We took the following steps to deidentify the data:

- Removed all variables containing information on the name and contact information of the respondent and owner.
- Excluded the ward and municipal market labels.
- Removed the GPS coordinates.
- Removed the contact information (phone number and email) for the brands from the survey product inventory (section C).
- Removed the contact information (name and phone number) for the outlet's product suppliers and milling service providers.
- Removed contact information from the products in the initial pre-survey product inventory.