

# DRIVERS OF FOOD CHOICE

## for Fruit and Vegetable (FV) in Tanzania

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End-to-End Evaluation  
Team**

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## 1 RESEARCH GOAL

Understand the drivers (enablers and barriers) of fruit and vegetable (FV) choices from women's perspectives, with an emphasis on the roles of food environments (FE) and food safety

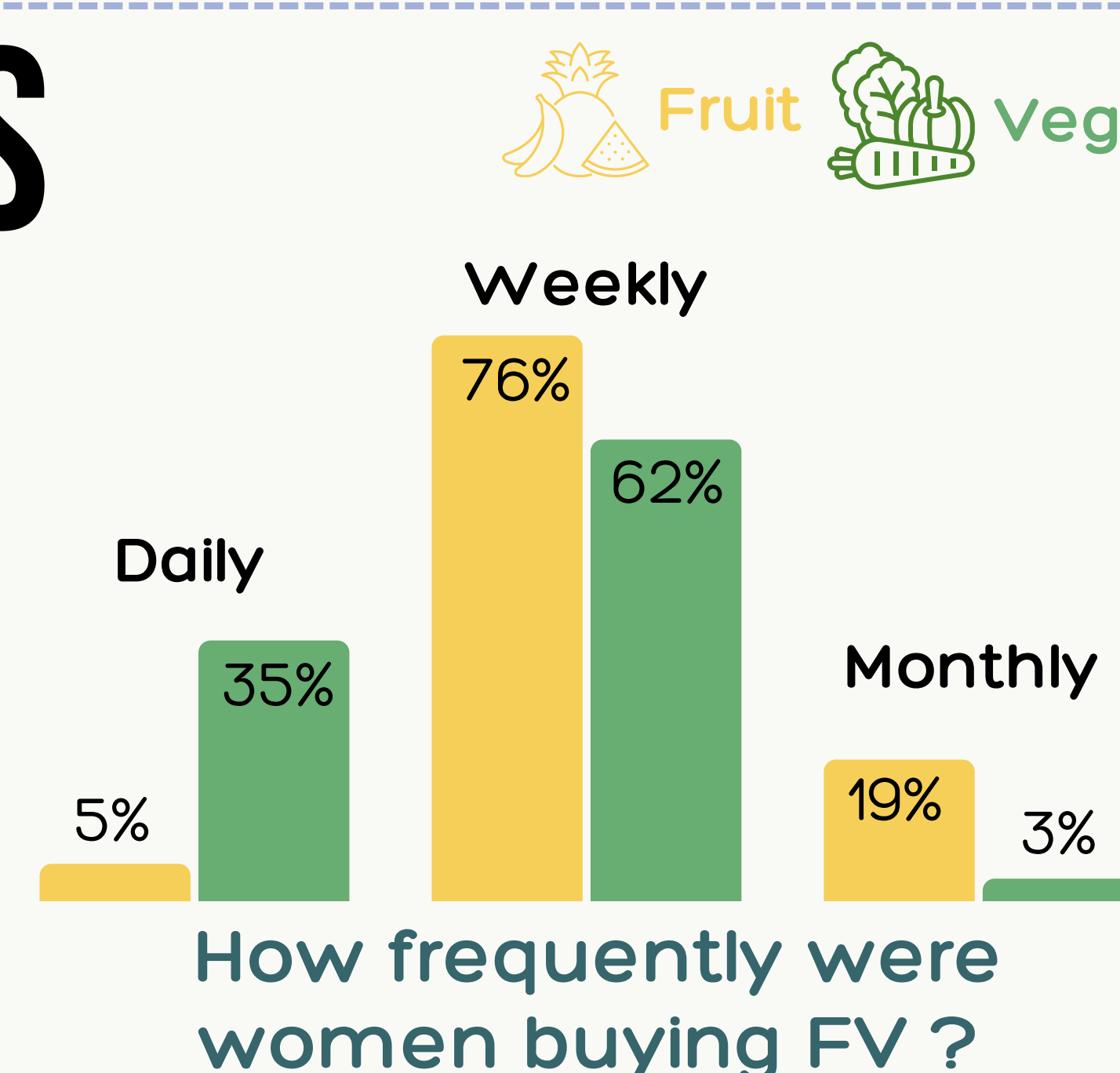
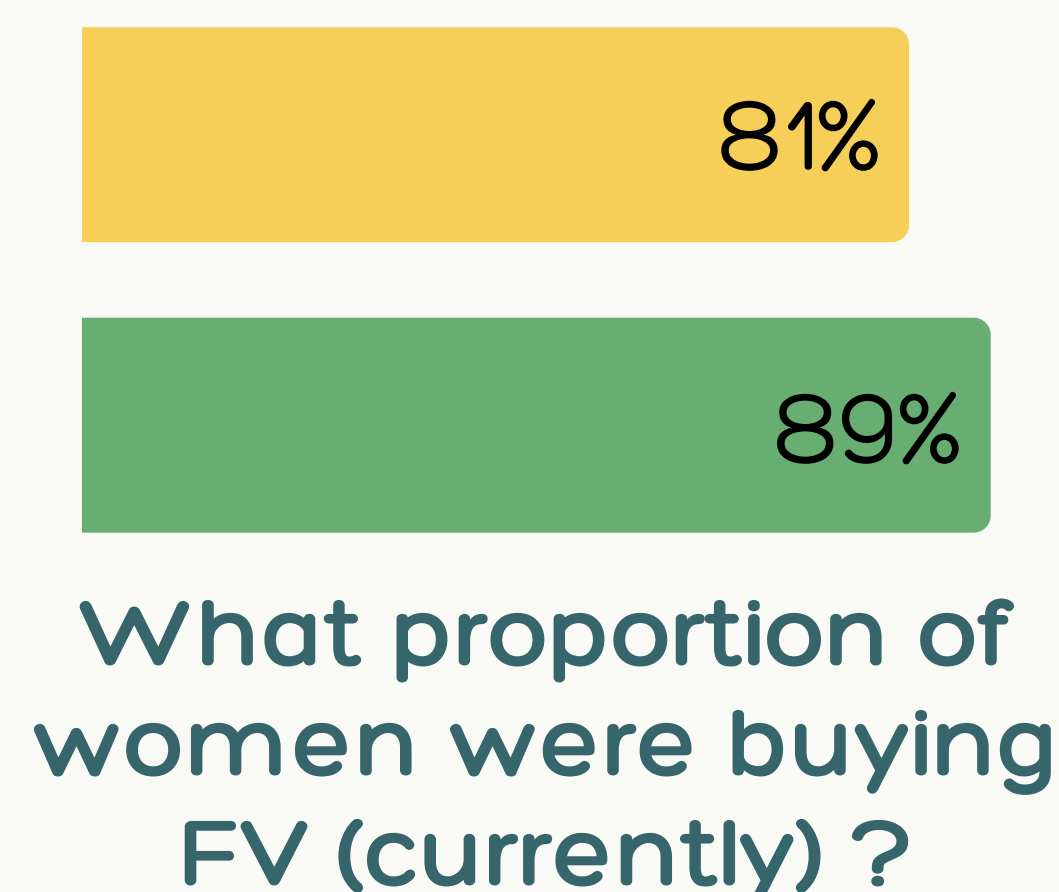
**Aim 1: Describe women's experiences of acquiring FV in the FE including buying patterns, perceptions and spatial accessibility**

