

EatSafe: Evidence and Action Towards Safe, Nutritious Food

Food Safety Stakeholder Mapping Report for Hawassa, Ethiopia

September 2022

This EatSafe report presents evidence that will help engage and empower consumers and market actors to better obtain safe nutritious food. It will be used to design and test consumer-centered food safety interventions in informal markets through the EatSafe program.

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ACRONYMS AND ABBREVIATIONS

| | |
|---------|---|
| AINFP | Alliance for Inclusive and Nutritious Food Processing |
| EatSafe | Evidence and Action Toward Safe, Nutritious Foods |
| FBD | Foodborne disease |
| GAIN | Global Alliance for Improved Nutrition |
| NGO | Non-governmental organization |
| USAID | U.S. Agency for International Development |
| WHO | World Health Organization |

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EXECUTIVE SUMMARY

Protecting the safety of the food supply remains a significant global challenge, one that is particularly difficult in low- and middle-income countries (LMICs). In Ethiopia, the lack of a comprehensive food control system constrains economic development and puts public health at risk. Feed the Future's Evidence and Action Towards Safe, Nutritious Food (EatSafe) seeks to improve food safety for consumers in traditional markets in LMICs. In Ethiopia, EatSafe operates in Aroge Gebeya, a traditional market in Hawassa City within the Sidama region.

As part of its Formative Research (Phase I) activities, EatSafe conducted a stakeholder mapping exercise to identify individuals and groups working on food safety in Hawassa, to gauge their interest in collaborating with the program, and to assess their influence on food safety policy and implementation in the city. EatSafe developed and disseminated a questionnaire based on the World Health Organization's Guidance for Stakeholder Engagement, then conducted a mapping exercise to categorize stakeholders based on their interest in the program and their influence in food safety.

Of the 24 potential stakeholders that EatSafe identified, 19 completed the questionnaire – a response rate of 80%. EatSafe categorized stakeholders into eight groups. Data was collected in May and June 2022 via in-person interviews using COVID-19 prevention methods, an email form, and social media outreach via Telegram. The largest group to respond was government bodies, which contained 10 of the 19 respondents. The other groups included associations, vendors, industry, academia, media, individual farmers, and non-governmental organizations.

Analysis of the questionnaire indicate that half of respondents have roles related to creating awareness or conducting trainings related to food safety. All respondents mentioned low levels of food safety knowledge as a main challenge to improve food safety in Hawassa, followed by poor infrastructure and resource limitations. Just over half (58%) of the stakeholders self-reported having influence in food safety, most being governmental stakeholders. Most respondents (n=14; 74%) expressed interest in participating in multiple EatSafe activities. Specific activities of interest included participation in EatSafe meetings (78%), stakeholder engagement programs (67%), and intervention design in Phase II of the program (50%).

Results of the mapping exercise indicate that “Key Stakeholders” (high interest/high influence) are the government bodies interviewed by EatSafe, as well as Hawassa University. “Influential Stakeholders” (low interest/high influence) are the Women Association and individual farmers, while the Agaga Vegetable Vendors Union, Media, and Industry groups represented “Interested Stakeholders” (high interest/low influence). Lastly, “Low Priority Stakeholders” (low interest and influence) included the Alliance for Inclusive and Nutritious Food Processing and the Youth Association.

Along with other Phase I activities, the results presented in this assessment will inform ongoing stakeholder engagement activities, allowing EatSafe in Ethiopia to identify cross-cutting areas of collaboration.

I. INTRODUCTION

Safe and high-quality food is essential to food security, public health, and economic development. In 2015, the World Health Organization conservatively estimated that Africans suffer 137,000 deaths and 91 million acute illnesses annually from foodborne hazards, with the African WHO region containing Ethiopia having the world's highest per capita incidence of foodborne disease (FBD) (1). In Ethiopia, protecting the safety of the food supply remains a significant challenge. The lack of appropriate food control systems constrains the country's economic development and puts public health at risk (2). Food safety concerns in Ethiopia include biological and chemical contamination, adulteration, misbranding, illegal food trading, and weak control over imported and exported foods.

With this challenge, Feed the Future's EatSafe: Evidence and Action Towards Safe Nutritious Foods (EatSafe) seeks to enable lasting improvements in the safety of nutritious foods in traditional markets by focusing on the consumer. In Ethiopia, EatSafe operates in Aroge Gebeya, a traditional market in Hawassa City within the Sidama region.

As part of its formative research activities, EatSafe conducted a stakeholder mapping exercise to understand the food safety landscape in Hawassa. A stakeholder is defined as a person or group of people who can affect or be affected by a given project. Stakeholders can be individuals working on a project, groups of people or organizations, or even segments of a population (3). EatSafe defines a stakeholder as any individual or group of people that have a vital interest in the business of food and its safety (4).

