



## TERRITORIAL MARKETS: FACILITATING ACCESS TO HEALTHY DIETS

### WHY TERRITORIAL MARKETS?

Markets are at the core of food systems. As the interface between production and consumption, their improvement is therefore critical to ensuring more sustainable food systems, and facilitating access to healthy and diversified diets.

Markets that are embedded in territorial food systems, or *territorial markets* (CFS, 2016), represent key retail outlets for consumer access to food – especially fresh fruits and vegetables, fish and meat, and staple foods. For consumers in developing countries in particular, territorial markets, both formal and informal, are the main point of access for fresh food – not only in rural areas but also in urban settlements.

For smallholder farmers, who are responsible for most of the world's food production and most of the investments made in agriculture, territorial markets likewise serve as critical outlets, especially with regard to the role these farmers play in preserving agrobiodiversity, which in turn ensures food security and nutrition for themselves and their communities.

Despite their importance however, data on territorial markets – such as the availability of food groups, food retailers and consumer profiles – are rarely included in national data collection systems; as a result, these markets are often neglected in development strategies and policies.

### FAO'S WORK ON TERRITORIAL MARKETS

- Goals**
- ▶ promote the use of data and information on territorial markets in the design and implementation of strategies for nutrition, social inclusion and economic development;
  - ▶ elaborate policy and investment recommendations that may be implemented by local, national and government institutions; and
  - ▶ increase awareness on the importance of territorial markets for ensuring access to healthy diets.



- Key challenges**
- ▶ **Inclusivity:** Compared to men, women retailers in territorial markets face more challenges with regard to both participation and benefits. Implementing policies that tailor credit and business services to the needs of women retailers is critical to enhancing their economic inclusion.
  - ▶ **Business environment:** Existing infrastructure in most markets is very often deficient. Improvements, particularly for cold chain storage, can improve food safety, reduce food losses, and create a better business environment for retailers.
  - ▶ **Capacities for the adoption of nutrition-sensitive processing techniques are limited.** Creating incentives for producers, processors and retailers can increase the supply of healthy and nutritious food through territorial markets; it can also help to address unmet food and nutrition needs, especially in children.
  - ▶ **Traceability:** Knowledge on product origins is very limited. Improving low-cost traceability and labelling systems for sustainably produced products has the potential to make such products more recognizable, not only allowing consumers to make more informed purchasing decisions, but also rewarding sustainable producers.

# TERRITORIAL MARKETS: FACILITATING ACCESS TO HEALTHY AND DIVERSIFIED DIETS



©FAO/Natanson Films/Pietro Santovetti

## Voices from the field: selling food at Kibaigwa market

Jeremia Mwembe Maina is a 60-year-old producer who lives about a kilometre from Kibaigwa market, in the Dodoma region of the United Republic of Tanzania. He produces a variety of crops, including maize, sunflowers, pigeon peas, groundnuts and more. By selling 90 percent of his produce (approximately 70–80 tonnes of food per year) directly at the market, Jeremia manages to earn the cash he needs for his household. The sales from his sunflower seeds for example, cover the school fees for his children. For Jeremia, the advantages of Kibaigwa market are its security and its proximity – he can sell his products directly, without incurring intermediation or transportation costs. Nevertheless, Jeremia notes that the market needs some improvements to infrastructure and services. For instance, the equipment for weighing and measurement has not been maintained or replaced in a long time, and is unreliable.

## Achievements and progress

- ▶ In collaboration with partners, the Food and Agriculture Organization of the United Nations, FAO has developed a methodology for the mapping of territorial markets for data collection. Analysis of these data in turn improves the understanding of market dynamics, and the identification of issues and best practices that can be scaled up.
- ▶ Markets in several countries have already been mapped, including Burkina Faso, Ecuador, Kenya, Malawi, Mali, Paraguay, Rwanda, Senegal and the United Republic of Tanzania. All data collected are georeferenced and available through FAO's [Hand-in-Hand Geospatial Platform](#).
- ▶ Ongoing work involves formulating specific recommendations for policies, investments and capacity development activities that can be promoted at local and national level, in order to make territorial markets more inclusive and nutrition-sensitive.
- ▶ FAO is collecting and will be disseminating best practices to improve territorial markets for the promotion of healthy food environments, and to ensure access to healthy and diversified diets.

## Partners

Partners who have collaborated with FAO on the development of the methodology for data collection include: the French National Institute for Agricultural Research (INRA), the Institute for Research and Promotion of Alternatives in Development (IRPAD), La Via Campesina, the Network of Peasant Farmers' and Agricultural Producers' Organizations of West Africa (ROPPA), Terra Nuova and Wageningen University.

## Additional information

Website: [www.fao.org/nutrition/markets/tms](http://www.fao.org/nutrition/markets/tms)  
Contact: [mlvc@fao.org](mailto:mlvc@fao.org)

## References

CFS (Committee on World Food Security). 2016. Connecting smallholders to markets: An analytical guide. Rome. [www.csm4cfs.org/wp-content/uploads/2016/10/ENG-ConnectingSmallholdersToMarkets\\_web.pdf](http://www.csm4cfs.org/wp-content/uploads/2016/10/ENG-ConnectingSmallholdersToMarkets_web.pdf)

## Acknowledgements

This flyer was developed by Annalisa De Vitis, Marcello Vicovaro and Florence Tartanac, Food and Nutrition Division, FAO.



Some rights reserved. This work is available under a CC BY-NC-SA 3.0 IGO licence