

# A qualitative investigation of food acquisition practices from peri-urban Hyderabad, India

Christopher Turner

[Christopher.turner@lshtm.ac.uk](mailto:Christopher.turner@lshtm.ac.uk)

immana

Innovative Metrics and Methods for  
Agriculture and Nutrition Actions

ANH  
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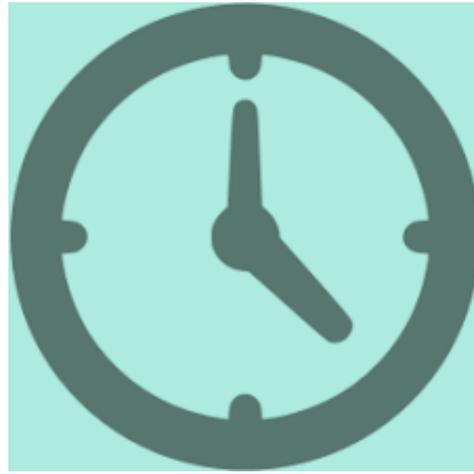
LONDON  
SCHOOL of  
HYGIENE  
& TROPICAL  
MEDICINE



# AIMS



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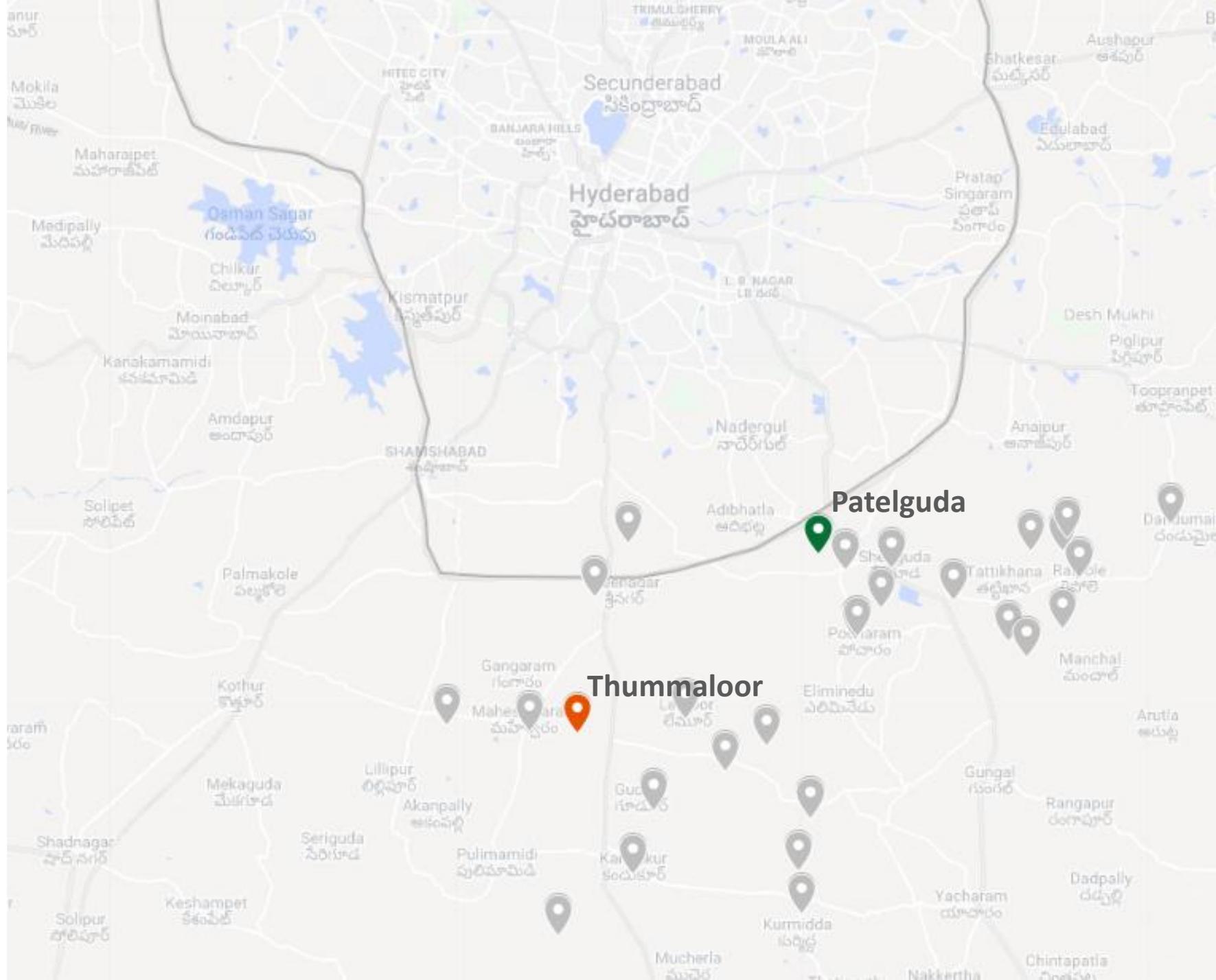
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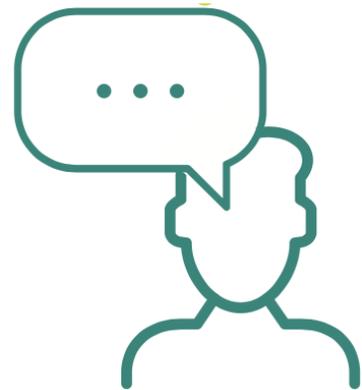


