

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 codesigns 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



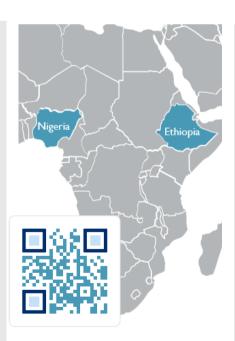
NETWORK

National Food Safety Association



MARKET HUB

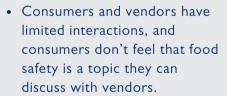
Food Safety Stand



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

In Ethiopia...





- 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.









