Global Initiative to Map Territorial Markets

Synthetic indicators

Synthetic indicators are composite measures that combine mathematically several information in one single measure, allowing comparisons and evaluation of multidimensional phenomena.

1. Food diversity indicator
The food diversity indicator has been calculated taking into account the number of food varieties available for each food category offered. The indicator is expressed with a value between 0 and 1, where 0 shows the lowest food diversity – i.e. none of the food products is offered at the market – and 1 shows the maximum food diversity – i.e. four or more varieties for each food category is available at the market.

2. Gender Inclusion Indicator
The gender inclusion indicator takes in consideration the gender income gap (calculated as the ratio between women and men net take-home income) and the gap between male and female retailers who do not have access to financial services. The synthetic indicator is expresses with a value between 0 and +∞, where a value equal to 1 means equal inclusion of both men and women, a value close to 0 means that women are not included and a value higher than 1 means that men are not included.

3. Business environment indicator
The business environment indicator considers the existing infrastructure in the markets and the access of retailers to formal financial services. The indicator ranges from 0 to 1, where 0 means that the business environment is not favorable to food retailers and 1 that the environment is advantageous for retailers.

4. Producer-consumer link indicator
The producers’ inclusion indicator takes into account the share of retailers who are also producers themselves and the share of retailers who purchase directly from farmers the products that they do not produce. It ranges from 0 to 1, where 1 means that the supply chain is short, and farmers are directly linked to market without intermediaries.

5. Minimum day-to-day contribution to healthy and diversified diets indicator
The minimum day-to-day contribution to healthy and diversified diets indicator takes into account the share of consumers relying on a given territorial market for their day-to-day consumption of specific food groups, along with the share of consumers relying on the market to purchase a healthy food basket. The indicator is expressed as a value between 0 and 1, where 1 indicates that the market contributes to ensuring access to healthy and diversified diets for all its consumers.

To know more, consult the webpage of the initiative https://www.fao.org/nutrition/markets/tms/en/