

SCAN

Supply Chain Analysis for Nutrition

SUPPLEMENTARY TOOL

ST-07

INTERVIEW GUIDE

Background

Based on the results of the Intake Survey and Literature Review, an interview guide should be adapted as appropriate to address identified gaps and provide relevant data necessary to complete the SCAN objectives. The interview process should collect information to confirm or supplement information from the literature review, fill in gaps, and enable identification of areas along the supply chain where the accessibility, desirability, and quality of foods are affected or can be improved. Such field interviews are often the best way to get insights into consumer and business behaviour, the desirability of a food, and emerging innovations and recommendations.

The interview guide should be pre-tested with participants to ensure all questions are being understood and interpreted in a way to generate the most useful data. This is also useful to determine how long the interviews will take. Interviews should then be given to multiple individuals from multiple sectors at each stage of the supply chain to compare their views on the challenges and potential solutions. Because many actors may be reluctant to share business records and may be biased in how they frame the problem and potential solutions, interviewing from many angles can help to triangulate the reality and provide recommendations for interventions that truly address root causes in a sustainable manner.

Instructions

To develop an interview guide, first consider all of the relevant information gathered through the Intake and Scoping Step and the Literature Review Step of SCAN. Organize information in alignment with the cube diagram (Figure 5 of the SCAN Procedure) along the three dimensions of SCAN. Based on this, the assessor can identify key pieces of information that need to be field-validated and key gaps in information. These will be the focus of the interview. Refer also to the IFAD *Nutrition-Sensitive Value Chains: A guide for project design* for further questions and information that might be useful in designing the interview guides (<https://www.ifad.org/en/web/knowledge/publication/asset/40805038>).

Other questions that might be relevant to answer during the interviews include:

- What are the needs and motivations of each supply chain actor? Do any have shared interests or challenges?
- How do relationships between supply chain actors maximize the flow of nutritious foods in the supply chain or minimize nutrients flowing out of the supply chain?
- What are the key challenges and opportunities to improve the flow of nutritious foods or address accessibility, desirability, and quality?
- Are there any nutrient gaps in the diets of the target community that could be filled?
- Are there any operational or policy inefficiencies that could improve accessibility, desirability, or quality of nutritious foods?

On the pages that follow, sample interview questionnaires have been provided for several different types of supply chain actors, including buyers and suppliers; consumers; and banks and investors. These questionnaires can be utilized in their entirety, in part, or modified according to the specific requirements and objectives of SCAN.

QUESTIONNAIRE 1: GENERIC RESPONDENT INFORMATION

Instructions: Use for each interview to record respondent information. If necessary, include other data segregation information, such as demographics, education level, and wealth level.

#	QUESTION / PROMPT	SAMPLE ANSWERS AND NOTES
1.1	Respondent Name	
1.2	Respondent Geographic Location	
1.3	Respondent Location Along Supply Chain	Production, logistics, transportation, processing, value addition, distribution, retail, consumption
1.4	Respondent Affiliation and Title	Employment details—specific company if relevant, or sector/type of occupation
1.5	Respondent Demographics	Age, gender, ethnicity, family size, etc.
1.6	Respondent Education Level	By years of schooling
1.7	Respondent Income Level	By wealth quartile/quintile

QUESTIONNAIRE 2: FOOD AVAILABILITY AND AFFORDABILITY

Instructions: Use to gain a better understanding of the food availability, affordability, stability, and seasonality in various locations of food purchase by consumers.

#	QUESTION / PROMPT	SAMPLE ANSWERS AND NOTES
Availability		
2.1	What types of food purchasing locations are available in this geographic location?	Local markets, retailers, wholesalers, supermarkets, shops, stalls, etc.
2.2	What types of foods are available at each location listed in 2.1?	Crops, livestock, fish, processed foods, etc.
2.3	Has there been any change in availability of these foods in recent years?	Increasing or decreasing availability of certain foods

