

FOOD SAFETY IN AFRICA:

Past Endeavors and Future Directions

APPENDIX C: FOOD SAFETY EXPERT SUMMARY

Appendix C: Food Safety Expert Summary

Survey participants

Two types of questionnaires were conducted: a smaller number of in-depth (60-90 minute) interviews with people considered to be more expert in food safety and a larger number of short interviews with people who had less specialism in food safety. Men were over-represented, reflecting greater male presence in leadership issues in SSA. Most respondents were African.

	In-depth interviews number (%)	Short interviews number (%)
GENDER		
Male	30 (68%)	86 (57%)
Female	14 (32%)	66 (43%)
COUNTRY OF ORIGIN		
Africa (any)	37 (84%)	60 (39%)
East Africa	26 (59%)	
West Africa	8 (18%)	
Southern Africa	2 (4%)	
North Africa	1 (2%)	
EU/North America/India	7 (16%)	92 (61%)

The in-depth interviews were mostly conducted with people working full time in food safety and most of these worked in academia and government.

EMPLOYER		
Academia	12 (27%)	11 (7%)
Government (Africa)	16 (36%)	18 (12%)
Industry (Africa)	5 (11%)	10 (7%)
NGO/local organization	3 (7%)	12 (8%)
Research institution	4 (9%)	6 (4%)
Government (outside Africa)	1 (2%)	40 (26%)
Industry (Global)	1 (2%)	20 (13%)
Consulting firm	1 (2%)	7 (5%)
United Nations	1 (2%)	11 (7%)
Foundation	N/A	5 (3%)
Development Bank	N/A	12 (8%)

Most respondents indicated being involved, to lower or greater extent, in research on hazards (26/44); the second activity most institutions reported (23/44) was education/training around food safety. Other common activities declared by respondents were research on health impacts, communications, laboratory work and contributing to public policy development. Management of food safety in private sector and involvement in certification were reported by few individuals, and it was exclusively by private sector organizations and NGOs. Regulatory and response to food safety emergencies were beyond the competencies of most types of institutions and managed primarily by government actors.

	n. of individuals (any score)	n. of individuals (scoring 1 or 2)	Type of organization having these as priorities work
Investigation of hazards in private industry	11	4	academia
Research into hazards	19	15	Academia Government Research
Research into health impacts	14	7	Academia Government Research
Research into economic impacts	9	5	Academia Research
Education/training	23	16	Academia Government Research NGO/local
Management of food safety (private sector)	6	2	Private industry
Response to food safety emergencies	6	4	Academia Government
Communication	15	7	Academia Government Research
Certification	4	2	NGO/local Private industry
Laboratory diagnostics	12	5	Academia Government Research
Public Policy development	16	7	Academia Government
Regulatory activities	6	5	Government

RECOMMENDATIONS

RECOMMENDATION 1:

Better address the health of domestic consumers dependent on informal markets

From Informal Interviews:

Because of the diversity in public health infrastructure, needs vary widely throughout the continent and within countries. Some areas still lack clean water/sanitation/basic hygiene, versus more developed regions and countries within Africa. Most African consumers still buy food in informal markets. Government, donor community, academic need to build capacity to address food safety concerns in these markets. Physical infrastructure doesn't exist to enable food safety (sanitation/water supply/storage/slaughter facilities). Also need well-organized formal sector to work with local indigenous associations to incorporate hygiene norms.

Most African consumers buy in informal markets. Government, donor community, and academics need to build capacity to address some of food safety concerns specific to this setting. Many individuals emphasized the link between food safety and nutrition (and stunting).

In many cases, physical infrastructure doesn't exist to enable food safety (sanitation/water supply/storage/slaughter facilities). A well-organized formal sector to work with local indigenous associations to incorporate hygiene norms. Novel communications methods can help raise awareness of operators (e.g., radio campaigns where they text a number, get call back with information).

From Formal Interviews:

Q12. Most important food safety activities and accomplishments of your organization

All sectors provide some capacity building, but these appear to reach very small numbers and the informal sector is largely ignored. Practical activities on ground were focused on exports. Only one respondent mentioned that higher standards raised the quality of national products being produced in the same production line as the export products.

