



## **FRUIT AND VEGETABLE (FAV) VENDORS BASELINE SURVEY IN RAMALLAH AND AL-BIREH GOVERNORATE: A CROSS-SECTIONAL STUDY**

**Haneen Taweel, Widad Zeidan, Abdullatif Hussein**

*Abstract*

Presented by: Haneen Taweel

Institute of Community and Public Health, Birzeit University





## BACKGROUND

- Research on the food system in the West Bank (WB) with a focus on the fruit and vegetable (FAV) component is important for improving health and reducing disease in the region.





## BACKGROUND

- The vendors' survey is an essential component of the “Improving food policies and enabling healthier diets for preventing non-communicable diseases in the WB” project.
- To comprehensively understand the factors associated with low FAV consumption in the WB, various methods were used.





## BACKGROUND

- This survey provides baseline information regarding FAV consumption, availability, affordability, and quality in the WB.



# METHODOLOGY



## Sample

This study included 180 FAV vendors.

Including vendors working in refugee camps, urban, and rural areas in Ramallah and Al-Bireh governorate

Vendors who sell FAV as a primary or secondary activity, including street vendors/markets and trucks.



# METHODOLOGY



## Data collection



Consent for participation was received from each vendor.



Data collection was conducted between September 10<sup>th</sup>-21<sup>st</sup> 2021 by trained data collectors.



# METHODOLOGY



## Questionnaire

### Components

- 1 Socio-demographic information of the vendors
- 2 FAV store information
- 3 Source, quality, and prices of FAV
- 4 Affordability, accessibility, and availability of FAV
- 5 Awareness of vendors about policies regulating their work



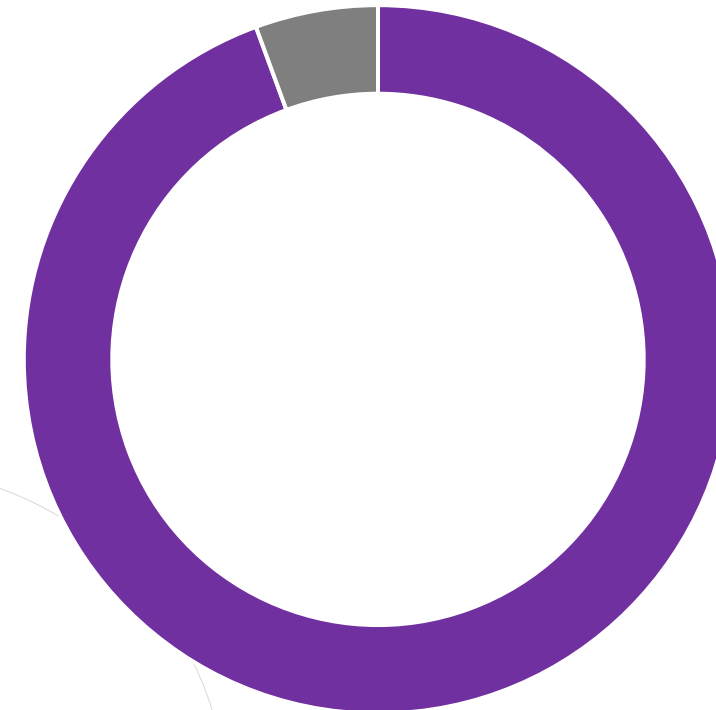
# RESULTS

## Results:

**From a total of 180 vendors:**

- ✓ Males represented 94.4%
- ✓ Mean age was almost 40 years
- ✓ Mean number of years working in the FAV vending sector was 11 years

