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Supermarket proliferation and their contribution on urban farming and food security in Tanzania.

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Abstract

Supermarkets are spreading very rapidly in developing countries, a phenomenon that begun mainly in the past decade. The diffusion rates in developing countries have varied over regions, characterized by three waves. Tanzania experienced the emergence of supermarkets in the third wave in the late 1990's to mid 2000's. Supermarkets dominate in urban areas where there is high population. This study investigates the impact of supermarket expansion on urban farming and food security in urban areas. The study was conducted in Dar es Salaam city. A total of 201 urban farmers were selected and 7 supermarket managers/representatives were interviewed. The Statistical Package for Social Sciences (SPSS) version 20 was used to analyze the data. The findings revealed that the mushrooming of supermarkets in the city have contributed positively to food security as large amounts of food stuffs were stocked in the surveyed supermarkets. The stocked food stuffs were sourced from outside the country and some were sourced from urban farmers especially eggs and vegetables and thus providing market to the urban farmers. The study also revealed that most of urban farmers had little access to the supermarkets as their produce did not meet the criteria demanded in the supermarkets in terms of quantity and quality. The study recommends that the government of Tanzania should strengthen the laws with regard to inclusion of locally produced food products in the supermarkets so as to enhance market availability to the Tanzania's farmers.

Key words: Supermarketization, Urban farming, Food security

1. Introduction

The economists, policy makers and practitioners, previously viewed supermarkets as places where high economic class people shop, but currently supermarkets are no longer for rich classes, even those from middle and low classes can afford some products stocked in the supermarkets (Readon *et al.*, 2004; Kazembe *et al.*, 2022). Supermarkets initially dominated on the upper-middle socio-economic class; however, as these markets have currently increased, they have expanded into lower-income regions (Reardon and Timmer, 2007; Peyton, 2015; CCSA, 2019). This indicates that the niche retail format is becoming increasingly accessible to lower-income households. The demand for food, both of crop and animal origin, is increasing globally and especially in developing countries due to increasing population, incomes and urbanization (Mengesha, 2012). At the same time, there is a change in the consumer preferences as people take into consideration, health, nutritional, astronomical and environmental issues (Maryoud, 2013).

The growth of supermarkets is largely driven by increasing income, urbanization, changes in lifestyle and economic liberalization (Readon *et al.*, 2003; Chowdhury *et al.*, 2005; Nickanor *et al.*, 2021, das Nair, 2021). Urbanization is often accompanied by increased incomes and a growing middle class that has more purchasing power and greater demands for quality and safety (Popkin, 2002; Kazembe *et al.*, 2022). The diffusion of supermarkets represents a major concentration in the retail industry structure of developing regions. Supermarkets are spreading very rapidly in developing countries, a phenomenon that begun mainly in the past decade. The diffusion rates in developing countries have varied over regions, characterized by three waves however currently the fourth wave have emerged (Reardon and Timmer, 2007; Reardon, 2008; Maryoud, 2013).

The first wave of supermarketization in the developing world took place in South America, East Asia outside China, northern–central Europe, and South Africa in 1990’s (Reardon *et al.*, 2004). The second wave began in the mid-1990’s and included countries in Central America, Mexico, Southeast Asia, and Southern–Central Europe, (Weatherspoon and Reardon, 2003; Reardon and Hopkins, 2006). The third wave began in the late 1990’s and early 2000’s and included parts of Africa, a few countries in Central and South America, and countries in Asia and Eastern Europe, including China, India and Russia (Weatherspoon and Reardon, 2003; Reardon and Hopkins, 2006). Currently, China’s supermarket sector is the largest and fastest growing in the world. However, currently there is a fourth wave of supermarketization which hit in South Asia and West Africa (Reardon and Timmer, 2007; Reardon, 2008).

In Africa, supermarkets first started in the richest countries. South Africa is the only SSA country in the first wave of supermarketization, while Kenya, Zambia, and Zimbabwe were in the early phase of the third wave (D'Haese and Van Huylenbroeck, 2005; Reardon and Timmer, 2007). The increase of modern food retail outlets has its origin in the liberalization of global agrifood markets and finance, beginning in the early 1980's through the 1990's with the implementation of Structural Adjustment Programmes (SAPs). At the same time, the food retail markets in developed countries became saturated, which drove the Transnational Food Corporations (TFCs) to seek out emerging markets in developing countries (Lang, 2003, Tacoli, 2019; Hannah *et al.*, 2022).