Q14. Which hazards are more important to human health?

Human health		
Biological	Equally Important	Chemical
12 (46%)	11 (42%)	3 (12%)

Q15. Which hazards pose a greater impact to trade and economy?

Trade			
Biological	Equally Important	Chemical	Don't know
3 (12%)	12 (46%)	10 (38%)	1 (4%)

While almost half (46%) of respondents answered that biological hazards were most important to human health, only 12% answered that biological hazards had a big impact on trade and economy. Similarly, only 12% thought that chemical hazards were most important to human health but 38% identified chemical hazards as having the largest impact on trade and economy.

Q25. Donors' priorities for food safety capacity building in [Africa/your country]? (Enumerator to show/read list, rank 1-3 purposes in order of priority, with 1 as highest priority.)

Priority	Ranked 1	Ranked 1-3
Protecting health of consumers in country/Africa	10	21
Protecting health of consumers outside of Africa	18	26
Reduce food insecurity in country/Africa	8	24
Reduce food insecurity outside of Africa	4	15
National economic growth through domestic sector	2	15
Economic growth and development (through regional trade)	3	20
Economic growth and development (through international trade)	13	33
Increase Foreign Direct Investments (FDIs)	4	16

When looking only at the main priority indicated by each individual, **protecting the health of consumers outside of the country** ranked as the most commonly perceived as a donor priority (70% of those who indicated it as a priority).

Q26. In your opinion, what *should* donors' priorities be for food safety capacity building? (Enumerator to show/read list, rank 1-3 purposes in order of priority, with 1 as highest priority.)

Priority	Ranked 1	Ranked 1-3
Protecting health of consumers in country/Africa	34	41
Protecting health of consumers outside of Africa	8	19
Reduce food insecurity in country/Africa	14	25
Reduce food insecurity outside of Africa	4	11
National economic growth through domestic sector	7	23
Economic growth and development (through regional trade)	3	20
Economic growth and development (through international trade)	3	21
Increase Foreign Direct Investments (FDIs)	0	9

Protection of the health of consumers in Africa was the most preferred priority of donors at 79% of respondents (34/43).

Q27. Given these preferences, how would you prioritize donor investments? (Enumerator to show/read list, rank 5 purposes in order of priority, with 1 as highest priority.)

	Ranked 1	Ranked 1-2	Ranked 1-5
Generating evidence about hazards and risks	15	23	27
Generating evidence on food safety management options and cost-benefits	10	18	22
Training value chain actors on food safety (producers, processors, traders, retailers)	18	23	37
Promote legally recognized vocational certification programs	1	6	10
Private audits and certifications of value chain participants	1	7	14
Private laboratory capacity	3	8	17
Public laboratory capacity	5	11	27
Regulatory standards	7	9	16
Regulatory inspection	3	7	12
Regulatory harmonization	4	7	13
Consumer demand (such as through publicity and advocacy)	2	7	14
Consumer behavior (such as through education)	9	12	23
Market incentives and rewards (such as through branding strategies)	3	4	12
Strategies to strengthen specific value chains	3	6	14
Improvement in water safety infrastructure	6	11	16
Improvement in other basic hygiene infrastructure	6	7	22
Improvement in cold chain infrastructure	5	5	8

After training for value chain actors on food safety, the most prioritized investments were elements of a public health framework such as generating evidence about hazards and risks, laboratory capacity, and safe water and hygiene infrastructure. All decisions (policy/regulations) on food safety ought to be based on evidence; hence generating data on important hazard-food combinations, their associated risks and management options in particular contexts should be the first steps.

Q31. Informal markets capacity building with greatest potential

Focusing solely on informal markets serving the urban and rural poor, what do you consider to be the capacity building investment(s) with the greatest potential to improve food safety? (Prompt: Informal markets mean businesses that often don't pay taxes, and that escape effective health and sanitation inspection.) (n = 41)

Summary and conclusions:

Basic hygiene training was mentioned often, but also there were responses where the focus was on integrating the informal markets to formal markets, rather than training basics all over again to one group, all would be applying technological approaches in their commercial activities. Consumer awareness was also seen as a feasible incentive to improve food safety in informal markets. One response indicated: "We should attack the problem through consumer awareness as market driver, as regulation of the informal markets are not working by its nature."

