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Abstract

Territorial markets(1) are at the heart of local food systems, especially in low-income settings. They are crucial not only to securing market access for smallholder farmers, but also to safeguarding food security and nutrition in the territories in question.

The aim of this research is to unveil the potential of territorial markets to ensure access to nutritious and diverse food and, consequently, to enable better access to healthy diets. The authors collected and analysed data on retailers and consumers from 19 territorial markets in Burkina Faso, Malawi and Rwanda, following Food and Agriculture Organization of the United Nations (FAO) methodology for mapping territorial markets. Two synthetic indicators were developed to facilitate the interpretation of findings. These indicators are effective tools that can help identify those markets where the supply of specific food groups should be strengthened and those more relevant to ensuring consumers’ access to nutritious food and healthy and diversified diets.

Evidence from the three countries confirms that these markets play a critical role in guaranteeing the availability and accessibility of fresh and seasonal food for local consumers on a day-to-day basis and can act, therefore, as major drivers in influencing consumers' dietary patterns.

(1) Territorial markets are defined as markets that are embedded in the local, national and regional food systems. They include fresh food markets, alternatively referred to as wet, local, open-air or (in some cases) informal markets and wholesale markets with a direct retail component.

Data

COUNTRY	N. OF MARKETS	N. OF RETAILERS	N. OF CONSUMERS
Burkina Faso	6	210	210
Malawi	6	423	1054
Rwanda	7	300	307