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#	QUESTION / PROMPT	SAMPLE ANSWERS AND NOTES
Availability (continued)		
2.4	Which types of households access foods from each of the locations listed in 2.1?	Segment households by wealth index, urban vs. rural, primary economic activity, or other method
Affordability		
2.5	For smallholder households, are foods they produce mostly consumed by the household or sold?	Percent consumed vs. sold
2.6	Are poorer households able to purchase the foods they desire or are certain food items or food groups too expensive?	Limit to certain "higher cost" foods or foods of interest
2.7	How does affordability of foods vary between seasons?	Use a seasonality calendar to chart prices over different seasons.
2.8	Have there been major changes in recent years to the affordability of foods?	Increasing or decreasing price of certain foods, outside of seasonality trends

QUESTIONNAIRE 3: CONSUMER HABITS

Instructions: Use to map characteristics of consumers and their purchase and consumption habits and trends. Questions should be targeted towards specific foods or food groups of interest, or asked multiple times for multiple foods.

#	QUESTION / PROMPT	SAMPLE ANSWERS AND NOTES
Household Income and Control		
3.1	How much money do you make?	Limit to a typical week, month, or year, depending on what is convenient for the respondent.
3.2	How much money do you typically spend on food?	Limit to a typical week, month, or year, depending on what is convenient for the respondent.
3.3	Where do you buy your food?	Local markets, retailers, wholesalers, supermarkets, shops, stalls, etc.
3.4	How often do you buy food for your household?	Trips per day or per week
3.5	Who makes decisions on what foods to produce and purchase?	Household member with control
3.6	How is food distributed among household members, especially for women, adolescents, and children?	Greatest portions or highest quality portions to certain family members
Food Storage and Preparation		
3.7	Do you prepare your food at home or purchase it already prepared? Describe the food preparation conditions.	Food preparation conditions, including cleanliness, availability of soap and water, pest mitigation

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#	QUESTION / PROMPT	SAMPLE ANSWERS AND NOTES
Food Storage and Preparation		
3.8	How does your household store food? Describe the storage conditions.	Food storage conditions, including cleanliness, temperature, light, humidity, pest mitigation
Food Purchasing Behaviours		
3.9	What are the food groups and food items most commonly consumed by the household?	If more detailed information on food consumption is needed, a minimum dietary diversity score can be calculated for either women or children ¹ , or a 24-hour food recall can be completed ² .
3.10	How often is a certain food consumed?	Daily, weekly, monthly, etc.
3.11	Are there any key beliefs, socio-cultural norms, or taboos that affect your food choices and diets, particularly for pregnant and lactating women or children?	Norms and taboos that both encourage and discourage consumption of certain foods.
3.12	What factors affect the purchase of this food?	Do consumers purchase based on price, taste, quality, food safety, nutrition, variety, colour, ease of preparation, perceptions of health or wealth, etc.
3.13	How much are you willing to spend on a specific food?	Ask to provide an acceptable range
3.14	Under what conditions would you be willing to pay more for this food?	To guarantee better quality, better taste, better nutrition, improved convenience, specific branding, etc.
3.15	How has your household's consumption patterns or diets changed in the past five years? How do you expect it will change over the next five years?	Probe what the respondent thinks the reasons are for the change. Has their household income changed or is the change due to changes in accessibility, desirability, or quality of the food?
3.16	How important is nutrition and consumption of vitamins and minerals to you?	Use Likert-type scale to grade
3.17	Are there any programmes in place to create demand for a food?	Promotional campaigns, advertising, policies, incentive structures, etc.
3.18	Do smallholder producers and rural populations like consuming the food?	Specify by food
3.19	Do women, men, and children have different preferences for the food?	Specify by food
3.20	What can be done to increase the acceptability and desirability of the food?	

1 For the minimum dietary diversity for women, refer to the measurement guide: <http://www.fao.org/3/a-i5486e.pdf>. For minimum dietary diversity for children, refer to the measurement guides: <https://index.nutrition.tufts.edu/data4diets/indicator/minimum-dietary-diversity-mdd>. For minimum dietary diversity at household level, refer to the measurement guide: <http://www.fao.org/3/a-i1983e.pdf>.

2 For instructions on completing a 24-hour dietary recall, refer to the methodology described as follows: <https://index.nutrition.tufts.edu/data4diets/data-source/24-hour-dietary-recall-24hr>.

QUESTIONNAIRE 4: MARKET ORGANIZATION AND RELATIONSHIPS

Instructions: Use to gather information about buyer and supplier power, ease of entry, and supply chain relationships for actors involved in these types of activities. The focus is on supply chain actors who are buyers and suppliers of goods at various supply chain stages.

