# KII Guide for Cereal Market with Retailers and Wholesalers

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| --- | --- | --- |
| 1. **Market information** | | |
| Name of the interviewer |  | |
| Date of the interview |  | |
| Name of the market |  | |
| Type of market (local/ district/ regional/ urban) |  | |
| Frequency of market days (e.g. daily / weekly / monthly) | 1. Market day in the week: 2. Frequency: | |
| Groups of products sold in this market (food, livestock, cash crop, hygiene products, ...) |  | |
| **Contact details of the interviewee / informant** | | |
| **Last name and first name:** | | **Telephone:** |
| **Village of origin:** | |  |
| How long have you been trading? | |  |
| Are you a small, medium or big trader in this market? | |  |
| On average, how many traders are there in this market? What category do they belong to (retailers, wholesalers, small, medium, large producers)? | |  |
| Existing administrative regulations in this market: | | Licence: YES NO |
| Tax: YES NO |
| Where do the customers come from? Name of the villages | |  |
| Where do the vendors come from? Name of the villages | |  |
| What are the usual means of transportation used by customers to reach the market? | |  |
| What are the usual means of transportation used by vendors to reach the market? | |  |

**Price index collection:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Article** | **Measurement unit** | **Comments/ explanation on the measurement unit** | **Current price Month + year** | **Dry season price – month + year** | **Reference period**  **Month + year** | **Comments** |
| Millet |  |  |  |  |  |  |
| Sorghum |  |  |  |  |  |  |
| Corn |  |  |  |  |  |  |
| Rice |  |  |  |  |  |  |

Comments on the **volume / quantity** of sales during the **year**: indicate with the symbol **+** the months/ season when the traders sell **higher quantities of products** and indicate with the symbol **-** the months/ season when the traders sell **lower quantities of products**.

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  | **Lean season** | | |  |  |  |  |
|  | **Jan** | **Feb** | **March** | **April** | **May** | **June** | **July** | **Aug** | **Sept** | **Oct** | **Nov** | **Dec** |
| Millet |  |  |  |  |  |  |  |  |  |  |  |  |
| Sorghum |  |  |  |  |  |  |  |  |  |  |  |  |
| Corn |  |  |  |  |  |  |  |  |  |  |  |  |
| Rice |  |  |  |  |  |  |  |  |  |  |  |  |

Comments on sales **price** in the year of reference: indicate the month / season when prices are highest for each product and the months / season when the **prices** are the lowest:

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  | **Lean season** | | |  |  |  |  |
|  | **Jan** | **Feb** | **March** | **April** | **May** | **June** | **July** | **Aug** | **Sept** | **Oct** | **Nov** | **Dec** |
| Millet |  |  |  |  |  |  |  |  |  |  |  |  |
| Sorghum |  |  |  |  |  |  |  |  |  |  |  |  |
| Corn |  |  |  |  |  |  |  |  |  |  |  |  |
| Rice |  |  |  |  |  |  |  |  |  |  |  |  |

Comments on price trends and sales volumes to date (month + year) compared to what is normally happening at this time of year of reference:

|  |  |  |
| --- | --- | --- |
|  | Price trends: are **prices** normal, higher, or lower than what you think is normal at this time of year? What do you think is the reason? | Sales **volume** trends: are sale quantities normal, higher, or lower than what you think is normal at this time of year? What do you think is the reason? |
| Millet |  |  |
| Sorghum |  |  |
| Corn |  |  |
| Rice |  |  |

**Origin of products/ Main source of supply for the trader**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Own production / storage | Markets / other producers in the area: market / village name | Markets outside the area: market / region name |
| Millet |  |  |  |
| Sorghum |  |  |  |
| Corn |  |  |  |
| Rice |  |  |  |

**Main customers / Destination markets of products**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Customers from the region / village: add name | Other traders in the area reselling them: name market / village | Other traders outside the area: market / region name |
| Millet |  |  |  |
| Sorghum |  |  |  |
| Corn |  |  |  |
| Rice |  |  |  |

**Do you usually store products to be sold later, when prices are higher?**

* \_\_\_ Yes, I usually do this
* \_\_\_ No, I'm not interested
* \_\_\_ No, I do not have the capacity/ storage space

**Are there regulation rules imposed by the Government that influence the sale of products and affect you? Which ones?**Regulated prices / export limits etc.

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**Observations / Other comments from the investigator or traders**