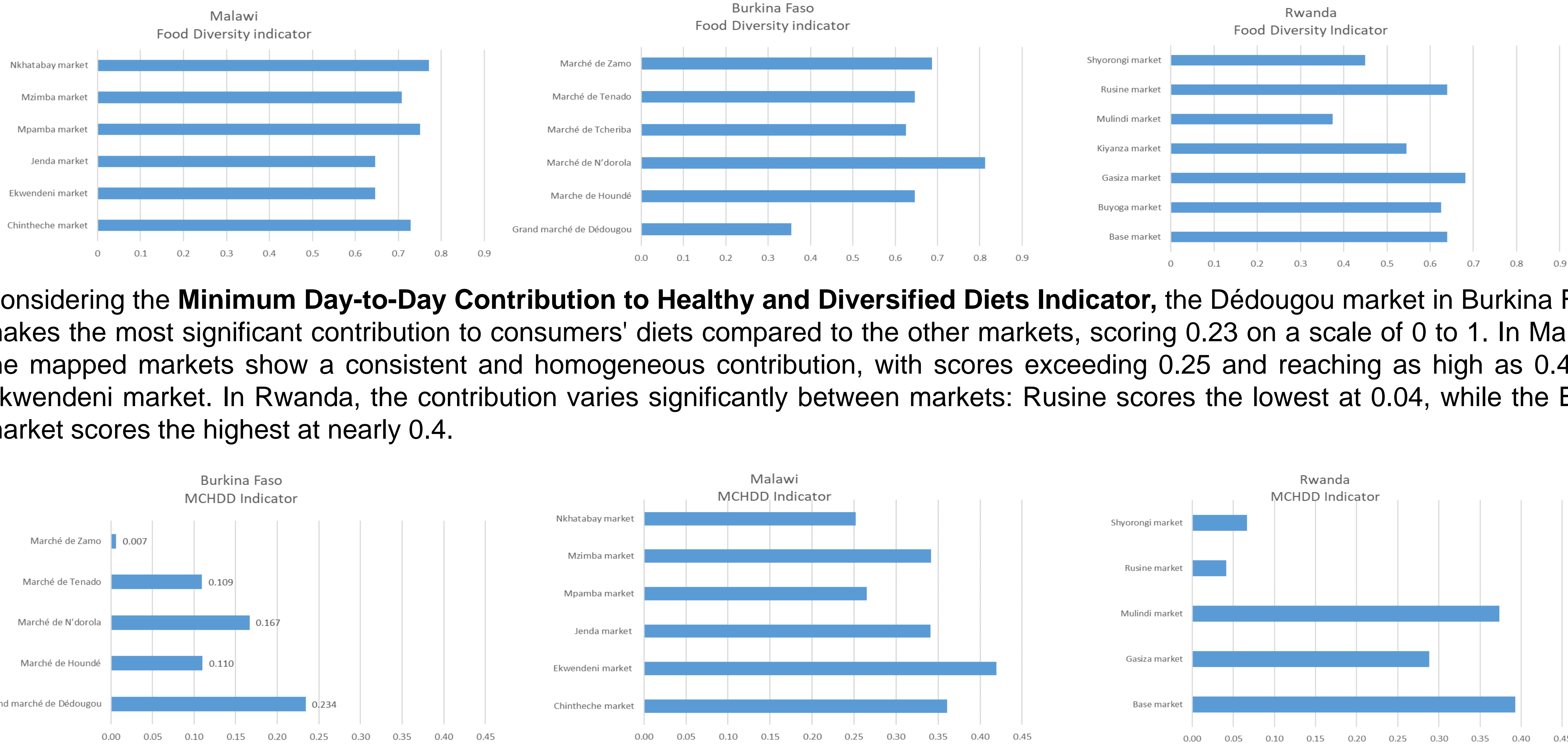
Methodology

To facilitate the understanding of all data and information collected, different synthetic indicators were built to measure market performance with regard to the diversity of the foods offered and their contribution to healthy and a diversified diet.

- The **Food Diversity Indicator** measures the variety of food available (between and within food groups) in each territorial market, reflecting the extent of consumers' exposure to diverse foods.
- The **Minimum day-to-day Contribution to Healthy and Diversified Diets (MCHDD) Indicator** measures the contribution of territorial markets in ensuring consumers’ access to healthy and diversified diets.

Results

- Considering the **Food Diversity Indicator**, on a scale of 0 to 1, 15 out of 19 markets score above 0.6. Only two markets—the Grand Marché de Dédougou in Burkina Faso and the Mulindi Market in Rwanda—score below 0.4. This supports the idea that territorial markets play a crucial role in ensuring consumers have access to a wide variety of foods. Markets in Malawi have higher food diversity scores compared to those in Burkina Faso and Rwanda, which have similar scores.
- Considering the **Minimum Day-to-Day Contribution to Healthy and Diversified Diets Indicator**, the Dédougou market in Burkina Faso makes the most significant contribution to consumers' diets compared to the other markets, scoring 0.23 on a scale of 0 to 1. In Malawi, the mapped markets show a consistent and homogeneous contribution, with scores exceeding 0.25 and reaching as high as 0.42 at Ekwendeni market. In Rwanda, the contribution varies significantly between markets: Rusine scores the lowest at 0.04, while the Base market scores the highest at nearly 0.4.



- The **mapping of territorial markets** and the resulting synthetic indicators are innovative tools to better understand how food systems influence consumers’ diets. By collecting information on both the demand (consumption and purchasing patterns) and supply side of the food environment, it allows to plan evidence-based nutrition-sensitive interventions targeting the food retailing environment as well as to monitor and evaluate their impact.

Main references and useful links:

- CFS (Committee on World Food Security). 2016. Connecting smallholders to markets. Policy recommendations. Rome. <https://www.fao.org/3/bq853e/bq853e.pdf>
- FAO. 2022a. Mapping of territorial markets: Methodology and guidelines for participatory data collection. Second edition. Rome. <https://www.fao.org/3/cb9484en/cb9484en.pdf>
- Hoogerwerf, S., Vicovaro, M., Puhac, A., Celardo, L. (2022). Unveiling the potential of mapping territorial markets to contribute to healthy diets and nutrition. UN-NUTRITION, 19, 26. <https://academiccommons.columbia.edu/doi/10.7916/ntv2-5q50/download#page=32>