#	QUESTION / PROMPT	SAMPLE ANSWERS AND NOTES
Buyer Power		
4.1	Where do you sell your products?	Local markets, retailers, wholesalers, supermarkets, shops, stalls, other businesses or processors, etc.
4.2	What are the selling prices at the various points of sale listed in 4.1?	Use local currency
4.3	How do you determine prices for your products? What influences you to raise or lower prices at each point of sale?	Numbers or types of buyers, sale volumes, packaging sizes, seasonality, etc.
4.4	Where do buyers travel from?	
4.5	With whom do you prefer to do business? What makes these buyers preferable?	Characteristics of businesses or outlets to do business—on-time payments, trust, longevity of business relationship, etc.
4.6	What factors influence demand for your products?	Seasonality, quality, price, availability of substitutes, etc.
4.7	How would you describe the demand for your products from various types of markets?	Local, national, or international markets serving consumers
4.8	How would you describe the demand for your products from various types of institutions?	Schools, government purchasing programmes, food assistance, etc.
4.9	Is there an unmet demand for your products?	
4.10	How do you decide to trust or work with a new buyer?	What factors instil trust?
4.11	Describe the competition you face in selling to various buyers	Level of competition, other suppliers, seasonal variation, advantages and disadvantages of competitors, etc.
4.12	How do you get paid for your products and how long does it take to get paid?	Cash, check, credit, other forms?
Supplier Power		
4.13	Where are the suppliers you are buying from?	Local markets, retailers, wholesalers, supermarkets, shops, stalls, other businesses or processors, etc.
4.14	What are the buying prices at each of the various suppliers listed above?	Use local currency, ask about various qualities or grades of products.
4.15	How do suppliers determine prices for their products? What influences them to raise or lower prices at each point of sale?	Numbers or types of supplier, sale volumes, packaging sizes, seasonality, etc.
4.16	Where do suppliers or their products travel from?	Origin of products

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#	QUESTION / PROMPT	SAMPLE ANSWERS AND NOTES
Supplier Power (continued)		
4.17	How often do you have a business exchange with your suppliers to purchase products?	Weekly, monthly, other time period
4.18	With whom do you prefer to do business? What makes these suppliers preferable?	Characteristics of businesses or outlets to do business—on-time payments, trust, longevity of business relationship, etc.
4.19	How do you decide to trust or work with a new supplier?	What factors instil trust?
4.20	Describe the competition you face in purchasing from suppliers.	Level of competition, other suppliers, seasonal variation, advantages and disadvantages of competitors, etc.
4.21	How do you pay for your products from suppliers and how long does it take to pay them?	Cash, check, credit, other forms?
Ease of Entry		
4.22	If you were to start your business again, what would the main barriers to entry be?	Policies, permits, competition, branding, etc.
4.23	If demand were to suddenly increase dramatically, what are the major constraints preventing you from doubling the amount you sell?	Equipment, human resources, access to capital or loans, access to transportation or distribution networks, etc.
4.24	What is needed in terms of services and capacities to upgrade?	To increase supply, to undertake higher value-added activities, to capture more end-price share, to increase efficiency, etc.
4.25	What is needed in terms of infrastructure and technology to upgrade?	
4.26	Currently, how do you access loans or credit to pay for business upgrades?	Banks, microfinance, etc.
4.27	What are some challenges in maintaining your equipment?	Availability of parts, human resources, access to capital, etc.
4.28	What was your last business innovation? Describe how successful it was.	
4.29	What are your business ambitions or goals?	
Supply Chain Actor Relationships		
4.30	How are relationships among your buyers and suppliers regulated?	Formal agreements, contracts, informal or verbal arrangements, short- vs. long-term, etc.
4.31	How is the supply chain coordinated? Are there coordination platforms, stakeholders' meetings, or associations to share information about market trends and prices?	

