



FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative



EatSafe: Evidence and Action Towards Safe, Nutritious Food Improving food safety practices in traditional markets to reduce the burden of foodborne illness through capacity building of stakeholders

Dr Augustine Okoruwa, Ibrahim Isyaku, Musa Alhassan and Osemudiamé Enaholo
Global Alliance for Improved Nutrition



USAID
FROM THE AMERICAN PEOPLE



gain
Global Alliance for
Improved Nutrition

ILRI
INTERNATIONAL
LIVESTOCK RESEARCH
INSTITUTE

M **Pierce**
Mill
entertainment
& education



Busara



What is EatSafe?

Aim: To enable lasting improvement in safety of nutritious foods in traditional markets by focusing on consumer behavior change.

EatSafe Consortium:



Funded by:



Program Scope:

- Formative research, intervention design, implementation and evidence generation
- July 2019 - July 2024

Locations:



Kebbi and Sokoto States, Nigeria



Hawassa, Ethiopia





Food Safety: Contributions to Food Systems

- Nutrition & Health
 - Food Security
 - Food Loss and Waste
 - Climate Change
 - Economic Development
 - Gender Dynamics
 - Policy and Regulation
 - Social and Behavior Change
- ...and more.*





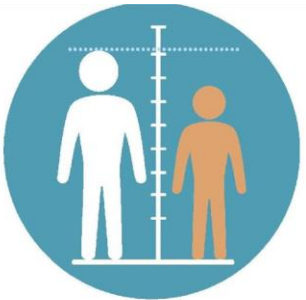
Food Safety is a Foundation for Nutrition



Gut
illness



Nutrient
absorption



Growth and
development



Other
diseases

From poor nutrient intake to stunting, **unsafe food contributes to malnutrition** and can have multi-generational impacts.

Nutritious foods are often the most susceptible to foodborne hazards, which can **negate advances made** in nutrition security efforts.

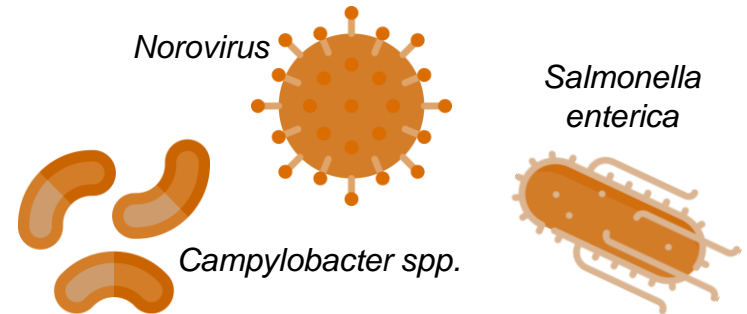
If food is not safe, it cannot be considered food.



Food Safety Challenges in LMICs

Death and illness from consuming unsafe food disproportionately affects low- and middle-income countries. Each year, foodborne disease (FBD) is responsible for:

600,000,000	>420,000
0	DEATHS
ILLNESSES	
125,000	
CHILDREN DEATHS	



Microbial pathogens are most responsible for FBD, but toxins and pesticides are top of mind for consumers.

Food safety risks are high where millions of people purchase food: **traditional markets.**



Why traditional markets?

Each day, millions of people buy food from traditional markets. They are the hubs for...

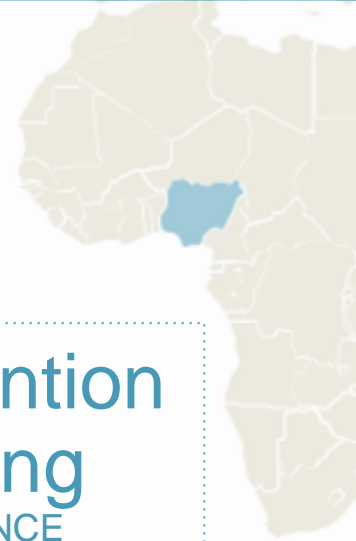


EatSafe's Approach to Food Safety in Traditional Markets





EatSafe's Intervention Development



Formative
Research

(MARKET
ASSESSMENT)



Intervention
Co-Design

(IDEATION AND
VALIDATION)



Intervention
Testing

(EVIDENCE
GENERATION)





FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative



EatSafe in Nigeria
FOOD SAFETY INTERVENTIONS

EatSafe Interventions in Nigeria

TWO MARKETS

- Central Market in Birnin Kebbi, Kebbi
- Dan Kure Market in Sokoto



KEY COMMODITIES

Fresh fish, fresh beef, fresh vegetables, and grains (rice, soyabean, maize, cowpea)

<i>TITLE</i>	<i>AUDIENCE</i>	<i>DESCRIPTION</i>
Stand	Consumers, Vendors	In-market food safety information stand
Brand	Consumers, Vendors	Recognition of vendors for food safety best practices
Radio Show	General Population	Dissemination of food safety messages via popular media
Association	Market Actors, Stakeholders	Official state-based advocacy group for food safety



FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative



EatSafe Interventions in Nigeria



APFSAN

Association for Promotion of Food Safety and Improved Nutrition



Sayan Nageri

RADIO SHOW

"Buying quality products is like taking your money back home with you."



