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DELIVERING FOR NUTRITION IN SOUTH ASIA
CONNECTING THE DOTS ACROSS SYSTEMS
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Neighborhood food environment and fruit, vegetable (F&V) and ultra-processed food (UPF) consumption in rural South Asia

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Association between neighborhood food environment and consumption of F&V and UPF in rural India and Bangladesh

Data & Methods

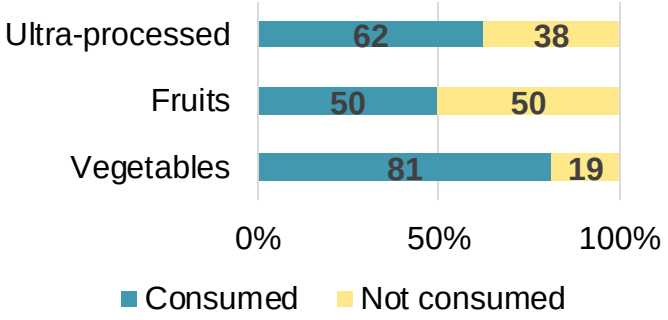
- Cross-sectional data from Transforming Agrifood Systems in South Asia (TAFSSA) (December 2022 - April 2023)

Household Survey
- Respondent type - adult male, adult female, adolescent (male/ female) from each household

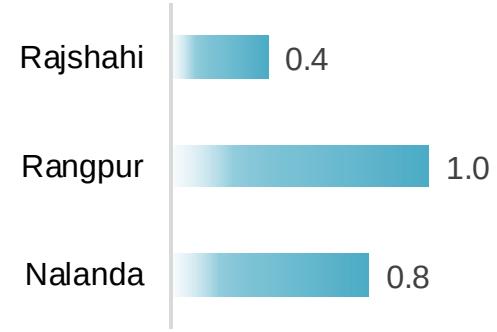
Market Census & Survey
- Census- Density of F&V shops
- Survey – Prices of F&V and UPF at retail markets

Consumption of F&V and UPF

**(at least once a week, N=7222)



Average Density of F&V shops



F&V consumption	
Dependent variable	**OR (95% CI)**
Density of F&V shops	1.07*** (1.01-1.13)
Average selling price of F&V	-0.70*** (0.57-0.86)

UPF consumption	
Dependent variable	**OR (95% CI)**
Density of shops selling UPF	0.97* (0.94-1.00)
Average selling market price of UPF	0.97 (0.29-3.26)

❑ **Covariates-** family size, gender, age, education, household wealth index

Conclusion

✓ Higher density of F&V shops selling inexpensive fresh produce is associated with a higher prevalence of regular F&V consumption but lower odds of regular UPF consumption.