# FACT

## FORTIFICATION ASSESSMENT COVERAGE TOOLKIT (FACT)
## FIELDWORK MANUAL FOR THE MARKET ASSESSMENT TEMPLATE

**This document provides a template for a FACT market assessment fieldwork manual.**

This document lists the sections and information that must be included in a fieldwork manual and provides guidance on how the standard FACT market assessment forms should be completed and the recommended standard protocol for the collection and storage of food samples.

This fieldwork manual template is based on the standard FACT market assessment. Any changes to the standard protocol or forms, including changes to the questions or response options, will need to be reflected in this manual.

**This document should be read in conjunction with the following accompanying tools:**

- "FACT Market Assessment Forms Template" which provides the standard questionnaire for a FACT household assessment;

- "FACT Manual," which provides guidance on the sampling design for the market assessment.

*Instructions or notes to the user are in red italics.*

Version: 2019

# Table of Contents

# **1** Introduction

## 1.1 Background

*Provide a brief description of the background of the FACT surv 1. Introduction*

## 1.2 Objectives

*Provide a brief description of the objectives of the market assessment.*

## 1.3 Overview of data collection tools

*List all the data collection tools of the market assessment with a brief description of the information they collect (a standard FACT market assessment has three forms: marketplace and retail outlets registration, brand registration, and sample registration).*

# 2 Fieldwork organization

## 2.1 Composition of the data collection team

*Provide a description of the hierarchical structure of the team, including the survey management team and the data collection team, and a description of the number and composition of data collection teams.*

## 2.2 Roles and responsibilities of team members

*Provide a description of the roles and responsibilities of all team members.*

# **3** Fieldwork procedures

*Provide a detailed description of*

1. *the equipment and supplies that the data collectors will be provided with and any instructions on how to routinely check their functionality;*

2. *how to develop the sampling frame for the selection of marketplaces and retail outlets;*

3. *how many marketplaces are to be selected in each market hub and how to do the selection in the field;*

4. *how many retail outlets are to be selected in each marketplace and how to do the selection in the field; and*

5. *what to do if there are problems finding the market hub, marketplaces, and/or retail outlets.*

# **4** Guidelines on collecting data in the market

*Provide guidelines on how to collect data in the market, particularly*

1. *how the data collector should introduce herself or himself to personnel in selected marketplaces and retail outlets;*

2. *how to answer some typical questions that might be expected from personnel in selected marketplacs and retail outlets; and*

3. *any other tips and special considerations to note about the local context.*

# **5** Guidelines for administering the market assessment forms

*Provide guidelines on how the market assessment forms should be read, administered, and filled in.*

*If the survey is being administered using computer-assisted personal interviewing (CAPI), then guidance must be provided on how to handle the computer unit. In particular, guidance is needed in the following areas:*

- *what the different buttons on the computer unit mean;*

- *how to turn it on, connect to the internet, connect to Bluetooth, etc.;*

- *what to do if a computer unit crashes;*

- *general instructions on how to look after the computer unit;*

- *how to open the CAPI application and how to load the questionnaire;*

- *how to read the questionnaire (font styles, multiple response options versus single response, etc.);*

- *how to fill in the questionnaire in CAPI;*

- *how to read the errors or warnings that are flagged and address them;*

- *how to validate the questionnaire;*

- *how to go backward and forward between questions and modules;*

- *how to finish and save a questionnaire;*

- *how to return to a completed questionnaire if needed; and*

- *how to transmit the questionnaire to the supervisor.*

# **6** Marketplace and retail outlet registration

*Explain how the questions on the marketplace and retail outlet registration form should be administered. Sample text for a standard FACT market assessment is included; any changes to the standard form must be reflected here.*

All marketplaces and retail outlets visited should be recorded. If a retail outlet is not located within a marketplace (e.g., a selected wholesaler/distributor), then record only the neighborhood location of the retail outlet and record "Not applicable" under marketplace name.

Record the following information to define the geopoint of data collection:

- market hub code:
  - o country code
  - o region code
  - o municipality/village name
- marketplace name;
  - o neighborhood location
  - o retail outlet type code;
  - o retail outlet name; and
  - o retail outlet address.

Complete one form for each selected market hub. For example, if there are 10 selected market hubs, then 10 marketplace and retail outlet registration forms must be completed in total.

# 7 Brand registration

## 7.1 How to register brands

A brand is a unique product with the same characteristics and expected quality. A brand is defined here as a product that can be differentiated from others by a combination of its design, symbol, name, product type, and producer/production site provided on the packaging. It can be available in different packaging sizes.