Research embedded in CGIAR Research Initiative on  
Fruit and Vegetable for Sustainable Healthy Diets (FRESH) \*

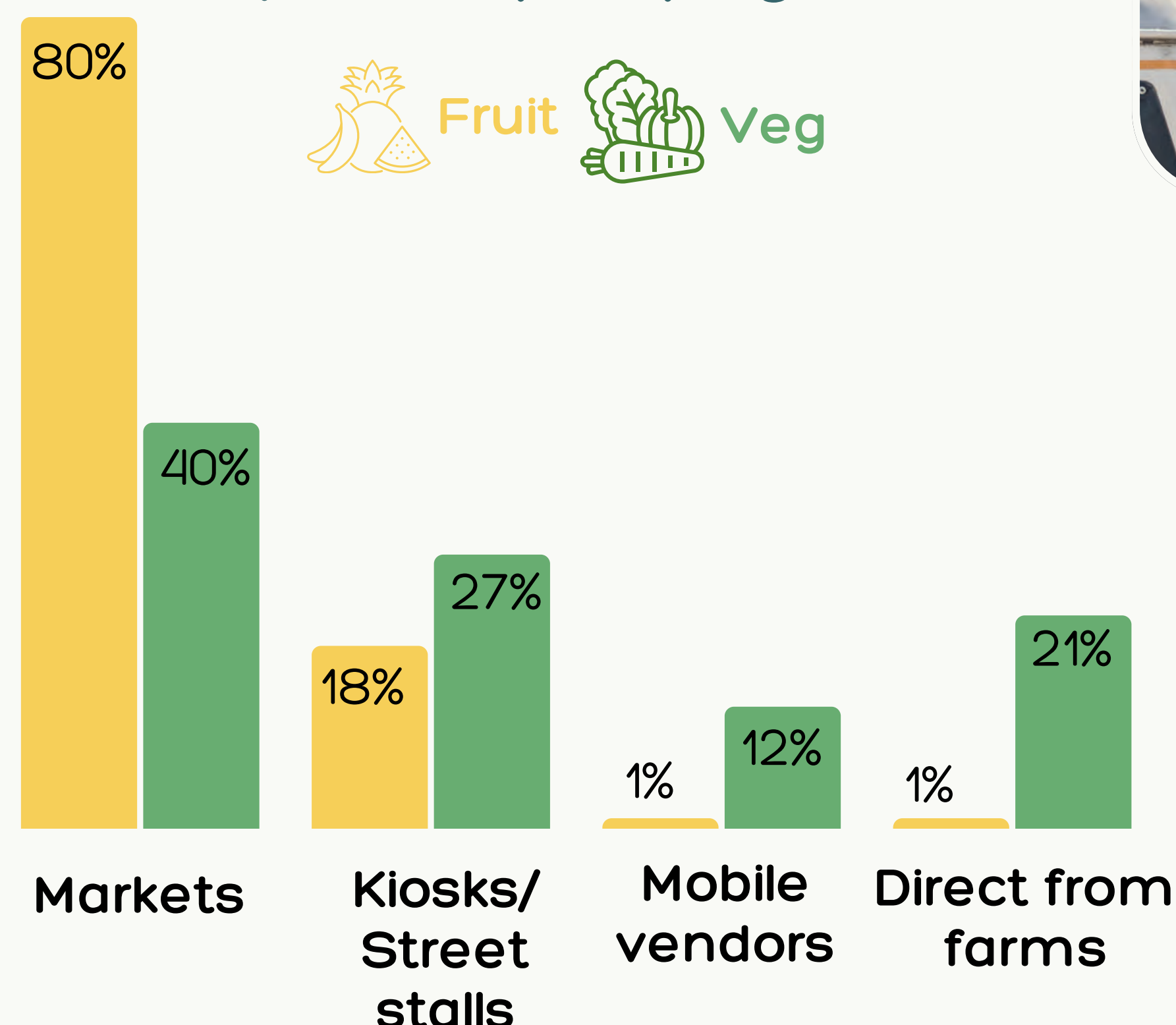
## 2 CONTEXT & METHODS

- **Quantitative household surveys** with 2611 women (15-49 y) across 33 villages in Arusha and Kilimanjaro regions of Tanzania
- **Geospatial analysis** to measure accessibility in FE
- **Qualitative research** with 20 women across 3 villages including In-depth interviews, 'Shop-along' interviews, Community and FE observations

## 3 FINDINGS



Where were women primarily buying FV?



Markets

Kiosks



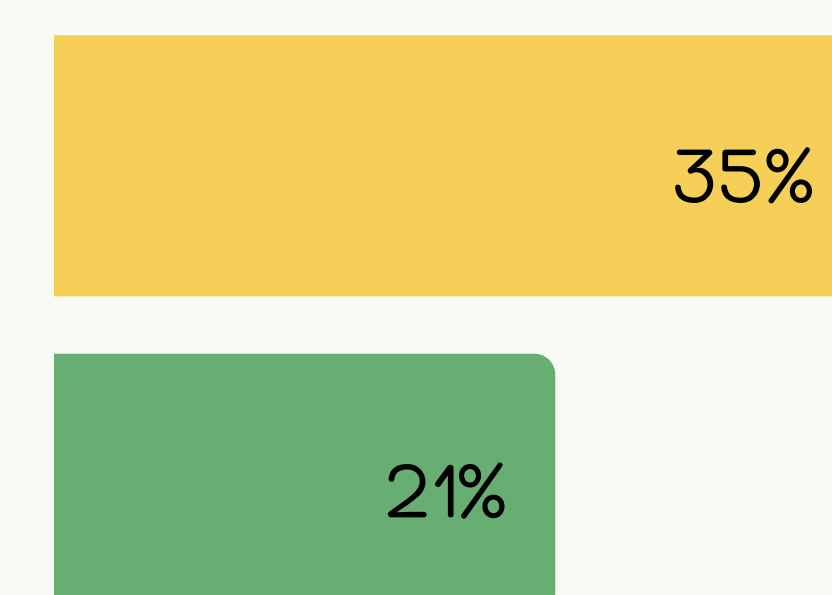
Mobile vendors

Direct from farms

**FV spatial accessibility\*\***  
(median of commute distances and time)

- **Markets:** 15 km; 50 mins
- **Kiosks:** 1 km; 14 mins
- **Small shops:** 1 km; 18 mins

What proportion of women perceived the journey difficult/neutral?



\*\*Accessibility (distance and time) has been calculated as the return journey from home to source based on the reported mode of transport.

