African Diaspora Food Market Research UK

Field Note Template and Observation Checklist

# FIELD NOTE TEMPLATE

Research Title: Trade in Indigenous African Food Crops and Plants – London African Diaspora Market

Date:

Time:

Location (Market Name and Address):

Weather/Season:

Researcher’s Name

## 1. General Market Observations

- Description of the market setting:

- Type of market (weekly open market, ethnic shop, supermarket section, etc.):

- Estimated number of stalls/shops selling African food:

- Days/hours of operation:

## 2. Product Availability

- Names & types of indigenous African crops/plants available:

 - Roots and tubers :

 - Leafy greens :

 - Legumes :

 - Spices/herbs :

 - Fruits :

 - Grains:

- Packaging types (bulk, fresh, dried, processed, branded):

- Origin information (Is the country/region of origin provided?):

## 3. Trader Information

- Trader’s name (or code name for anonymity):

- Gender:

- Country of origin (if available):

- Years in business:

- Source of goods (imported, locally grown, both):

- Relationship with suppliers (family/friends network, commercial links, cooperative, etc.):

## 4. Trade Dynamics

- Pricing (fixed, negotiable):

- Payment methods accepted:

- Seasonal variations in crop availability:

- High-demand crops:

- Supply chain issues mentioned:

## 5. Customer Interactions

- Estimated number of customers during visit:

- Demographics (gender, age group, ethnicity if visible):

- What are they buying?

- Frequency of purchase (ask if possible):

## 6. Cultural and Social Practices

- Is there a communal or cultural dimension to the market?

- Are there signs of food sharing, storytelling, or social interactions?

- Any cultural meanings attached to certain foods?

## 7. Researcher’s Reflections

- Initial impressions and surprises:

- Challenges during observation:

- Potential leads for further research:

- Ethical considerations or sensitive issues observed:

# OBSERVATION CHECKLIST

|  |  |  |  |
| --- | --- | --- | --- |
| Observation Focus | Yes | No | Notes |
| Are indigenous African food crops visibly available? |  |  |  |
| Are labels with origin of crops provided? |  |  |  |
| Are products fresh, dried, or processed? |  |  |  |
| Are there signs or branding related to Africa or cultural identity? |  |  |  |
| Are prices clearly displayed? |  |  |  |
| Is the trader open to discussing their products? |  |  |  |
| Are customer-trader interactions friendly and informative? |  |  |  |
| Is there visible engagement around traditional knowledge (recipes, uses)? |  |  |  |
| Are there any visible forms of promotion or advertising (posters, social media info)? |  |  |  |
| Are food safety and hygiene observed? |  |  |  |
| Are local UK-grown African crops mentioned or sold? |  |  |  |
| Do traders talk about import/export challenges? |  |  |  |
| Is sustainability or organic farming mentioned? |  |  |  |