



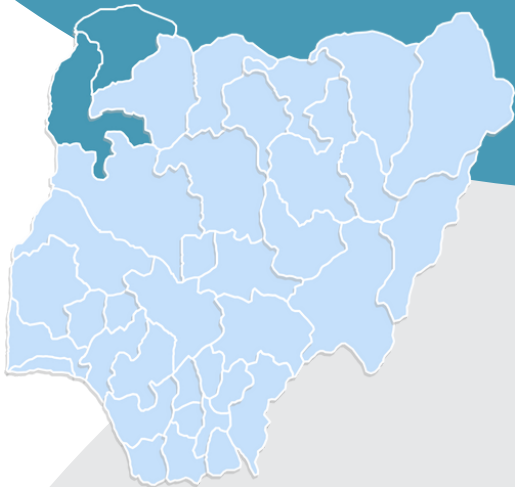
FEED THE FUTURE

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

EatSafe: Evidence and Action Towards Safe, Nutritious Food

FOOD SAFETY INTERVENTIONS FOR TRADITIONAL MARKETS

EatSafe in Nigeria



About EatSafe

Supported by Feed the Future, EatSafe's four interventions in two traditional markets seek to increase consumer demand for food safety in Nigeria.

Intervention Effectiveness

Each intervention will be assessed in its ability to effectively impact consumers' and vendors' knowledge, attitudes and practices related to food safety.

IMPLEMENTATION MARKETS

Birnin Kebbi Central Market, Birnin Kebbi, Kebbi State
Dankure Market, Sokoto City, Sokoto State

KEY COMMODITIES

Vegetables; Beef; Fish; Grains (i.e., soybeans, cowpea, rice, maize).

TITLE	AUDIENCE	DESCRIPTION
Market Stand	Consumers	In-market food safety information stand
Brand	Consumers, Vendors	Recognition of vendors who uphold food safety best practices
Radio Show	General Population	Dissemination of food safety messages via popular media
Association	Market Actors, Stakeholders	Official state-based advocacy group for food safety



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Wajan lafiyayyen Abinci

"Stop by to learn about food safety."

An in-market stand with trained staff members who engage and educate consumers on food safety

Over 3,600 consumers engaged

Open 6 days per week, featuring weekly demonstrations and trainings

STAND



Abinci Fes-Fes

"Clean, Fresh Food"

In-market visual cues for consumers to identify vendors who implement food safety best practices

279 vendors trained on food safety and enrolled in the Brand

90% of consumers prefer purchasing from Abinci Fes-Fes vendors

BRAND



Sayen Nageri

"Buying quality products is like taking your money back home with you."

A weekly radio show spreading awareness of and education about food safety

700,000 listeners across two states

1,024 listeners called-in during the 26 episodes of Season 1

RADIO



Association for Promotion of Food Safety and Improved Nutrition

A non-profit, non-government registered organization that advocates for improved food safety and nutrition in traditional markets at the state level

894 actively participating members in two states

50% of state leadership are women

APFSAN

Data as of
May 2023



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