

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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Suggested Citation: Global Alliance for Improved Nutrition. 2021. Food Safety Bulletin. Tanzania Issue #1. 10th January 2021. A USAID EatSafe Project Bulletin.



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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Suggested Citation: Global Alliance for Improved Nutrition. 2021. Food Safety Bulletin. Tanzania Issue #2. 24th January 2021. A USAID EatSafe Project Bulletin.



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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Suggested Citation: Global Alliance for Improved Nutrition. 2021. Food Safety Bulletin. Tanzania Issue #3. 09th February 2021. A USAID EatSafe Project Bulletin.



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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Suggested Citation: Global Alliance for Improved Nutrition. 2021. Food Safety Bulletin. Tanzania Issue #4. 22nd February 2021. A USAID EatSafe Project Bulletin.

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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Suggested Citation: Global Alliance for Improved Nutrition. 2021. Food Safety Bulletin. Tanzania Issue #5. 07th March 2021. A USAID EatSafe Project Bulletin.