n=20



n=40





IDI  
(n=18)



Q-GIS  
(n=22)



# How does food fit into your daily life and activities?

Please take pictures of:

Buying, growing, preparing, cooking, and eating food

Food sources (stores, own production, or gifts)

Non-food items, objects or activities that you think are important in shaping the foods that you eat

**Have fun, and take many pictures. There are no right or wrong pictures!**



# FOOD SYSTEM

## FOOD ENVIRONMENT

### External Domain



### Personal domain



#### AVAILABILITY

Presence of food sources or products



#### PRICES

Monetary value of food products



#### VENDOR AND PRODUCT PROPERTIES

Vendor properties (typology, opening hours, services) and product properties (food quality, composition, safety, level of processing, shelf-life, packaging)



#### MARKETING AND REGULATION

Promotional information, branding, advertising, sponsorship, labelling, policies



#### ACCESSIBILITY

Physical distance, time, space and place, individual activity spaces, daily mobility, mode of transport



#### AFFORDABILITY

Purchasing power



#### CONVENIENCE

Relative time and effort of preparing, cooking and consuming food product, time allocation



#### DESIRABILITY

Preferences, acceptability, tastes, desires, attitudes, culture, knowledge and skills



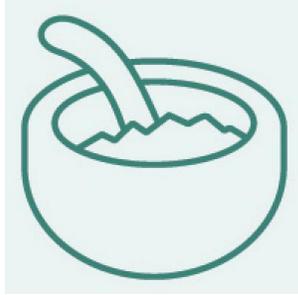
**PRODUCTION,  
STORAGE,  
TRANSFORMATION,  
TRANSPORTATION**



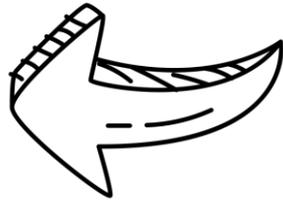
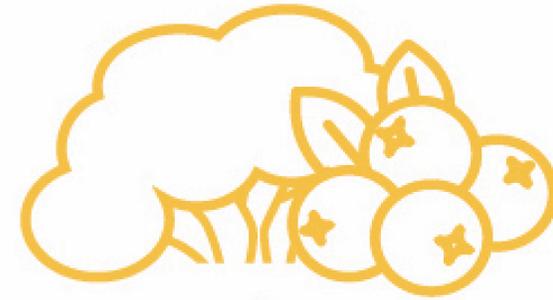
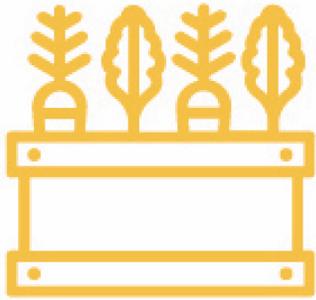
**ACQUISITION  
AND  
CONSUMPTION**



