



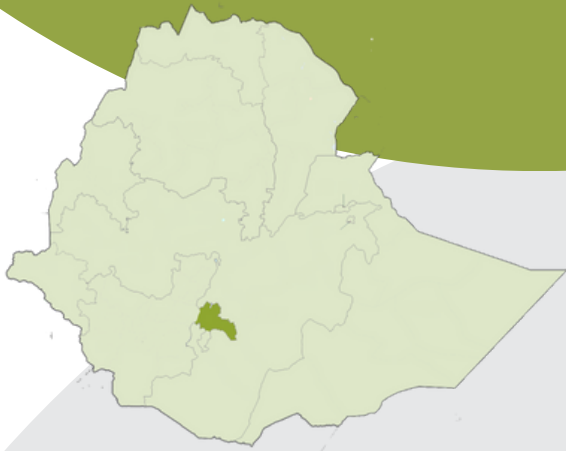
# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

## EatSafe: Evidence and Action Towards Safe, Nutritious Food

# FOOD SAFETY INTERVENTIONS FOR TRADITIONAL MARKETS

*EatSafe in Ethiopia*



## About EatSafe

Supported by Feed the Future, EatSafe's three interventions seek to increase consumer demand for food safety in a traditional market in Hawassa, Ethiopia.

## Intervention Effectiveness

Each intervention will be assessed in its ability to effectively impact consumers' and vendors' knowledge, attitudes and practices related to food safety.

## IMPLEMENTATION MARKETS

Aroge Gebeya, Hawassa City (Sidama Region)

## KEY COMMODITIES

Lettuce; Kale; Tomatoes

TITLE	AUDIENCE	DESCRIPTION
Motivational Campaign	Consumers	In-market motivational communications
Vendor Training	Vendors	Interactive and practical food safety training
Market Improvement	Market actors, stakeholders	Convening body aimed to improve market environment



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**EatSafe: Evidence and Action Towards Safe, Nutritious Food**

**CAMPAIGN**

**Food Safety Motivational Campaign**



A multi-media public awareness campaign featuring curated messages and targeted distribution to motivate consumers and caregivers to prioritize food safety

“ A campaign is needed to elevate the importance of the issue. [To] show people the figures [and] numbers, [and] to motivate them that it is serious. ”

**TRAINING**

**'Learning by Doing' Vendor Training**



An interactive and practical food safety training program for vegetable vendors in the market; Training topics include safe food handling, stall and vendor hygiene, and how to talk to consumers about food safety.

25 Hawassa University students to be food safety trainers  
250 vegetable vendors to take part in food safety training

**MARKET IMPROVEMENT**

**Market Improvement Initiative (MII)**



A collective action, convening body for local stakeholders and market actors to develop an improvement plan for the health and safety of Aroge Gebeya

EatSafe found that stakeholders rated food safety in Aroge Gebeya as "poor," due to low understanding, poor infrastructure and resource limitations. These same stakeholders have joined the MII, and will serve as key leaders in the initiative.