



Reducing the Cost of Getting Produce to Market; Zambia Marketeers Project – Part 1: Research

Project Location:	Lusaka, Zambia and London, UK
Project Start Date:	2009
Project Duration:	6 Months

Introduction: The Zambia National Marketeers Credit Association (ZANAMACA) approached Transaid early in 2009, requesting support to empower Zambian marketeers through strengthening their transport. Two Transaid representatives based in Zambia convened a meeting with the ZANAMACA President in July 2009, to discuss the possibility of developing a joint funding proposal based on research of ZANAMACA's transport constraints. Following a successful meeting, Transaid conducted interviews in London for a volunteer to pursue research in Zambia and identify a suitable intervention. From September to November 2009 the selected volunteer, Louise Clark (LC), completed a research project in London and Zambia with the support of Transaid's staff in UK and Zambia.

ZANAMACA is the only marketeers' representative organisation in Zambia and its membership is constantly growing. In January 2009 the membership was 6,200 and it is now (late 2010) about 25,000. ZANAMACA's mission is to support marketeers through the provision of sustainable economic empowerment schemes. Its ultimate aim is to improve the livelihoods of the most vulnerable marketeers in Zambia, through providing assistance in terms of capital, education and skills, with particular attention given to the HIV/AIDS pandemic.

Throughout this project, Transaid worked primarily with the three senior members of ZANAMACA's management; Frank Mupila Kameya (President); Conrad Haanyansha (Secretary General); Agnes L. Laima (Treasurer).

Methodology: LC led the research project for Transaid. She conducted five weeks of preparatory research in London in September and October 2009. LC reviewed relevant case studies and articles including projects undertaken by Transaid and by other s:

- Porter G. et al, *Improving market institutions and urban food supplies for the urban poor: a comparative study of Nigeria and Zambia: scoping phase* (May 2004)
- Starkey P. et al., *Improving Rural Mobility: Options for Developing Motorized and NonMotorized Transport in Rural Areas* (World Bank Technical Paper No. 525, 2002)
- Davis A., *Transport and Sustainable Rural Livelihoods in Zambia: A Case Study* (Transport Research Laboratory 2000)
- Grieco M. and Turner J. (eds.), *At Christmas and on rainy days: transport, travel and the female traders of Accra* (Aveburg, 1996)
- Transaid Mozambique Transport Project Report
- Transaid Ghana Women's Transport Cooperative Project
- Transaid Bicycle Ambulance Project Report

Alongside LC's research in London, Transaid's Programme Manager and Programme Officer in Zambia, Caroline Barber (CB) and Victor Simfukwe (VS), met with the senior members of the ZANAMACA management to gain basic information about the organisation and to begin making plans for LC's research in Zambia.

LC spent five weeks in Zambia from October to November 2009 based in the ZANAMACA office, but working as a team with CB and VS on all aspects of the research. The research focussed on the following topics:

- ZANAMACA – understanding more about the organisation, reviewing the constitution and policy documents.
- Understanding ZANAMACA's transport challenges. A total of 158 individual interviews were completed with marketeers in four markets in Lusaka. The questions were designed to reveal information about households and dependents, the current modes of transport used by marketeers to transport their goods to market, any challenges and advantages presented by that transport and what services transport should most importantly provide.
- Simultaneously participatory research was conducted with a focus group of 15 marketeers to corroborate the findings of the baseline questionnaires.

The results of the baseline study were documented by the Transaid team. The interviews showed that marketeers who travel locally within Lusaka use different modes of transport and face different challenges compared with those who travel long-distances with their goods. Similarly, those dealing in perishable goods have different transport needs from those transporting non-perishable goods. The interviewees were thus split into categories of local and long-distance journeys, and perishable and non-perishable goods.