**HEALTH AND  
NUTRITION  
OUTCOMES**



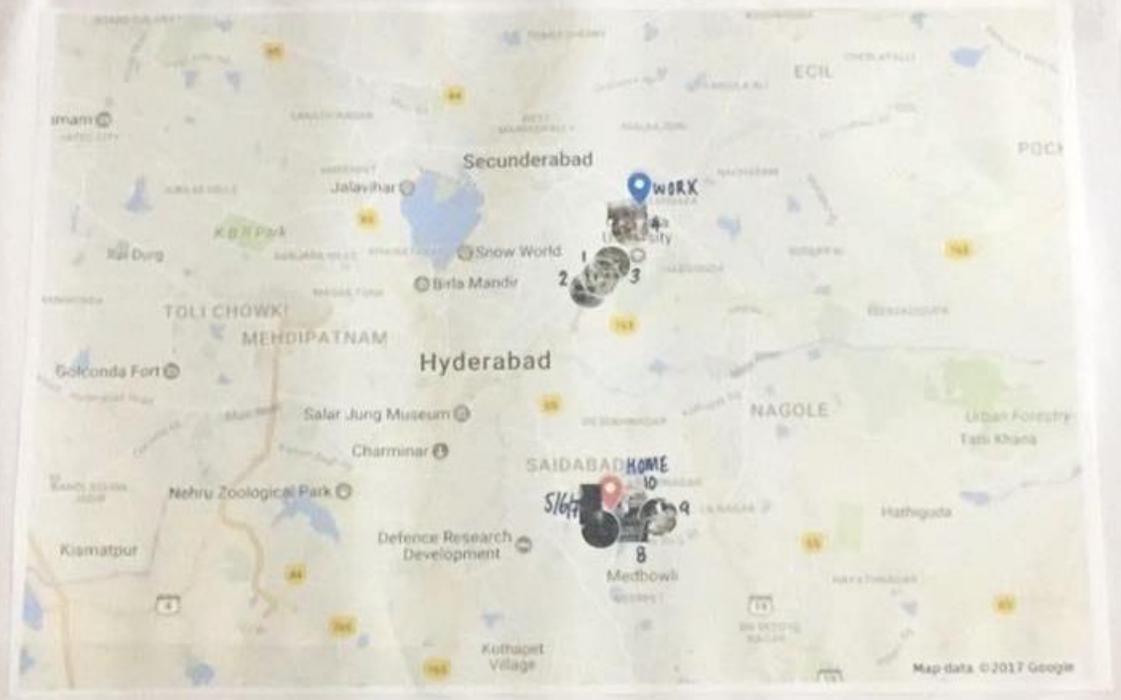
# RESULTS



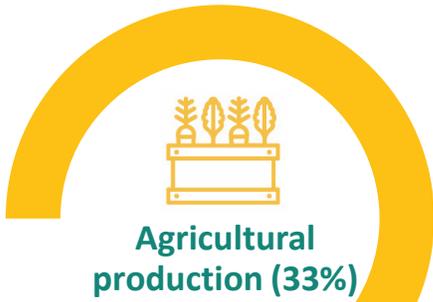


5

6



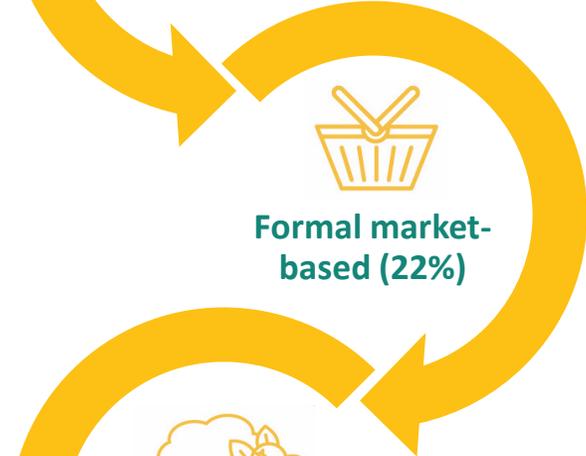




**Agricultural production (33%)**



**Informal market-based (30%)**



**Formal market-based (22%)**



**Wild food harvesting (13%)**



# DRIVERS OF FOOD ACQUISITION PRACTICES



# PRICES

*'Maheswaram is bigger as it's a **Mandal headquarters**. Foods are available conveniently and we buy enough to be sufficient for a week. Going there for vegetables is beneficial as **the price will be a little less [...] two to three rupees less**' (M\_240274).*

*'If you go a long distance it will be because the **prices are lower**. No matter how far, we will go and get from those shops' (F\_240253)*





## VPP: Quality, Freshness

*'In the village they keep in small heaps, **it will not be good here**, that's why we bring from the **weekly market**' (F\_240391).*

*'We don't know when they [market vendors] take their produce and put them out. It's not fresh, that's why we do not want to take them. **If we go to the garden [local fields] they will be fresh and good, so we bring from there**' (F\_240635).*

*'Buffalo milk will be **fresh**, Sir! Trust...we don't have trust in packet milk [...] it's not healthy for the children' (M\_240391).*





