

Markets, Beira (Mozambique)

2020/21



The COVID-19 Vendor Survey Factsheet (VSF), developed by the Global Alliance for Improved Nutrition (GAIN) highlights the behaviours, perceptions, and decisions of vendors in three traditional market settings in Beira, Mozambique. The VSF provides a snapshot of vendor's challenges and needs as they cope with business and food security choices under COVID-19.

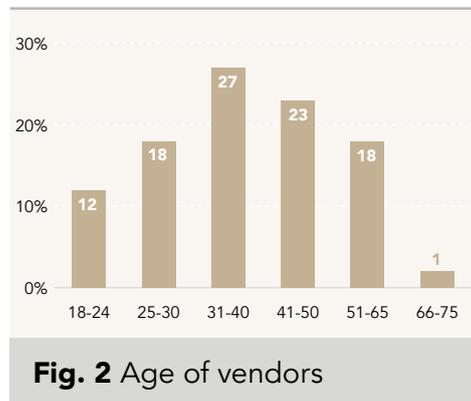
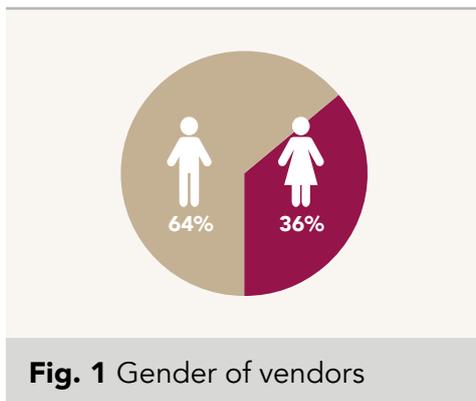
The assessment is based on face-to-face interviews with non-probabilistically sampled vendors (n=100) from three traditional markets in Beira, conducted in February 2021.

Summary:

- Female and male vendors sell significantly different food commodities; 73% of female vendors sell vegetables; 58% of male vendors sell packaged foods (pre-packed maize flour, nuts, or beans).
- 98% of vendors observed changes in the market due to COVID-19; for most vendors, the mandatory wearing of face masks for vendor and consumer and the setup of handwashing/sanitiser stations are most useful changes.
- In addition to measures already in place, 79% of vendors demanded to set up (additional) handwashing stations and to reinforce the mandate to consumers and vendors to wear masks.
- 98% of vendors have taken their own measures (such as wearing a face mask, using hand sanitiser, increased cleaning of surfaces, reminding customers on social distancing) due to COVID-19.
- 10% of vendors changed the products they sold during COVID-19 due to decreased supply and seasonal changes.
- 77% of vendors stated that the number of customers changed (substantial and slight decrease) during the pandemic.
- 21% of vendors used marketing strategies (additional discounts, credit, advertisements) to increase the number of customers or sales under COVID-19.
- 46% of vendors reported a change in their suppliers (increase in supplier's prices, suppliers changed credit policy) since COVID-19 has been present in the area.

Vendors surveyed (n=100)

- 64% of vendors interviewed were female (Fig. 1).
- The age profile of the vendors was very mixed (Fig. 2).
- 33% of vendors identified as Sena; 30% as Nda; 11% as Chuwabo; 8% as Matswa; and the remaining vendors as others.
- 84% of vendors owned the business they were operating in; the share of male vendors employed by family members ($p < 0.01$) or external business owners ($p < 0.05$) was significantly higher than that for female vendors.
- Length of being a vendor in Beira has been mixed; 35% have been vendors for over 10 years (Fig. 3). The number of male vendors being a vendor for less than one year in Beira was significantly higher ($p < 0.01$).
- The type of food groups sold differ significantly between female and male vendors (Fig. 4). A significantly higher share of male vendors sold packaged foods including pre-packed maize flour, nuts, or beans. (58%), grains (53%), eggs (53%), fish (42%), dairy (31%), and poultry (22%). The share of male vendors was significant lower for fresh vegetables and legumes ($p < 0.01$), which were mainly sold by female vendors (vegetables 73%, legumes 53%).