Tanzania experienced the emergence of supermarkets in the third wave of supermarket diffusion in the late 1990's to mid-2000's (Eskola, 2005). Urbanization and the rise of a middle-class has increased the demand for processed and quality foods in Tanzanian major cities especially in Dar es Salaam. These factors combined to give an entry point for a modern food retail system that offers greater variety of high quality food products at competitive prices (Reardon *et al.*, 2004). Foreign Direct Investment (FDI) is one of the determinants for the entrance and proliferation of supermarkets within a developing country, Tanzania inclusive (Hawkes, 2004; Nord *et al.*, 2009). In Tanzania, a liberalized market economy and subsequent FDI has made it possible to lower food product prices, open new import purchasing channels, and increase sales within urban centers (Nishiura, 2010). Before 1990, the development of supermarkets was slow in Tanzania, as only domestic capital was involved. The informal retail system in place could not supply the aforementioned emerging needs of a middle class due to inefficiencies within the supply chain system and a lack of economies of scale (Reardon *et al.*, 2003; Reardon *et al.*, 2004). However, these emerging needs sparked the interest of investors whose home countries had more saturated food retail markets. In the 1990's, FDI in food retailing grew exponentially in East Africa (Reardon *et al.*, 2003). The emergence of supermarkets in Dar es Salaam is a reflection of both an increasingly globalized mode of commerce and Tanzania's newly implemented liberalization policies which attempt to take advantage of this global interconnectedness (Kinabo 2003; Nickel *et al.*, 2015).

Supermarkets play a significant role in enhancing food availability, accessibility, stability and utilization in cities across the globe by providing diverse foodstuffs to consumers (Timmer, 2004; Popkin, *et al.*, 2011). Currently, there is increased demand for high-value food products in developing regions resulting from

sensitization and improvement in people's diet or nutritional standards is creating incentives for establishment of supermarkets in many parts of the world (Neven and Reardon, 2003; Reardon *et al.*, 2003; Maryoud, 2013). According to USAID (2005), increasing access to supermarkets and the imported products being sold within them is a key to food security, poverty reduction, and economic growth. Retail modernization has not only been significant to the economic growth of retail sectors in developing countries, but also across entire food systems in which they are located (Peyton, 2015).

The establishment of supermarkets in both developed and developing nations is of great importance on food security parameters, this is due to the fact that, supermarkets may develop food supply chains consisting imports from different parts of the world, and thus enabling consumers to get different food varieties shopped under one roof (Emongor, 2009; Kazembe *et al.*, 2022). Consumers may be in a position of getting lower price food products and sometimes exotic products which might have been imported from foreign countries. Hence, supermarket expansion increases the choice of products available to consumers for the betterment of their livelihoods. Various studies report that supermarkets affects consumers positively with regard to food security (Dolan and Humphrey, 2000; Cooper, 2002; D'Hease and Van Huylenbroeck, 2005). Very little have been reported so far on the contribution of supermarket expansion on urban farming. This molded this need for the current study. Most recent studies suggest to have an intensive investigation on the negative impact of supermarket expansion to traditional producers, distributors and retailers and most of researches have focused on the positive contribution of supermarketization on local retail systems (Goldman *et al.*, 2002; Farina *et al.*, 2005; Traill, 2006; Humphrey, 2007; Maruyama and Trung, 2007, Kazembe *et al.*, 2022, Hannah *et al.*, 2022). This study therefore, focused on the positive contribution of expanding supermarkets on food security and urban agriculture.

2. Materials and Methods

2.1 Materials

The study was conducted in Dar es Salaam city in Tanzania. This area was selected because it is one of the cities in Tanzania with the highest population and has large number of urban farmers and supermarkets. In 2012, Dar es Salaam city had 75,948 households engaging in crop production and a total of 84,631 households were reported to engage in livestock keeping (URT, 2014). In 2002 the region had 2.4 million people, this number increased to 4.36 million in 2012 and

5.7 in 2017; the projected population for the year 2021 was 7 million counting for about 10% of the total population in Tanzania mainland (WPR, 2022).

2.2 Methods

The methodological approach in this study was based on mixed methods in which a combination of qualitative and quantitative research approaches formed the basis for data collection and analysis. These approaches were essential to ensure the reliability and validity of the data collected.

2.2.1 Sample and Sampling Procedures

For a sample to be representative enough for statistical analysis to be carried out, it is recommended that, at least 10% of the population in the study area be selected (Clarke, 1986; Kothari, 2004, Kombo and Tromp 2006). Thus ten (10) wards from five municipal district of Dar es Salaam city were selected to constitute the 10% required, Table 1 shows. A 10% of the household which engaged itself in urban agriculture formed the study unit irrespective of gender of the head of household. The wards agricultural officers assisted in providing a list of households engaging in UA. Therefore, a total of 201 households which engaged in urban agriculture were selected.