Extractions

Government (n = 16)

Both incentives were expressed: to keep informal market alive in its role as a crucial food security player in the food markets as well as a need to have strong incentives to integrate the informal markets into the formal markets. Actors should be aware what government has put in place already. Prerequisites, model structures would be needed.

Combination of training, regulatory enforcement and formal sector integrations was described as follows through incentives: 1) For exchange of meeting some requirements, some can be overlooked, 2) A timeframe is given to meet the unmet requirements, 3) Specific training is provided, 4) When all the requirements are met, a certification is provided, and the operator can access to formal markets.

Training was mentioned several times: food safety training, hygienic practices training, contextualizing the training for the unlearned, tailor-made easy-to-use messages translated to local language, simplified formats, long-term sensitization, education and incentives and/or loans to improve the infrastructure, use trade as incentive to better infrastructure,

Consumer awareness to increase pressure for the producers, increase awareness of operators, mass communication, mass campaigns through radio, training days, to increase knowledge. Formation of associations should be encouraged and promoted as those are easier to control and give training. Inspectors should be sent more to informal markets. Clarification of roles of authorities in management.

Academia (n = 11)

Number of responses included suggestions beyond food safety, which are characteristics of added value products in formal markets having strong business perspective: Branding leading to price premium, branding, which can be capitalized leading to trust-effect, improved

infrastructure, *creating incentives that are interesting to the actors from a business perspective are more likely to lead to behavior change*, as regulation does not work in informal markets. Small vendors, private sector, should be a driver for these changes.

There should be initiative to move from informal to formal, simple and easily adoptable technology is needed. Informal markets should be encouraged to form groups or associations.

Training of the operators, and consumers, was mentioned several times for need of basic hygiene training in their respective applicable environment. Evidence on risk hazards, cost-effective management options and training through participatory approach. Food safety research was seeing important to map informal systems, address existing and emerging gaps, to have effective targeted approaches in each level.

Policies pushing to recognize the growing urbanization and food security needs and at the market level identifying, promoting and strengthening local food safety committees, and organizing local food safety days where training is provided about the basic hygiene practices. Focus on small scale vendors and food processors.

Industry (n = 5)

Successful benchmarks from regional businesses is needed to spread around for others to copy. Loans accompanied with proper guidance for adaptable technologies; *success is infectious once you create the pull/push.*

Formation of groups of operators for better education and training of not only food safety but also markets and financial requirements, branding, strategies, sharing of best practices, to reduce the costs of food safety testing (to comply) and creation of suitable regulatory standards and consumer behavior influence through publicity or advocacy.

Research institute, NGOs, private consultancy, and UN (n = 9)

Training: leaflets, suitable equipment, certifications, or other systems to incorporate informal markets to the formal systems. Basic hygiene training, usage of equipment training, testing, impacts of unsafe foods, demonstration facilities and role models to provide practical and influential training and messages, utilize the opportunities.

One comment took the approach to a higher level: *Compilation of impacts of food safety issues on government public health expenditure and farmer losses as evidence to influence demand for safe food.* Informal sectors should be reached with formal regulations to see if the informal sector can internalize them.

Q38 Which populations have benefited most and least [from perceived improvements in FS over the past 10 years]?

Beneficiaries most mentioned were middle-class, rich and urban people (21 references). Least benefiting from the perceived improvements were poor and rural populations (21 references). Formal sector, private sector, processors, and exporters were also seen to benefit (13 references) from the improvements, while the informal sector and locals (vs exporters) benefited the least (10 references). In only 2 opinions, rural and informal markets had benefited.

Q41 What do you see as realistic goals for food safety in Africa over the next 5-10 years?

Answers included: better integration of informal sectors into food control systems; capacity building and consumer awareness especially in the informal sector; testing facilities, available and accessible for the informal sector.

