

International Livestock Research Institute

Urban food markets in Africa: Incentivizing food safety using a pull-push approach

Food safety consumer campaign expert consultation

at Addis Ababa and Dire Dawa, Ethiopia

May 2021



© 2021 International Livestock Research Institute (ILRI)

ILRI thanks all donors and organizations which globally support its work through their contributions to the [CGIAR Trust Fund](#)



This publication is copyrighted by the International Livestock Research Institute (ILRI). It is licensed for use under the Creative Commons Attribution 4.0 International Licence. To view this licence, visit <https://creativecommons.org/licenses/by/4.0>. Unless otherwise noted, you are free to share (copy and redistribute the material in any medium or format), adapt (remix, transform, and build upon the material) for any purpose, even commercially, under the following condition:



ATTRIBUTION. The work must be attributed, but not in any way that suggests endorsement by ILRI or the author(s).

NOTICE:

For any reuse or distribution, the licence terms of this work must be made clear to others.

Any of the above conditions can be waived if permission is obtained from the copyright holder.

Nothing in this licence impairs or restricts the author's moral rights.

Fair dealing and other rights are in no way affected by the above.

The parts used must not misrepresent the meaning of the publication.

ILRI would appreciate being sent a copy of any materials in which text, photos etc. have been used.

Written by Lina Gazu, Kebede Amenu, Getachew Dinede and Theodore Knight-Jones

Editing and formatting by Tezira Lore

Citation

Gazu, L., Amenu, K., Dinede, G. and Knight-Jones, T. 2021. *Food safety consumer campaign expert consultation at Addis Ababa and Dire Dawa, Ethiopia*. Workshop report. Nairobi, Kenya: ILRI.

Patron: Professor Peter C Doherty AC, FAA, FRS

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

Box 30709, Nairobi 00100 Kenya

Phone +254 20 422 3000

Fax +254 20 422 3001

Email ilri-kenya@cgiar.org

ilri.org

better lives through livestock

ILRI is a CGIAR research centre

Box 5689, Addis Ababa, Ethiopia

Phone +251 11 617 2000

Fax +251 11 667 6923

Email ilri-ethiopia@cgiar.org

ILRI has offices in East Africa • South Asia • Southeast and East Asia • Southern Africa • West Africa

Contents

Acknowledgements	iii
Executive summary.....	iv
Introduction	1
Workshop proceedings	2
Objectives.....	2
Approaches	2
Workshop program	2
List of participants	2
Results	2
Conclusions.....	4
Reflections	4
What is next?	4
Appendices.....	5

Acknowledgements

The *Urban food markets in Africa: Incentivizing food safety using a pull-push approach* project is supported by the Bill & Melinda Gates Foundation, UK Aid from the United Kingdom government and the CGIAR Research Program on Agriculture for Nutrition and Health led by the International Food Policy Research Institute. We also acknowledge our local partner Haramaya University and its staff for their collaboration in facilitating this workshop. Our special thanks go to the people who participated in the workshop and shared their expertise and experience with us.

Executive summary

The *Urban food markets in Africa: Incentivizing food safety using a pull-push approach* project is designed to assess if food safety in Ethiopia (Harar and Dire Dawa) and Burkina Faso (Ouagadougou) can be improved by creating consumer demand for safer food. It combines increasing consumer demand for safer food with building capacity of food chain actors and regulators to cost-effectively mitigate important food safety risks in the poultry and vegetable value chains and provide incentives for them to do so by harnessing consumer demand for food safety.

The project comprises different work packages, one of which focuses on the design and implementation of a consumer campaign (as a 'pull' approach) which is led by Wageningen University & Research. To help design and implement the consumer campaign, stakeholder consultation workshops were conducted around the draft communications plan at national (in Addis Ababa) and local (in Dire Dawa) levels. This report summarises these two workshops.

Introduction

The *Urban food markets in Africa: Incentivizing food safety using a pull-push approach* project investigates if consumer demand can provide the same incentive or ‘pull’ for food safety in low- and middle-income countries as it has done in high-income countries. It also builds capacity of value chain actors to respond to demand for safer food and engages regulators to provide an enabling environment, locally and nationally.

Consumer pressure and demand for food safety is an unexploited lever to incentivize regulators and value chain actors to change their behaviour. Consumers play an important role in improving food safety by making the right choices when buying food and preparing it at home. It is envisaged that consumer demand for safer food will be generated through a consumer communications campaign to increase consumer awareness of specific food safety risks.