Table 1: List of study sample

District	Number of Wards	Number of Wards Selected (10%)	Name of the Selected Wards
Temeke	23	02	i. Toangoma ii.Chamazi
Ubungo	14	01	i.Mbezi
Kigamboni	09	01	i.Kisarawe 2
Kinondoni	19	02	i.Mabwepande ii.Mbweni
Ilala	36	04	i.Kivule ii.Chanika iii.Ukonga iv.Kipunguni B
Total	101	10	

Purposive sampling was also applied in selecting key informants from supermarkets. Seven (7) supermarkets in Dar es Salaam were selected for this study. These were Nakumatt-Mlimani city, TSN-Bamaga, Imalaseko-Posta,

Shoppers-Mikocheni, Food Lover’s –Oyesterbay, Village Supermarket-Masaki, and Village Supermarket-Mbezi Beach (Figure 1). This selection based on their location and supermarket’s ownership in Dar es Salaam city. The supermarkets managers provided information on their linkages with urban farmers and the sources of food in their supermarkets.

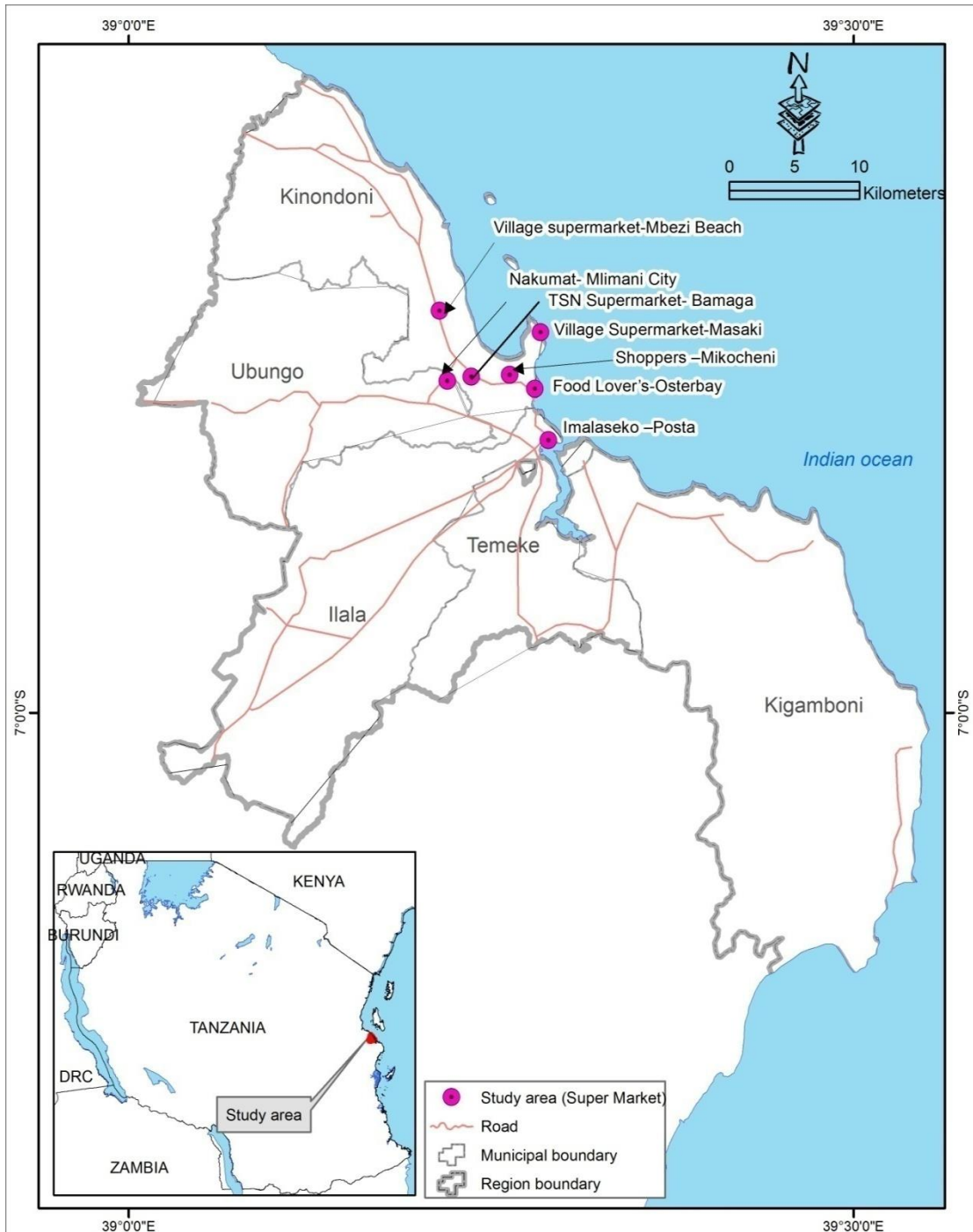


Figure 1. Dar es Salaam city map showing the studied supermarkets

2.2.2 Data Collection Methods

Both primary and secondary data were collected to answer the research questions. Primary were collected through questionnaires, interviews, direct observation and focus group discussion with the agriculturalists in Dar es Salaam city. The primary data collected focused on the impact of supermarket expansion on food security and on UA. The study used secondary data which contributed towards the formation of background information. These data were collected through reading documents such as journals, text books, newspapers, census reports, library and web- based materials on the research topic.

