**TRADER SURVEY**

**Market Registration [done first time market is visited]**

|  |  |  |  |
| --- | --- | --- | --- |
| Name of Enumerator |  | Date of visit |  |
| Name of Market |  | GPS Latitude  *(center of market)* |  |
| Department or Province |  | GPS Longitude  *(center of market)* |  |
| Municipality |  | GPS Map Projection |  |
| Organization |  | Type of Market (Circle all that apply): | * Central / Regional Market * Market in Recipient / Distribution area * Market in Source area |

Market Characteristics:

1. Number of days this market is open each month: \_\_\_\_\_\_\_\_\_\_\_\_\_\_/month
2. Which days of the week is the market open? *(Check all that apply)*

[ ] All [ ] Monday [ ] Tuesday [ ] Wednesday [ ] Thursday

[ ] Friday [ ] Saturday [ ] Sunday [ ] Periodic (describe) \_\_\_\_\_\_\_\_\_\_\_\_\_

1. Does the market operate year round? [ ] Yes [ ] No
2. If no, what are the months of operation? *(Check all that apply)*

[ ] All[ ] January [ ] February [ ] March [ ] April [ ] May [ ] June [ ] July [ ] August [ ] September [ ] October [ ] November [ ] December

1. If secondary data are available, and of acceptable quality, for what commodities, and for what types of traders?

[ ] No data

Millet [ ] Wholesale [ ] Retail

Rice [ ] Wholesale [ ] Retail

Maize [ ] Wholesale [ ] Retail

Wheat [ ] Wholesale [ ] Retail

Sorghum [ ] Wholesale [ ] Retail

Cowpeas [ ] Wholesale [ ] Retail

Beans [ ] Wholesale [ ] Retail

Vegetable oil [ ] Wholesale [ ] Retail

1. For any of the above commodities, do the commodity characteristics for the secondary data differ from those of the commodity that will be distributed?
   1. If yes, describe how characteristics of commodity with secondary data differ from characteristics of distributed commodity using the table below (e.g., by color, size, quality, etc.).
   2. Repeat for each commodity that with differing characteristics.

|  |  |  |
| --- | --- | --- |
|  | Characteristics of commodity to be distributed/monitored | Characteristics of commodity with secondary data |
| **Commodity 1 \_\_\_\_\_\_\_\_\_\_** |  |  |
| Observable quality |  |  |
| Color |  |  |
| Size |  |  |
| Condition / level of processing |  |  |
| Source (Local or imported) |  |  |
| Brand |  |  |
| **Commodity 2 \_\_\_\_\_\_\_\_\_\_** |  |  |
| Observable quality |  |  |
| Color |  |  |
| Size |  |  |
| Condition / level of processing |  |  |
| Source (Local or imported) |  |  |
| Brand |  |  |

1. If secondary data are available, what is the frequency the data is collected?

[ ] No data [ ] Daily [ ] Weekly [ ] Bi-weekly [ ] Monthly [ ] Sporadic

1. If secondary data are collected monthly or more frequently, what weeks of the month and days of the week are data collected?

[ ] First week [ ] Monday [ ] Friday

[ ] Second week [ ] Tuesday [ ] Saturday

Day

Week

[ ] Third week [ ] Wednesday [ ] Sunday

[ ] Fourth week[ ] Thursday

The above information should help to identify which commodities require primary data collection.

For commodities that require primary data: During the initial market and trader registration process, we want to interview traders who are selling commodities identical to (or most similar to) commodities that will be distributed. If there is any question about whether the exact distributed commodity is available on this market, speak to 3-4 key informants within the market to determine whether it is available. If the distributed commodity is available, ask about prices from only traders who sell that exact commodity. If the distributed commodity is not available on the market, proceed with asking traders for the closest matching commodity. Bringing a sample of the commodity to be distributed or a photograph of that commodity will help assist key informants and traders determine if the characteristics match with commodities sold in the market.

**Trader Registration [done first time trader is visited]**

*Interview only food traders who sell at least one of the monitored food commodities. It is important to speak with the person who understands how this business operates and regularly manages the affairs of the business in this market. The person must be familiar with the daily prices of commodities. This person will likely be the business owner or co-owner / co-operator.*

*We suggest that enumerators initially register 10 wholesalers and 10 retailers in each market (per commodity). In follow-up surveys, collect prices from 5 of the 10 wholesalers and 5 of the 10 retailers in each market (per commodity). Interview those traders who have responded most frequently.*

**Oral Consent Statement** [receive consent to proceed with the interview, prior to asking any questions]

Hello. My name is \_\_\_\_\_\_\_\_\_\_\_ and I am here on behalf of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

I’m here today to ask you some questions regarding the price of select commodities. The interview will take approximately 30-40 minutes today, with follow-up price data collection that will take no more than 10 minutes each time. This may be done in person, or via a phone call. There is no direct benefit to you for participating in this survey. However, this survey can help us to understand how markets operate in this area.