# VPP: Adulteration and



# contamination

*‘The wholesale shops don’t know what they are getting in the bags, **they don’t know whether it’s plastic rice or normal rice!** We know those who cultivate rice so we will **mostly buy from farmers** rather than from wholesale shops’ (M\_240417).*

*‘The food now is just waste. [In the village] they keep heaps in the evening at 4 or 5pm in the middle of the road. Vehicles drive past and **dust** will fall on them. There will be **flies on the heaps** and the surrounding areas are not good’ (M\_240391).*





# SENSE OF COMMUNITY AND TRUST

*'There are **known people** and unknown people, but if we go to the shop of a known person **we go with trust** [...] Oh, so many shops are there, but I mostly go to that one because **they will give to us on credit**. If we don't have money, still they will give to us reasonably. They are known people to me.'*  
(M\_030088).

*'Here there will be clarity. **They are grown in our fields**'.* (M\_240417).





# PERCEPTIONS OF CHANGE OVER THE PAST DECADE



## AVAILABILITY: 'Outside' foods

*'Everything that we eat has changed. Previously these **mirchi, bajjis, fried rice and noodles** that we eat were not available. It's **only recently** we saw all these items.'* (F\_030088).

*'Now we don't have farming so we have to bring food from outside, **we have to eat outside things.**'* (240679\_1).



## PRICES



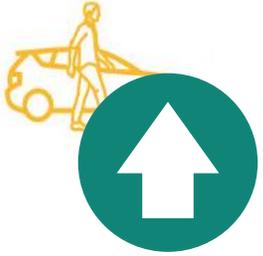


## VPP: Adulteration and contamination

*'Now we are growing paddy quickly using **chemicals and drugs** to produce more yield, but it won't be that nutritious, it has become **like ready-made rice**. In the past it was good for health [...] now we are not able to eat healthily.'* (M\_240544)

*'**People have changed, everything has changed!** Then food was good, now it is not so... **We are getting adulterated goods**. Rice is adulterated, everything is adulterated! [...] They are **mixing rubber into the rice!** We're eating these foods, our health is not well'* (F\_030625).





# Accessibility

**'We bring enough for one week.** We tie to the vehicle and bring. Then we used to have to tie to the bicycle, and we used to get very little, but **now we are able to bring 20 kilos.**' (030431\_1).

'90% it has become **motorbike only**, Sir [...] My work is **in the city**, if I have time in the morning I will **take on the way** and keep, if I have time in the evening I'll take it then.'





## Convenience: Cooking fuel

*'In those days we used wood and biomass with great difficulty, **now it is easy** [...] now we have a happy life. Since LPG has come we are able to **cook quickly and run for work.**' (240635\_1).*

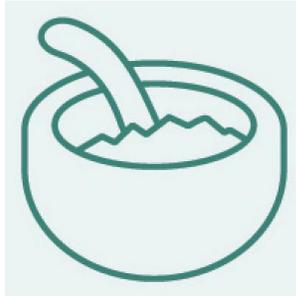
*"This rice cooker, we don't know how it effects our **health**, but **it cooks quickly, so the effort is reduced**" (240544\_1).*



## Desirability: Taste

*'On the traditional stove, it had quality, it had good taste too. **Now it won't be that tasty** because of the LPG.' (240417\_1).*





# INTRA-HOUSEHOLD DYNAMICS



# Gender dynamics

*'We go everyday and get what we need. **My husband should go.** If he is not available then I will go [...] I have work at home with the kids. He will bring foods from outside [...] **I'm not going outside too much.**' (F\_240272).*

*'We will not make my mother go outside, **they don't know, they don't go,** we are there, why should they go when we can go?' (M\_240417)*

*'**My mother decides what to eat,** she will know everything [...] she knows the market rate and whether vegetables are fresh or not, she will see'. (M\_240391).*

*'Before we were not able to go out. **Now we are going out,** going here and there, we are knowing everything. In those days we used to be at home and we didn't know anything about outside things. **Now it has changed'** (F\_240391)*





# Children's diets

*'Nobody in our house likes **fast foods** [...] people say that food is not good, you know, maggi noodles, oily foods, we know this so we don't eat them. **When the children are there they will eat them, so we'll make.**' (F\_030062).*

*'**Small cakes**, they are not costly [...] the children will ask for them because they are good. The neighbour's children will eat them and they will ask us to bring them. The vitamins will be good, **children will grow fat, they will have glamour, that's why we bring.**' (M\_030088).*



# AGRICULTURE, NUTRITION AND HEALTH ACADEMY WEEK

24-28 June 2019 | Hyderabad, India

