**Instructions for conducting shop surveys**

**Shop Survey Flow Chart #1**

STEP 1

**Agree food categories and stores to collect information from**

STEP 2

**Set up research team and prepare data collection materials**

**More detailed information below**

**(Flow chart #2)**

**Option 2: Smartphone Data Collector Application (See below)**

STEP 7

STEP 6

STEP 5

STEP 4

STEP 3

**Gain permission to conduct shop survey from store owners**

**Conduct surveys in-store**

**Option1 – manual data collection**

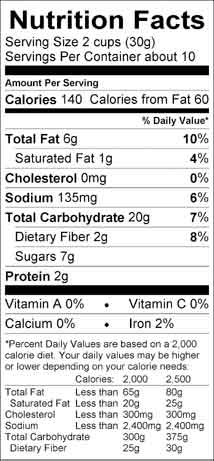
**Enter the information from the data collection template into the Excel database (organised by food category)**

**Do quality checks of Excel database: screen for plausibility and check 5% of products against original source**

**Conduct data analyses: Use Excel or statistical analysis software (e.g. SPSS, SAS) to determine the mean levels of nutrients in each food category**

**STEP 4: Shop Survey Flow Chart #2 - Getting Information from Nutrition Information Panel**

**STEP 4a – Find the Nutrition Information Panel**

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**Serving Size**

**Nutrients reported per serving**

**Sodium**

**STEP 4b ­­– Find the information for ALL of the criteria in the table below**

|  |  |
| --- | --- |
| **Primary** | **Format** |
| Brand name  Product title | Name of brand as per product label  Name of product as per product label |
| Manufacturer | Manufacturing company as per product label |
| Country of manufacturer | Country where product was made as per product label |
| Pack size | grams or millilitres |
| Serving size | grams or millilitres |
| Sodium per 100g  Sodium per serve | milligrams / 100 grams or 100 millilitres?  grams or milligrams per serve if provided |
| Date obtained | date (dd/mm/yyyy) |
| Data source | Name and location of shop |

**STEP 4c – Copy the information from the nutrition information panel into the data collection template**



**Guidance on conducting shops survey**

**Step 1: Agree food categories and stores to collect information from –** The objective should be to collect data on the main foods that contribute to salt in the diet from a range of stores (supermarkets and small shops) to try and capture the majority of the food on sale in the country. The main contributors to salt in the diet can be identified from dietary surveys. However, in most countries the main contributors to salt from processed foods are likely to be canned meat and fish, noodles, crisps and snacks, sauces, crisps and confectionery. Sodium content data for all product categories should be collected as far as possible to ensure that you have complete data. The key is to ensure that the same categories are collected each year to monitor changes in product formulation.

**Step 2: Set up research team and prepare data collection materials –** The size of the research team will depend on the number of processed food products on the market but for most Pacific Island countries you will need a project co-ordinator and a team of 4-5 people to collect data over 1 or 2 days. Once the team has been established, materials to collect data (as indicated in step 4C above) need to be prepared. Copies of the record sheets can be printed out and binded to form a book to make it easier to record items in the supermarket. The project co-ordinator should assign each person one or two product categories.

**Step 3: Gain permission to conduct shop survey from store owners –** Before data can be collected it is a good idea to seek permission from store owners. Usually it is sufficient to go and introduce yourself and explain what you are doing when you get to the shop but in some cases it may be necessary to send a letter first and then follow up with a visit to request permission prior to conducting the survey.

**Step 4: Conduct surveys – copy information from the Nutrition information Panel on product labels onto the data collection template –** The research team should collect information from all food items in the food categories agreed in Step 1 by completing the data collection template. Each product should be given a number. Even if the sodium data is missing from a product, the other product details should be recorded. If a product is not labelled or the label is in a different language this should also be recorded so that it will later be possible to calculate the percentage of products without labels or incorrectly labelled.

**Step 5: Enter the information from the data collection template into the excel database (organised by food category) –** Once all data has been collected in-store, it needs to be entered into a standardised Microsoft Excel spreadsheet. Each item also needs to be put into a relevant food category to ensure that information can be analysed in a systematic way. The categorisation of foods may differ between countries to some extent. However, a broad categorisation system has been developed that should enable cross-country comparisons.

**Step 6: Do quality checks of excel database: screen for plausibility and check 5% of products against original source –** The data entry process needs to be verified. A random sample of 5% of entries should be selected and the information in the database compared against the original record sheet, and if necessary, against the original product in-store.

**Step 7: Conduct data analyses: Use excel to determine the mean levels of nutrients in each food category –** There should be an initial tabulation that summarises the number of products in each food group and each food category and the completeness of the data. Mean levels (and ranges) for sodium should be calculated overall and separately for the leading companies contributing to each food category. The primary analyses should be reported per 100g but additional estimates can be made per serve if this is relevant.

(\*For more complex analyses you can also use statistical analysis software (e.g. SPSS, SAS) to comparemean values of sodium between companies and over time. Statistical analysis can also be undertaken using two sample t-tests and ANOVA models. Non-parametric tests such as Mann-Whitney U and Kruskal-Wallis can be used to confirm the findings for variables with significantly skewed distributions. Analyses resulting in p-values less than 0.01 (rather than 0.05) should be considered as unlikely to have arisen solely by chance reflecting the large number of comparisons that will be undertaken.)

**Option 2: Using the smart phone data collector application**

An alternative to collecting the data manually is to use the Global Food Monitoring Group’s smartphone Data Collector App. The George Institute, in partnership with Xyris Software, has developed a smartphone application to assist countries in collecting information about the nutritional composition of processed foods in the supermarket. The app can be used to take photos of the front of the package, the nutrition label (if present) and the ingredients list and scan barcodes where they exist. The smartphone is then connected to a wireless internet connection and photos are uploaded to an Amazon cloud. Photos are then downloaded to a central Amazon server where a George Institute team in India enters the nutrition information for each packaged food item. Alternatively each country can choose to have local team members enter the data.

**Information about Global Food Monitoring Group**

The health problems caused by processed foods are global and we have initiated an international effort to track the nature of processed foods around the world. The ‘Food Monitoring Group’ includes representatives from ~30 developed and developing countries who have developed a protocol for tracking the nutritional composition of processed foods. Low cost, readily available data collection and management tools have been developed, and provide a sustainable low cost mechanism for acquiring data on the nutritional composition of foods at scale. The data will in turn allow us to monitor the effectiveness of global efforts to ameliorate ill health caused by processed foods and hold governments and corporations to account for the quality of the products that are marketed.

For more information about the Global Food Monitoring Group or using the Data Collector App see <http://www.georgeinstitute.org.au/projects/global-food-monitoring-group>