RECOMMENDATION 2:

Build capacity for well-governed, evidence- and risk-based food safety systems

From Informal Interviews:

Donors should better track food safety funding and measure public health impacts. Donor coordination is for the most part haphazard, with a few exceptions. Donor actions should be informed by national priorities, generating country-specific solutions. Africa ownership is important (rather than top-down approach) to improve operationalization. Donors need accountability, results-oriented action with follow-up.

For the formal sector, consider “walk before you can run” incremental steps, such as through the GFSI Global Markets program and local G.A.P. Codex best practices may not be applicable in every setting. High standards and strict policies can have a disabling effect on smallholders, particularly women, and do not always improve food safety. Rather than *Best Practice*, we may need to emphasize *Best in Class* within country/region. We also need greater Codex participation by developing countries to reduce ill will and the feeling that they are not included in the discussion. National Codex committees need to cut across sectors-- encompassing farmers, retailers, etc.

Local lab capacity, epidemiology capacity, and evidence-based local data are generally lacking. Surveillance should be done by the public sector, with private sector data sharing as well. Hazard hot spots should be regularly mapped and presented. Authorities need to take actions before a food safety calamity, and to perform event-based surveillance/rapid risk assessment and address it very quickly once reported. Needs assessments should be done to identify high priority areas. Zoonotic parasitic diseases are almost completely neglected. Given limited resources, authorities and donors should focus on the 1-5% food that is so bad it’s killing people.

From Formal Interviews:

Q12. Most important food safety activities and accomplishments of your organization

“Public institutions don’t have the capacity and financial resources to enforce...food safety. We need to sensitize all actors and be more realistic: we should not try to directly apply too high

standards when countries cannot implement and control them. Countries should use their own standards. Governments should take into consideration the consumer society and build their knowledge instead of just doing the 'police' along the value chain."

Respondents from academia emphasized formal academic training in different levels, research on different food safety aspects diversely related to production of foods of animal origin, surveillance methods, laboratory analysis, scientific and research publications and outputs.

From government, respondents emphasized food safety standards development, harmonization, implementation and enforcement, especially to meet international standards, in close cooperation often with Codex.

Q19. Examples of public-private collaborations

Formal food chains meeting the safety standards (Codex and ISO) were identified as very effective collaborations (in South Africa) between processors and regulation enforcing governmental officials.

Q21. Examples of food safety capacity building

Training does not consider reach, sustainability or health outcomes. Most trainings did not monitor and evaluate the effectiveness or outcomes of training. Respondents tend to view food safety capacity mainly in terms of people trained. Many trainings were short and one-off with no obvious mechanisms for training future waves. Most training was dependent on external donors, apart from graduate training.

Q23. Remaining obstacles/barriers to attaining food safety other than insufficient resources

The largest category (46%) of answer to this question related to the inability of the public sector to implement food safety measures. Where this was further unpacked, unhelpful bureaucracy, poor management of funds, poor coordination, and top down approaches were cited. A related set of obstacles (20% of responses) were concerned that corruption, fraud, conflicts of interests, and diversion of funds would occur. Lack of adequate legal framework, no political will and buy in from leaders, lack of trust in the public sector, not enough capacity for laboratory analysis and data development, risk assessment capacity gaps were some of the other problems mentioned.

Q28. Elaborated priorities (why they are most important)

Training and creating evidence were the most preferred food safety investments, and providing relevant information and knowledge for decision making was highlighted throughout (e.g., "the problem needs to be known before knowing where to start: generating evidence is important to create situation where decisions can be made, and actions are correctly targeted and training for value chain actors will ensure the implementation of the risk management options evaluated correctly based on evidence of costs and benefits of those.").

All decisions (policy/regulations) on food safety ought to be based on evidence; hence generating data on important hazard-food combinations, their associated risks and management options in particular contexts should be the first steps for any gains in public health and trade to be realized.

Q30. Initiatives which were not successful and/or sustainable

Several of the comments identify the role of government as a barrier: government did not provide requested data, simply lack of cooperation, political instability, scattered roles, and restructuring of government (e.g., no implementation of food safety regulation by government, lack of enforcement of regulatory frameworks).