Stakeholders can be categorized based on the functional involvements (e.g., consumer or vendor) or their motivations (e.g., food security or profit). Understanding stakeholders' motivations, interests, and influence can assist programs like EatSafe in identifying key areas of engagement (e.g., food safety information, capacity building or training, program implementation, public policy, etc.). The stakeholders identified in this report are major influencers for an improved food safety system in Hawassa, Ethiopia.

EatSafe's food safety stakeholder mapping exercise aims to:

- Identify key individuals and organizations in Hawassa to engage during formative research activities, intervention design and implementation;
- Understand the characteristics and interests of the various stakeholders;
- Categorize stakeholders by their level of interest and influence on food safety generally and in Aroge Gebeya, the traditional food market where EatSafe is focusing its efforts;
- Establish communication channels with significant stakeholders.

2. METHODOLOGY

To conduct the food safety stakeholder mapping exercise, EatSafe first identified potential stakeholder categories through brainstorming sessions and a review of the participant list from the April 2022 municipal roundtable discussion (5) and/or May 2022 launch event of EatSafe in Ethiopia (6). The team then obtained contact information (name, email address, and phone number) for potential respondents.

EatSafe previously conducted a stakeholder mapping activity in Nigeria. Using the lessons from the Nigeria report (4) as well as World Health Organization (WHO) guidelines for stakeholder engagement (7), EatSafe developed questionnaire for the Ethiopian context (see [Appendix 1](#)). Data was collected using a mixed-methods approach (in-person interviews using COVID-19 prevention methods; an email form; and social media outreach via Telegram in May and June 2022). EatSafe sought consent from respondents before their participation in the interview, noting that participation was completely voluntary and that they were free to withdraw at any time. Both the questionnaire and consent form were translated to Amharic. Interviews were conducted in Amharic for 85% of participants, while English comprised the remaining 15%.

EatSafe then analyzed results from the questionnaire, categorizing individual stakeholders into groups. Finally, EatSafe mapped stakeholders according to their *influence* and *interest* in food safety using the Stakeholder Influence/Interest Grid (See **Figure 6**) (8). The Grid provides EatSafe with recommendations on how to engage with the different stakeholders based on where they fall within the matrix. The Grid has four sections: “Key Stakeholders” (high interest and influence), “Influential Stakeholders” (low interest/high influence), “Interested Stakeholders” (high interest/low influence), and “Low Priority Stakeholders” (low interest and influence).

3. FINDINGS

3.1. RESPONDENT INFORMATION

EatSafe in Ethiopia identified and contacted 24 potential stakeholders that were considered to have an interest in food safety and a high probability of completing the questionnaire. Of those 24 stakeholders, 19 completed the questionnaire— a response rate of 80%.^{1,2} Men represented 68% of respondents, while women comprised 32% (n=16 and n=8, respectively). Most respondents were directors, managers, or owners in their organizations.

EatSafe categorized the 19 respondents into eight groups (**Table 1**). Eleven of the 19 stakeholders worked at governmental organizations. Two respondents were individuals, while the others represented groups such as associations, vendors, industry, academia, media, farmers, and non-governmental organizations (NGOs).

¹ Eight respondents completed the written survey, while 16 stakeholders opted for in-person interviews.

² EatSafe contacted six respondents who were unable to complete the questionnaire: three private sector organizations, Business Drivers for Food Safety (BD4FS), a lettuce farmer, and a wholesaler.

Table 1. Key Stakeholders Working in Food Safety in Hawassa

GOVERNMENT (10)

- | | |
|---|--|
| <ul style="list-style-type: none"> • Sidama Trade and Industry Bureau • Sidama Health Bureau • Sidama Agricultural Bureau • Regional Food and Drug Authority • Sidama Public Health Institute • Hawassa Investment Bureau | <ul style="list-style-type: none"> • Sidama Women, Children and Youth Directorate • Regional Ethiopian Conformity Assessment Office • Hawassa Trade and Market Development Department • Gebeya Dar Kebele Administration³ |
|---|--|

ASSOCIATIONS (2): Hawassa Women’s Association; Hawassa Youth Association

VENDORS (2): Agaga Vegetables Vendor Union; Vendor (individual)

INDUSTRY (1): Industry Park (Quadrant Apparel Group Garment PLC)

ACADEMIA (1): Hawassa University

MEDIA (1): South Radio and Television Agency

FARMER (1): Tomato and lettuce farmer (individual)

NGOs(1): Alliance for Inclusive and Nutritious Food Processing (AINFP)

3.2. HOW STAKEHOLDERS ENGAGE IN FOOD SAFETY

Of the 19 stakeholders interviewed, 13 reported their work did not involve food safety. Of the six respondents who responded in the affirmative, most worked to create awareness, provide training, and technical (Table 2).

