Risk-based approach to improve food safety in informal markets
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Why informal markets matter
• Most of the meat, milk, eggs and fish produced in developing countries is sold in traditional markets
• Food-borne illness and animal disease in informal markets are of growing concern to consumers and policymakers alike

ILRI projects on food safety in informal markets use a risk-based approach to generate evidence of the risk to human health posed by informally marketed foods and the best way to manage risks while retaining benefits

What we have learned so far
• Informal markets are highly preferred
• Food safety matters to poor consumers
• Hazards don't always matter, but risks do
• Perception is a poor guide for risk managers
• Draconian food safety policy makes things worse
• Values and cultures are more important drivers of food safety than pathogens
• Food-borne risk is a fixable problem

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