Revealing informal food flows through “free” WiFi

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Why?

80% of *"Hanoians"* buy food from "informal markets"

Food flows in informal markets are complex webs (informal, seasonal and decentralized etc.)

Food system innovations specifically relating to traceability and food quality require real time monitoring and analysis of food flows

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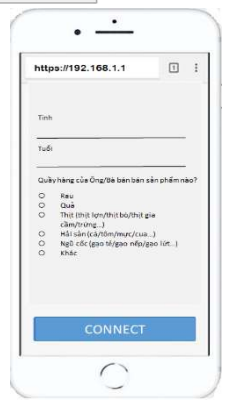
Solution = Router + “Wifi Miễn Phí”



Media Access Control
(MAC) enabled profiling

Unique MAC’s, timestamp (when and for how long)

Crowdsourcing driven profiling

What and how much is procured/sold and who does it

Survey instrument dependent profiling and validation

Monitor diets and health

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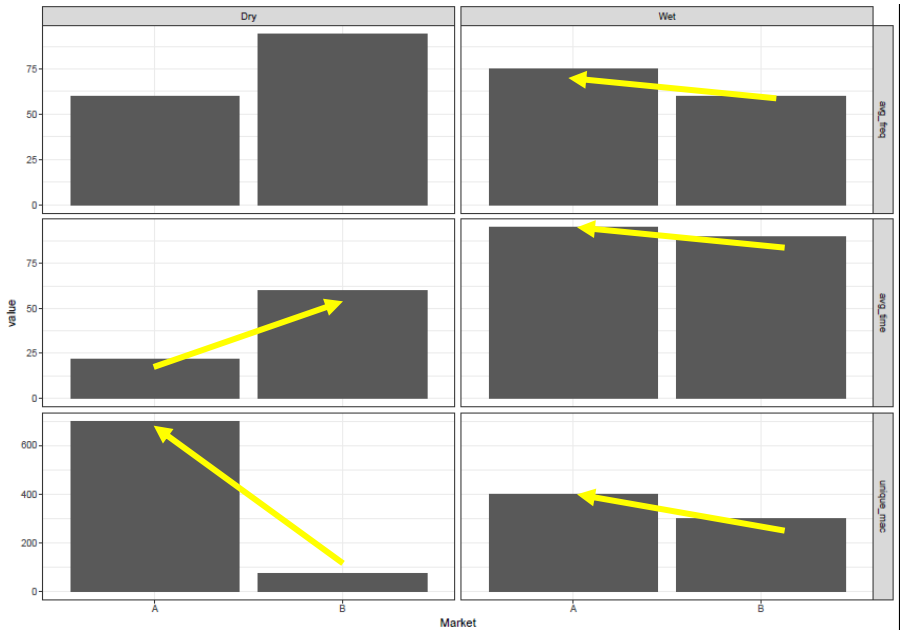
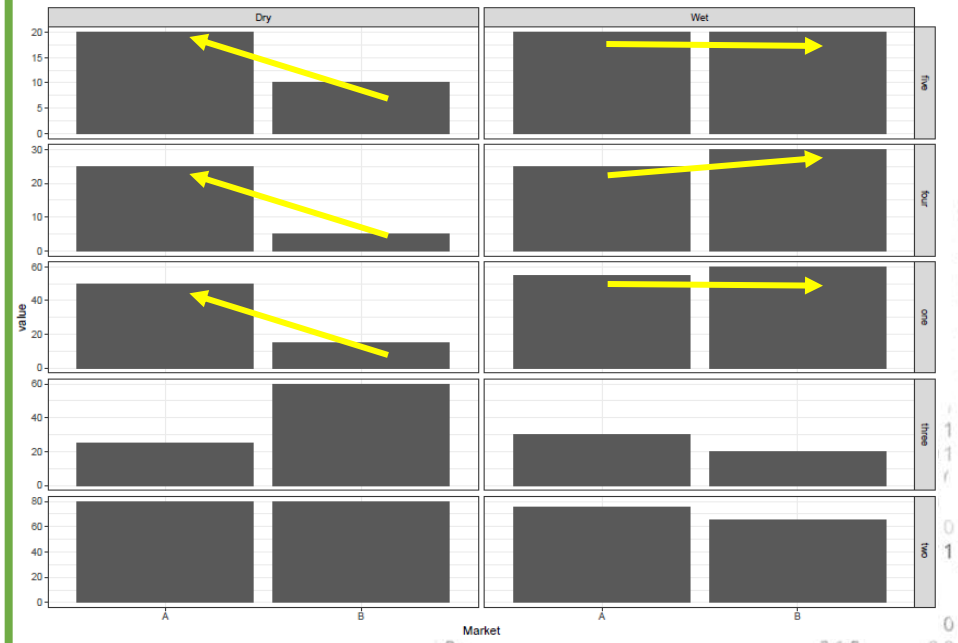
The power of “crossing” data

Media Access Control (MAC) enabled profiling



More activity (“hustle-bustle”) in Market A vs Market B in Dry season

Crowdsourcing driven profiling



More varieties sold in Market A vs Market B in Dry season

Survey instrument dependent profiling & validation

Seasonal dietary diversity and recall assessment (Existing activities of national, subnational partners in collaboration with CIAT)

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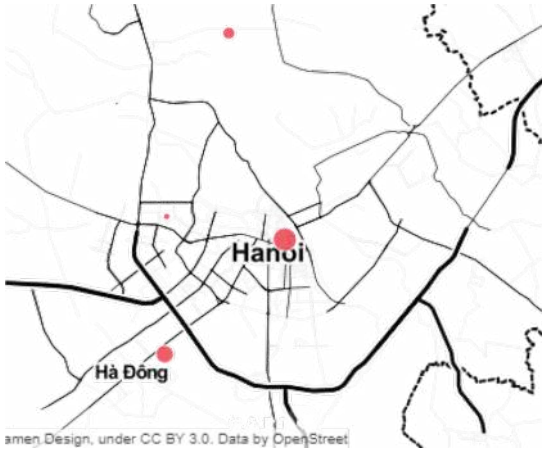
Partners and Locations



Locations, color corresponds to Season (Red for Dry and Black for Wet), the dots are sized to average vegetable sales/season

General Statistics Office (GSO) , Vietnam

People's Committee of Cau Giay and Dong Anh districts

Management Boards of wholesale markets

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Thank you!

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