

Methodology

In order to better understand food systems in Dar es Salaam, this study examined supermarkets' food procurement systems through reviewing literature, collecting observational data, and conducting in-depth interviews with supermarkets and individual households. Data was collected in the form of surveys that employed both qualitative and quantitative research methods. The survey approach was used to ensure consistency in data collection methods, and to create a methodological foundation for future scholars. Data collection was broken down into three different, but interrelated phases: (1) An Observational Market Survey on supermarket infrastructure, staple food prices, packaging, and quality; (2) A Formal Interview Survey on the source of cultivation of food products, annual cycles of food accessibility, modes of transportation from the source of cultivation to the supermarket, and supermarket logistics; (3) A Case Study Survey on individual families' diets, transportation means to and from markets, and food storage. The surveys were created using Microsoft Word and Openoffice.

Phase One

In Phase One, the study used the Observational Market Survey to record information pertaining to the supermarket's infrastructure and food quality without the assistance of an employee (see appendix for Observational Market Survey). The supermarkets of interest were all located within Dar es Salaam. A sample size of nine supermarkets were selected based on the following criteria:

1. Variety of locations
2. Modern retail infrastructure
3. Wide variety of products
4. Ownership of chillers and/or freezers
5. Set prices for products
6. Variety of corporate ownership

To include product preference of a variety of customer demographics, a list of produce, grains and pulses, and animal products were selected to match staple foods for both Tanzanian citizens and expatriates. This also allowed for an analysis on supermarkets' products of interest. The Observational Market Survey was split into two main sections.

First, the Observational Market Survey collected information on the supermarkets' location and infrastructure based on the following:

- Supermarket location
- Socio-economic status of surrounding neighbourhood
- Building infrastructure (including floor and roofing materials)
- Display of products
- Visible sanitation

Second, the Observational Market Survey conducted a qualitative assessment of produce, grains and pulses, and animal products based on the following:

- Food staples' availability and selection
- Organic food products' availability
- Prices
- Packaging
- Quality

It is important to note that in phase two, food products' source of cultivation was examined a second time to ensure the accurate collection of required data for the creation of food maps.

Phase Two

In Phase Two, the study used the Formal Interview Market Survey to record information with a supermarket employer/employee (see appendix for Formal Interview Market Survey). Information on the intent and scope of the study was provided in a formal letter to each of the nine supermarkets chosen in phase one, and permission to arrange an interview was requested. The researchers arranged a meeting with each willing supermarket, conducted the Formal Interview Survey, and recorded additional notes to obtain as much information as possible from each interview (see appendix for Interview Survey Notes). The interview was conducted by the researchers with a high-ranking employer/employee at each supermarket, preferably a branch manager or district manager. Supermarket superiors were favoured as a respondent, due to their knowledge on products' source of cultivation and general supermarket logistics. The survey was split into three main sections.

First, the Formal Interview Survey collected background information on the respondent and the supermarket based on the following:

- Age
- Gender
- Job Title
- Employment length
- Rental agreement/ownership of the supermarket property

Second, the Formal Interview Survey gathered in-depth information on produce, grains and pulses, and animal products based on the following:

- Products' source of cultivation
- Products' seasonality and accessibility
- Modes of transportation from farm to supermarket

Third, the Formal Interview Survey compiled information on supermarket logistics based on the following:

- Percentages of imported and local products
- Use of cooling units during transportation
- Perishable storage and waste management analysis
- Challenges supermarkets face and their resolutions
- Opinions on Tanzanian products

- Customer demographics
- Supermarket's future plans

Phase 3

For Phase three, this study used the Case Study Survey to record information on individual households of various socio-economic classes (see appendix for Observational Market Survey). The households were all located within Dar es Salaam selected based on the following criteria:

1. Variety of socio-economic class
2. Variety of household locations
3. Lived in Dar es Salaam for a minimum one year

The purpose of the survey was to capture stories of households and collect information on their food purchasing and consumption habits. The interview was completed by the researchers, an individual household representative, and a translator (if needed). The survey was split into three main sections.

First, the Case Study Survey collected the following background information on the interviewee:

- Location of household
- Meals prepared (per day)
- Meals consumed outside of household (per day)
- Amount of people meals are prepared for
- Main shopping locations
- Shopping frequency for various products

Second, the Case Study Survey gathered information on produce, grains and pulses, and animal products food staples based on the following:

- Variety of food consumed
- Location of foods grown or purchased
- Transportation to and from purchasing source

Third, the Case Study Survey compiled information on food storage, method of food waste management, and the household's consumption of imported and local food products based on the following:

- Percentage of food grown by household
- Percentage of meals eaten outside the household
- Interviewee's reasoning for growing or not growing their own food

After all three phases of data collection were finished, the researchers used both Microsoft Excel and Microsoft Word to create condensed, digitized spreadsheets (see appendix for Condensed Data Sheet). This database was critically analysed to determine any existing patterns and relationships connected to findings in the Literature Review. These key concepts and significant patterns were then thoroughly assessed, and addressed in the discussion sections.