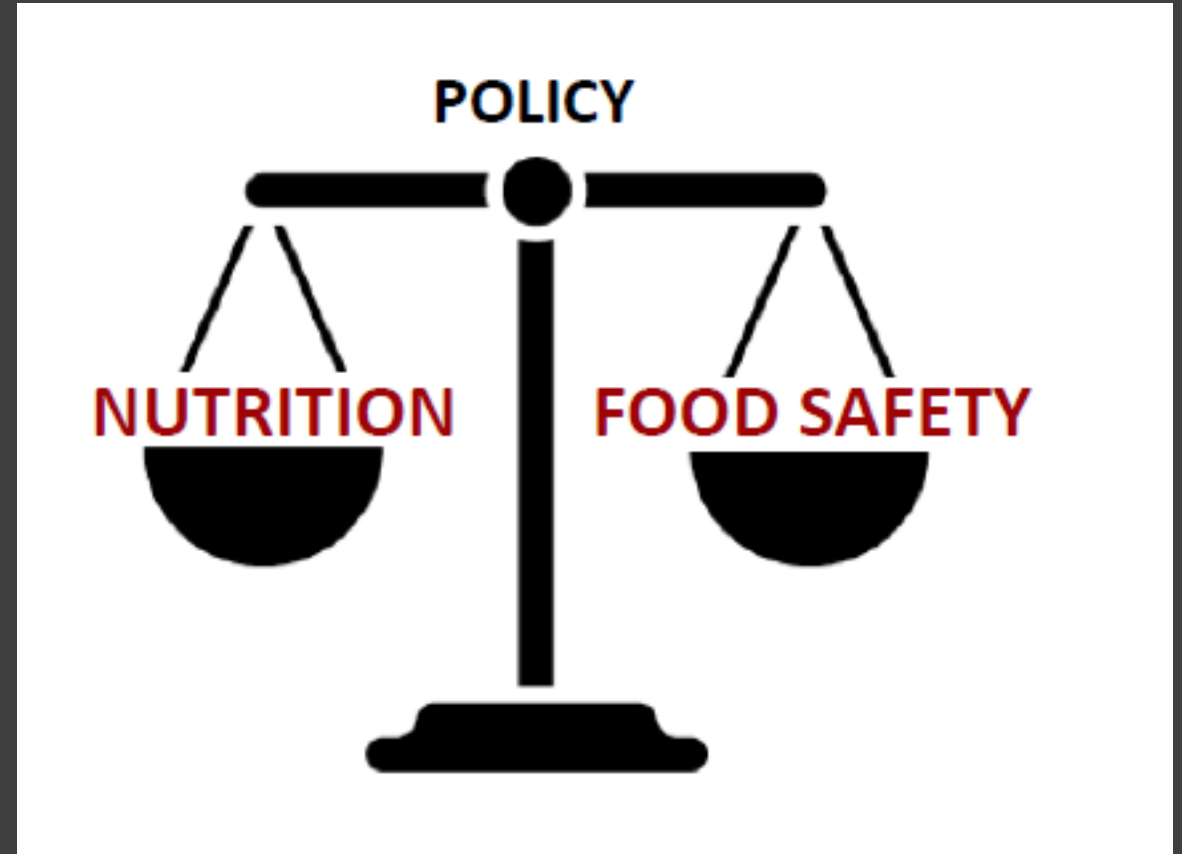




Retail Diversity for Diet Diversity

Food Environment Debate in Vietnam

- Modernization policies of the government aim to improve food safety by promoting the closure of open-air markets
- Traditional open air markets are the urban populations main source of affordable, nutritious food





METHODS

1. Food retail outlet census and classification
2. Food shopping practices survey
3. Food prices
4. 24 hour dietary recall
5. In-depth multi-generational interviews

QUANTITATIVE - yr2017

Census (N=563):

- Outlet classification
- Outlet healthfulness and food safety assessment
- Geographical mapping of outlets (GPS)

Vegetable price data collection:

- 5 different types of retail channels
- 5 consecutive weeks
- Basket of 20 commonly consumed vegetables

QUANTITATIVE - yr2017

Household practices survey (N=400)

- Household Food shopping practices and preferences
- Food choice practices and preferences
- Risk perception and trust in food safety

QUALITATIVE - yr2018

Shopping trips (N=14)

- Direct observations of everyday food shopping and food choice practices

QUALITATIVE - yr2018

Multi-generation household study (N=14)

- Household visits
- Multi-generation household interviews (N=28; interviewing two generations of women)

Film essay on household food practices

- Food shopping practices
- In-home food consumption

Multi-stakeholder validation workshop

- Voicing the urban poor (film essay)
- Validating and refining results
- Translation results into practical policy recommendations