You may ask questions now or anytime during the interview. All the information you give will be strictly anonymous and confidential. Your name will not be associated with any of your responses or given to anyone outside our project. Please answer questions honestly. If you do not know an answer, please tell us you do not know the answer. If you would rather not answer any questions, just say so. You may opt out of this interview at any time you wish. Your cooperation is greatly appreciated, as it will help us to understand the problems that face markets in this area. Do you have any questions for me? May we proceed with the interview? [If a person chooses not to participate, thank them for their time and move on to the next trader.]

|  |  |  |  |
| --- | --- | --- | --- |
| Name of Enumerator |  | Date of Visit |  |
| Trader’s Full Name |  | Trader’s Nickname or Name used for Business Transactions |  |
| Name of Shop |  | Name of Market |  |
| Telephone No. |  | Gender of trader |  |

Trader Characteristics:

1. What commodities does the trader sell (relevant to LRP)? [ ] Millet [ ] Cowpeas

*(Check all that apply)*  [ ] Rice [ ] Beans

[ ] Wheat [ ] Vegetable oil

[ ] Maize [ ] Sorghum

1. Please identify your main customer type by volume sold over past three months (Check one box only).

[ ] Other traders, millers, exporters, retailers

[ ] Schools, restaurants, other institutions

[ ] Individuals or households

1. *Notes to Enumerator:*
   1. *If the trader answers that he or she sells to individuals or households, this indicates that the trader is a retailer.*
   2. *If the trader answers that he or she sells to traders, millers, etc. or to schools, hotels, etc. this indicates that the trader is a wholesaler.*
   3. *If the trader is a wholesaler, ask if this trader also sells to individuals and households at lower volumes. If the trader says yes, this trader is both a wholesaler and a retailer. If the trader says no, this trader is just a wholesaler.*

Indicate whether the trader is a wholesaler or a retailer, or both. [ ] Wholesaler [ ] Retailer

[ ] Wholesaler and retailer

*(if both, use two different data collection sheets to collect wholesale and retail prices)*

1. *Note to Enumerator: identify type of shop you are visiting*

Visited shop: Other shops trader has within in this market:

Open air/cart [ ] [ ]

Small shop [ ] [ ]

Motorized vehicle [ ] [ ]

Large shop/supermarket [ ] [ ]

Warehouse/storage [ ] [ ]

Other type (describe)\_\_\_\_\_\_\_\_\_[ ] [ ]

1. What is the name and location of the most permanent of these structures?

Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Location / address in the market\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Can we call and/or visit the trader to solicit periodic price information? [ ] Yes [ ] No
2. If yes, what time of day is generally best to call?

[ ] Morning [ ] Afternoon [ ] Evening

1. What days of the week, if any, is the trader closed for business?

[ ] Monday [ ] Tuesday [ ] Wednesday [ ] Thursday

[ ] Friday [ ] Saturday [ ] Sunday

1. *Note to Enumerator: If this project is or will distribute vouchers through vendors, ask the following:*
   1. Is the trader a voucher participant in this project? [ ] Yes [ ] No

**Eliciting prices for each commodity [use with table on the next page]:**

Indicate whether prices collected are for WHOLESALE or RETAIL prices. If a trader sells both wholesale and retail, use a separate sheet for each.

**Column 2**

1. Is this commodity currently available in this market? [If no, go to the following line for the next commodity; If yes, proceed with the next question]

**Column 3**

1. In this shop, do you currently have available stocks of this commodity for sale? Yes / no [If trader responds yes, enumerator should visually verify the stocks]

[If no, go to the following line for the next commodity; If yes, proceed with the next question]

**Columns 4-6**

1. If you sell this commodity, do you sell a commodity with the same characteristics as the distributed commodity? If yes, what is its local name? [Enumerator: show a sample or a photo of the commodity with the characteristics that you will distribute. If he or she answers yes, note the local name of the commodity in column 4 and proceed to column 7].
2. If no, which (if any) kind of this commodity sold by you is most similar to the distributed commodity? [In column 5, note the local name; in column 6, identify how this kind of the commodity differs from the kind of the commodity to be procured (e.g., is it a different quality? A different condition or color? Answer all that apply].

