



Cash and Voucher Training (Market Assessment)

Juba

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Why market assessment/analysis

Early warning system

- **Monitoring food security system**

Determining programmes/response options

- **Decision making on response options**
- **Baseline for further assessments**
- **Imports or local/regional purchase**
- **Identify market constraints**
- **Others (market support)**



Types of market assessments

I. Comprehensive market assessment

- **in-depth understanding of the market functioning**
- **Primary data: traders' survey + KIs**
- **Secondary data analysis**



2. Rapid market assessment

- **Lighter approach and less time taking**
- **Employ a structured checklist/questionnaire**
- **Report would be less robust as compared to the Comprehensive Assessment**



3. Emergency market assessment

- **Depends on the type of emergency, most likely used in a rapid-onset crisis:**
- **72 hours/10days/30 days after the shock**
- **Status of the infrastructures, the number of traders actually being affected, the availability of food, the prices etc,**



Market assessment

- **Assessment tools**
 - **WFP's Trader survey**
 - **MIFIRA**
 - **EMMA**
 - **Other tools**



Elements of market assessment

a) **Supply**: understanding food production and trading patterns

b) **Demand**: factors that affect household demand

c) **Prices**: levels, trends, seasonality, volatility, integration

d) **Market environment & functioning**

Using structure-conduct-performance “SCP” approach



Market Structure

Refers to relatively features of market that influence rivalry of buyers and sellers:

- **Number of sellers and buyers**
- **Barriers to entry: license fees, access to credit, storage, security, export and import taxes etc**
- **Nature of trading relations: coordination mechanisms (how market actors sell their products- farm-gate, cooperatives, contract, auction etc)**



Market Conduct

Patterns of behaviour that traders follow to affect or adjust to changing market conditions:

- **Price-setting behaviour**
 - **Level of competition/collusion behaviour**
- **Buying and selling practices**
 - **Weights and measures**
 - **Grades and standards**
 - **Transparency of consumer prices**



Market Performance

Regular, predictable availability of basic goods at affordable prices

- **Price levels and stability over time and space**
- **Margins and costs**
- **Volumes**
- **Profits: excessive or not**
- **Product quality**



Market Environment

- **Economic/public policies and environmental issues affect the SCP**
- **Economic/Public policies and regulations**
 - **Price ceilings, quotas, tariffs**
 - **Trade policies: Import/export regulations**
 - **Quality control and food safety measures**
- **Environmental**
 - **Agro-ecology and seasonal calendars**
 - **Surplus/deficit areas**



Wrap-up: market assessment

Key elements from market assessment

- **Traders characteristics/competition**
- **Availability of staple food commodities**
- **Estimates of traded volume Vs demand**
- **Supply chain of staple of food items**



Wrap-up –key elements

- **Price setting mechanisms**
- **Price volatility and market integration**
- **Cost efficiency – in-kind Vs market based**
- **Market constraints**
- **Beneficiaries preference**



Wrap-up

- **market assessment provide info**
 - **make informed decision about response options**
 - **identify market constraints**
 - **evidence based recommendations**



Questions???



Thank You