Table 2. Stakeholders' Food safety Related Activity in Hawassa market

| STAKEHOLDER | ACTIVITIES |
|--|--|
| Sidama Trade and Industry Bureau | Provide awareness creation and training to ensure safety of available commodities |
| Regional Food and Drug Authority | Conduct food inspection and awareness creation in the market; review expiration dates on packaged foods |
| Sidama Public Health Institute | Support in-market research activities related to food issues such as food security, FBD; Assess and generate evidence for government authorities when FBD is reported in any Hawassa markets |
| Sidama Women, Children and Youth Directorate | Work with health extension workers to create awareness among women in the market on food handling at home |
| Hawassa University | Conduct research; Provide awareness creation and training for vendors and consumers |
| Radio and Television Agency | Collaborate with NGOs and research institutes on story sourcing and transmitting to the population |

³ Gebeya Dar Kebele is the administrative district in which Aroge Gebeya market is located.

3.3. STAKEHOLDERS' PERSPECTIVES ON FOOD SAFETY IN HAWASSA

All but one stakeholder (95%; n=18) rated food safety in traditional markets as “poor” and in need of improvement.⁴ All respondents mentioned low levels of food safety knowledge as the primary challenge to implement food safety in the market followed by poor infrastructure and resource limitation (**Figure 2**).

Figure 1. Main Challenges to Implement Food Safety in the Market



Stakeholders mentioned opportunities to improve food safety in the market, including:

- The market’s large size and high flow of people – including residents, caterers, and people eating at restaurants and hotels – which increases the likelihood of reaching many consumers.
- Designing programs that are implemented on busier days at the market (Mondays and Thursdays), where many people gather, is important for awareness creation activities.
- Consumer and vendors report positive attitude towards food safety, facilitating education initiatives.
- Because i) government plays an important role in the market and ii) Sidama is a newly established region and keen to working on food safety, EatSafe could collaborate with the government authorities.
- Several partners are interested in collaborating with EatSafe to support program implementation.

When asked where EatSafe should focus, almost all the respondents mentioned i) raising awareness for both consumer and vendors on food safety; and ii) improving market infrastructures (e.g., water and toilet facility). One respondent proposed EatSafe select a few vendors who are well known in the market and provide training to them on food safety, allowing them to act as a model for other vendors. However, the mechanism by which stakeholders can collaborate or raise awareness around food safety is unclear.

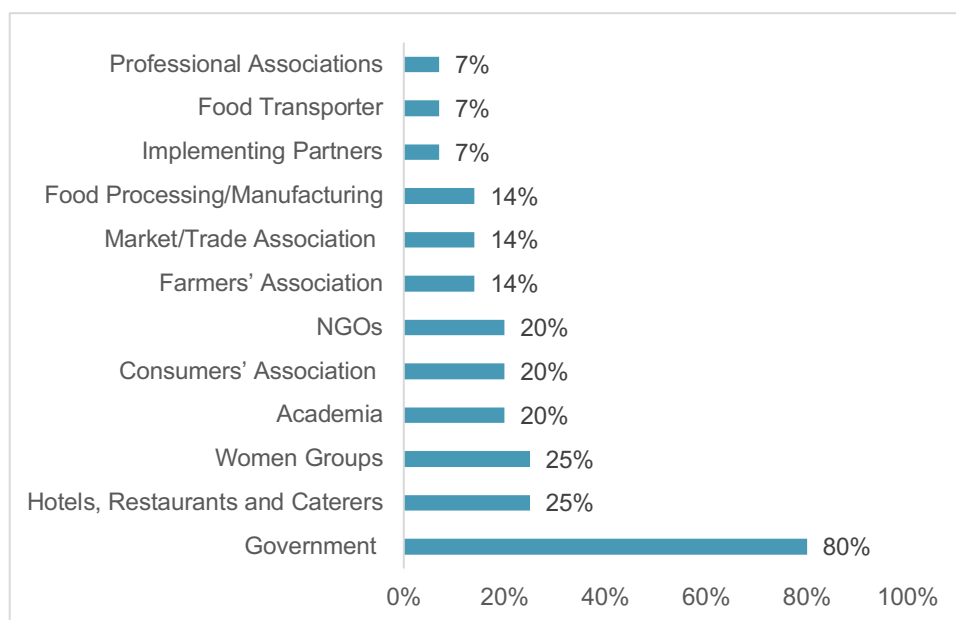
3.4. HOW STAKEHOLDERS ENGAGE WITH OTHERS IN FOOD SAFETY

Almost 80% (n=15) of respondents reported collaborating with other stakeholders on food safety issues. As shown in **Figure 3**, the majority interacted with the government on food safety issues,

⁴ The remaining one respondent did not have firsthand experience in the market.

followed by women’s groups, and hotels, restaurants and caterers (each 25%).⁵ Similar answers resulted when asked about key food safety stakeholders (i.e., Governmental authorities, and particularly, the Ministry of Health, Trade, and Agriculture). The types of engagements with other stakeholders included collaborating and supporting food safety activities (i.e., coordinating on a food-related campaign, trainings, development consultancy, and/or awareness creating activity).

