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.

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<td>Consumers</td>
<td>In-market food safety information stand</td>
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<td>Brand</td>
<td>Consumers, Vendors</td>
<td>Recognition of vendors who uphold food safety best practices</td>
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**Wajan Iafiyayyen 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

**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

**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

**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

Data as of May 2023