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#	QUESTION / PROMPT	SAMPLE ANSWERS AND NOTES
Transportation, Logistics, and Distribution		
4.32	How is the food transported to and from the supply chain actors on either side of your business? How long does this take?	Truck, rail, boat, etc.
4.33	What is the cost of transportation?	Use local currency
4.34	Who along the supply chain bears the cost of transportation?	
4.35	What are the different distribution channels in place?	Market access, institutional buyers, local or informal platforms, etc.
4.36	What is the nature or condition of infrastructure (rail, roads, etc.) that allow for physical access to markets? How do these change during various seasons?	
4.37	How often is transportation delayed? What are the main reasons for delays?	Weekly, monthly, etc.
4.38	Describe any issues that you face with importing or exporting products.	Taxes, duties, trade rules, subsidies, customs processing delays, etc.

QUESTIONNAIRE 5: SUPPLY CHAIN EFFICIENCY, SAFETY, AND QUALITY

Instructions: Use to investigate specific operational efficiencies that affect the safety and quality of food.

#	QUESTION / PROMPT	SAMPLE ANSWERS AND NOTES
Operational Efficiencies		
5.1	What types of storage infrastructure or facilities are in place that you can access?	Cooperative or association owned warehouses,
5.2	Are there points along the supply chain where physical food loss and waste occur?	Spoilage, spillage, etc.
5.3	What are the main drivers of food loss and waste?	Challenges in storage, transportation, waiting for purchase, etc.
5.4	What is the magnitude and importance of these losses along the supply chain?	Monetary and non-monetary importance should be considered
5.5	What would help your business acquire more customers and sell more products?	
5.6	What would help your business decrease operational costs?	
5.7	Would a decrease in operational costs translate to sales of more products?	
5.8	Would you ever decrease your prices to sell more products?	

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#	QUESTION / PROMPT	SAMPLE ANSWERS AND NOTES
Food Safety and Quality		
5.9	Do the food safety regulations and standards seem appropriate and reasonable?	Based on ease of compliance for businesses
5.10	Who conducts food safety inspections? Are these effective in reducing food safety risks? How often are such inspections conducted?	
5.11	Which areas along the supply chain are food safety issues most likely to occur?	
5.12	What actions do you take to ensure food safety and quality in your business? How frequently do you conduct these actions?	Inspections, food testing, sorting, storage conditions, etc.
5.13	What challenges do you have in complying with food safety regulations?	Equipment, technology, testing capacity, human resources, access to capital, etc.
5.14	Are there any incentives or disincentives in place to preserve food safety and quality?	Policies, programs, certificates, labelling schemes, etc.
5.15	How long does it take for the food to spoil or become contaminated?	Specify the food in question.
5.16	Is there an adequate level of awareness of food safety hazards among value chain actors?	Use Likert-type scale
5.17	Is there an adequate level of awareness of food safety hazards among consumers?	Use Likert-type scale
5.18	How does food safety and quality factors impact demand for the product, including for other value chain actors and among consumers?	
Supply Chain Enabling Environment		
5.19	How is the functioning of the supply chain influenced by the external environment?	Government policies, taxes, import duties, subsidies, land tenure, contract enforcement, trade rules, etc.
5.20	Are there any planned or ongoing infrastructure programmes relevant for the food supply chain's improved functioning?	Dams, irrigation schemes, roads, market infrastructure, etc.
5.21	Are there any planned or ongoing development programmes relevant to the food?	Government programmes, development programmes, private-sector initiatives, etc.
5.22	Are there any relevant nutrition programmes or activities being implemented that might source foods locally?	Nutrition education, feeding or dietary supplementation programmes, child growth monitoring, school or institutional feeding, etc.

QUESTIONNAIRE 6: BANKING AND INVESTING

Instructions: Use to map the characteristics of various banking and investment opportunities.

#	QUESTION / PROMPT	SAMPLE ANSWERS AND NOTES
Types of Investment		
6.1	What size loans or investments do you offer?	
6.2	What is your current involvement in food supply chain investments?	Specify by food
6.3	What type of businesses or partners do you prefer to work with?	
Investment Goals		
6.4	What are some of your current priorities, goals, and ambitions when it comes to providing capital and investment in food and agriculture?	
6.5	What challenges do you see in the food supply chain?	Specify by food
6.6	What opportunities do you see in the food supply chain?	Specify by food
6.7	What types of projects are you looking to invest in?	
6.8	How would you assess whether to provide a loan or investment to a new venture or project?	
6.9	What would success look like for a project you might invest in?	
6.10	How do you assess the risk of new ventures or projects?	