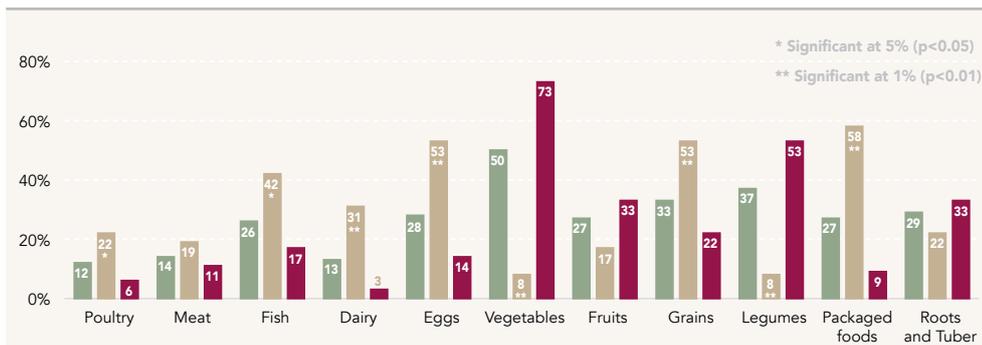


Fig. 4 Food groups currently sold, by gender

■ Beira total (n=100) ■ Male (n=36) ■ Female (n=64)

Market response to COVID-19

Almost all vendors (98%) observed changes in the market due to COVID-19. Most vendors (87%) that noticed changes mentioned the mandate for all vendors and consumers (85%) to wear masks/nose and mouth covers, the setting up of handwashing or sanitiser stations in the market (82%) and the mandate for distancing (50%). The same measures have also been recognised by the vendors as being useful to reduce the individual risk of contracting COVID-19 (Fig. 5).

In addition to the measures already in place, 79% of vendors said that (additional) handwashing or sanitiser stations should be set up, and the mandate for consumers and vendors to wear masks/nose and mouth covers should be enforced.

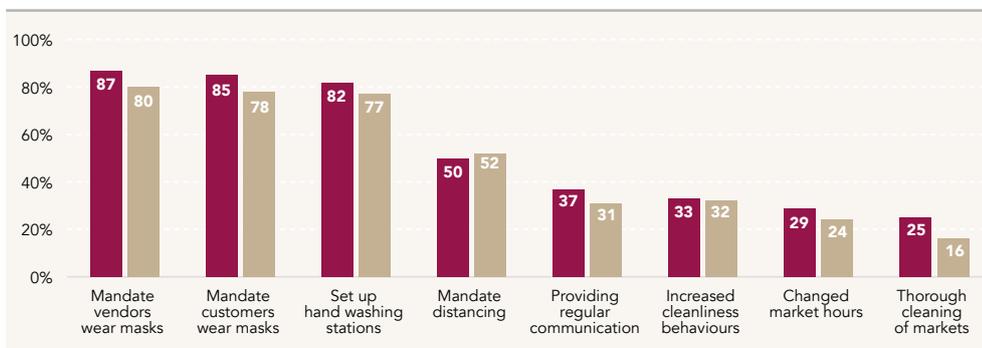


Fig. 5 Market responses to COVID-19 and usefulness of measures (n=98)

■ Measures recognised ■ Usefulness of measures

Knowledge and implementation of protective measures against COVID-19

Almost all vendors (98%) have taken measures to reduce the risk of spreading COVID-19. While 97% of the vendors stated that they always wear face masks, 44% of vendors always used hand sanitiser, 42% increased the cleaning of surfaces and reminded customers to keep social distancing, 40% set up their own handwashing stations, and 30% modified opening hours (Fig. 6).

