

Urban food markets in Africa: Incentivizing food safety

Introducing the Pull-push project

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on behalf of Delia Grace and team

14 February 2019 in Addis Ababa



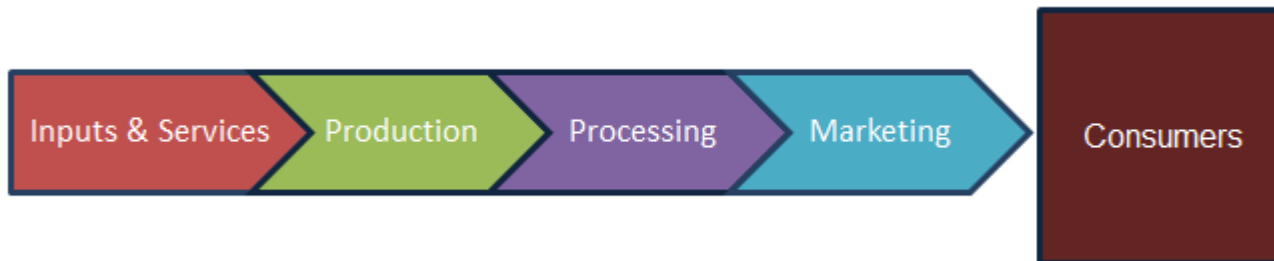
Purpose

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)

Contribution to improved
food safety and nutrition?

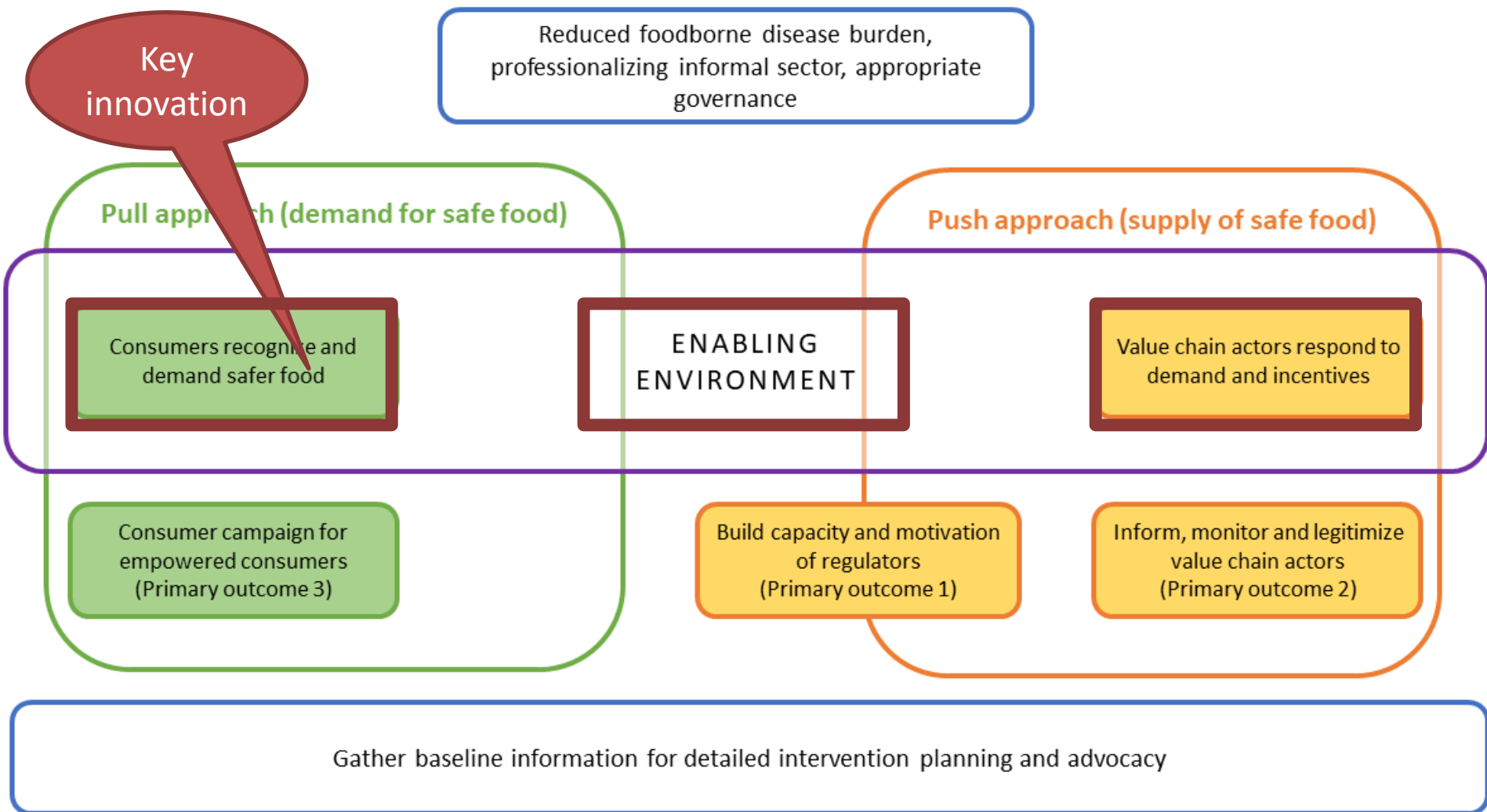
Technically effective?