For every brand found per food vehicle per retail outlet type in a given market hub, register the following information:

- food vehicle type code (if applicable);
- brand name;
- production site location;
- packaging type; and
- whether the package is labeled as fortified or not (i.e., whether any words on the package say "nutrients added," "vitamin A added," "iodized," "fortified," etc.).

- supplier location;
- producer name;
- supplier name;

Complete one brand registration form for each food vehicle and retail outlet type in a given market hub. For example, if there are three food vehicles being assessed (e.g., salt, oil, and wheat flour) and three retail outlet types (e.g., retail shop, supermarket, and wholesaler/distributor) across 10 market hubs, then 90 brand registration forms must be completed in total.

## 7.2 How to register open and unbranded products

The following are some particular considerations when registering products with incomplete information:

1. Open branded products need to be registered. These are products that are still in their original packaging from the producer and have a brand label on them but are no longer sealed (they are used to sell to customers by weight or volume). If encountered, these products must be registered in the same fashion as packaged and sealed branded products (i.e., record the brand name, producer name and production location).

2. Unbranded products must also be registered. These could be either open, re-packaged, or packaged products that do not have a brand label on them. There are two types of unbranded products: The first, an unbranded product by a known producer, occurs when the data collector cannot identify the brand of the product with 100% certainty but is able to ascertain the producer of that product. The second, an unbranded product by an unknown producer, occurs when both the brand and the producer of the product are unknown. Both of these categories need to be registered.

3. When registering an unbranded product by an unknown producer, record the food vehicle and type of food vehicle, register the brand name as "unbranded product by an unknown producer," record "Don't know" for the name of producer and production site, and record "8" for local vs. imported.

4. When registering an unbranded product by a known producer, record the food vehicle and type of food vehicle, register the brand name as "unbranded product by producer [insert name of producer]," record the name of the producer and production site if known, and select whether the product is imported or local.

# **8** Sample registration

## 8.1 How to register each food sample

For each food sample collected, register the following information:

- Brand information:
    - o food vehicle type;
    - o brand name;
    - o producer name; and
    - o production site location
- Sample information:

    Minimim required information:
    - o market hub code;
    - o sample number (refers to the sequential number of samples collected per brand; e.g., if 10 samples per brand are being collected, then the sample numbers will go from 1 to 10);
    - o unique sample number (refers to the unique identification number [ID] of the label; if preprinted labels with unique IDs are not being used, then this column will not be needed);
    - o production date on the original package from which the sample was taken;
    - o expiry date on the original package from which the sample was taken; and
    - o batch number.

    Additional optional information (if of interest):
    - o type of the original package from which the sample was taken;
    - o size (quantity and unit) of the original package from which the sample was taken;
    - o whether the package was labeled as fortified or not (i.e., whether any words on the package say "nutrients added," "vitamin A added," "iodized," "fortified," etc.); and
    - o cost of the original package from which the sample was taken.

Complete one sample registration form for each food vehicle. For example, if there are three food vehicles being assessed (e.g., salt, oil, and wheat flour), then three sample registration forms must be completed in total.

## 8.2 Number of food samples to collect for each brand

For each brand registered, a total of 10 samples (minimum 5) must be collected across all market hubs visited.

The following are some particular considerations:

1. When collecting samples, the 10 samples to be collected per given brand can come from sealed or open packages of the same brand. There is no need to collect 10 samples separately for the same identified brand that is sold in both sealed and open packaging.

2. Unbranded packages by a known producer should be treated as one "brand," and 10 samples should be collected across all market hubs. For example, 10 samples of "unbranded salt by producer A" should be collected, and 10 samples of "unbranded salt by producer B" should be collected.

3. Unbranded packages by unknown producers should be treated as one "brand," and 10 samples of that should be collected <u>from each market hub</u>. For example, 10 samples of "unbranded wheat flour by unknown producer in market hub 1" should be collected, and 10 samples of "unbranded wheat flour by unknown producer in market hub 2" should be collected.

## 8.3 Where to collect the samples of each brand

It is not important which retail outlets or market hubs the 10 samples are collected from. Rather, the <u>samples must come from different batches of production</u> to check consistency of fortification by the producer. A batch of a particular brand can be identified by the batch number or production and expiry date of the package.

Every effort should be made to collect each of the 10 samples for a particular brand from different production batches; however, in cases where it is not possible, then it is recommended to collect samples from packages with different sizes (e.g., 1 L, 2 L, 5 L, 10 L, 20 L) and/or packages from different retail outlets.