A draft consumer communication campaign plan has been developed, based on food safety value chain assessments in the field sites to understand consumer and supplier attitudes and practices on food safety. Before implementing the communication campaign in the study sites of Harar and Dire Dawa, expert consultation workshops were conducted to validate it.

On 5 March 2021, a workshop was held at the International Livestock Research Institute (ILRI) Addis Ababa campus with national-level government experts from the Ethiopian Public Health Institute, the Ministry of Agriculture and the Ministry of Health.

On 24 March 2021, a second workshop was held in Dire Dawa attended by local-level participants from East Hararghe zone (health and livestock resource development offices), Harari (health and agricultural offices), Dire Dawa (health office, public health laboratory and agricultural, water and mineral office) and Haramaya University.

The workshops were organized by Gemma Tacken and Patricia Jaspers (consumer researchers from Wageningen University & Research) and Kebede Amenu (project scientific coordinator from Addis Ababa University). The facilitators were Theodore Knight-Jones (project leader, ILRI), Sisay Girma, Mukerem Taha and Abdulmuen Mohamed (Haramaya University) and Lina Gazu (research associate, ILRI).

Workshop proceedings

Objectives

The overall objective of the workshop was to validate the consumer communication campaign plan before implementing it. The specific objectives were to:

- identify relevant target behaviour in identifying vegetable quality at purchase and during handling at home;
- identify relevant target groups for the food safety consumer campaign;
- identify relevant means of communication to address the target groups;
- identify best experiences from previous campaigns on disseminating public behaviour change intervention messages; and
- identify facilitators of and barriers to the food safety consumer campaign.

Approaches

The workshops were designed to accommodate the views of all participants. Participants were divided into two groups to discuss the issues thoroughly and arrive at consensus. Accordingly, the participants agreed with the consumer campaign's target behaviour, target groups, communication means to address target behaviour and barriers and facilitators, and previous campaigns' best experiences on disseminating public behaviour change intervention messages.

Workshop program

The program covered target behaviour, target groups, communication means to reach the target groups, food safety campaign barriers and facilitators, and previous campaigns' best experiences on disseminating public behaviour change intervention messages (Appendices A and B).

List of participants

The first workshop was held in Addis Ababa in ILRI campus on 5 March 2021 with six national-level participants from the Ethiopian Public Health Institute, the Ministry of Agriculture and the Ministry of Health (details in Appendix C). The second workshop was held in Dire Dawa on 24 March 2021 with 11 local-level participants from East Hararghe zone, Harari, Dire Dawa and Haramaya University (details in Appendix D).

Results

Among the target behaviour to identify vegetable quality at purchase (Appendix E), the participants agreed with the following to be used during the food safety consumer campaign.

- Buy tomatoes (and other vegetables) that are of good quality, fresh and intact; if you buy slightly damaged tomatoes, only use them for stews and long-cooked meals (selected as the most important).

- Keep raw meat and other foods that can contaminate separate from vegetables and ready-to-eat foods (selected as the second most important) (Figure 1).

The target behaviour also included the handling of vegetables at home (Appendix E); the participants agreed with the following to be used for the consumer campaign:

- Wash your hands with water and soap before and after handling tomatoes. Handle raw and semi-cooked vegetables with clean hands.
- Only eat intact clean tomatoes raw; if tomatoes are slightly damaged, only use them in stews and keep unwashed vegetables separate from prepared vegetables.

