (70%), a decrease in customers (19%), and difficulty transporting products (16%) as the main reasons.

Vendors generally identify safer foods in the market by looking at its cleanliness (72%), its freshness (67%), vendor washing the food (23%), and vendor washing hands regularly (23%).

98% of vendors have voluntarily taken measures to improve food safety primarily through increasing the frequency of cleaning surfaces (70%) and always wearing a mask (56%).

44% of vendors trust newspapers, television, or radio and 28% trust the internet/social media as sources of information about food safety.

Summary Market #2 – Buguruni Market, Dar es Salaam

Insights from Consumers: 41 consumers were surveyed in this round, of which 49% are female and 51% are male.

61% of consumers have had no concerns when shopping in the market in the past two weeks, a 3-percentage point decrease from the last survey round.

78% of consumers have observed food safety measures set in place at the market including setting up hand sanitizer stations (51%) and cleaning the market area with disinfectant (49%).

Consumers generally identify safer foods in the market by looking at its freshness (54%), assurance from vendors (41%), vendors washing hands regularly (32%), and its cleanliness (29%).

15% of consumer respondents reported having gotten sick from eating food in the past two years, no change from the last survey round.

34% of consumers trust newspapers, television or radio as sources of information about food safety, a 46-percentage point decrease from the last survey round.

Insights from Vendors: 41 vendors were surveyed in this round of surveys, of which 51% are female and 49% are male.

98% of vendors have observed food safety measures put in place in the market including setting up hand sanitizer stations (95%) and cleaning the market area with disinfectant (17%).

90% of vendors reported facing challenges running their business in the last two weeks, citing difficulty to access products (59%), decrease in customers (56%), and decreased sales (39%) as the main reasons.

Vendors generally identify safer foods in the market by looking at its freshness (95%), its cleanliness (61%), how it's stored and packaged (49%), and assurance from vendors (34%).

93% of vendors have voluntarily taken measures to improve food safety primarily through increasing the frequency of cleaning surfaces (90%) and always wear a mask (49%).

71% of vendors trust newspapers, television, or radio and 24% trust the internet/social media as sources of information about food safety.

Survey Methodology: Quantitative data were collected from Kariakoo and Buguruni Markets, Dar es Salaam using two separate structured questionnaires developed for the vendors and consumers. The questionnaires were translated in Kiswahili. The data were collected by trained enumerators using the Open Data Kit (ODK) platform.

The thirteenth round of data was collected from 16 August 2021 to 25 August 2021. The survey enumerators invited the vendors purposively to participate in the survey covering various types of goods sellers from all over the markets. A total of 84 vendors surveyed. The enumerators invited consumers to participate in the surveys standing in the exit gate of the markets and interviewed a total of 71 consumers.

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