## 8.4 How to collect a food sample

*[Note: The minimum amount to be collected for each sample of a given food vehicle is based on the minimum amount that will be required by the laboratory for the analysis, and therefore this amount should be determined in collaboration with the laboratory prior to data collection. The amounts will differ depending on the food sample (for example, for each oil sample collected the required amount may be 300 ml, while for salt it could be 50 g).]*

All food samples collected will be purchased from the relevant market vendor by the data collection teams.

Steps to collect a food sample are as follows:

1. If the precisely required amount for the food sample is sold in the retail outlet in its original packaging (for example, there is a 300-ml oil bottle for sale in a shop), then the entire item should be purchased and emptied into a container:

   o Carefully siphon the contents of the package into a plastic tube that has volume markings on it (for liquid food vehicles) or a plastic Ziploc bag (for solid food vehicles) and seal. For the Ziploc bags, use the digital weighing scale to siphon the required amount. For the plastic tubes, use the ml markings on the tube. If filling a plastic Ziploc bag, try to remove all the remaining air in the bag before sealing it. If filling a plastic tube, seal the tube and then wrap masking tape around the seal to minimize the risk of leakage.

   o Affix a label onto the plastic Ziploc bag/plastic tube that contains the food, and fill in the required information on the label.

   o Place the labeled plastic Ziploc bag/plastic tube into a larger plastic Ziploc bag and seal the bag. This is important as the smaller bag or the tube might leak during transport.

   o Insert the larger plastic Ziploc bag into a black plastic bag (and tie it with a twist tie so it does not get wet inside) or closed cardboard box to ensure it is away from sunshine.

2. If all sealed original packages are larger than the required food sample size, then purchase the smallest package available in order to take the required amount:

   o Shake/stir the contents of the package as much as possible using a sterile utensil, and then carefully siphon the contents of the package into a plastic tube or plastic Ziploc bag. Follow the same procedure as outlined above (label the bag/tube, place the bag/tube into another Ziploc bag, and finally place the bag in a black plastic bag or closed cardboard box to protect the contents from sunlight and heat).

3. If all sealed original packages are substantially smaller than the desired sample size, then choose multiple packages in order to reach the required sample amounts:

   o Shake/stir the contents of each package as much as possible using a sterile utensil, and then carefully siphon the contents from each package into a plastic tube or plastic Ziploc bag. Follow the same procedure as outlined above (label the bag/tube, placing the bag/tube into another Ziploc bag, and finally place the bag in a black plastic bag or closed cardboard box to protect the contents from sunlight and heat).

4. If taking samples from unsealed and open products that are sold by weight or volume from a larger barrel, sack, or open packaging, take the desired amount directly from the larger container. For open but branded packages, if possible take the sample from a container that is new (i.e., still sealed) to ensure that the product within corresponds to the package label.

   o Using the vendor's utensil, mix the content of the larger container as much as possible. Then take the required sample size, and put it into a plastic tube or plastic Ziploc bag. Follow the same procedure as outlined above (label the bag/tub, place the bag/tube into another Ziploc bag, and finally place the bag in a black plastic bag or closed cardboard box to protect the contents from sunlight and heat).

Alternatively, the team might choose to do the repackaging in a central location once the market assessment has been completed. In such a case, they would purchase all packages from the markets and then empty the necessary amounts needed into the containers at the end of data collection.

## 8.5 How to label a food sample

*Explain how to label each food sample once collected and include a sample ID label.*

*[Note: The following is a general starting point that must be updated with specific details according to the protocols being used in the market assessment.]*

Properly labeling a food sample is critical because that will be the only way to link a sample to its descriptive information.

Each food sample collected must be affixed with an adhesive label that contains the unique ID code that matches the unique ID code recorded on the sample registration form. Additional information, such as the food vehicle, the market hub from which it was taken, and the brand name, is then written on the label using a waterproof marker.

## 8.6 How to store and transport food samples

In each market hub, the following steps should be followed for transportation:

- For storage and transport, all samples should be kept in black plastic bags or closed cardboard boxes at ambient temperature (25±5°C) and in a dark place.

- If using black plastic bags, place them upright in a cardboard box(es) to avoid spillage while in transport.

- Label the box with the market hub name.

In the central office where sorting and shipment take place, and during the sorting and packaging phase, all samples should be stored at ambient temperature (25±5°C) and in a dark place. Once all packaging is complete, samples should be arranged in boxes by food vehicle and then arranged for shipment to the laboratory.

# **Annex:** Additional documents (if applicable)

*Enclose other documents as relevant.*