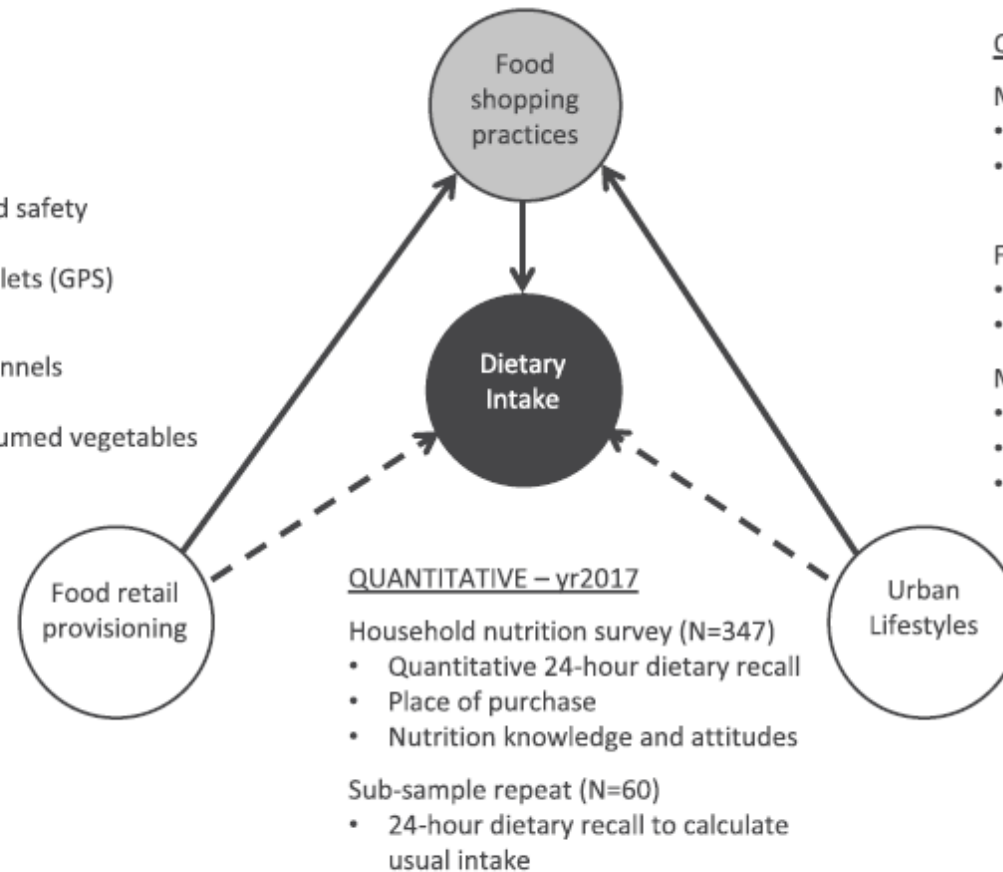
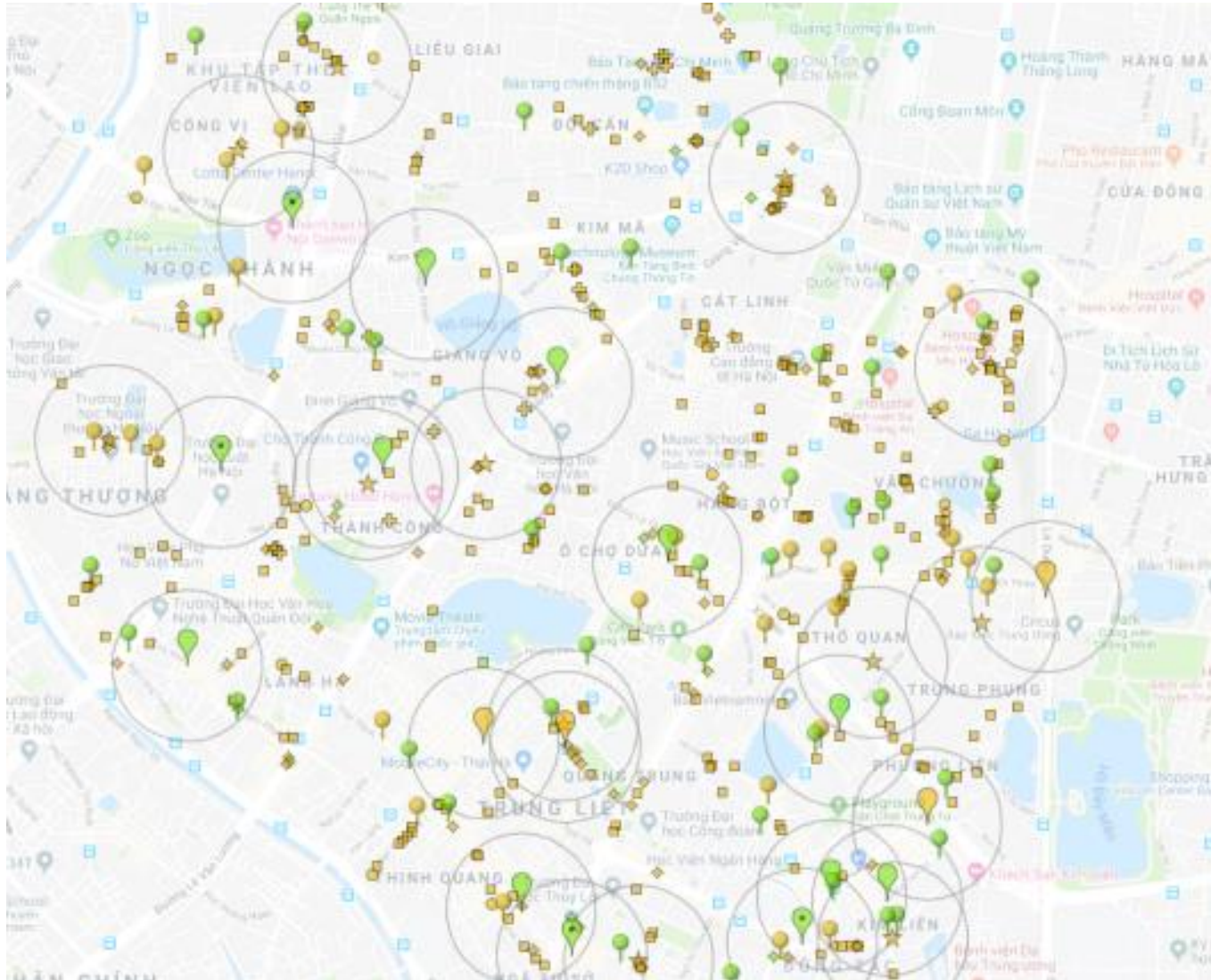