Q32. Donors current coordination on food safety capacity building

Level of coordination	Answers (n = 26)
Highly coordinated	0
Moderately coordinated	6
A little coordinated	6
Not coordinated at all	13
Don't know	1

Donors give money to more or less the same things: “Three separate donors working on the same project, at the same time, in the same place, almost competing with each other; and usually the community gets fed up.”

Q33. Mechanisms supporting coordination

There are some existing mechanisms, but nothing formal that is specific to food safety: meetings, the multi-agency donor meetings, platforms including email servers, development and dissemination of programs of ongoing initiatives, objectives, mandates, working groups, standard procedures for monitoring evaluations, government regulation on monetary expenditure, communication between the top personnel, a donor coordination body (but not very functional).

Q 34. Level of importance of donor coordination

Level of importance	Answers (n = 19)
High importance	18
Moderate importance	0
Limited importance	0
No importance	0
Don't know	1

95% of interview respondents answering this question placed high importance on donor coordination.

From another respondent: “This is the wrong question. Why should donors coordinate? Each country should coordinate the donor funding, set priorities, and request funding. The agendas of donors and recipients are not matching-- investment agenda should be given by recipients not by donor countries.”

National governments should be included in the work, to coordinate the donor efforts well to avoid duplication and overlapping projects, and also to work with private sector and NGOs, establish PPPs between them to enforce existing laws.

Traceability, openness and transparent communication of the funds was brought up: “Setup up a portal or platform that shows which donor is doing what”. Sharing the proposals and projects to be implemented among the countries, which mean that the projects should be publicized among the relevant donors involved in certain area of activities. Multi-donor engagements to share progress and outcomes, pooled funds. Information sharing is a crucial part of the whole coordination effort to avoid wasting of resource in competition to replicating and duplication of the efforts: “Mapping the activities and create a central database to know who is working on what.” Also “mapping of gaps in funding so that new resources will be channeled adequately”.

A central body/committee at the national level should be able to coordinate the funds of donors, and the efforts done. Communication meetings with relevant government agencies, ensuring and maintaining synergy between the donors’ activities. Ensure participation of local actors in such coordination as “local capacity is sometimes better than the external capacity and should be used to maximize impact”.

But the government should not be the only coordinator due to lack of relevant information: donors should get advice on where to and what to invest on from those on the ground, not only from the government and others who may not understand local food safety needs, to ensure impact and better use of resources.

Donor platforms for countries with a secretary with a plan of action, a strategy, to know who is doing what and where: in one example several foundations were found out to be working on the same topic, but they did not know each other at all.

Q39. Positive signs over the past 10 years

There has been a realization that Northern models do not necessarily work in African settings, in particular in informal markets, and that more innovative and different approaches are needed.

Q40 Reasons, factors behind the improvements?

According to some respondents, research-based evidence provided to policy-makers was helpful in driving improvements. They felt that scientific evidence, translated into strict national standards, has contributed to gains in food safety.

Q41 What do you see as realistic goals for food safety in Africa over the next 5-10 years?

Commitment to regulatory frameworks and enforcement, safe and fair food for local consumers, reduced export ban, ensuring compliance in the production sectors on to standards, promoting public-private partnerships in addressing issues of food safety. Establishing basic lab capacity in the countries (including rural areas), establishment of basic inspection systems of food animals,

transparency of food products, reduce the incidence of food borne diseases, infrastructure to monitor farm inputs/output, less food wastage, build capacity at producer level, elimination of *Brucellosis* in cattle, improved access to clean water and adequate sewage and waste management. Testing of alternative models in informal value chains.

Donors should have funding continuity for food safety programs not just short projects.

RECOMMENDATION 3:

Harness Today's Marketplace Drivers of Progress of Food Safety

From Informal Interviews:

Public awareness is very important in driving change and creating financial incentives. Sensitization of consumers must be taken on by the private sector as well as the government. Some may need training on basic hygiene, "what is food safety". The example of aflatoxin in milk in East Africa demonstrated that greater awareness can lead to consumer demand.