3. Results and Discussion

3.1 Supermarket ownership

Foreign direct investment (FDI) is one of the determinants of the entrance and proliferation of supermarkets in developing countries, Tanzania inclusive (Reardon et al., 2003; Hawkes, 2004; Nord *et al.*, 2009). In the surveyed supermarkets, 57% of the supermarkets were owned by foreign investors while 43% were owned by local investors. Most of the supermarkets are owned by foreigners being pioneered by the South African supermarket chains.

3.2 The impact of supermarket expansion on urban farming

Most of the urban farming products in African countries, Tanzania inclusive are sold to the local markets as most of the producers have low access to the supermarkets despite of rapid expansion of supermarkets in Tanzania. In the study area 98.1% of the agricultural products surpluses were sold to the local markets, 1.2% of the products were sold to the supermarkets and only 0.6% of respondents mentioned to sell their products to both supermarkets and local markets as shown in Figure 2. Surpluses of livestock products were sold mostly to the local markets as mentioned by 95% of the respondents, and only 5% mentioned to sell their products to both the local markets and supermarkets. Studies done by Maryoud (2013) in Kenya revealed that supermarkets offered an opportunity for farmer and food processors to access market for their products if the conditions for accessing markets were conducive for small-scale farmers and processors. However, in the current study crop farmers and livestock keepers claimed to have very little access to the supermarkets since their produce cannot compete with those imported from the foreign countries in terms on quality and quantity.

