



FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

EatSafe: Evidence and Action Towards Safe, Nutritious Food

is a five-year multi-country activity that works in local, traditional markets to improve food safety. The objective is to engage and empower consumers and market actors to demand safe, nutritious food.



UNLOCKING TRADITIONAL MARKETS

EatSafe conducts rapid market assessments to understand consumer characteristics, vendor practices, gender dynamics, commodity supply, food safety risks, and the enabling environment.

EVIDENCE-BASED FOOD SAFETY INTERVENTIONS

Drawing from the market assessments, EatSafe co-designs interventions with key stakeholders. They are tested for effectiveness, feasibility, and sustainability, with a focus on behavior change among market actors.

In Nigeria...

EatSafe is testing four interventions in two traditional markets in north western Nigeria:



RADIO SHOW

Dissemination of food safety messages via popular media



BRAND

Recognition of vendors who practice food safety behaviors



ASSOCIATION

Official state-based advocacy group for food safety



STAND

Staffed, in-market food safety information stand



For more information, scan the QR code or contact EatSafe@gainhealth.org.

In Ethiopia...

EatSafe is testing three interventions in one traditional market in southern Ethiopia:



CAMPAIGN

Dissemination of food safety messages via media outreach



TRAINING

Hands-on, practical food safety training for vendors



MARKET INITIATIVE

Convening of stakeholders to develop a market improvement plan

