

**EatSafe: Evidence and Action Towards Safe,
Nutritious Food****COVID-19 Impacts on Traditional Food Market Bulletin Summaries***November 2020 - February 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 Addis Ababa (Kera and Jan-Meda Markets). Issues are as follows:

ISSUE NO. AND DATE	PAGE
Bulletin Issue 1: November 30, 2020	2
Bulletin Issue 2: December 15, 2020	3-4
Bulletin Issue 3: February 2021	5

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

This document was made possible through support provided by Feed The Future through the U.S. Agency for International Development (USAID), under the terms of Agreement #7200AA19CA00010. The opinions expressed herein are those of the Global Alliance for Improved Nutrition (GAIN) and do not necessarily reflect the views of USAID or the United States Government.

**USAID**
FROM THE AMERICAN PEOPLE

Summary - Market #1 (Kera Market, Addis Ababa)Consumer Insights:

- 73% of consumer respondents said that they are concerned with contracting COVID-19 at the market and 68% reported the inconvenience of having to take protective measures was a concern while shopping in the market.
- Consumers reported the hand washing facilities/sanitizer stations (80%) and wearing a mask (73%) as most useful market measures implemented to reduce the risk of COVID-19 in the market.
- Of the consumers that reported seeing a change in availability of foods in the market, 50% observed a decrease in fresh fruits during the last two weeks and 22% reported a decrease in the availability of eggs.
- 15% of the consumers reported that even before COVID-19, they thought the foods at the market were not safe to eat.

Vendor Insights:

- Vendors reported the mandate to wear a mask (98%) and reminding customers to social distance (75%) as most useful market measures implemented to reduce the risk of COVID-19 in the market.
- The majority of the vendors (87%) reported that COVID-19 has put an immediate impact on their business for the last two weeks. Most importantly on decreased sales (78%), decrease in customers (78%), difficulty accessing products to sell (68%), and difficulty accessing financing (45%).
- 45% of vendors surveyed noted newspapers, television or radio as the most trusted source for food safety information. Medical professional came in second for vendors (28%).

Summary - Market #2 (Jan-Meda Market, Addis Ababa)Consumer Insights:

- 50% of the consumers remarked that they have no concerns while shopping in the market. Of the consumers that did have concerns, 78% of respondents said that they are concerned with contracting COVID-19.
- Consumers reported the hand washing facilities/sanitizer stations (52%) and wearing a mask (41%) as most useful market measures implemented to reduce the risk of COVID-19 in the market.
- Of the consumers that reported seeing a change in availability of foods in the market, 70% observed an increase in fresh vegetables and 67% reported an increase in fresh fruits.
- 39% of the consumers reported that even before COVID-19, they believed the foods at the market were unsafe to eat.

Vendor Insights:

- Vendors reported the handwashing facilities/sanitizer stations (58%) and mandate that consumers wear masks (40%) as most useful market measures implemented to reduce the risk of COVID-19 in the market.
- The majority of the vendors (77%) reported that COVID-19 has put an immediate impact on their business for the last two weeks. The major impact reported by the businesses (54%) was a decrease in customers, difficulty of transporting products (46%), and difficulty of accessing products to sell (46%).
- 56% of vendors noted that medical professionals are most trusted source of information. Newspapers, television or radio was reported by 44% of vendor respondents.

Methodology: The KFMW/EatSafe market survey was designed to provide timely information on vendor and consumer's attitudes and behavior in informal markets in response to the COVID-19 pandemic in Ethiopia. The survey is carried out in the Kera and Jan-Meda traditional food markets in Addis Ababa. 80 consumers and vendors (40 each) 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.

This bulletin is made possible by the generous support of the American people through the United States Agency for International Development (USAID). The contents are the responsibility of GAIN and do not necessarily reflect the views of USAID or the United States Government.

Suggested citation: Global Alliance for Improved Nutrition. 2020. COVID Bulletin. Ethiopia Issue#1: 30 Nov 2020. A USAID EatSafe Project Bulletin.

Summary - Market #1 (Kera Market, Addis Ababa)Consumer Insights:

- 98% of consumer respondents said that they are concerned with contracting coronavirus at the market, an increase from 73% in the previous round.
- 50% of the consumers reported the set-up of hand washing/sanitizer stations and 19% reported the mandate that all consumers wear masks as the most useful measure implemented by the market to reduce the risk of COVID-19.
- 69% reported that their greatest concern was not trusting the market to take appropriate precautionary measures. This showed an increase of 21% as compared to the first round.
- 40% of consumer respondents reported seeing no change in the availability of food in the market. Of those that did see a change, 37% observed a decrease in fresh vegetables and 35% of the consumers reported a decrease in fresh fruit in the markets during the last two weeks.