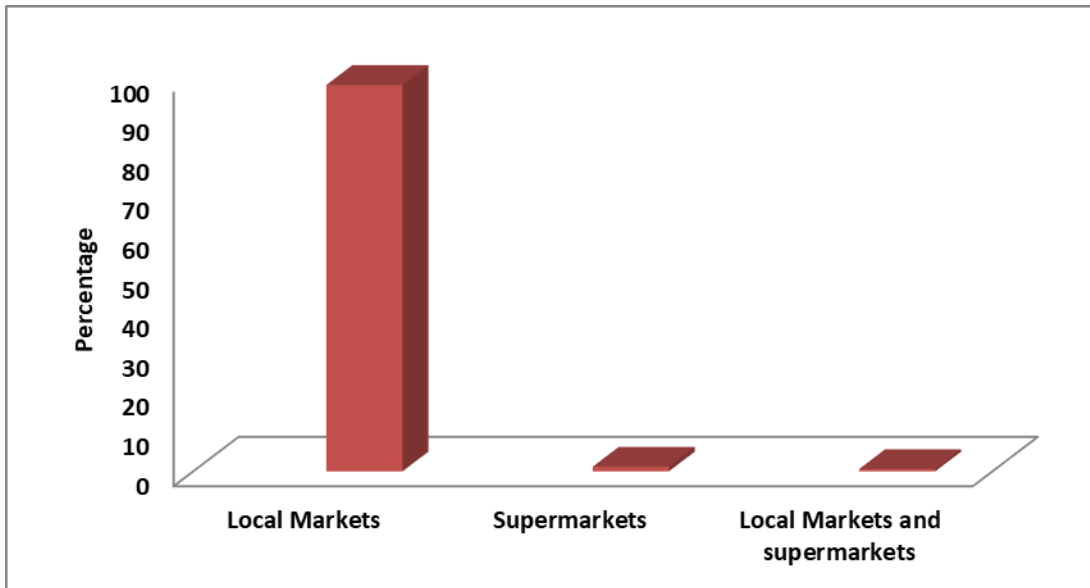


Figure 2: Avenues where UA produced crops were sold

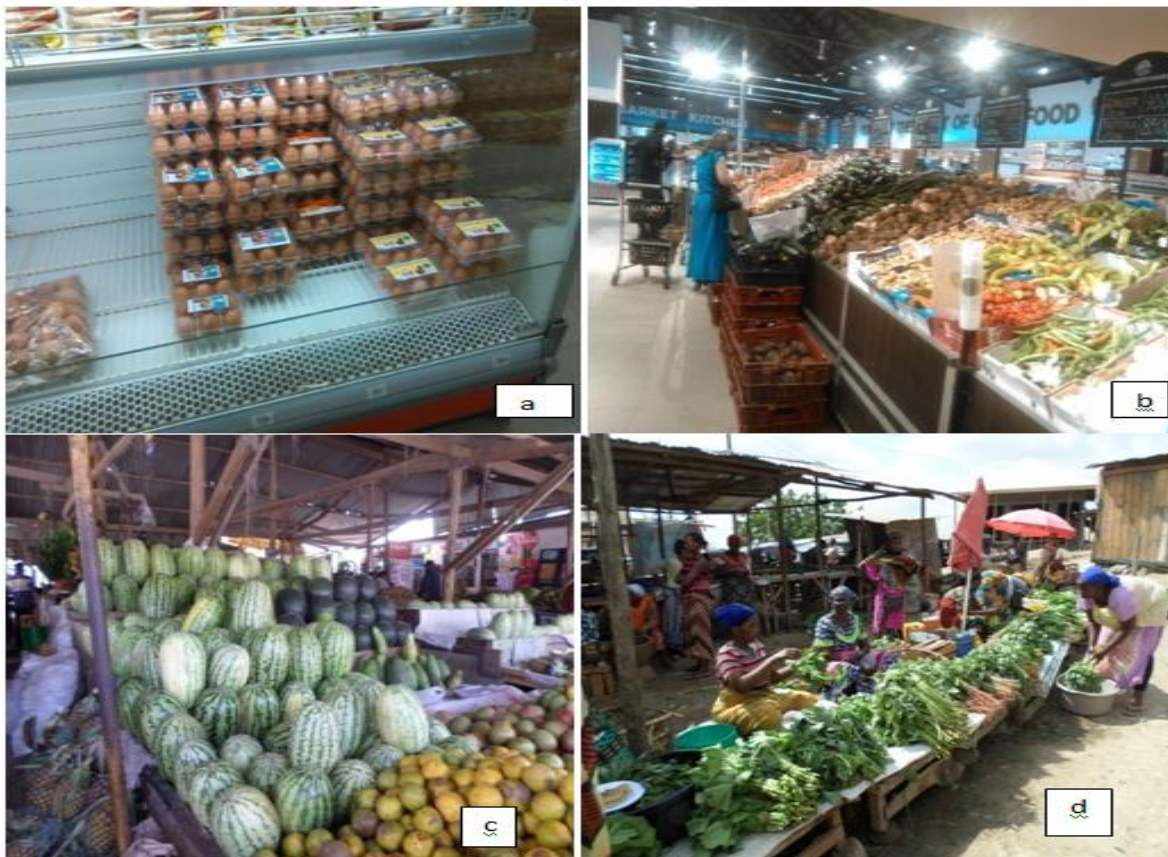


Figure 3: Agricultural products sold in local and supermarkets, sourced from UA
 (a) Shoppers supermarket-Mikocheni, (b) Food Lovers supermarket-Osterbay, (c) Africa Sana local market- Mwenge (d) Mbezi Luis local market-Mbezi.

The growth of supermarkets is largely driven by increasing income, urbanization, change in lifestyle and economic liberalization (Chowdhury, 2005). The expansion of supermarkets in cities provides market for food products produced within and around cities. In the study area, the supermarket managers and owners admitted to source some products from UA. In the surveyed supermarkets, 57.1% of eggs sold in the supermarkets were sourced from UA, while 42.9% admitted to sourcing eggs from both UA and other regions within Tanzania (Table.2). Sourcing eggs from UA contributed positively towards market availability to the poultry keepers. Likewise, vegetables sold in the surveyed supermarkets were sourced from UA as 71.4% of the supermarket managers/representatives admitted to source between 61-80% of vegetables from UA, 14.3% claimed to source between 14-60% of vegetables from UA, while 14.3% mentioned to source between 81-100% of vegetables from UA (Table 2). Thus, from these findings, it can be argued that supermarkets have their contribution to urban and peri-urban farmers towards market availability. Studies done in Kenya by Neven and Reardon (2003) revealed that supermarkets influence the structure and conditions of the agri-food systems and are very potential for small farmers to sell their agri-food products, and this reduces poverty to the poor farmers (Neven and Reardon, 2003). The key reason is that many of these supermarkets offer a comparative advantage to producers and processors located within or close to the city by offering them sustainable markets.

Apart from vegetables and eggs, also 57% claimed to source fruits from Tanzania including those farmed in UA and other regions within Tanzania. About 43% supermarket managers admitted sourcing fruits from Tanzania, as well as from other countries. Studies done by (Maryoud, 2013) in Kenya revealed that many supermarkets offer a comparative advantage to producers and processors located within or close to the city. While there is a potential for exclusion of some farmers due to the stringent requirements imposed by supermarkets, there are also potential welfare gains for farmers who have access to these channels. Stable prices and contractual arrangements offered by supermarkets for instance, improve income flows for farmers, in supermarket channels (Maryoud, 2013). They also offer incentives for UA expansion.

