

EatSafe: Evidence and Action Towards Safe, Nutritious Food

EatSafe Interventions in Nigeria

Supported by Feed the Future, EatSafe's four interventions in two traditional markets (Central Market in Birnin Kebbi, Kebbi State, and Dankure Market in Sokoto City, Sokoto State) seek to increase consumer demand for food safety.

Safe Food Brand

Abinci Fes-Fes

"Clean, Fresh Food"

Provide in-market visual cues so consumers prefer vendors who implement food safety best practices (via training and an opt-in brand program)



Safe Food Market Stand

Wajan lafiyayyen Abinci

"Stop by to learn about food safety."

Provide a physical space in the market where consumers can access food safety information while they shop.



Association for Promotion of Food Safety and Improved Nutrition

APFSAN

Establish a group of market actors and stakeholders via a Nigerian government-registered non-profit organization to advocate for improved food safety.



Radio Show

Sayen Nageri

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

Produce a weekly radio show with influential on-air personalities, call-in sessions, and scripted dramas in support of food safety education and awareness.



For more information, contact Dr. Augustine Okoruwa at aokoruwa@gainhealth.org.