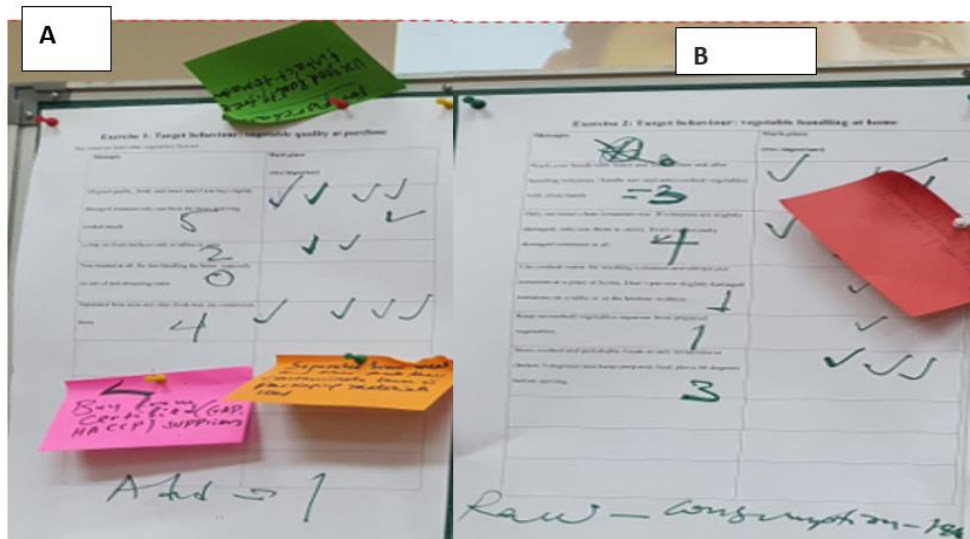


Figure 1. Prioritization of target behaviour related to vegetable quality at purchase (A) and vegetable handling at home (B) as suggested by the experts, Dire Dawa, Ethiopia, 24 March 2021

The participants indicated that these messages are easy to understand and adopt. They also reflected that translating these messages into practice can avoid cross-contamination among food items. Practising some of these messages such as handwashing can also help prevent health risks from other sources including COVID-19 virus and *Vibrio cholerae*.

Out of women (who prepare and buy tomatoes for home consumption), men (who buy tomatoes for home consumption), income groups (low, middle, high) and women (with children under 10 years of age), the participants agreed that women should be the primary target while those with low and middle income should be a secondary target group.

The participants suggested radio as a primary means of communication to reach the target groups because it is affordable, accessible and reaches communities in both urban and rural areas. More importantly, radio is accessible by women who are the primary target of the campaign.

The participants identified best experiences from previous campaigns on disseminating public behaviour change intervention messages to avoid those that would negatively impact our campaign. Accordingly, at national level, the Ministry of Health and the Ethiopian Public Health Institute usually communicate public messages which are similar to our target messages through television and radio, for example, 'Do not eat raw meat and vegetables' during the COVID-19 pandemic and cholera outbreak.

During public celebrations and festivities/holidays, the Ministry of Agriculture usually communicates messages via television and radio on proper handling of animals and backyard slaughtering, for example, ‘Do not eat meat that has not been inspected by veterinarians’.

At the local level, Haramaya University advised the community regarding vegetable compartmentalization to prevent cross-contamination. However, retailers usually fail to do this because they do not have the resources to implement safe food handling practices.

There has been frequent handwashing and absence of shaking hands related to COVID-19 control protocols. ‘Do not eat raw food’ is addressed as the main message during cholera outbreak campaign and this showed positive impact at local levels.

The participants identified the following facilitators of the campaign: health offices, agriculture offices (extension workers), influential persons, education offices, universities, research centres, non-governmental organizations (SOS, Care Ethiopia, Mercy Corps, Action Aid, Menschen für Menschen, Save the Children), local FM radio stations and the Ethiopian Food and Drug Administration.

Barriers to the food safety consumer campaign were identified as follows: wholesalers, traders, intermediaries, political situation (instability), economic problem, market turnover, inadequate market information, stakeholder incoordination, absence of commitment (from implementors, senior officials, policymakers), lack of incentives (budget), cultural behaviour and lack of skilled personnel.

Conclusions

The participants’ suggestions on target behaviour, experiences from previous campaigns, messages, target groups, means of communication, and facilitators of and barriers to food safety during this workshop aligned with what is indicated in the consumer communication campaign plan. Participants also confirmed that the selected target behaviour was socio-culturally acceptable.

Reflections

The participants appreciated being invited to the workshops as they were afforded the chance to validate the consumer communication campaign plan. They also suggested that relevant actors be involved in implementing the project. They also appreciated the project as it considers the entire food chain towards building capacity of regulators and market-level value chain actors and increasing consumer demand for safer food.

What is next?

Now that we have validated the consumer communication campaign plan, we can design and implement the consumer food safety communication campaign to increase consumer awareness of specific food safety risks.

Appendices

Appendix A: Food safety consumer campaign expert consultation workshop program, ILRI campus, Addis Ababa, Ethiopia, 5 March 2021

Time	Activities	Facilitators
0830–0930	Registration	Lina and Yodit
0930–0945	Group introductions	All participants
0945–1000	Project introduction	Kebede
1000–1015	Plenary presentation: Introduction to the food safety campaign	Gemma
1015–1045	Exercise 1: Target behaviour	Kebede and Lina
1045–1115	Exercise 2: Learning experiences from earlier campaigns	Kebede and Lina
1115–1130	Group presentation (Exercises 1 and 2)	Group members
1130–1145	Tea break	
1145–1215	Exercise 3: Target group and impact	Kebede and Lina
1215–1245	Exercise 4: Facilitators and barriers	Kebede and Lina
1245–1300	Group presentation (Exercises 3 and 4)	Group members
1300–1330	Plenary wrap-up	All participants
1330–1430	Lunch	