What women said about selecting a FV source? (insights from qualitative research)

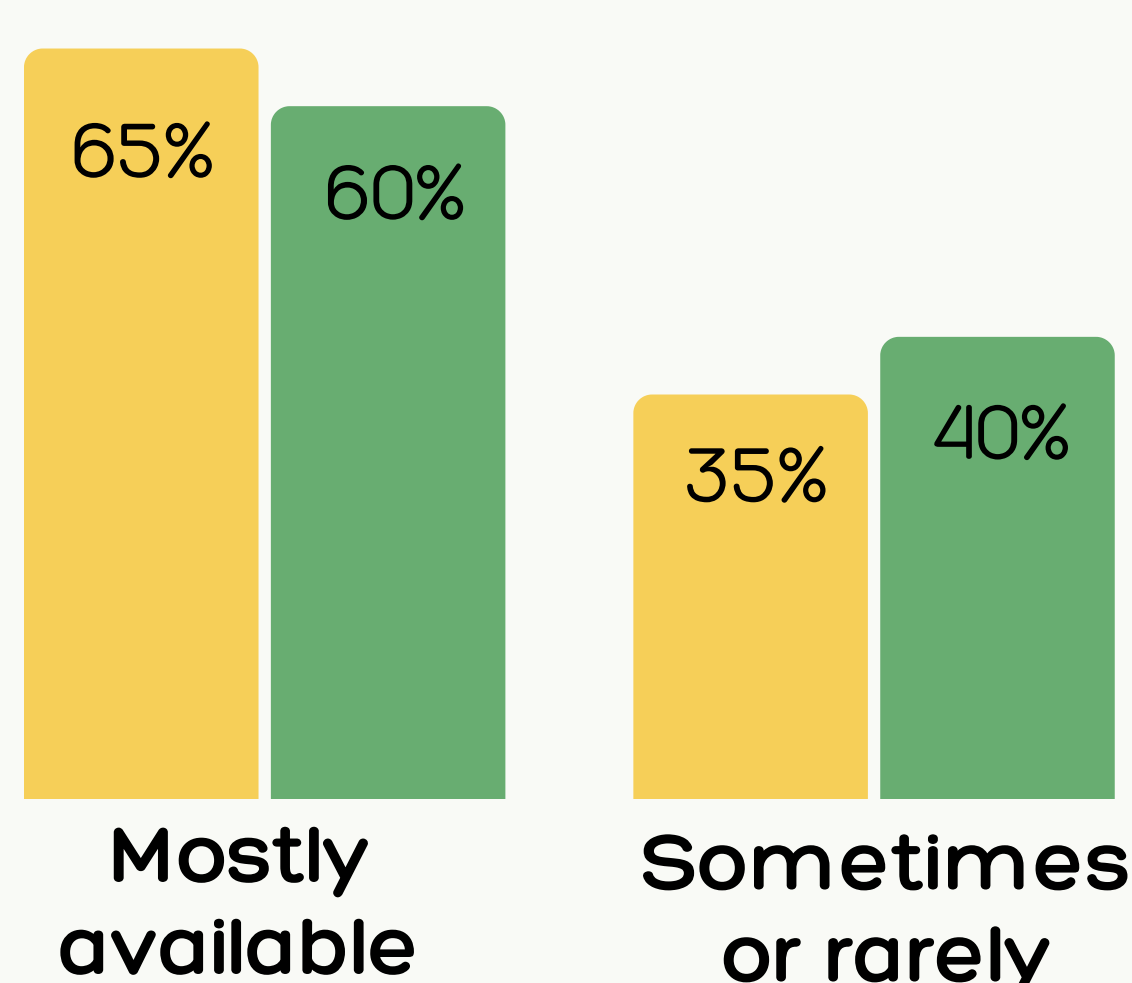
"Markets offer variety, low prices, and are often the only source for buying fruits. They also have household essentials and we can conduct business"

"Kiosks are closer to home, fulfill immediate need but may not offer fresh produce"

"Mobile vendors come outside home and they have fresh produce and quantity"

"I buy vegetables from farms and not market, because I am a vendor and have easy access"

Perceived year-round availability of FV at the primary source (% women)



## 4 TAKE-AWAYS

- High proportion (>80%) of women in the sample reported buying FV for consumption. Vegetable were bought either daily (35%) or weekly (62%) but fruit were mostly bought weekly (76%) or monthly (19%)
- Women bought fruit primarily from a market but vegetable from multiple sources including market, kiosks, mobile vendors and farms
- While markets offered variety and lower prices, women had to travel longer distance, spend more time commuting and incur a travel cost
- More than 1/3rd women considered FV were sometimes or rarely available throughout the year

We want to thank all the respondents for their time and willingness to participate in the study, and we are grateful to the field team that collected the data.  
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\*The FRESH initiative aims to use/apply an end-to-end approach that simultaneously tackles accessibility, affordability, availability, and desirability challenges through supply, demand, and FE activities in 4 countries one of which is Tanzania ([read more here](#)).



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