

MARKET SURVEY

Purpose

The market survey is used to identify the approximate cost and variability in cost or quantity of certain foods during different seasons.

This information can be used to design a low-cost and affordable menu. It can also help in the menu design so foods that are easily accessible and available are included in the meals for each season.

The market survey is recommended to be conducted during different seasons. For example, if there is a rainy season and a dry season, a market survey should be conducted once during the rainy season and once during the dry season. The nutrient-dense, low-cost foods available during the dry season could be used for 'Menu A' and the nutrient dense, low-cost foods available during the rainy season could be used for 'Menu B'.

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Preparation

Duration: Allocate a full morning/afternoon to visiting local markets to ensure a thorough understanding of food cost and availability.

Facilitators: Ideally, a team of two or more trained facilitators will visit the local market and take notes on different food groups.

Materials:

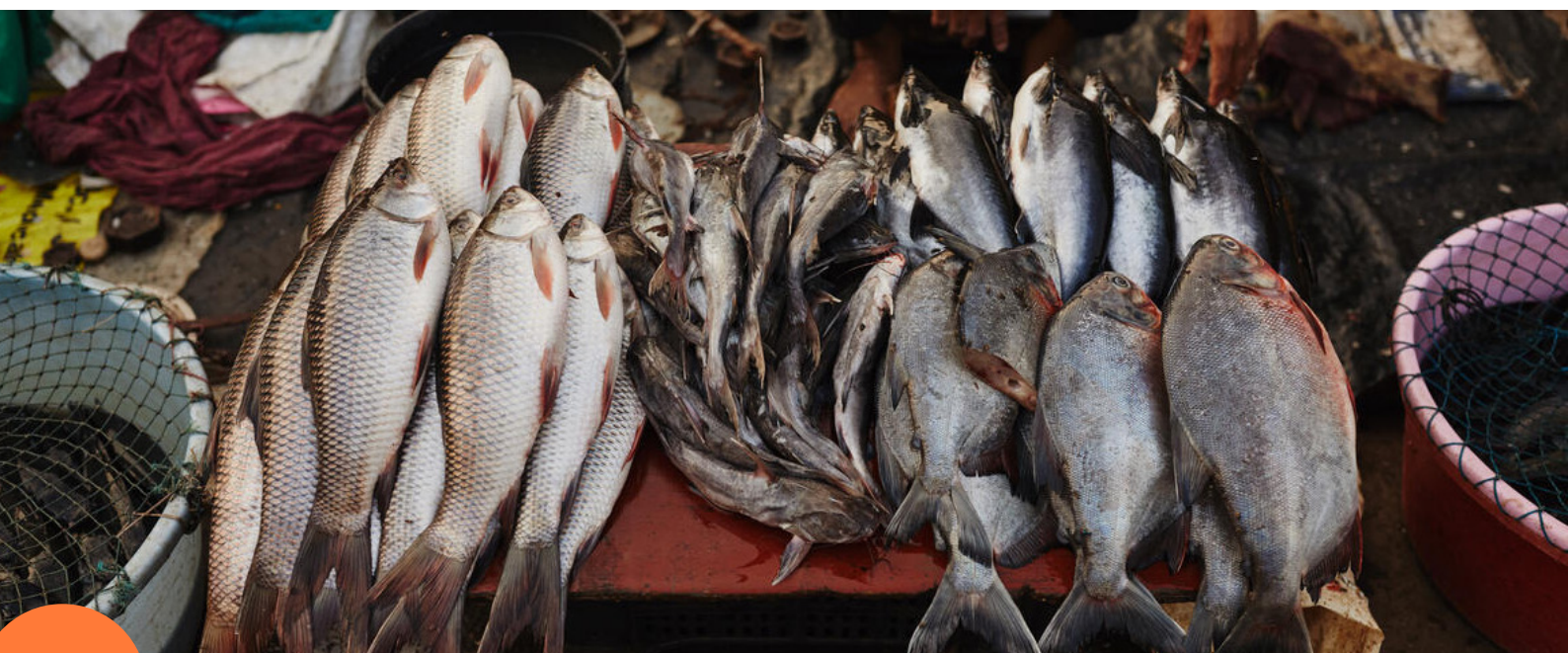
- Table 1: Market Survey worksheet—Cost Variance
- Table 2: Market Survey worksheet—Quantity Variance

Conducting the Activity

1. Visit the market where the community buys its food (from information given by community members during community mapping and transect walk activities) and record information in the Cost Variance and Quantity Variance worksheets. The Cost Variance Table 1 should be used when the cost of food changes during different seasons (e.g. the price of 1 cup of rice may be lower during high season (when it is plentiful) and the price will be higher during low season (when it is scarce). Use the Quantity Variance Table 2 when the quantity of food changes during different seasons, but price remains the same (e.g. during high season, 10 mangoes may be \$3, but during low season, 3 mangoes may be \$3).

Note: *the group can be divided up and assigned to different food groups. Ensure one group finds the cost of the most affordable soap(s) in the market. It is highly recommended to conduct this exercise together with health and nutrition specialists and livelihood and/or agriculture specialists. If it is not possible to conduct together, share the information with different sectors so all sectors are promoting the same low-cost, nutrient-dense foods.*

2. Take note of any other market features of importance and conversations held with community members throughout the day.



Annex

Table 1. Cost Variance Market Survey

[illegible]

* NOTE: Do not fill out these columns while out in the field/market. Calculate and fill out these columns when you are back at the office or training site.

Table 2. Quantity Variance Market Survey

[illegible]

* NOTE: Do not fill out these columns while out in the field/market. Calculate and fill out these columns when you are back at the office or training site.