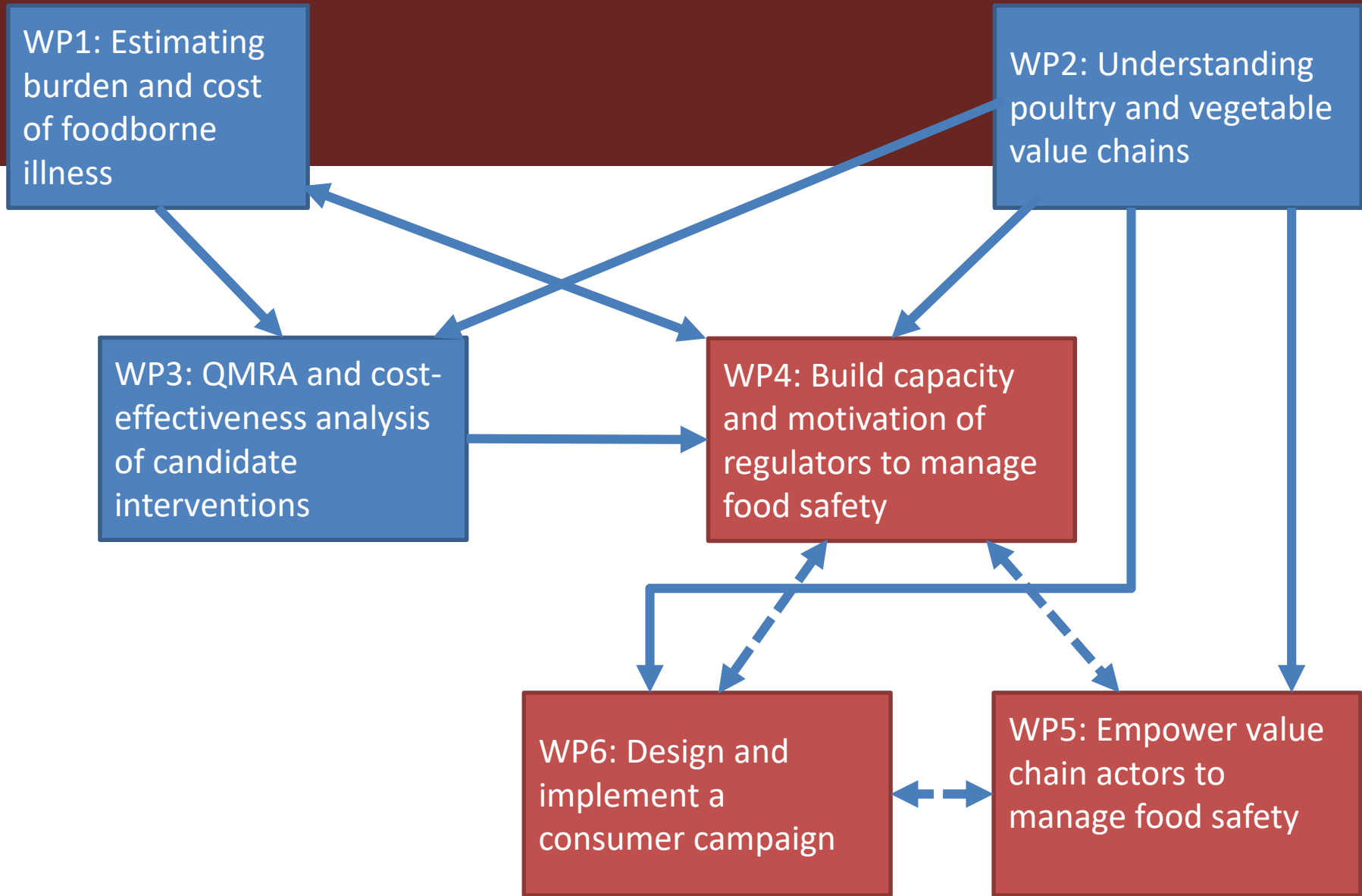
Cost-effective?

How many beneficiaries
do we reach?

Will they take up the
intervention?

Pull-push approach:





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

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Patron: Professor Peter C Doherty AC, FAA, FRS

Animal scientist, Nobel Prize Laureate for Physiology or Medicine—1996

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