Table 2: Sources food products and reasons for sourcing from UA in the surveyed supermarkets (%).

Variables	Percentage (%)
(i) Source of Eggs	
Urban farmers	57.1
Urban farmers and other region in Tanzania	42.9
(ii) Quantity of vegetables sourced from UA	
Between 41-60%	14.3
Between 61-80%	71.4
Between 81-100%	14.3
(iii) Sources of fruits in the supermarkets	
Within Tanzania	57
Outside Tanzania	43
(iv) Reasons for sourcing from UA	
Assurance of supply	57
To support the farmers	43

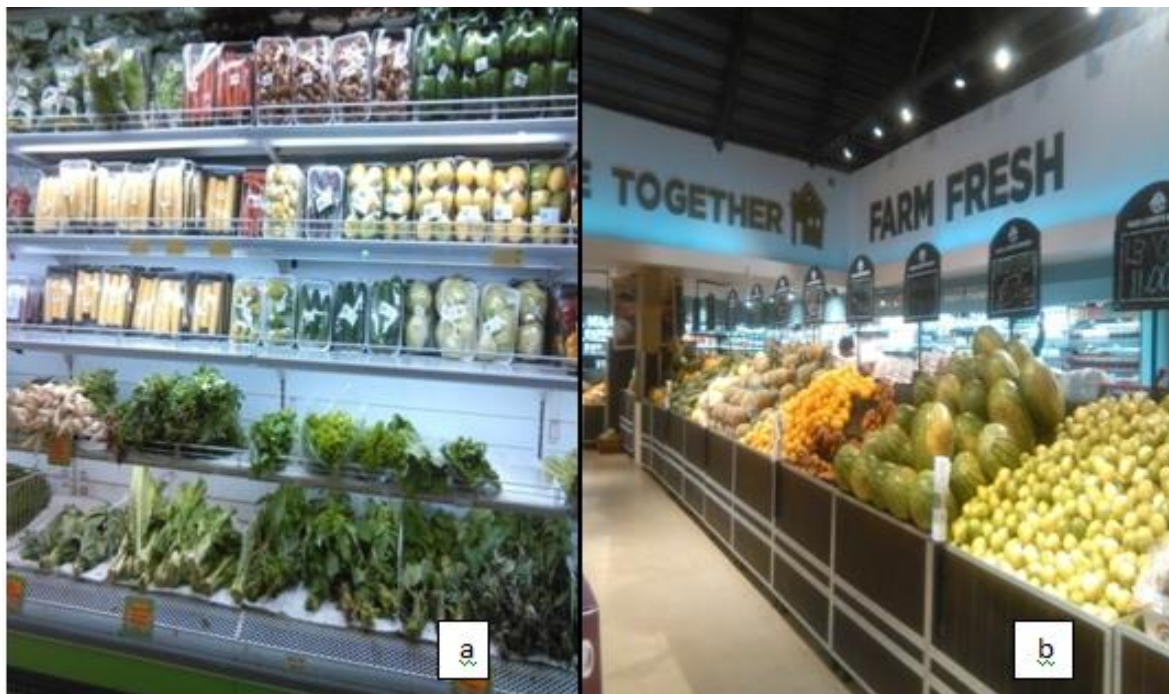


Figure 4: Vegetables and fruits stocked at (a) Shoppers supermarket-Mikocheni and b Food Lovers supermarket –Osterbay. Some of them were sourced from UA.

Furthermore, supermarket managers provided various reasons for sourcing food products from urban farmers. About 43% of supermarkets managers claimed that they sourced some food product from UA so as to support farmers while 57% said they source from UA due to assurance of supply as these products are found in nearby areas so all the time they can have fresh products specifically the vegetables. Also, their cost for procurement was relatively lower compared to those products sourced from other countries which require higher international transit costs (Figure 5). These findings comply with what was reported by Nickel et al (2015) who also found that many supermarkets in Dar es Salaam source some food products domestically so as to reduce international transportation costs.

3.3 The Impact of Supermarket Expansion on Food Security

Supermarkets play a vital role in food security because supermarkets may develop food supply chains that consist of imports from elsewhere in the world, which may result in positive impacts accruing to consumers. Supermarkets increase the choice of local products available to consumers. It has been documented that the impact of supermarkets on consumers may be positive (Dolan and Humphrey, 2000; Cooper, 2002; D’Hease and Van Huylenbroeck, 2005).

In the surveyed supermarkets, the respondents admitted to sell various food products such as fruits, vegetables, grains, eggs and milk products to supermarkets. These were authenticated in all surveyed supermarkets (Figure 5). Despite their sources whether from urban farmers, other regions within Tanzania or outside Tanzania, these products contribute positively towards food availability and therefore food security.