Private sector investments in trainings, working within county governments, can be effective to communicate the value of food safety to person, client-- what that means in terms of productivity, health, and income. Public sector lags behind private sector on food safety, and government is giving space to the private sector to lead the process. Donors must work directly with private sector, not through Ministry of Trade/Commerce. Risk-sharing with private actors is important (e.g. PIP).

Suggestions for the private sector included the aggregation of smallholders in organized value chains to promote a transition to locally processed, value-added products. Strong federal farmers associations at the national level will do what is marketable. Some individuals suggested getting rid of middlemen, so that farmer gets the economic incentive for quality.

From Formal Interviews:

[Q12. Most important food safety activities and accomplishments of your organization](#)

Food safety activities by the industry focused on training, increased knowledge and updated measures and practices also including the customer expectations for food safety and production operations.

[Q19. Examples of public-private collaborations](#)

Even when asked specifically about PPP, respondents could give few relevant examples. There is the potential for value chain production activities (e.g. operating abattoirs, dairy co-operatives), food inspection and testing, training, surveillance, and outbreak investigation to better involve private sector and academia. There were three cases cited of abattoirs run by the private sector but with government support. These were considered to be more successful than the model of government run abattoirs with government inspection. An example of co-regulation was given, whereby government inspection and testing were delegated to the private sector.

The answers also highlight the active and needed role of the private sector in standard-setting. One response from industry: “Most standards involve the private sector who identify and draft food standards for their products, this is then reviewed alongside the public sector in technical committees. The outcome is an adoption of mutually agreed safe food standards. Private sector or development partners often fund these standards.”

Several comments were around ways to get private sector to take food safety more seriously including providing evidence on food safety impacts and developing a business case for food safety. Two respondents suggested the focus should be on *creating demand for PPP* and this was best done through raising consumer awareness “*that way public and private sector will be pressured to work together to meet these demands*”.

Other relevant comments from the interviews stressing the role of the private sector:

- Representation and participation of private sector in decision making, food safety and quality activities. All food operators should take responsibility for the safety of the food they provide to the consumer (local, regional and international level). Providing a conducive and enabling environment for PPP sector investment in food safety control by establishment of accredited laboratory infrastructure, production infrastructure (cooling houses, modern market structures, eating houses), support strategic investments. Strengthen capability of small producers and handlers who lack appropriate knowledge and expertise in the application of modern practices, and food hygiene, need of restructuring to be in line with current food and feed safety and quality assurance requirements (compared with exporting sectors), conduct capacity building of FBOs throughout the market chain. Strengthen capabilities for application of preventative approaches, which should be a mandatory requirement for all parties along the food chain, every stakeholder along the food chain shall be required to put in place preventive food safety management systems (HACCP, GMP, GHP, GAP, ISO). Consumer education in the prevention of food-borne illness to be able to complement the efforts of the industry.
- Enhance sensitization of private sector players to have ownership, developing and disseminating to private sector easy-to-use materials and tools, train private sector players specific for each value chain.
- Credible value chain associations (set-up by government support) to oversee the stakeholders who produce the food, government setting the standards and enforce them. The government to set and put the necessary infrastructure in the country and design programs that are integrated, holistic and improve conditions to do business cheaply. Set up market Intelligence units to gather information on market requirements.
- Make sure there is constant supply (proper planning before implementation), organize of dealers into groups and building their capacity as a group, market and economics training, business and production skills; incentives to improve biosafety and biosecurity which will in turn improve food safety.

- Awareness creation, training to strengthen the capacity of the private sector to discuss and negotiate with the government, more focused and result-oriented platforms, increased investments to capacity of the private operators, jointly formulated standards, training of government officials of PPP concept.
- Defined measures/outcomes for accountability, demanding better prices for quality standards, create demand for mass production.
- Focus on the creating a demand for accountability by the public, that way both public and private entities will be pressured to work together to meet these demands.

Q23. Remaining obstacles/barriers to attaining food safety other than insufficient resources

An important category (35%) was the need for consumers to drive change through actively demanding food safety. Barriers to this were lack of awareness, lack of trust in the public sector, valued cultural traditions such as eating raw milk and extreme poverty meaning many consumers preferred to buy cheap but unsafe food.

