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 its interventions in two local markets in north western Nigeria. Interventions cover four thematic domains:

- **MEDIA**
  Safe Food Radio Show

- **SIGNALING**
  Food Safety Brand

- **NETWORK**
  National Food Safety Association

- **MARKET HUB**
  Food Safety Stand

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

In Ethiopia...

Initial market assessments show that:

- Consumers and vendors have limited interactions, and consumers don’t feel that food safety is a topic they can discuss with vendors.
- Most vegetable vendors are women.
- Women consumers are considered to be more attentive and engaged shoppers.
- There are no consumer associations that address food safety in the focus markets.