Promoting nutrition security through guarding the ‘old’ & embracing the ‘modern’: fresh markets & food hubs

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Retail in the food system

National food policies
- Foreign investment
- Agricultural policies
- Planning laws & regulations
  1. Desk-top policy study
  2. Self-sufficiency movement study: key informants

Local food production
- Producer practices, resources, costs
- Agri-environmental conditions
- Supply chain contracts
- Relationship with retailers
  1. Self-sufficiency movement study

Food retail environments
- Local retail mix
- Fresh food availability, diversity, affordability
- Marketing & advertising
  1. Social history of food retail
  2. Ethnographic case study of retail formats
  3. Mixed methods consumer study

Culinary culture
- Consumer preference
- Regional diets
  1. Oral history study of cultural dietary change

Consumer health over time
- Nutrition
- Weight
- Diabetes
- Cardiovascular disease
- Cancers
  1. Three waves of Thai Cohort Study data

Retail in the food system
Food retail and health

Methods

- Sub-survey of TCS 1516 members (45% response rate) located in 4 regions in Thailand and interviews with a small self-selected sub-sample.

Findings

- Frequent supermarket shopping associated with urbanisation and higher incomes
- In childhood 5.7% had access to a supermarket - now 80%
- On average 14 minutes trip to a fresh market, 20 minutes to supermarket (on urban perimeter and require a car)
- Supermarket shoppers are more likely than fresh market shoppers and mixed format shoppers to purchase soft drinks, snack foods, processed foods and less likely to purchase vegetables
- There was no association between shopping pattern, BMI, diabetes or hypertension (Kelly et al 2014)