



Photo: WFP / Mostapha Charonis

## WFP Lebanon

# Retail & Markets

Creating sustainable markets to achieve zero hunger



World Food Programme

SAVING LIVES  
CHANGING LIVES

Where markets are functioning, WFP provides people with cash-based transfers, allowing them to shop in stores owned and operated by local retailers. WFP works with selected retailers, where assisted people are present, to strengthen their local capacity to ultimately improve prices, quality, service, and access for assisted households and the local population.

### INCREASING PURCHASING POWER

To guarantee that assisted households have access to the best market prices, WFP sets a **compulsory price range for key commodities** for its contracted retailers.

Before the recent economic crisis, WFP contracted shops were selling these commodities at a rate of **6 percent below the prevailing market average**.

Even during a time of extreme volatility and hyperinflation, WFP contracted shops continued to offer these goods at a rate that is on average, **2 percent** lower than non-contracted shops as of Q2 2023.

### SUPPORTING LOCAL SHOPS

Amidst the current economic crisis, WFP remains committed to ensuring stability in the WFP contracted shops frequented by assisted households. To ensure that assisted households continue to access the highest quality and services available in the market, WFP provides **one-on-one capacity building sessions for retailers**, especially smaller shops in remote areas to increase their retail standards.

In 2022, **481 capacity building** visits were conducted at various shops to enhance their retail standards. As a result, the percentage of WFP shops scoring Good or Very Good increased from 69 percent to **93 percent** by the end of the year.

As a result, in June 2023, a majority of **80 percent of surveyed assisted households expressed high satisfaction** with the overall shopping experience at WFP contracted shops which is considered a noteworthy improvement in the assisted families' satisfaction level.

### IN NUMBERS



**300+**

Individually contracted shops

**60+**

Chains and multi-branch



**US\$ 5 Million**

Redeemed per month

### DATA COLLECTION

WFP applies a comprehensive approach to collect itemized sales data from all contracted retailers to monitor prices, track consumer trends, and identify the top-selling items.

Additionally, WFP contracts a third-party price monitoring firm to gather further insights into the market including brands. These insights allow WFP to ensure WFP **contracted retailers are competitive in the market**, as well as **connect retailers with better suppliers** and ultimately provide better prices to WFP assisted households.

### WHAT'S NEXT

In 2023, WFP piloted a programme to **connect WFP contracted retailers to the WFP School Meals programme**. This innovative approach resulted in higher quality products being sent to the school at a lower price since the local retailer is already present in the market. The projected **cost savings of implementing this model is 20 percent**, allowing the programme to expand further and serve more schools. This programme will be expanded in the new school year to reach more students and enhance their access to nutritious meals.