Figure 2. Stakeholder’s Engagement with Others on Food Safety



3.5. STAKEHOLDERS INTEREST IN EATSAFE ACTIVITIES

Results from this assessment, the roundtable discussion (5), and official launch event of the EatSafe program (6) indicate high stakeholder interest in supporting the EatSafe program. As shown in **Table 3**, most respondents (n=14; 74%) expressed interest in participating in multiple program activities. Specific activities of interest included participation in annual meetings (78%), stakeholder engagement program (67%), and intervention design (50%).

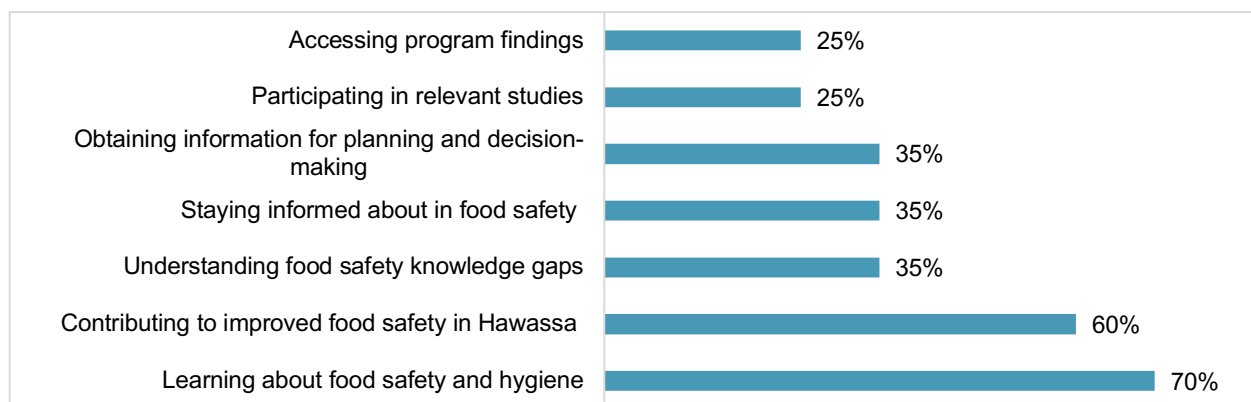
All but one respondent provided several motivating reasons to support EatSafe’s program implementation. As reflected in **Figure 4**, these included the opportunity to learn more about food safety and hygiene and to contribute to improved food safety in Hawassa (70% and 60%, respectively).

⁵ One respondent each mentioned implementing partners, food transporters, and professional associations. In Figure 3, the category of NGOs includes civil society and community-based organizations.

Table 3. Stakeholders' Interests in Engaging with EatSafe Activities

| Organizations | Regular Updates | Stakeholder Programs | Annual Meetings | Results | Intervention Design |
|---|-----------------|----------------------|-----------------|---------|---------------------|
| GOVERNMENT (10) | | | | | |
| Sidama Trade and Industry Bureau | | | | | |
| Sidama Health Bureau | | | | | |
| Sidama Agricultural Bureau | | | | | |
| Regional Food and Drug Authority | | | | | |
| Sidama Public Health Institute | | | | | |
| Hawassa Investment Bureau | | | | | |
| Sidama Women, Children and Youth Directorate | | | | | |
| Sidama Ethiopian Conformity Assessment Office | | | | | |
| Hawassa Trade and Market Development Department | | | | | |
| Gebeya Dar Kebele Administration | | | | | |
| ASSOCIATIONS (2) | | | | | |
| Hawassa Woman Association | | | | | |
| Hawassa Youth Association | | | | | |
| VENDORS (2) | | | | | |
| Agaga Vending | | | | | |
| Vendor (Individual) | | | | | |
| INDUSTRY (1) | | | | | |
| Industry Park (Quadrant Apparel group PLC) | | | | | |
| ACADEMIA (1) | | | | | |
| Hawassa University | | | | | |
| MEDIA (1) | | | | | |
| South Radio and Television Agency | | | | | |
| FARMERS (1) | | | | | |
| Tomato and lettuce farmer (Individual) | | | | | |
| NGOs (1) | | | | | |
| AINFP | | | | | |

Figure 3. Stakeholders' Motivation to Support EatSafe Program



4. STAKEHOLDER INFLUENCE/INTEREST ANALYSIS

EatSafe asked respondents to rank the level of influence they have in food safety, across 10 domains on a scale of 1 (lowest) to 5 (highest) (**Figure 5**). Most government stakeholders self-reported high or extremely high influence across all categories, particularly Sidama Conformity Assessment Office, Hawassa Investment Bureau, Sidama Regional Health Bureau and Sidama Trade and Industry Bureau (consumer protection).⁶ Other government stakeholders varied, with lowest scores for Hawassa Trade Development and Sidama Women, Children and Youth Directorate, with the exception of the category of enforcement and implementation, where they ranked themselves as high influencers. Sidama Public Health Institute has extremely high influence in compliance, enforcement, and monitoring and evaluation (M&E). Sidama Agricultural Bureau has extremely high resource support and low enforcement and M&E. Gebeya dar Administration has high advocacy, enforcement, and project intervention.