Abinci Fes-Fes

SAFE FOOD BRAND

"Clean, Fresh Food"



Wajan lafiyayyen Abinci

SAFE FOOD MARKET STAND

"Stop by to learn about food safety."





FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative



APFSAN

Association for Promotion of Food Safety and Improved Nutrition
A not-for-profit, non-government registered organization that advocates for improved food safety and nutrition in traditional markets at the state level



APFSAN Launch in Sokoto

900
ACTIVE MEMBERS
ACROSS TWO
STATES





APFSAN

Association for Promotion of Food Safety and Improved Nutrition
A not-for-profit, non-government registered organization that advocates for improved food safety and nutrition in traditional markets at the state level



APFSAN Launch in Sokoto



World Food Day 2022 Kebbi Summit



World Food Safety Day WFSO 2023 Sokoto Celebration



World Food Day 2022 Celebration



APFSAN Kebbi Abattoir visit to sensitize butchers



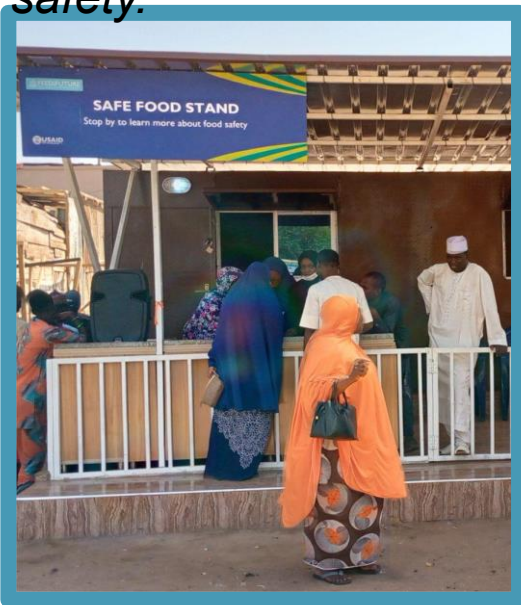
FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative



SAFE FOOD STAND

Wajan lafiyayyen Abinci | “Stop by to learn about food safety.”



An in-market information stand with trained staff who engage and educate consumers on food safety

- ❑ Open 6 days a week
- ❑ Stand Staff are trained “consumer educators”
- ❑ Activities include food safety demonstrations and trainings



Soyamilk production training



Tombrown production training



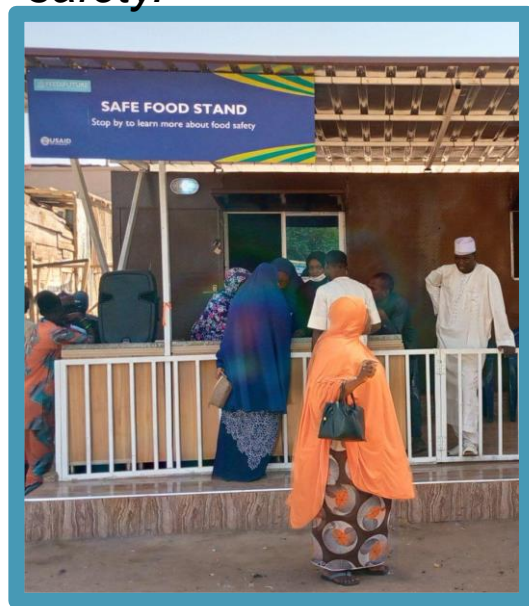
Soyabean storage demonstration

5,000 + CONSUMERS ENGAGED



SAFE FOOD STAND

Wajan lafiyayyen Abinci | "Stop by to learn about food safety."



Consumer educators (stand staff)



Soyabean storage demonstration



Handwashing demonstration



FEED THE FUTURE
The U.S. Government's Global Hunger & Food Security Initiative

Wurin sayar abinci mai inganci:
Igantacen wurin samun sahihin labarum abinci mai inganci don lafiyar iyali

Abun lura wurin sayar jan nama

Abubuwa da mai sayar zai kula:

- **Duba launin nama:** Nama mai kyau za'a ganshi da launin ja mai haske hakan ne ke tabbatar da cewa yana kyau sosai. A tabbatar launin naman bai sauya zuwa kore ba, kuma babu wani alaman lalacewa.
- **Aduba ko ya fara wari:** Nama mai kyau mai lafiya baya wari
- **A kula da Yanayinsa:** mana mai kyau bashi da karfi ko alamar tauri kafin a dafa shi.
- **Duba tsafar wurin da ake sayar dashi:** a tabbatar ana sayar da naman a wuri mai tsafata ba kusa da Bola ba. a sayi Nama a wurin mai tsafata.