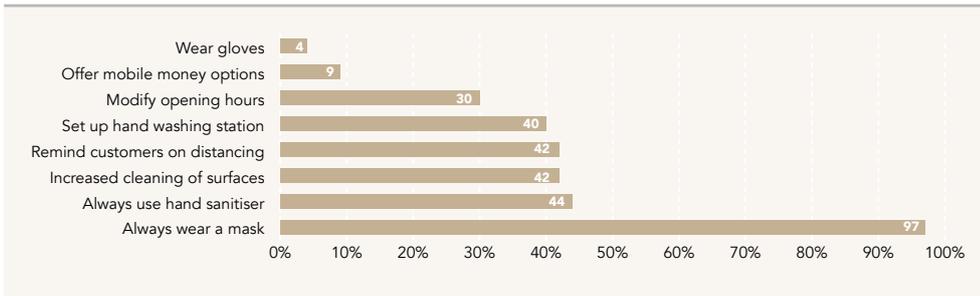


Fig. 6 Measures taken by vendors (n=98)

Impacts of COVID-19

Only 10% of vendors changed the type of products or food groups they sold during COVID-19, in the 6 months prior to the survey. Of those vendors who made changes, most reported a slight decrease in fruits, dairy, vegetables, fish, and others. However, a few vendors also reported an increase in grains and fish (Fig. 7). Reasons for changing the food products sold included decrease in supply (50%) and seasonal changes (30%).

In addition to changes in the products sold, a substantial number of vendors (77%) stated that the number of customers on a typical day changed due to COVID-19. Most of those vendors stating a change in the number of customers reported a substantial (49%) or a slight (40%) decrease in the number of customers (Fig. 8).

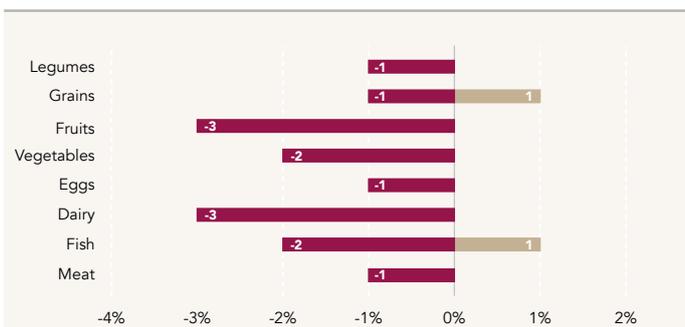


Fig. 7 Share of vendors changes in food products sold during COVID-19, last 6 months

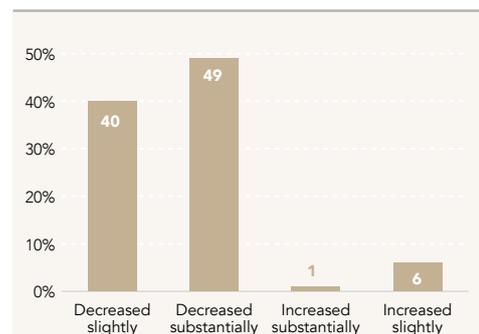
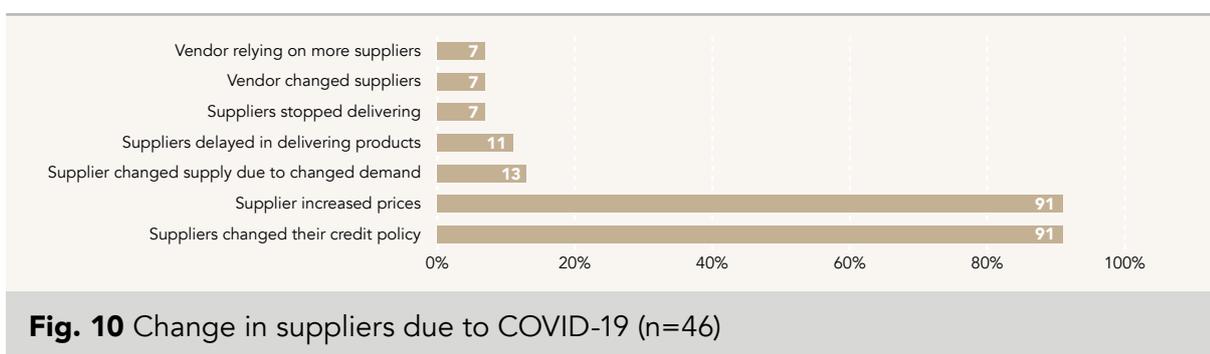
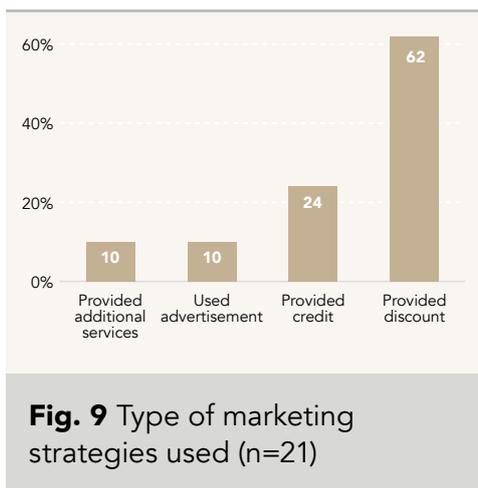