Non-government stakeholders generally ranked themselves much lower on the scale as influencers with some interesting exceptions. Hawassa University rated themselves highly in all domains except for compliance. Farmers have moderate influence on advocacy, compliance, and implementation, while the vendors and the Agaga Vegetables Vendors Union have less influence. Media reported high advocacy and high implementation, while industry reported high implementation. Hawassa University and the Women's Association rated highly in policymaking and advocacy, respectively, while all other categories rated extremely low on policymaking and legislation. Decision power is extremely low across the board. Both AINFP and Youth Association rated themselves extremely low in all categories, except for AINFP in the category of resource support.

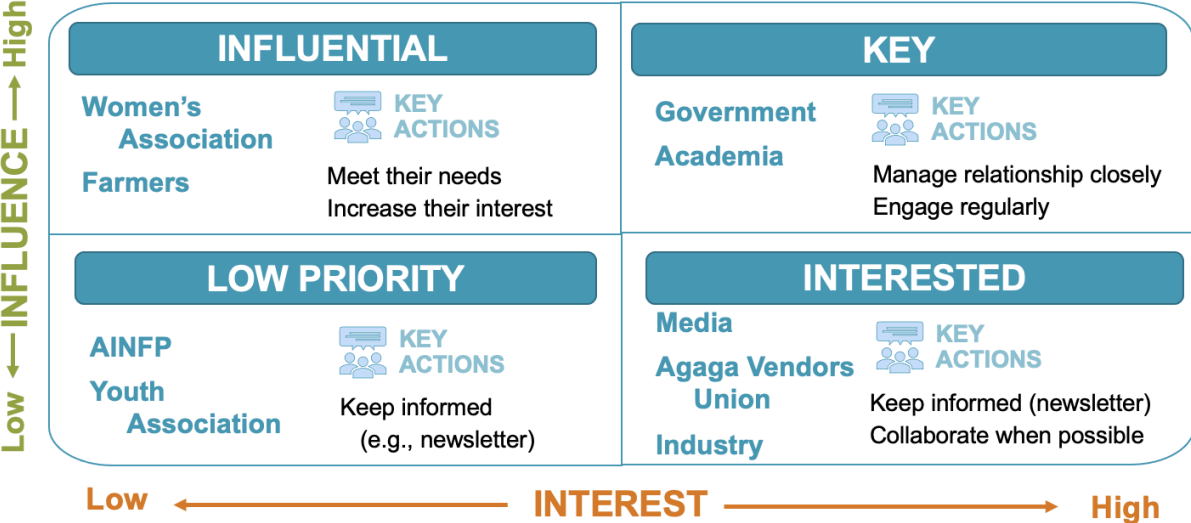
⁶ With the exception of low scores for Sidama ECFA on advocacy; and Sidama Regional Health Bureau and Sidama FDA for policymaking; Sidama Trade and Industry Bureau (consumer protection) for project implementation.

Figure 4. Stakeholder's Self-Reported Influence on Food Safety, by Dimension

| | | Policy Making | Legislation | Advocacy | Decision power | Compliance | Enforcement | Implementation | Intervention | M&E | Resources Support |
|--------------------|---------------------------------------|---------------|-------------|----------|----------------|------------|-------------|----------------|--------------|-----|-------------------|
| Government | Sidama Conformity Assessment Office | 5 | 5 | 2 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| Government | Hawassa Investment Bureau | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 |
| Academia | Hawassa University | 5 | 4 | 4 | 3 | 1 | 4 | 5 | 5 | 5 | 5 |
| Government | Sidama Trade and Industry Bureau | 3 | 3 | 5 | 4 | 5 | 5 | 5 | 2 | 5 | 4 |
| Government | Sidama Regional Health Bureau | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 |
| Government | Sidama Public Health Institute | 3 | 3 | 1 | 3 | 5 | 5 | 2 | 3 | 5 | 1 |
| Government | Sidama Agricultural Bureau | 2 | 3 | 4 | 3 | 3 | 1 | 4 | 3 | 1 | 5 |
| Government | Sidama Food and Drug Authority | 2 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 |
| Government | Gebeya dar Administration | 2 | 2 | 5 | 3 | 3 | 5 | 2 | 5 | 3 | 3 |
| Farmers | Tomato Farmer | 2 | 1 | 4 | 2 | 4 | 3 | 5 | 3 | 1 | 1 |
| Government | Hawassa Trade Development | 1 | 1 | 5 | 2 | 5 | 5 | 5 | 2 | 4 | 2 |
| Government | Sidama Women and Children Directorate | 1 | 1 | 5 | 5 | 2 | 5 | 5 | 2 | 2 | 1 |
| Vendor | Agaga Vegetables Vendors Union | 1 | 1 | 3 | 1 | 1 | 1 | 3 | 2 | 1 | 1 |
| Vendor | Vendor (Individual) | 1 | 1 | 1 | 1 | 3 | 1 | 5 | 1 | 1 | 1 |
| Association | Women Association | 1 | 4 | 5 | 1 | 2 | 2 | 4 | 2 | 4 | 1 |
| Association | Youth Association | 1 | 1 | 1 | 1 | 3 | 1 | 1 | 1 | 1 | 1 |
| NGO | AINFP | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 5 |
| Media | South Radio and Television Agency | 1 | 1 | 5 | 1 | 1 | 1 | 4 | 1 | 3 | 1 |
| Industry | Quadrant Apparel Group P.L.C | 1 | 1 | 1 | 2 | 4 | 3 | 5 | 1 | 1 | 1 |