Outcomes: The baseline study and information provided by ZANAMACA presented a number of findings:

- From the baseline data provided by marketeers travelling long-distances, it is estimated that they currently pay £0.17 per km travelled with their goods, based on each marketeer carrying an average load of one tonne (t).
- 72% of marketeers are women, many of whom are widowed, divorced or single. Each has on average five dependents.
- Soweto market, Lusaka is the distribution market for all others in Lusaka and beyond. Many marketeers travel long distances - up to 1,100km - to reach Soweto, carrying large volumes of goods. There is no specific transport system for their needs.
- Under Zambian law, public transport should only convey passengers and not commercial goods. Marketeers travelling relatively short distances within Lusaka rely heavily on minibuses, but are not legally allowed to use them to transport goods. They must travel between 0600 – 0900, as this is when

the police are less likely to be on the roads, but can often be stopped, fined and required to find alternative transport.

- There is a fixed cost for persons travelling, but charges for goods vary and minibus drivers often increase the agreed price when the destination point is reached.
- Other than minibuses, wheelbarrows are used to cover distances of a few kilometres in Lusaka. There is a reasonably good system in place for this. Young men hire wheelbarrows at an affordable daily rate from wheelbarrow owners and provide a transport service for marketeers, carrying loads of up to 400kg. Wheelbarrows can manoeuvre through markets and take goods directly to market stalls, unlike the minibuses. However, security of goods is a problem. Wheelbarrows are frequently involved in accidents that damage goods. The wheelbarrow runners sometimes run away with the goods.
- For marketeers travelling long distances, affordable transport means hitchhiking on trucks and private vehicles that take extra loads for cash. Leasing vehicles is not a viable option. The most commonly used vehicles are 3.5t, 10t and 15t trucks.
- The majority of the marketeers are from rural areas and many hire ox-carts to transport their goods to the roadside. There, they can spend up to a week waiting for affordable transport, thereby reducing selling time and potential profit and keeping them away from their families. Security of goods and individuals is endangered. Women are particularly vulnerable when using this form of transport

An improved transport operation can increase access to markets for a wider group of marketeers. It can further impact positively on primary producers (including small-scale, seasonal household producers), because the marketeers will have increased buying capacity. Consumers are likely to benefit from a reduction in market prices and fresher, better quality goods – the effects of saving time lost in transit.

Responding to the information produced by this research, Transaid and ZANAMACA seek to implement a pilot scheme that will offer a transport system to be scheduled once or twice a week on the most popular long distance routes. This will be owned and managed by ZANAMACA to serve its members. The impact of this pilot could lead to the rolling out of a transport scheme that will enable marketeers to gain better access to safe and affordable transport so they can transport their goods more safely and efficiently, leaving more time for family life and more profitability.

The plan which was developed to support ZANAMACA can be found in the second part of this case study.

Tools Utilised: Transaid Access to Markets Questionnaire

Partners: ZANAMACA is a Zambian Non-Governmental Organisation that was formed by a small group of marketeers in 2005. Its management currently consists of 30 unpaid volunteers, all of whom have their own market businesses, and one full-time employee (an accountant), since March 2009.

About Transaid:

Transaid is an international UK development charity that aims to reduce poverty and improve livelihoods across Africa and the developing world through creating better transport. Transaid was founded by Save the Children and the Chartered Institute of Logistics and Transport. Our Patron is HRH The Princess Royal. Transaid specializes in the following:

- Building the capacity of public health authorities to provide effective, safe and cost efficient transport management systems to promote equitable access to primary health care services.
- Developing and improving logistics and supply chain systems to enhance the delivery of medicines, equipment and relief services to vulnerable communities.
- Promoting effective partnerships to support and enhance community participation in developing sustainable transport solutions in rural areas.
- Developing and delivering transport and logistics training and qualifications for public and private sector operators.

Transaid has the capacity and reach to lead projects throughout the developing world, but is equally capable of providing niche technical assistance to large scale health systems strengthening projects. Transaid maintains strong relationships with a number of leading international organizations including donor agencies such as DfID, DANIDA and USAID, and implementing organizations such as Health Partners International, Options Consulting, John Snow Inc. and Management Sciences for Health.

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