Appendix B: Food safety consumer campaign expert consultation workshop program, MM Hotel, Dire Dawa, Ethiopia, 24 March 2021

Time	Activities	Facilitators
0830–0930	Registration	Sisay and Abdi
0930–0945	Group introductions	All participants
0945–1000	Project introduction	Kebede
1000–1015	Plenary presentation: Introduction to the food safety campaign	Gemma
1015–1035	Exercise 1: Target behaviour	Kebede, Abdi and Sisay
1035–1055	Exercise 2: Learning experiences from earlier campaigns	Kebede, Abdi and Sisay
1055–1125	Group presentation and discussion (Exercises 1 and 2)	Group members
1125–1140	Tea break	
1140–1200	Exercise 3: Target group and impact	Kebede, Abdi and Sisay
1200–1220	Exercise 4: Facilitators and barriers	Kebede, Abdi and Sisay
1220–1250	Group presentation (Exercises 3 and 4)	Group members
1250–1330	Plenary wrap-up (discussion)	All participants
1330–1430	Lunch	

Appendix C: Food safety consumer campaign expert consultation workshop participants, ILRI Addis Ababa campus, 5 March 2021

Name	Designation	Organization
Wondwosen Bekele	Expert on food safety and prevention and control of zoonoses	Ministry of Agriculture (veterinary public health directorate)
Tewodros Girma	Food science and postharvest technologist	Ministry of Agriculture (food and nutrition coordination office, nutrition-sensitive agriculture project advisory)
Abdella Negash	Director	Ministry of Agriculture (horticulture development and technology transfer)
Getenet Fikreselase	Unit leader, food safety expert	Ethiopian Public Health Institute (food safety unit)
Melaku Nigusse	Water, sanitation and hygiene officer	Ministry of Health (environment and food hygiene directorate)
Geremew Tassew	Food safety expert	Ethiopian Public Health Institute (food safety unit)

Appendix D: Food safety consumer campaign expert consultation workshop participants, MM Hotel, Dire Dawa, Ethiopia, 24 March 2021

Name	Designation	Organization
Tadesse Assefa	Agronomist	East Hararghe zone agricultural office
Abdi Mohammed	Food and health facility regulator expert	East Hararghe zone health office
Abraham Ahemed	Meat safety inspection expert	East Hararghe zone livestock resource development office
Abdi Mohamed	Experts on natural chemical residue in food	Haramaya University
Eleni Kelemwork	Sanitation and hygiene expert	Harari people region health office
Adem hiko	Food safety expert	Haramaya University
Melese Adamu	Urban agriculture extension expert	Dire Dawa administration agricultural, water and mineral office
Selamawit Alemu	Food security and nutrition expert	Harari people region agriculture office
Bille Yehualashet	Livestock health and biosecurity expert	Dire Dawa administration agricultural, water and mineral office
Kassahun Assefa	Laboratory analysis expert	Dire Dawa administration regional public health laboratory
Mohammed Tute	Sanitation and hygiene regulatory expert	Dire Dawa administration health office

Appendix. E: Target behaviour related to vegetable quality at purchase and vegetable handling at home used during the workshops (5 March 2021, ILRI Addis Ababa campus and 24 March 2021, Dire Dawa)

Vegetable quality at purchase Buy tomatoes (and other vegetables) that are...	Vegetable handling at home
Of good quality, fresh and intact; if you buy slightly damaged tomatoes, only use them for stews and long-cooked meals.	Wash your hands with water and soap before and after handling tomatoes. Handle raw and semi-cooked vegetables with clean hands.
Lying on clean surfaces such as tables or carts.	Only eat intact clean tomatoes raw; if tomatoes are slightly damaged, only use them in stews. Do not eat severely damaged tomatoes at all.
Non-treated at all; the less handling the better, especially no use of non-streaming water.	Use boiled water for washing tomatoes and always put tomatoes on a plate at home. Do not put raw slightly damaged tomatoes on a table or on the kitchen work surface.
Separated from meat and other foods than can contaminate them.	Keep unwashed vegetables separate from prepared vegetables.
	Store cooked and perishable foods at safe temperatures (below 5°C) and keep prepared food above 60°C before serving.



Figure 2. Food safety consumer campaign expert consultation workshop, ILRI Addis Ababa campus, 5 March 2021



Figure 3: Food safety consumer campaign expert consultation workshop, Dire Dawa, Ethiopia, 24 March 2021