Following their self-report, EatSafe conducted its own influence/interest analysis using the Stakeholder Influence/Interest Grid Tool (Figure 6). **Key Stakeholders** (high interest/high influence) included the various government bodies interviewed by EatSafe, as well as Hawassa University, while **Influential Stakeholders** (low interest/high influence) includes the Women Association and farmers. The Agaga Vegetables Vendors Union, Media, and Industry groups represented **Interested stakeholders** (high interest/low influence). Lastly, low priority stakeholders (low interest/low influence) included AINFP and the Youth Association.

Figure 5. Stakeholder Influence/Interest Grid



5. OTHER POTENTIAL EATSAFE PARTNERSHIPS

While EatSafe limited the scope of this assessment to the Sidama region and specifically, Hawassa City, other programs or partners were identified as potential food safety champions that EatSafe could engage during program activities.

5.1. FEED THE FUTURE PROGRAMS

In Ethiopia, Feed the Future has commitments to three food safety programs: EatSafe, Business Drivers for Food Safety (BD4FS), and Alliance for Inclusive and Nutritious Food Processing (AINFP) (9). EatSafe, AINFP and BD4FS aim to craft opportunities for learning and knowledge sharing to promote food safety in both the formal sector and informal markets. While only AINFP completed the stakeholder survey, EatSafe plans to engage both as appropriate to collaborate on joint messaging on food safety and information exchange.

5.2. OTHER NGOS AND DEVELOPMENT PARTNERS

Many other organizations work on the intersection of food safety, nutrition, and food systems in Ethiopia. These potential partners for EatSafe engagement include:

- International Livestock Research Institute (ILRI), an EatSafe consortium partner, has a program titled the Urban Food Markets in Africa: Incentivizing Food Safety, which is described as a “push/pull” project (10).
- The Ohio State University’s Center for Foodborne Illness Research and Prevention runs the TARTARE research study (the Assessment and Management of Risk from Non-typhoidal *Salmonella*, Diarrheagenic *Escherichia coli* and *Campylobacter* in Raw Beef and Dairy in Ethiopia (11).
- At the national level, the Food and Agriculture Organization of the United Nations (FAO) is currently preparing to conduct assessments on existing food safety programs and frameworks in Ethiopia to identify areas for focus.
- Technical University of Denmark’s FOCAL program (Foodborne Disease Epidemiology, Surveillance and Control in African LMIC) (12), though this activity concludes in October 2022.
- Penn State University’s College of Agricultural Sciences’ program, Ensuring the Safety and Quality of Milk and Dairy Products Across the Dairy Value Chain in Ethiopia (13).
- CGIAR’s Protecting Human Health Through a One Health Approach (14).
- Wageningen University’s RAISE-FS project, which focuses on generating evidence for enabling environment, nutrition and food safety (15).

EatSafe will strive to engage with these projects by pooling information and sharing outcomes, best practices, and lessons learned on food safety to complement our program in Ethiopia.

6. RECOMMENDATIONS FOR STRENGTHENING FOOD SAFETY IN HAWASSA

In this assessment, nearly all stakeholders rated food safety in traditional markets as “poor” and in need of improvement. Such a finding aligns with comments made by 49 stakeholders at the municipal roundtable discussion in Hawassa (5), where a lack of appropriate and hygienic market infrastructure, poor food handling practices, and limited knowledge about food safety best practices increases the risk of buying and selling unsafe in Aroge Gebeya. Furthermore, EatSafe’s review of food safety policy and regulation found that despite recent advancements in policy, the regulatory food control system in Ethiopia is fragmented and weak (16). Traditional markets, like Aroge Gebeya in Hawassa, lack regulation by governmental authorities. Vendors who work in these markets often lack proper food safety training (16). To improve food safety in Hawassa, EatSafe identified four recommendations detailed below.

6.1. SUPPORT ESTABLISHING A MECHANISM FOR CONSUMER ADVOCACY ON FOOD SAFETY

While some consumer advocacy groups are working on food safety in the Sidama region, they are not sufficiently coordinated to impact food safety outcomes in the markets, nor is there a single food safety consumer association in Hawassa, EatSafe’s target city (5). EatSafe should

consult with the relevant stakeholders on the options for ensuring consumer participation on food safety. For instance, an independent consumer association creates a mechanism for consumers to advocate for improved food safety in Hawassa, inclusive of traditional markets. If a separate organization is not feasible, EatSafe could leverage the existing consumer directorates operating in the Industry and Trade Bureau to promote consumer action related to food safety.

