



# 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 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](mailto: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.