Nama mai kyau = abinci Mai inganci

Abinci mai Inganci = Lafiya iyali da kiyaye lafiya

Abinci mai Inganci = Sayen abu mai kyau morewa kudi

USAID **gain** **ILRI** **Pierce Mill** **Busara**

This document was made possible through support provided by Feed the Future through the U.S. Agency for International Development (USAID), under the terms of Agreement #7200A12C-00003.

Food safety flyers



FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative



ABINCI FES-FES

Safe Food Brand

In-market visual cues for consumers to identify vendors who implement food safety best practices



“Clean, Fresh Food”

279 ENROLLED VENDORS



ABINCI FES-FES

Sai wanda yafi kyau





ABINCI FES-FES

Safe Food Brand

In-market visual cues for consumers to identify vendors who implement food safety best practices



Vendors receive training certificates



Consumer awareness campaign drama



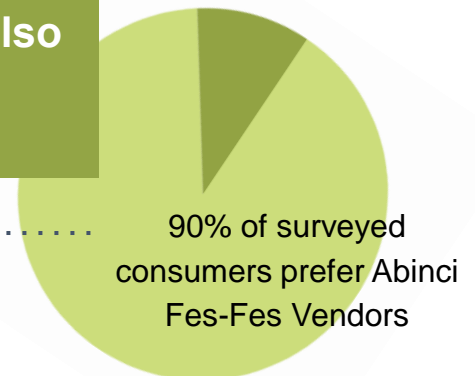
AFF vendor interacting with consumer



AFF beef vendor

“The certificate is big and the expected money is also big.”

- Male Vendor, Sokoto State





SAYEN NAGARI

Safe Food Radio Show

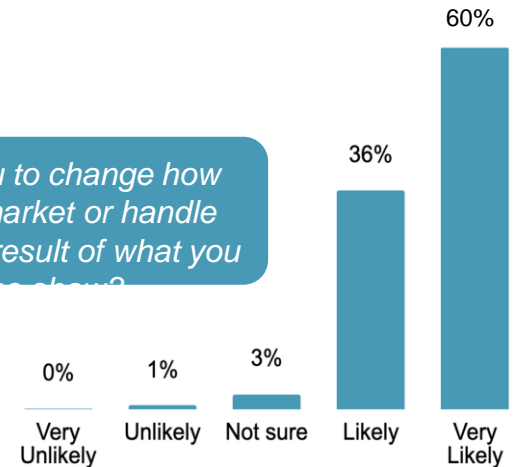
A weekly radio show featuring food safety experts answering live questions from callers



Expert guest with on-air personality

790,000 ESTIMATE
D
LISTENERS

How likely are you to change how you shop at the market or handle food at home as a result of what you heard on the show?





SAYEN NAGARI

Safe Food Radio Show

A weekly radio show featuring food safety experts answering live questions from callers



Pre-recording an episode drama

“Buying quality products is like taking your money back home with you.”

"It is a great program. People are getting more conscious about food and how we handle it. My husband is even more deliberate especially when he wants to buy fish or vegetables."

- **Radio Show Listener**



Expert guest with on-air personality



ACTIVITIES

ONGOING

- APFSAN Toolkit Development
- Review of CAFSANI Consumer Pocket Guide for Food Safety and Nutrition
- Monthly Vendors Compliance Assessment of Branded Vendors in Kebbi and Sokoto
- Conduct Exposure and Endline Assessment Study
- Sustainability plan development
- Safe Food Market Stand-Demos, awareness, mini-training, etc
- Season 2 Episodes of Radio show “Sayen Nagari”

UPCOMING

- GMP-Sponsored training of Street Food Vendors in Birnin Kebbi-APFSAN
- GMP-Sponsored training of aquaculture farmers & vegetables vendors in Sokoto-APFSAN
- APFSAN CLA -Collaboration, Learning and Adapting Session
- Capacity building workshop for APFSAN Kebbi and Sokoto Leadership
- EatSafe in Nigeria Plenary Session at 47th NIFST Annual Conference, Umuahia
- EatSafe in Nigeria presentations at ACAFP Conference 2023, Ghana
- 2023 World Food Day



FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative



SIGN UP FOR
MORE
INFORMATION:

Questions?

Dr Augustine Okoruwa

aokoruwa@gainhealth.org

Visit www.gainhealth.org/EatSafe



FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

www.feedthefuture.gov

This presentation was made possible through support provided by Feed The Future through the U.S. Agency for International Development (USAID), under the terms of Agreement #7200AA19CA00010. The opinions expressed herein are those of the Global Alliance for Improved Nutrition (GAIN) and do not necessarily reflect the views of USAID or the United States Government.



USAID
FROM THE AMERICAN PEOPLE



gain
Global Alliance for
Improved Nutrition

ILRI
INTERNATIONAL
LIVESTOCK RESEARCH
INSTITUTE

M Pierce
Mill
entertainment
& education

 **Busara**