***CRP 3.7 VCA tools***

***Consumer studies***

***Focus Group Discussion (or individual) amongst key informants (retailers, consumers)[[1]](#footnote-1)***

* 1. Which products are commonly consumed, and in which forms?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Name/form of product | Where purchased | Importance of product for home consumption  1=high  2=medium  3=low | Any home preparation/ processing  1=Yes  2=No | Change in popularity in the last 5 years  INCREASE/ DECLINE | Reason for this change |
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* 1. Which retail outlets[[2]](#footnote-2) are used?

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| Name/form of retail outlet (include neighbours) | Are these primarily 1=URBAN  2= RURAL/  3= BOTH | Are these generally frequented by  1=RICH/  2=POOR/  3=Rich and poor | Change in popularity in the last 5 years  INCREASE/ DECLINE | Reason for this change |
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* 1. Which products are sold in which outlets (listed in previous question)?

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| --- | --- | --- | --- | --- | --- |
| Name/form of product | *Outlet 1* | *Outlet 2* | *Outlet 3* | *Outlet 4* | Other comments |
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* 1. For each of the list of products

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| --- | --- | --- | --- | --- | --- |
| Name/form of product | What attributes matter most to you?  1=price  2=availability  3=quality  4=add more | Which are the most important quality or safety characteristics  1=freshness  2=safety  3=colour  4 add more | Of these, which are the THREE most important? | For these THREE, which quality criteria, grades or categories are used (if any?) | In which retail outlets are these criteria, grades or categories visible? |
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1. Note FGD may be difficult to arrange for retailers (may have to interview individual retailers) [↑](#footnote-ref-1)
2. Includes individuals (e.g. neighbors) [↑](#footnote-ref-2)