Fig. 2. Methodological framework.

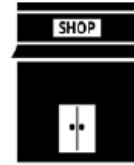
	Formal: (registered / licensed)	Informal: (unlicensed / self-organised)
MODERN	1. Hypermarkets 2. Supermarkets	
HYBRID	3. Convenience - branded chain-stores 4. Convenience - mom-and-pop stores 5. Specialty stores	
TRADITIONAL	6. Wet-markets	7. Street markets 8. Street stalls EXCLUDED: Ambulant street vendors

Fig. 3. Retail census categorization.



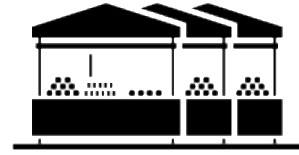
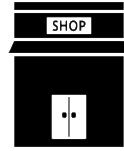
Retail Census Map

Figure 1. THE FOODS MOST COMMONLY PURCHASED FROM DIFFERENT TYPES OF RETAIL OUTLETS



MODERN RETAIL Hyper-/supermarket	CONVENIENCE Chain/"mom and pop" stores	TRADITIONAL RETAIL Wet/street market
Dairy Snacks Ready-to-eat foods Sweets & cookies	Rice, cereals and starch Dairy Snacks Ready-to-eat foods Sweets & cookies Oils and fats Spices	Fish Meat Eggs Vegetables Fruits Legumes Nuts & seeds Insects

Tradeoffs: Nutrition and food environment



MODERN RETAIL	Convenience (incl. mom&pop)	TRADITIONAL RETAIL
Dairy Snacks Convenience and ready to eat processed foods Sweets & cookies	Rice, cereals and starch Dairy Snacks Convenience and ready to eat processed foods Sweets & cookies Oils and fats Spices	Fish Meat Eggs Vegetables Fruits Legumes Nuts & Seeds Insects
8% food 17% ultra-processed	11% food 67% ultra-processed	70% food 7% ultra-processed

Food Prices of a vegetable basket by retail outlet



Policy Brief: Retail Diversity for Diet Diversity:

https://www.wur.nl/upload_mm/c/5/d/54641c9a-b683-4778-9a5c-5dd3f2e76b12_Policy%20brief_Retail%20Diversity%20for%20Dietary%20Diversity_Feb%202019.pdf

Socio-cultural considerations

Open-air markets offer multi-dimensional value to consumers beyond just providing access to food. These values contribute to the well-being and empowerment of local communities and are:

- *Cultural*: for example, flexible shopping practices (preferred shopping).
- *Social*: for example, places to meet friends and interact with neighbours.
- *Financial*: for example, supporting local small business and livelihoods related to food.
- *Tourism*: for example, food tours for visitors interested in experiencing traditional foods and markets.
- *Livelihoods*: for example, local communities relying on vendor-related activities for income.

Voice of the urban poor on Food Environment

- <https://www.youtube.com/watch?v=3ZiZ2xSvffY&feature=youtu.be>

WHAT THE PEOPLE THINK: ACTIVE PARTICIPATION OF CONSUMERS

A short documentary titled Retail Diversity for Dietary Diversity: Food Safety and Nutrition for the urban poor was developed to give agency to the urban poor voices and allow policy makers insight into their daily food realities. It can be viewed here:

[https:// www.youtube.com/watch? v=3ZiZ2xSvffY&feature=youtu.be](https://www.youtube.com/watch?v=3ZiZ2xSvffY&feature=youtu.be)



PROJECT WEBSITE

<https://www.wur.nl/en/project/Retail-Diversity-for-Dietary-Diversity-RD4DD.htm>

Contact

Dr. S. Wertheim-Heck
Email: sigrid.wertheim-heck@wur.nl

MSc J.E. Raneri
Email: j.raneri@cgiar.org



Drivers of Food Choice
Competitive Grants Program

BILL & MELINDA
GATES *foundation*