Vendor Insights:

- Vendors also recognize the mandate to always wear a mask (85%), increased cleaning of surfaces (58%), and reminding customers to social distance as much as possible (53%) as the most useful measures to reduce risk of COVID-19 in the market.
- Majority of the vendors (87%) reported that COVID-19 has put an immediate impact on their business for the last two weeks. The major impact on the business was decreased sales (78%), decrease in customers (78%), difficulty accessing products to sell (38%), difficulty of financing (18%) and difficulty of transporting products (38%).
- Vendors are taking the following measures at the market to prevent COVID-19 transmission and avert new infections: always wear a mask (85%), increase cleaning of surfaces (58%), reminding people to social distance (53%).

Summary - Market #2 (Jan-Meda Market, Addis Ababa)Consumer Insights:

- 62% of consumer respondents said that they are concerned with contracting COVID-19 at the market, a decrease from the previous round (78%).
- Similar to the first round, 75% of consumers reported that the mandate to wear a mask was the most useful measure implemented by the market to reduce the risk of COVID-19.
- Of the consumers that reported seeing a change in availability of foods in the market, 50% observed decrease in fresh fruits and 52% reported decrease in fresh vegetables.
- In this round, 82% of the consumers reported that even before COVID-19, the foods at the market are safe to eat. As compared to the first round, there is an observed increase by 21 percent.

Vendor Insights:

- Vendors also recognize the mandate to always wear a mask (93%), wear gloves (55%) and increase the cleaning of surfaces (13%) as the most useful measures implemented by the market to reduce COVID-19 transmissions.
- Majority of the vendors (93%) reported that COVID-19 has put an immediate impact on their business for the last two weeks, this is an increase compared to the previous round (77%). The major impact on the business was difficulty of accessing products to sell (71%), difficulty of transporting products (50%) and difficulty of accessing other goods, equipment (45%).
- Vendors are taking the following measures at the market to prevent COVID-19 transmission and avert new infections: always wear a mask (93%), wear gloves (55%) and increase cleaning of surfaces (13%).

Methodology: The KFMW/EatSafe market survey was designed to provide timely information on vendor and consumer's attitudes and behavior in informal markets in response to the COVID-19 pandemic in Addis Ababa. The survey is carried out in the Kera and Jan-Meda traditional food markets. 80 consumers and vendors (40 each) 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.

This bulletin is made possible by the generous support of the American people through the United States Agency for International Development (USAID). The contents are the responsibility of GAIN and do not necessarily reflect the views of USAID or the United States Government.

Suggested citation: Global Alliance for Improved Nutrition. 2020. COVID Bulletin. Ethiopia Issue #2: 15 December 2020. A USAID EatSafe Project Bulletin.

Summary - Market #2 (Kera Market, Addis Ababa)

- In general, during 3rd and 4th round surveys, it is observed that market response to COVID-19 has been improving. Accordingly, with the number of consumers not concerned about COVID-19 has shown slight decrease (from 36% to 27%), increased number of consumers (78%, only 13% during 3rd round) and vendors (69%, 36% during 3rd round) were considering practicing advised protective measures against COVID-19.
- Though more than 85% of consumers and vendors interviewed during both rounds said they are “well aware” about all recommended protective measures against COVID-19, yet above 90% consumers and 75% vendors consider any of promoted protective measures as “most useful”.
- Number of consumers noticing change in food availability increased from 24% during 3rd round survey to 64% during 4th round. The observed changes, as reported by noticing consumers were decrease in food fresh vegetables (changed from -16% 3rd round to -29% in 4th round) and fresh fruits (changed from -11% in 3rd round to -24% in 4th round). Increasing share of vendors, 80% R₃ to 87% R₄) claim that their business has remained under challenge as they are experiencing decreased flow of customers (78% R₃, 51% R₄) and decrease in sales (62% R₃ 53% R₄) associated with COVID-19.
- Changes in the purchasing behavior of consumers was observed between the surveys. Unlike, the reported response during 3rd round survey, which states that there are no consumers with intention of “going to a different market”, during 4th round about 58% of consumers were considering about “going to a different market” to avoid negative impacts of COVID-19.
- The reported share of consumers during both survey rounds (33% for 3rd and 27% for 4th) assuming the government for not playing its decisive role to ensure the safety of food items marketed in this place.
- Thus, the market response unit (MRU) and respective governance body need to be advised to take informed measures aimed to improve food value chain governance as well as increased awareness of vendors and consumers on food safety and associated health issues.
- The percentage of consumers who reported changing their purchasing behaviors increased from 38% during 3rd round to 79% during 4th round, which is partly illustrated as demand for more flexible shopping hours (13% R₃ to 38% R₄) and avoiding peak hours (31% for both rounds). However, the vendors’ perspective in this regard is seems to be opposing consumers’ perspective with 87% them witnessing they observed “change in consumers’ shopping behavior in response to COVID-19” during 3rd round that decreased to 69% during 4th round.
- The response from interviewees of 3rd round survey highlighted that none of the mentioned sources of information were rated as most trusted by majority with biggest percentage being only 22% which was given to self. However, during the 4th round survey, there was increasing tendency viewing “Newspapers, television or radio” as preferred source of reliable information both by majority consumers (40%) and vendors (47%).