6.2. CREATE MECHANISMS FOR STAKEHOLDER PARTICIPATION

Many stakeholders expressed an interest in participating in multiple EatSafe activities, including both Phase I (Formative Research) and II (Intervention Design). At the conclusion of Phase I, EatSafe will convene a webinar or meeting to inform all stakeholders on findings from the formative research. Stakeholder engagement will help ensure food safety remains a priority in Hawassa beyond the end of the program.

6.3. DELIVER FOOD SAFETY AWARENESS PROGRAMS

Most stakeholders indicated they would like to participate in any of EatSafe's food safety awareness creation and training programs. EatSafe should integrate stakeholders' feedback on the program design to effectively increase the level of food safety understandings.

6.4. COLLABORATE AND NETWORK TO IMPROVE MARKET INFRASTRUCTURE

The current market infrastructure is inadequate to assure food safety. Current conditions that threaten food safety include inadequate water access, disposal management systems, cleanliness of common areas, and the presence of animals throughout the market (5). While improving infrastructure is beyond EatSafe's scope, the program could engage and support stakeholders and partners through a food safety network to advocate for improved market infrastructure, which would facilitate EatSafe's goal of improved food safety in the market.

7. CONCLUSIONS

By the very nature of EatSafe's goal – to generate consumer demand to improve food safety in Aroge Gebeya – relevant stakeholders are needed to participate in and promote EatSafe activities. Results of this assessment and other engagements indicate that stakeholders in Hawassa City and the broader Sidama region are keenly interested in supporting EatSafe during both Phase I (Formative Research) and II (Intervention Design) of the program. Integrating stakeholders' expertise and innovative ideas into the program design will ensure food safety remains a priority in Hawassa far beyond the end of the program.

The stakeholder mapping exercise presented in this report proves useful information to determine which stakeholders to engage with. Given their status as "Key Stakeholders," EatSafe should engage governmental authorities and Hawassa University throughout program activities. EatSafe should identify mechanisms to maintain relationships with the remaining stakeholders based on their influence and interest level in the program.

Recommendations for Intervention Design and Future Studies under EatSafe

EatSafe in Ethiopia aims to generate the evidence and knowledge on leveraging increased consumer demand for safe food to substantially improve the safety of nutritious foods in informal market settings in Ethiopia. Central to EatSafe's work is understanding (and potentially shaping) the motivations, attitudes, beliefs, and practices of consumers and food vendors.

Based on the results of this stakeholder mapping, we recommend EatSafe consider the following lessons in the design of its interventions going forward:

- Given that food safety stakeholders are integral to the success of the EatSafe project in Hawassa city, the stakeholder list should be used and referred to decide level of engagement and communication based on the result of the Stakeholder Influence/Interest Grid.
- The Grid can be used to make a guided choice of key and relevant stakeholders to engage with in the planning, design and implementation of specific activities based on their interest, power and/or influence.
- EatSafe must ensure that representatives of all relevant stakeholder groups are engaged throughout the program; consulted and invited to participate at the project planning, launch and design of interventions, regular citizen engagements, training workshops/webinars and information dissemination, etc.
- Through these engagements, EatSafe should work to improve the influence and interest of the stakeholders, such as the private sector, women's groups and farmers so that they could contribute to the success of the program.

8. REFERENCES

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9. APPENDICES

9.1. APPENDIX I: STAKEHOLDER MAPPING QUESTIONNAIRE

Global Alliance for Improved Nutrition (GAIN) is an international organization driven by the vision of a world without malnutrition. GAIN has started implementing a program which focuses on food safety called Evidence and Action Towards Safe, Nutritious Food (EatSafe). EatSafe is a USAID-funded, five-year program aiming to enable lasting improvements in the safety of nutritious foods in informal markets by focusing on the consumer. The program aims to generate evidence and knowledge of the potential of increased consumer demand for safe food to substantially improve the safety of nutritious foods in informal market settings in Hawassa, Ethiopia. This five-year program is undertaken by a consortium led by GAIN including the International Livestock Research Institute (ILRI), Pierce Mill Education and Media, and the Busara Center for Behavioral Economics.

Food safety is a shared responsibility implemented by multiple stakeholders. This questionnaire is developed by EatSafe program to identify and map the key stakeholders of food safety. As one of the stakeholders of food safety, we would like to request you to provide your input to this assessment.

Participation in this interview is completely voluntary and information related to the identity of the responder will be treated strictly confidential and will not be transferred to any third parties.

We hope you can participate in this survey since your opinions are very important.

For further information please contact Genet Gebremedhin, EatSafe Country Senior Program Manager on ggebremedhin@gainhealth.org.

Thank you.

