Urban food markets in Africa: Incentivizing food safety
Introducing the Pull-push project

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Purpose

To reduce the burden of foodborne disease in Ethiopia (and Burkina Faso)

by building capacity of food chain actors and regulators to cost-effectively mitigate important food safety risks in the poultry and vegetable value chain

and provide incentives for them to do so by harnessing consumer demand for food safety.
Why the consumers?

Where to intervene?
- Intervention on farm
- Intervention at market

How to intervene?
- Technological (i.e. aflasafe™, resistant based variants)
- Institutional (i.e. T&C milk traders)

Technically effective?
Cost-effective?
How many beneficiaries do we reach?
Contribution to improved food safety and nutrition?
Will they take up the intervention?

Inputs & Services → Production → Processing → Marketing → Consumers
Pull-push approach:

Key innovation

Reduced foodborne disease burden, professionalizing informal sector, appropriate governance

Pull approach (demand for safe food)
- Consumers recognize and demand safer food
- Consumer campaign for empowered consumers (Primary outcome 3)

Push approach (supply of safe food)
- Value chain actors respond to demand and incentives
- Build capacity and motivation of regulators (Primary outcome 1)
- Inform, monitor and legitimize value chain actors (Primary outcome 2)

ENABLING ENVIRONMENT

Gather baseline information for detailed intervention planning and advocacy
WP1: Estimating burden and cost of foodborne illness

WP2: Understanding poultry and vegetable value chains

WP3: QMRA and cost-effectiveness analysis of candidate interventions

WP4: Build capacity and motivation of regulators to manage food safety

WP5: Empower value chain actors to manage food safety

WP6: Design and implement a consumer campaign

WP7: Impact assessment of pull-push intervention
What we want to know from stakeholders?

• Do Ethiopian consumers care about the safety of the food they eat?
• If yes, what do they care about the most?
• Who are the main stakeholders in Ethiopia who should be consulted?
• Consumption patterns of chicken and vegetables during fasting and non-fasting seasons
better lives through livestock

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