DAIRY RETAILER SURVEY

January – February 2018

Enumerator: Consent form to be signed by respondent of the retail outlet

	Name	Code
1. Sub-city	_____	__
2. Woreda	_____	__
3. House number	_____	__

Geographic coordinates of the house	North = _,_^{0} _,_ ' _,_._''
	East = _,_^{0} _,_ ' _,_._''
	Altitude =_,_,_,_ meters

IDENTIFICATION SURVEY TEAM MEMBERS

1. Enumerator's name: _____ code:_____

2. Date of the survey (EC): a. Day: _____; b. Month: _____

3. Start time: ____:____ (Ethiopian local time)

Supervisor's Initials	Date (EC) (Day, Month)	O.K.	Returned to enumerator	Errors checked
	__,__ , __,__	__	__	__

Codes throughout: Not applicable…-99; Don't know…-88; Refusal… -77

A. General information

1. Name of retail shop:_____

2. Type of retail shop? Code: [__]

   Dairy shop not open market……..1 *Minimarket ……2* *Regular shop ……3* *Supermarket……4*
   Dairy shop open market……..5 *Cooperative selling dairy…6*

3. If open market dairy shop, a. Name of open market_____ ; b. Shop number _____

4. If supermarket/mini-market,
   a. What is the name of the supermarket/mini-market? _____.
   b. Is it part of a chain? _____ *Yes…1; No….2*
   c. Do customers do self-service in this supermarket/mini-market? _____ *Yes…1; No….2*

5. If dairy shop, do people have the possibility to consume dairy products here at the shop itself (i.e. chairs, tables and being served)? ____*Yes…1; No…2*

B. Information of retailer

1. Since when does this retail outlet exist? Ethiopian year: _____
2. Since when does this retail outlet sell dairy products? Ethiopian year: _____
3. How many people work in this retail outlet currently?
   a. Full-time males: ____
   b. Full-time females: ____
   c. Part-time males: ____
   d. Part-time females: ____
4. What is the share of dairy (any form of dairy) in your total retail sales (value wise) in the last week? ____ %

Fill in the table below for the last seven days

	5.Sold?	6. How much dairy products did you sell last week?	7.How many (approximate) customers in a typical day for this product?	8.Type of clients (% sold to different clients); has to add to 100			9.Where did you mainly buy/get dairy products in last week?	10.Wastage of this product in last week?
	1.Yes 2.No>> next line	Unit: Milk in liters Powder milk in kg Yoghurt in litters Butter in kg Cheese in kg	Number	% cafés – hotels - restaurants	% individual consumers	% others	*Delivered by in independent distributor…1* *Delivered by dairy processing companies…2* *Delivered through central chain of retail outlets…3* *Delivered by independent trader/milk collector…4* *Bought on wholesale market…5* *Collector collects in rural areas and also owns this shop…6* *Obtained from my own farm…7* *Direct imports……..8* *Other, specify_____……9*	%
a. Liquid milk								
b. Powder milk								
c. Yoghurt								
d. Butter								
e. Cheese								

C. **Prices of different types of liquid milk**

	Codes	Type 1	Type 2	Type 3	Type 4	Type 5	Type 6	Type 7	Type 8
a. Sales price	Birr/liter								
b. Type	*1. Pasteurized-local>>d* *2. Pasteurized-UHT>>d* *3. Fresh*								
c. Origin	*1. Addis* *2. Sub-urban (Sululta,…)* *3. North Shewa* *4. West Shewa* *5. East Shewa* *6. South Shewa* *7. Blended* *8. Other, specify_____* *-88. Do not know*								
d. Bag, tetrapack or loose?	*1. Bag* *2. Tetrapack* *3. Loose>>>next column*								
e. If packaged, size bag/box	Liters per bag/box								
f. If packaged, price	Birr per bag/box								
g. If branded, name of the brand?	Name (In Capital letters)								

D. Prices of different types of powder milk

1. How many brands of powder milk does the retailer sell: _____?

2. Fill the following Table for the 4 major brands (the most common package)

	Codes	Type 1	Type 2	Type 3	Type 4
a. Name of the brand?	Name (In Capital letters)				
b. Labeled for kids	1. Yes; 2. No				
c. Sales price	Birr/kg				
d. Bag, tin can or other?	*1. Bag* *2. Tin can* *3. Other, specify*_____				
e. Grams per unit packed?	Grams				
f. Price per unit packaged?	Birr per bag/can				