0. Do you agree to participate in the interview?

- A. Yes
- B. No

Section 1: General Questions

1. Name of the respondent: _____
2. Name of your organization: _____
3. Address: _____
4. Sex: A. Male; B. Female
5. Position/role in organization: _____
6. Contact information:
 - A. Phone number (Mobile): _____
 - B. Phone number (Office): _____
 - C. Email address: _____
7. Which one of the following groups does your organization belongs to?

- A. Federal, State or Local Government Ministry, Department or Agency
- B. Professional Association
- C. Farmers' Association
- D. Market Association
- E. Consumers' Association
- F. Hotels, Restaurants and Caterers (HORECA)
- G. Food Processing/Manufacturing
- H. Academia/Research
- I. Non-Governmental Organization (NGO)
- J. Women Groups. Community Based Organization (CBO)
- K. Civil society organization
- L. Others, please specify: _____

Section 2: Food Safety and Stakeholders Questions

1. How do you rate the food safety status in Hawassa traditional market?
 - A. Good
 - B. Poor
 - C. Needs improvement
 - D. Others, please specify: _____

2. What are the main challenges for implementation food safety in Hawassa food markets?
 - A. Low-level of food safety understanding
 - B. poor infrastructures
 - C. Resource limitations
 - D. Others, please specify: _____

3. What are the opportunities to improve food safety in Hawassa food markets?

4. What do you think should be the focus to improve food safety in informal market with consumer and vendors in focus?

5. What is the role of your organization in food safety implementation?
 - A. Providing training
 - B. Providing technical support
 - C. Policy and regulation development
 - D. Implementing of food safety policy and regulation
 - E. Research
 - F. Education
 - G. Creating awareness
 - H. Others, please specify: _____

6. Have your organization done any work related to food safety in Hawassa traditional market?

7. If yes, what are the activities?

8. Do you have collaboration with other organizations on food safety related activity?
 - A. No
 - B. Yes

9. If yes, which of the following stakeholder groups do you interact with into food safety related work? (*Multiple answers possible*).
 - A. Federal, State or Local Government Ministries, Departments and Agencies
 - B. Professional Association
 - C. Farmers' Association
 - D. Market/Trade Association
 - E. consumers' Association
 - F. Hotels, Restaurants and Caterers (HORECA)
 - G. Food Processing/Manufacturing
 - H. International Development Partners
 - I. Food Produce Transporters
 - J. Academia/Research
 - K. Non-Governmental Organization (NGO)
 - L. Women Groups.
 - M. Community Based Organization (CBO)
 - N. Civil Society Organization (CSO)
 - O. Other, please specify: _____

10. How do the stakeholders above influence/interact your work (and how do you influence / interact theirs)?

11. Who are the key food safety implementation stakeholders?

12. What are the specific roles and responsibilities of the above to implement food safety?
13. On a scale of 1 (lowest) to 5 (highest), what level of *influence* does your organization have in food safety?

| INFLUENCE | SCALE (1-5) |
|--|-------------|
| Policy making | |
| Legislation | |
| Advocacy | |
| Decision power | |
| Compliance | |
| Enforcement | |
| Implementation | |
| Project intervention | |
| Monitoring and Evaluation | |
| Support in Resources (financial, technical etc.) | |

14. On a scale of 1 (lowest) to 5 (highest), what level of *power* does your organization have in food safety?

| POWER | SCALE (1-5) |
|--|-------------|
| Policy making | |
| Legislation | |
| Advocacy | |
| Decision power | |
| Compliance | |
| Enforcement | |
| Implementation | |
| Project intervention | |
| Monitoring and Evaluation | |
| Support in Resources (financial, technical etc.) | |

15. Describe your organizations primary interest in EatSafe program.

16. Which one of the following express your organization’s position concerning EatSafe program?

- A. Supporter
- B. Moderate Supporter
- C. Neutral
- D. Indifferent

17. Please explain your reasons in relation to your answers to question #16.

18. Which organization do you propose for engagement with EatSafe program design and implementation?

19. Would like to participate or support EatSafe program design and implementation in Hawassa?

- A. No
- B. Yes

20. If yes, at what stage of a program would you be most interested to get involved? (Multiple answers possible)

- A. Regular update about the project
- B. Attend stakeholder engagement programs
- C. Annual meetings
- D. Dissemination of result
- E. Intervention design
- F. Receiving status updates
- G. Other, please specify: _____

21. What would motivate you to support/collaborate on the EatSafe project implementation in Hawassa? (Multiple answers possible).

- A. Opportunity to learn more about food safety and hygiene.
- B. Staying informed about current activities and new developments in food safety.
- C. Obtaining up-to-date information for planning and decision-making.
- D. Participating in relevant studies in food safety.
- E. Defining and understanding knowledge gaps in food safety.
- F. Access to project findings.
- G. Contributing to improved food safety in Hawassa
- H. Other, please specify: _____

22. Do you have any other comments?

Thank you for your time and information!