Methodology: The KFMW/EatSafe market survey was designed to provide timely information on vendor and consumer’s attitudes and behavior in informal markets in response to the COVID-19 pandemic in COUNTRY. The survey is carried out in the Lafto and Kera Local food markets in Addis Ababa. 80 consumers and vendors (40 each) are surveyed every two weeks in each market. Consumers and vendors were randomly selected in each market. The survey questionnaire was scripted in ODK and uploaded in the Kobo App. Interviewers administer the survey using the Kobo collect App on their tablet, which syncs to the Project Kobo account. After data collection, the aggregated data are downloaded from Kobo and analyzed using STATA. Surveys are conducted in complete adherence to global guidelines on COVID-19 prevention and control.

This bulletin is made possible by the generous support of the American people through the United States Agency for International Development (USAID). The contents are the responsibility of GAIN and do not necessarily reflect the views of USAID or the United States Government.

Suggested citation: Global Alliance for Improved Nutrition. 2020. COVID Bulletin. Ethiopia Issue #2: February 2021. A USAID EatSafe Project Bulletin.

Summary - (Lafto Market, Addis Ababa)

- The 1st and 2nd survey rounds were conducted during the month of January (from 1 – 15 and 16 – 30).
- In the latest rounds, consumers indicated that their top concern while shopping in the market was COVID-19 (64% in the 1st round vs 71% in the 2nd round).
- During 1st survey main issues of concern for most consumers were shops being closed as vendors are getting sick (45%) and short supply of food they want to buy (42%)
- Number of consumers demanding protective measures against COVID-19 by market authorities has shown increment from 20% during 1st round to 37% during 2nd round whereas vendors seem to be less concerned (decreased from 27% of the 1st round to 17%) about taking viable protective measures to keep the market safe for shoppers.
- Increasing number of consumers (78% during 1st round raised to 89% 2nd round) and vendors (82% during 1st round raised to 95% 2nd round) cite mandatory wearing of face masks. Both consumers and vendors consider washing hands frequently as second best option being recommended by growing number of vendors ((62% during 1st round raised to 73% 2nd round) and same share of majority consumers (67%). Setting up hand washing or sanitizer stations in the marketplace and maintaining physical distancing were considered by declining number of consumers (51% during 1st round compared to 40% 2nd round) whereas growing number of vendors support this option (62% during 1st round raised to 73% 2nd round).
- Significant share of consumers that observed decline in the availability foods as result of the pandemic has shown decrease (73% during 1st round to 53% during 2nd round). Yet, most consumers witnessed that there was persisted decline in supply for important food items such as vegetables (from 49% during 1st round to 40% during 2nd round), fresh fruits (from 42% to 28%), and decrease in meat (from 31% during 1st round to 16% during 2nd round) during surveys. At the same time, for majority of vendors, the negative impact of the pandemic was decrease on their business activity associated with decrease in customers shopping (78%) and difficulty accessing products to sell (73%).
- Growing number of consumers (increased from 51% during 1st round to 74% during 2nd round) considering going to a different market referring increasing risk of contracting COVID-19. Number of vendors observed change in consumers' shopping behavior has declined from 40% to 29% during the survey intervals.
- Complementing the above stated change in shopping behavior, majority of consumers (51% during 1st round and 53% during 2nd round) demanded more actions by government to ensure health and food safety in the market.
- “Newspapers, television or radio” was preferred source of reliable information for both consumers and vendors during the 1st round survey. During the 2nd round survey, though the response from consumers was unchanged, vendors tended to favor “Medical professionals, such as your local doctor or nurse”. Yet, as number of respondents for both preferred source of information is below 50%, considering viable communication approaches to improve access to reliable information for both parties is advisable.