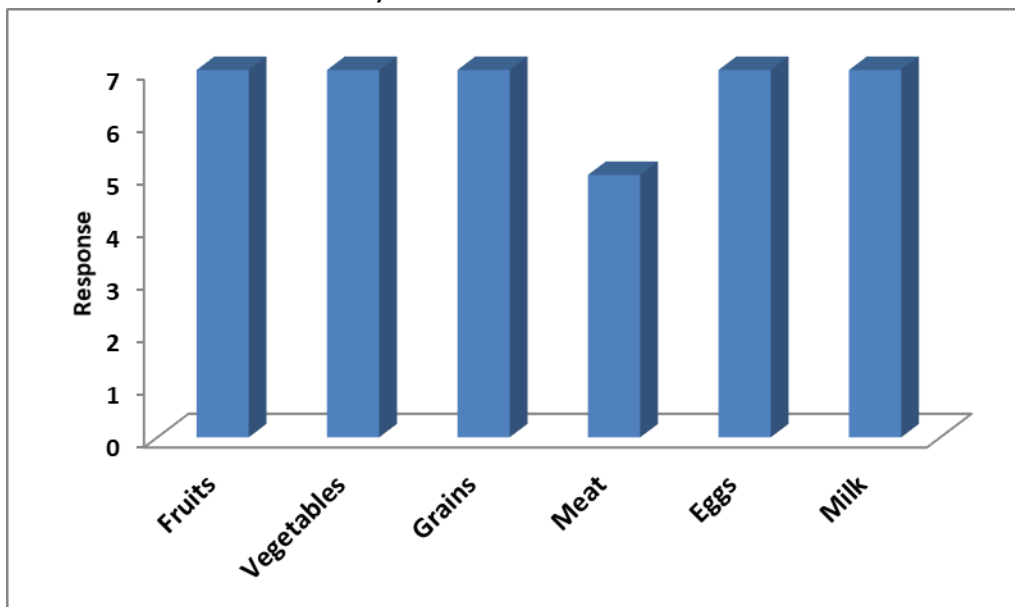


Figure 5. Food products sold in the surveyed supermarkets

The food products sold in the supermarkets contribute positively towards food security in cities. In the surveyed supermarkets, different quantities of food products were stocked from which customers could have access to them. About 57.1% of supermarket managers admitted to stock between 5 and 40 tons of fruits per month, also 28.6% mentioned to stock between 41 and 100 tons while only 14.3% mentioned to stock more than 100 tons of fruits per month.

Table 3: Quantity of food products stocked in the surveyed supermarkets per month

Variables	Percentage (%)
(i) Quantity of fruits stocked in the supermarkets per month	
Between 5-40 tons	57.1
Between 41-100 tons	28.6
More than 100 tons	14.3
(ii) Quantity of vegetables stocked in the supermarkets per month	
Between 1-10 tons	85.7
Between 11-20 tons	14.3
(iii) Quantity of grains stocked in the supermarkets per month	
Between 1-10 tons	57.1
Between 11-20 tons	42.9
(iv) Quantity of eggs stocked in the supermarkets per month	
Between 100 and 1000 trays	42.9
Between 1001 and 3000 trays	14.3
Between 3001 and 7000 trays	42.8
(v) Unit of milk stocked in the surveyed supermarkets per month	
Between 500 and 5000 liters	43
Between 5001 and 15000 liters	28
Between 16000 and 30,000 liters	29

The quantities of vegetables and grains stocked in supermarkets in the study area, was also an indication that the mushrooming of supermarkets in Dar es Salaam city have its contribution to food security. About 85.7% of supermarket managers admitted to be stocking between 1 and 10 tons of vegetables per month and 14.3% mentioned to stock between 11 and 20 tons of vegetables per month. About

57.1% mentioned to stock between 1 and 10 tons of grains and 42.9% claimed to stock between 11 and 20 tons of grains from various sources either within or outside Tanzania, all of which having positive contribution to food security their shown in (Table 3).

Furthermore, different trays of eggs were also observed in the surveyed supermarkets where by 42.9% mentioned to sell between 100 and 1000 trays of eggs per month, also 14.3% mentioned to sell between 1001 and 3000 trays of eggs per month and 42.8% admitted to sell between 3001 and 7000 trays of eggs per month. Milk products such as fresh milk, yogurts, cheese etc were also observed in the surveyed supermarkets in which 43% mentioned to sell between 500 and 5000 liters and 28% mentioned to sell between 5001 and 15000 while 29% claimed to sell between 16000 and 30,000 liters of milk per month.

