

Annex 1

Sample Questionnaire for Food Sampling at Informal Food Markets

The purpose of this questionnaire is to identify the most commonly purchased foods in informal food markets that are prepared with fats or oils. This exercise is for the purpose of completing Table 3 of Foods Sampling Protocol and identifying food items for the “item/brand” column for the three food categories selected for informal food markets.

Instructions

Begin at the geographical center of the informal food market. Identify or approximate the center using a map. Complete the Eligibility Checklist through observation of vendors and administer the questionnaire to at least 5 eligible vendors, starting at the center of the market and proceeding in a clockwise manner from vendor to vendor.

Eligible Vendors

- carts, stalls, fixed site restaurants or bakeries located within the selected informal market; AND
- sell one or more foods from the 3 food categories included in the assessment.

Date:	Time:
Name of the data collector:	
State/Province:	
City:	
Neighborhood:	
Sampling Site (Market Name & Address):	

Eligibility Checklist

Complete the below eligibility checklist via observation for each vendor.

1. What type of products are being sold?

- a. Food (industrial or home-cooked) → *eligible, move to next eligibility question*
- b. Fruit only → *not eligible, proceed to next vendor*
- c. Drinks only → *not eligible, proceed to next vendor*
- d. Non-food products only → *not eligible, proceed to next vendor*

2. What categories of foods are being sold?

- a. Baked foods → *eligible, if included in the assessment*
- b. Fried foods → *eligible, if included in the assessment*
- c. Confectionaries, sweets, desserts → *eligible, if included in the assessment*
- d. Other foods prepared with or containing fats or oils → *eligible, if included in the assessment*
- e. Other food category included in the assessment → *eligible*
- f. None of the above → *not eligible, proceed to next vendor*

3. Ask vendor if they would be willing to answer a few questions, using the script:

Hello, I am *(insert name)* from *(insert organization name)*. Our team is working on a project related to what foods people have available to them in markets. We are independent from any regulatory entity. We do not collect any personal information that can make you identifiable. I am just making a few notes, and I'll have a few questions for you in a minute. I hope that's okay.

a. *If no objection, continue to the questionnaire.*

b. *If objection, move to next eligible vendor.*

Questionnaire

Answer the questions below for each eligible vendor. Only answer for food categories that are included in the assessment. Record answers in Tables 1-4, as relevant.

1. Baked foods *(if included in the assessment)*

What baked food items does the vendor sell? Examples may include biscuits, cakes, cookies, donuts, muffins, pastry, pizza, rolls, and locally relevant items. *(Identify through observation)*

2. Fried foods *(if included in the assessment)*

What fried food items does the vendor sell? Examples may include fried chicken, fried fish, donuts, and locally relevant items. *(Identify through observation)*

3. Confectionaries/sweets/desserts *(if included in the assessment)*

What confectionaries, sweets or desserts does the vendor sell? Examples may include ice cream, candies, and locally relevant items. *(Identify through observation)*

4. Other foods with fats/oils *(if included in the assessment)*

What foods that are either prepared with or contain fats or oils does the vendor sell? *(Identify through observation)*

5. Other selected food category *(if relevant)*

What foods from (category) does the vendor sell? *(Identify through observation)*

6. Ask the vendor about the daily sales quantity of each identified item, using the below script:

Could you please tell me: Approximately what number of units of *(insert food item name)* are sold each day?

Ask this question for each of the previously identified eligible food items sold at the vendor.

Record the answers in Tables 1-4, as relevant.

Thank the vendor for their time.

Table 1: Baked foods (if included in the assessment)

S. No.	Food item (name)	Units sold each day (#)
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

Table 2. Fried foods (if included in the assessment)

S. No.	Food item (name)	Units sold each day (#)
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

Table 3. Confectionaries, sweets, desserts (if included in the assessment)

S. No.	Food item (name)	Units sold each day (#)
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

Table 4. Other selected food category (if relevant)

S. No.	Food item (name)	Units sold each day (#)
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

After completing the above tables for each vendor, review each food category and within each category identify the 3 most popular food items across the vendors. Use the number of units sold each day as a measure to determine which 3 popular food items to select – food items with the largest number of units sold each day should be selected as a popular item. The 3 identified most popular food items, for each food category, should be entered into Table 3 of the Foods Sampling Protocol (Sample collection framework). These items will be sampled following the steps outlined in the Foods Sampling Protocol.