Gender

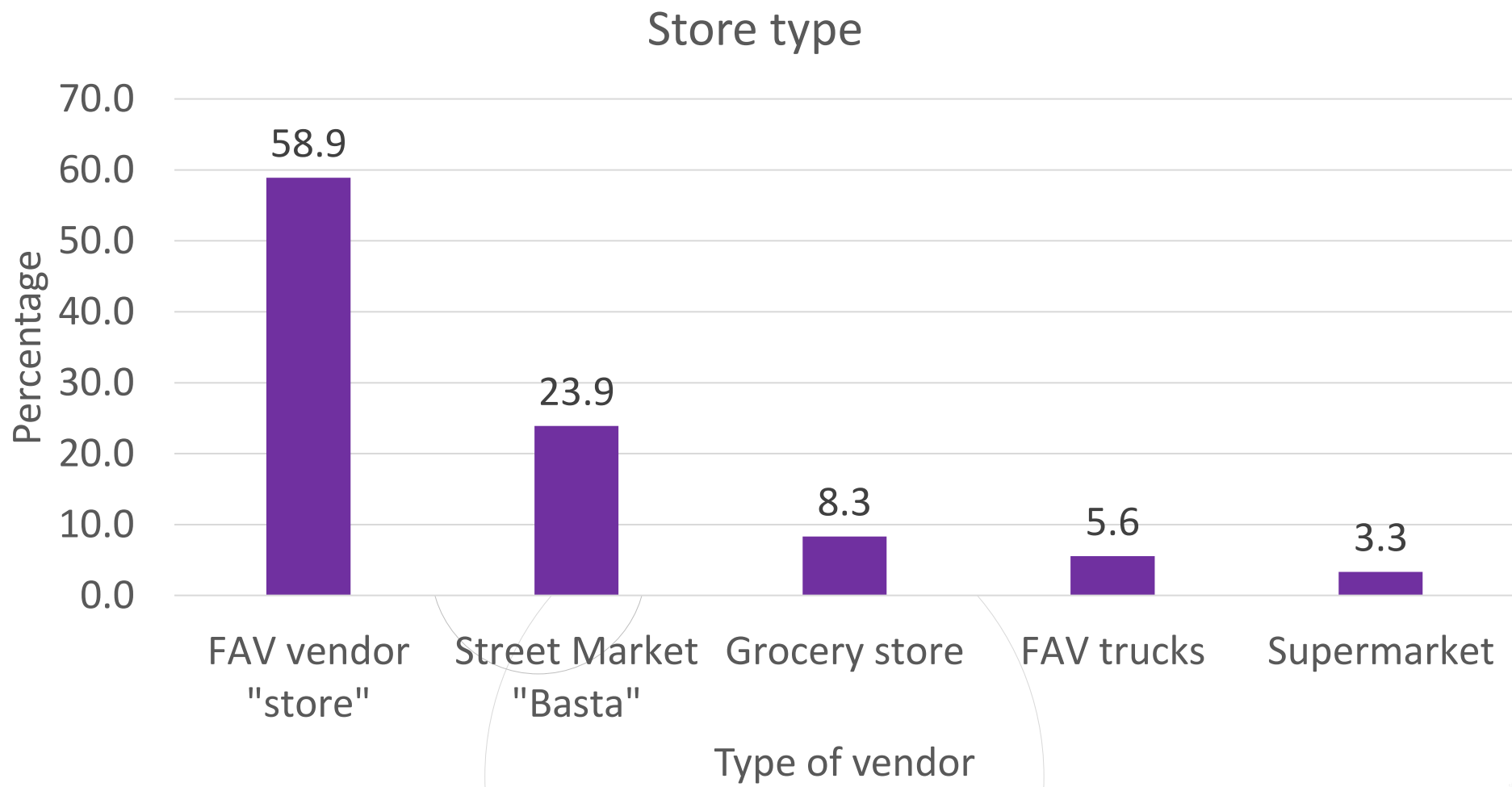


■ Males ■ Females



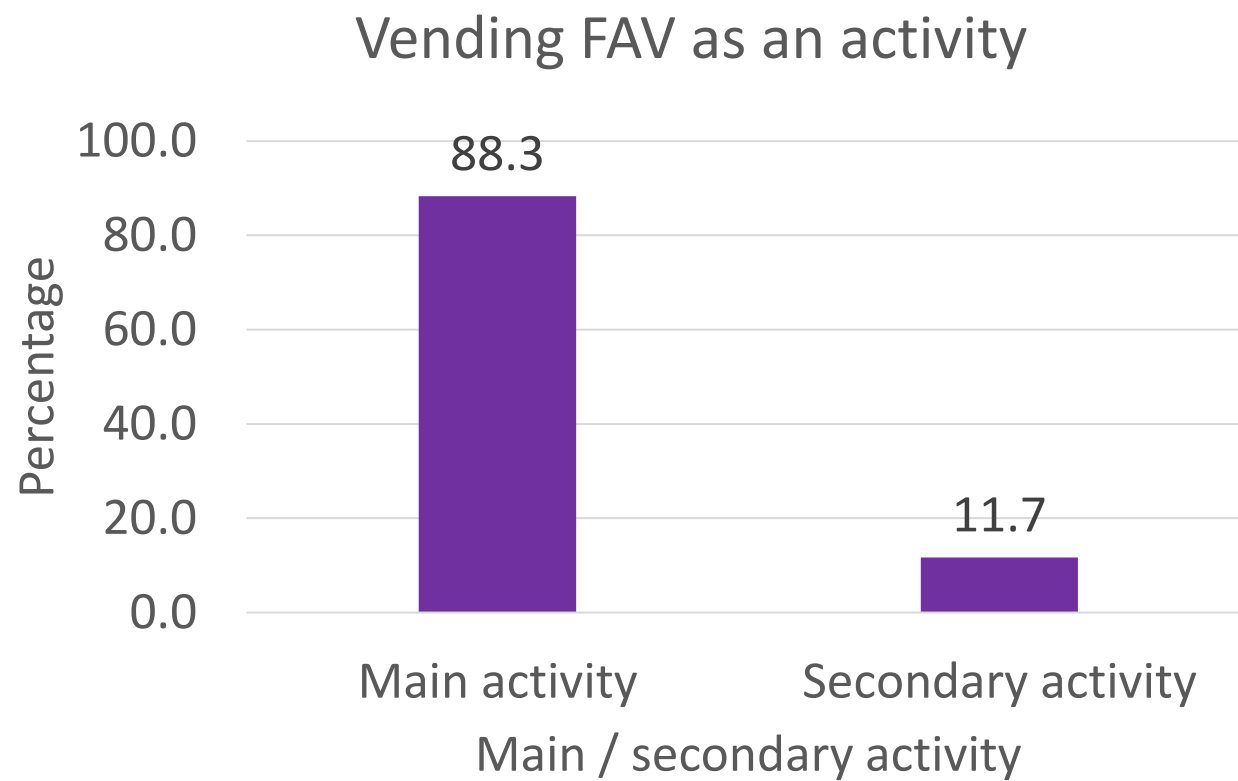


# RESULTS





# RESULTS





## RESULTS

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- The main source of FAV for vendors is the central vegetable markets (Hisba-Arabic).
- Most vendors noted that the quality of the currently available FAV at the market is satisfactory.
- The majority indicated that selling FAV increases when prices decrease.
- Most vendors are not aware of policies regulating their work.





# REPORTED REASON FOR CHOOSING THE VENDOR

Reported Reason for choosing the vendor	Percent (%)
Abundance and variety of options	11.7
Quality of FAV	23.8
Convenient location	16.6
Reasonable prices	23.3
Customer service	19.9
Payment method	4.2
Options in the area	0.5



# AVAILABILITY OF FAV DURING COVID-19

Availability of FAV during COVID-19	Vegetables Percent (%)	Fruit Percent (%)
Decreased a lot	9.4	8.9
Decreased a bit	26.1	25.6
Somewhat increased	1.7	1.7
Increased a lot	1.7	3.9
Not affected	60	58.9
Other	1.1	1.1



# PRICES OF FAV DURING COVID-19

Prices of FAV during COVID-19	Vegetables Percent (%)	Fruit Percent (%)
Decreased a lot	5.0	2.8
Decreased a bit	5.0	7.8
Somewhat increased	30.0	28.9
Increased a lot	17.8	17.2
Not affected	41.1	41.7
Other	1.1	1.7





## CONCLUSIONS

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Findings indicated that price and quality are the main factors that affect the sales of FAV

- Most vendors stated that prices increase, if any, as a response to the increase in prices of wholesale suppliers.
- Given that sales of FAV increased at periods in which salaries are available, it's possible that affordability is an important factor when it comes to increasing consumption and should be considered in future interventions.



## CONCLUSIONS

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Findings indicated  
that price and  
quality are the  
main factors that  
affect the sales of  
FAV

- Some policies exist, but there is an implementation gap, and vendors are unaware of them.
- When setting policies, both FAV vendors and consumers should be considered and notified of the new policies.



# Thank You

**Email: htaweel@birzeit.edu**

**Website: <http://icph.birzeit.edu>**