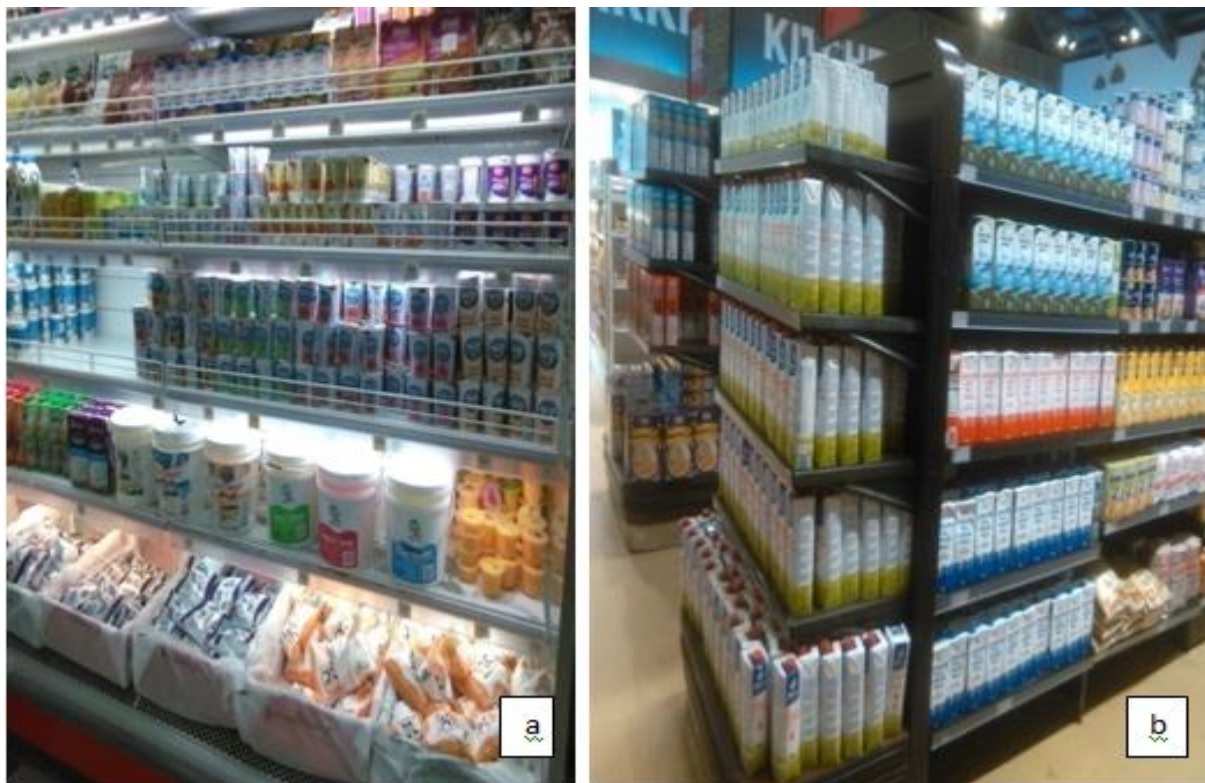


Figure 6: Milk products stocked at (a) Shoppers supermarket and (b) Food lovers supermarket

3.4 Socio-economic Status of the Supermarket Customers

The nature of customers varied from lower to higher class where by 57.1% of the supermarket managers/representatives admitted that their customers are those from middle and upper classes while 42.9% mentioned that their customers

ranged from lower, middle and upper classes. It has been argued that, initially supermarkets were for customers with middle and upper income only, but currently even those of low income have access to supermarkets (Reardon and Timmer, 2007; Peyton, 2015, Kazembe *et al.*, 2022). These differences in the levels of socio-economic statuses of the supermarket customers was determined by the location of a specific supermarket in the study area. Various reasons were given on the location for a specific supermarket one of them was the availability of market, that supermarkets are located in areas with different groups of people who have different levels of income. Mostly, supermarkets are located in those areas with middle and upper class who can afford buying food from supermarkets as the prices of food products in the supermarkets tend to be higher than those found in the local markets

4. Conclusion and Recommendations

The findings have demonstrated the contribution of supermarket expansion on food security as well as on UA in Dar es Salaam city. The findings have revealed that the mushrooming of supermarkets in the city have contributed positively to food security as large amounts of food stuffs were stocked in the surveyed supermarkets. The stocked food stuffs were sourced from outside the country and some were sourced from UA especially eggs and vegetables and thus providing market to the urban farmers. However, most of the urban farmers had little access to the supermarkets as their produce did not meet the criteria demanded in the supermarkets in terms of quantity and quality. The study recommends that the government of Tanzania should strengthen the laws with regard to inclusion of locally produced food products in supermarkets.

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