**Column 7**

1. What is the standard unit of sales for this commodity (e.g., cup, can, kilogram, liter, etc.)? [Note the name or type of unit in column 7]

**Columns 8-9: Weigh retailers’ local units of sale. It is not necessary to weigh wholesalers’ local units of sale (column 8). However, report weight of wholesalers’ local units in column 9**

1. [Ask the following] Can I weigh one unit of commodity 1? [If the unit is small, you will need to weigh more than one unit (see below)]
2. [Check the scale’s calibration to zero out the scale when empty. The commodity should be measured without the standard unit container (e.g., loose or in a leak-proof plastic bag). Alternatively, have a clean, dry, pre-weighed container available into which you pour the commodity from the trader’s container. Weigh, subtract the weight of your container, then record the weight. Then return the commodity to the trader’s container and clean out your container before the next weighing. If one unit of this commodity weighs below two kilograms, ask the retailer for additional units until two kilograms is reached. Note the number of units required to reach at least two kilograms in column 8. Note the reading on the scale in column 8. For liquids, use the standard unit to reach at least one liter. Note the precise number of liters in column 9]

**Column 10**

1. What is the current price for one standard unit of this commodity? [Note in column 10]

Prices collected are RETAIL or WHOLESALE (Circle one).

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Column 1 | **2** | **3** | **4** | **5** | **6** | | **7** | **8** | **9** | **10** |
|  | Is this commodity currently available in this market?  (Refer to sample or photo of product)  [If no, proceed to the next commodity] | In this shop, do you currently have available stocks of this commodity for sale?  [If no, proceed to the next commodity] | Does the commodity you sell have the same characteristics as this sample or photo?  [The enumerator should show a sample or photo of the distributed variety or describe its characteristics. Write yes or no. If yes, write the local name and skip to question 7. If no, proceed to question 5.] | If no, which (if any) kind of this commodity sold by you is most similar to the sample commodity? | | | Standard unit used by this trader  1=Kilogram  2=Liter  3=Local unit -name:\_\_\_\_\_\_\_\_  4 = Local unit -name:\_\_\_\_\_\_\_\_  5 = Other local unit - name:\_\_\_\_\_\_\_\_ | [How many units are required to reach AT LEAST two kilograms or AT LEAST one liter] | [Weight reading on the scale or number of liters] | What is the current sales price per unit for this commodity? |
| [Insert name below] | | [Insert commodity differences below]  1=Quality differs  2=Color differs  3=Size differs  4=Condition or processing differs  5=Source (local vs. import) differs  6=Brand |
| Commodity 1 |  |  |  |  | |  |  |  |  |  |
| Commodity 2 |  |  |  |  | |  |  |  |  |  |
| Commodity 3 |  |  |  |  | |  |  |  |  |  |
| Commodity 4 |  |  |  |  | |  |  |  |  |  |
| Commodity 5 |  |  |  |  | |  |  |  |  |  |

**Optional Questions**

1. How would you describe each commodity’s price in relation to the same time last year?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Commodity** | **Much lower** | **Lower** | **Normal or about the same** | **Higher** | **Much Higher** |
|  |  |  |  |  |  |
| Commodity 1 |  |  |  |  |  |
| Commodity 2 |  |  |  |  |  |
| Commodity 3 |  |  |  |  |  |
| Commodity 4 |  |  |  |  |  |
| Commodity 5 |  |  |  |  |  |

1. What is the current availability of each commodity compared to usual availability for this time of year? Tick appropriate box.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Commodity** | **Not available** | **Occasionally or rarely available** | **Readily available** | **Why?** (use codes below) | | |
|  |  |  |  | Reason1 | Reason2 | Reason3 |
| Commodity 1 |  |  |  |  |  |  |
| Commodity 2 |  |  |  |  |  |  |
| Commodity 3 |  |  |  |  |  |  |
| Commodity 4 |  |  |  |  |  |  |
| Commodity 5 |  |  |  |  |  |  |

|  |  |  |
| --- | --- | --- |
| Codes for Lower or Higher than Normal | | |
| 0= No change | 5= Onset of food relief supply in community | 9=Insecurity (conflict) |
| 1= Change in demand (stable prices) | 6= Delayed arrival of food relief in community | 10=Change in transport |
| 2= Change in prices of this commodity | 7= Availability of commodity at source market | 11=Policy uncertainty or change |
| 3= Change in other food prices | 8= Weather shock (drought, flood, etc.) | 12= Other (specify):\_\_\_\_ |
| 4=Change in competition |  |  |

1. What is the quality of each commodity compared to the usual quality for this time of year?

|  |  |  |  |
| --- | --- | --- | --- |
| **Commodity** | **Lower than normal** | **Normal** | **Higher than normal** |
|  |  |  |  |
| Commodity 1 |  |  |  |
| Commodity 2 |  |  |  |
| Commodity 3 |  |  |  |
| Commodity 4 |  |  |  |
| Commodity 5 |  |  |  |