Fig. 8 Changes in number of customers during COVID-19 (n=77)

Business strategies and vendor connectivity

About one fourth (21%) of vendors surveyed used marketing strategies to increase the number of customers or sales under COVID-19. Most of those using marketing strategies provided additional discounts (62%) or credit (24%), used advertisements including leaflets, radio or tv announcements (10%), or additional services (10%) (Fig. 9).

Of the vendors surveyed, 46% reported experiencing a change in their suppliers since COVID-19 has been present in the area. Almost all (91%) of those vendors who recognised a change mention an increase in suppliers' prices and their credit policy (91%), that suppliers were delayed in delivering their products (11%) and 7% of vendors also reported that suppliers stopped delivering (Fig. 10). Suppliers altering their supply due to changes in demand was mentioned by 13% of vendors, all of whom were female.



Methods: Assessing vendor behaviours, perceptions and decisions under COVID-19

Insights into vendors behaviours, perceptions and decisions under COVID-19 are based on interviews with 100 vendors from Mercado Antunes (n=35), Mercado da Mobeira (n=33) and Mercado de Maquinino (n=32) in Beira, Mozambique. Non-probabilistic (quota) sampling techniques were used to select vendors selling different food commodities at different parts of the market, with different age and gender profiles, from all three markets in Beira. The interviews took place between 15–16th February 2021 using a structured questionnaire. The interview tool has previously been translated into Portuguese and tested in the field. Surveys are conducted with complete adherence to global guidelines on COVID-19 prevention and control. All data were collected via Open Data Kit and stored on KoBo Toolbox; data analysis and differences between vendor's gender using proportion tests were carried out using Stata version 15.1.

Global Alliance for Improved Nutrition (GAIN) COVID-19 Response

The necessary COVID-19 responses, such as lockdowns and/or curfews, have placed a spotlight on the weakness of food systems across the world. In the COVID-19 context, the single most important thing that can be done for the health and resilience of people and economies is to protect the nutritional status of current and future generations. GAIN has developed the *Keeping Food Markets Working (KFMW)* programme as an emergency response to the COVID-19 crisis, providing rapid support to food system workers, to small and medium enterprises supplying nutritious foods, and to keeping fresh food markets open.

While disease control responses to the pandemic are essential, they also disrupt food systems, depress income, and put a strain on social protection programmes, which can threaten the nutritional status of the most vulnerable. The KFMW programme is focused on mitigating those risks and keeping affordable nutritious foods flowing in African and Asian markets to the people who most need it.

Supporting effective policymaking and coordination during the pandemic, is one of several initiatives under this KFMW programme. This initiative focuses on 6 cities, in 3 countries i.e., **Machakos and Kiambu (Kenya); Beira and Pemba (Mozambique); Rawalpindi and Peshawar (Pakistan)**, with the aim of better understanding city-context specific experiences of the urban food system during the pandemic – most especially traditional food markets which provide vital access to food for the most vulnerable. Valuably, the evidence reveals food system, everyday realities as experienced and practiced by urban residents. Together with key informant interviews and focus groups involving a range of urban food system stakeholders, including market committees and city government policy makers, as well as satellite imagery and desktop studies, this vendor survey helps better inform and align urban food system policy, coordination and resilience for all.

For more information please view our other factsheets on the qualitative findings of this rapid assessment and future co-designed policy toolkits:

- gainhealth.org/impact/our-response-covid-19#keeping-food-markets-working-programme
- gainhealth.org/impact/our-response-covid-19/effective-policymaking-and-coordination-during-pandemic

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