

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

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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

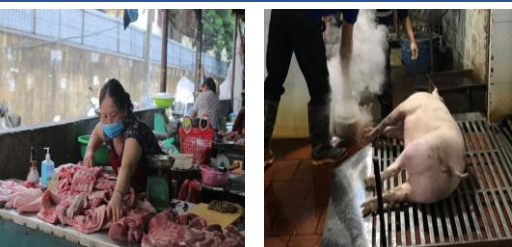
Limited supervision of food safety authorities on small-scale producers

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

2. METHOD



- 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.

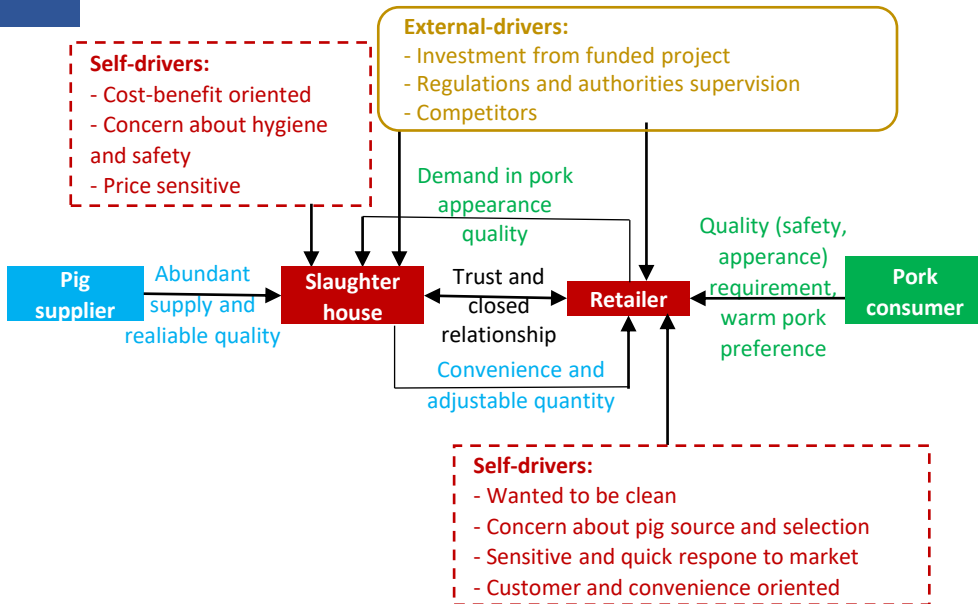
3. RESULTS

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**



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.