Understanding perception and drivers to change food safety condition of pork value chain actors: the view of slaughterhouse owners and pork retailers in northern Vietnam

Hai Hoang Tuan Ngo1,2, Phuc Pham-Duc1, Luong Nguyen-Thanh1,3, Sinh Dang-Xuan4, Hung Nguyen-Viet5, Hung Pham-Van6, Nga Nguyen-Thi-Duong6, Huyen Nguyen-Thi-Thu6, Delia Grace5,7, Fred Unger4

1 Center for Public Health and Ecosystem Research, Hanoi University of Public Health, Hanoi, Vietnam; 2 Department of Women’s and Children’s Health, Uppsala Global Health Research on Implementation and Sustainability, Uppsala University, Uppsala, Sweden; 3 University of Liege, Liege 4000, Belgium; 4 International Livestock Research Institute, Hanoi, Vietnam; 5 International Livestock Research Institute, Nairobi, Kenya; 6 Vietnam National University of Agriculture, Hanoi, Vietnam; 7 Natural Resource Institute, University of Greenwich, Kent ME4 4TB, United Kingdom

1. INTRODUCTION

97% of slaughterhouses are small-scale
70% of pork are distributed via traditional markets
Pork contributes 54% to Vietnamese meat intake
Small-scale pork value chain actors often lack proper facilities
Limited supervision of food safety authorities on small-scale producers

Small-scale pork value chains provide main fresh pork to Vietnamese consumers
Consumers extremely concern about pork safety and willing to pay more for safer pork

Improving the small-scale pork value chain is urgently required

Key Informant Interviews

Slaughterhouse owners (n=10)
Traditional pork retailers (n=93)

Thematic analysis

Develop coding theme
Applying code to dataset
Rearranging data follow thematic content
Mapping and interpretation

Data collected using the 3S (Safety, Scalability, Societal concerns) tool to assess the food safety performance of value chain actors, developed by ILRI, focusing on:
+ Knowledge, attitude, and practice (KAP);
+ Food safety perception and incentives;
+ Business performance;
+ Driven factors of changes.

2. METHOD

3. RESULTS

Perception about safe pork:
- Unsafe pork can be evaluated by sensorial assessment (e.g. touch)
- Poor hygiene practices causes foodborne diseases, but the consequence is not severe.
- There is no occupational health risk in pork production to the slaughterhouse worker and pork retailer
- Healthy pig and hygiene activities are the key to safe pork

Four main drivers enable slaughterhouse owners and retailers to improve food safety:
- Push from supplier
- Pull from consumer
- Self-drivers
- External-drivers

Self-drivers:
- Cost-benefit oriented
- Concern about hygiene and safety
- Price sensitive

External-drivers:
- Investment from funded project
- Regulations and authorities supervision
- Competitors

Demand in pork appearance
Quality
Trust and
dusted
relationship
Convenience and
adjustable quantity
Quality (safety, appearance) requirement
Warm pork preference

Pork consumer
Retailer
Slaughter house
Pig supplier
Abundant supply and realiable quality

4. CONCLUSION

- Small-scale slaughterhouse owner and pork retailers have misleading knowledge and perception about the safety of pork.
- Consumers and authorities’ involvement can motivate pork producer to improve food safety practices.
- The improvement of food safety perception and regulation knowledge as well as strengthening enforcement of food safety regulations are paramount factors to enable behavior changes of value chain actors.
- The slaughterhouse-retailer connection needs to be fully carefully considered before implementing food safety intervention.
- Appropriate communication strategies should be implemented throughout all value chain actors for dramatically impact on pork safety.