E. Prices of different types of yoghurt

1. How many brands of yoghurt does the retailer sell: _____?
2. How many brands are: imported _____, local_____?
3. Fill the following Table only for the 6 local and most common brands (for the most common package) if more than 6 brands found in the retail shop

	Codes	Type 1	Type 2	Type 3	Type 4	Type 5	Type 6
a. Sales price	Birr/liters						
b. Type	*1. Pasteurized-local>>d* *2. Pasteurized-imported>>d* *3. Fresh/fermented*						
c. Origin	*1. Addis* *2. Sub-urban* *3. North Shewa* *4. West Shewa* *5. East Shewa* *6. South Shewa* *7. Blended* *8. Other, specify* _____ *-88. Do not know*						
d. Type of package	*1. None>>next column* *2. Sealed cup* *3. Non-sealed cup*						
e. Flavored?	1. Yes; 2. No						
f. Liters per cup?	Liters/cup						
g. Price per unit packaged?	Birr per cup						
h. If branded, name of the brand?	Name (In Capital letters)						

F. Prices of different types of butter

F.1. Prices of cooking butter

	Codes	Type 1	Type 2	Type 3	Type 4	Type 5	Type 6
a. Sales price	Birr/kg						
b. Origin	*1. Addis* *2. Sub-urban* *3. North Shewa* *4. West Shewa* *5. East Shewa* *6. South Shewa* *7. Blended* *8. Other, specify_____* *-88. Do not know*						
c. Type	*1. Lega* *2. Mekakaligna* *3. Besal*						
d. Spiced?	*1. Spiced (niter)* *2. Unspiced (yaltenatre)*						
e. Type of package	*1. None/loose>>next column* *2. Sealed cup* *3. Non-sealed cup*						
f. Grams per cup?	Grams						
g. Price per cup ?	Birr per cup						
h. If branded, name of the brand?	Name (In Capital letters)						

F.2 prices of bread/table butter

1. How many brands of bread/table butter does the retailer sell: _____?
2. How many brands are: imported _____, local_____?

3. Fill the following Table only for the 6 local and most common brands (for the most common package) if more than 6 brands found in the retail shop

Price bread butter:	Codes	Type 1	Type 2	Type 3	Type 4	Type 5	Type 6
a. Sales price	Birr/kg						
b. Branded	*1. Branded* *2. Non-branded*						
c. Packaged	*1. yes* *2. no>>next column*						
d. Grams per unit packaged?	Grams						
e. Price per unit packed?	Birr per package						
f. If branded, name of the brand?	Name (In Capital letters)						

G. Prices of cheese

1. How many brands of cheese does the retailer sell: _____?
2. How many brands are: imported _____, local_____?
3. Fill the following Table only for the 6 local and most common brands (for the most common package) if more than 6 brands found in the retail shop

	Codes	Type 1	Type 2	Type 3	Type 4	Type 5	Type 6
a. Sales price	Birr/kg						
b. Origin	*1. Addis* *2. Sub-urban* *3. North Shewa* *4. West Shewa* *5. East Shewa* *6. South Shewa* *7. Blended* *8. Other, specify_____* *-88. Do not know*						
c. Type	*1. Traditional (cottage cheese); 2. Gouda; 3. Mozzarella; 4. Provolone; 5. Other: specify:_____*						
d. Packaged	*1. Yes* *2. No>>next column*						
e. Grams per unit packed?	Grams						
f. Price per unit packed?	Birr per unit packed						
g. If branded, name of the brand?	Name (In Capital letters)						

H. Background owner of retail outlet and retail practice

If supermarket chain or cooperative >>no need to fill

1. Name of (main) owner of retail outlet: _____.

2. Gender owner: _____ *Male…1; Female…2*

3. Age (in years): _____

4. Marital status: _____ *Married…..1; Unmarried…..2; Widow…..3; Divorced/separated…..4*

5. Years of formal schooling of the owner: _____

00	Did not complete any schooling	07	7th grade	14	Completed higher education (not university)
01	1st grade	08	8th grade	15	Incomplete university education
02	2nd grade	09	9th grade	16	Completed university education
03	3rd grade	10	10th grade	17	Adult literacy program
04	4th grade	11	11th grade	18	Other literacy program
05	5th grade	12	12th grade	19	Some church/mosque school
06	6th grade	13	Incomplete higher education (not university)	30	Other

6. How many cash registers does the shop have? _____ [Enumerators should look around and count the number of machines.]

7.Phone number of the shop:_____