Several respondents also mentioned political will and buy in from leaders and decision makers. Of course, this is closely related to level of consumer concern and desire for change. Finally, several respondents mentioned the importance of economic incentives for businesses to change what they do.

Conclusion

Resources are necessary but not sufficient to improve food safety. Key to change is informed consumer demand for safe food and ways of delivering it that will not over-tax limited public-sector resources.

Q28. Elaborated priorities (why they are most important)

Consumer awareness, education and empowerment will result to change in behaviors which will put pressure on the government and private sector to increase food safety. Retailers should use more power to demand that producers meet standards (through traceability). Market incentives, such as the consumer awareness to demand safe products, should be important drivers. The ownership of the private industry for food safety was seen a key to improvements.

Q31. Informal markets capacity building with greatest potential

Consumer awareness was seen as a feasible incentive to improve food safety in informal markets. As one response indicated: “We should attack the problem through consumer awareness as market driver as regulation of the informal markets are not working by its nature.” Creating incentives that are interesting to the actors from a business perspective are more likely to lead to behavior change. Small vendors in the private sector should be help drive these changes.

Q39. Positive signs over the past 10 years

Consumers are increasingly interested about their foods and they are asking questions. Consumers are more aware, and so are governments.

More interest from consumers in local foods has resulted in increasing numbers of buyers and increased regional trade. Some are aware of expiry dates, manufacturing dates, S-Mark and hygienic and clean appearance. In Uganda for example, the urban population has shown more acceptance and willingness to buy value-added agricultural products. Consumers are more willing to pay more if they believe the food produced is handled more hygienically, and sellers are more willing to do more on basic hygiene to pull in more customers.

The role of media contributions in raising awareness and demand by consumers was brought up in several answers, along with consumers associations, exposure to information, new people with new ideas, education done by NGOs, deliberate government program of sensitization and propagation, holding conferences in collaboration with the private sector.

Q41 What do you see as realistic goals for food safety in Africa over the next 5-10 years?

Raising more public awareness on food safety risks in national and international communities to put food safety squarely on the capacity building agenda. Awareness about food safety hazards, contamination, and illness should be promoted at school and in the community (awareness on basic hygiene and risk communication leading to behavior changes). Consumers should be educated and empowered to make informed choices, and food insecurity must be reduced to provide consumers with better alternatives in the marketplace.

“Food safety should be driven by the *private-for-profit sector*. If the private sector appreciates what they lose in terms of money by having bad practices, they will be compelled *to improve* in order to have profits from their products.” This includes tailor-made sensitization and training initiatives for targeted value chains.

Q42. Is there anything else you'd like to add?

“Consumers are very critical in food safety. Consumers should be empowered to demand for safe and wholesome foods.”

“In [public-private] partnership, you “focus more on prevention”, you are likely to get value for the money. The food business operators should not be there only for compliance but also for commitment.”

“The partnership with food business operators (FBOs) is important because of two scenarios:

- 1) Without partnership: more consequences if something goes wrong
- 2) With partnership: the FBO will develop commitment to good manufacturing practice, solving the problems due to information sharing.”

“Food safety is likely to improve with better incomes of the population who will demand better quality and safety of products.”

“My wish is to have people to know about food safety in their daily life. It is the right of the consumer to consume safe products. That is why both private and public sector will have to work together, if the demand is there.”

CASE STUDY: *Public outcry drives change*

The only licensed beef abattoir in Lesotho was closed because it did not meet international norms. Meat was then supplied from the informal sector. An outbreak of anthrax resulted in a major outcry and a new abattoir was built with external existence. Farmers got a better price at the new abattoir and were willing to use it.

CASE STUDY: *Aflatoxin testing*

Aflatoxin proficiency testing and control in Africa has been promoted in an initiative by a US university and the Cereal Millers Association in Kenya. The millers receive training in aflatoxin testing and third-party quality assurance. In exchange, they are permitted to self-test their product rather than having to get samples tested at government labs, which is much cheaper, more convenient and more reliable. To date, 80% of the formal milling sector in Kenya participates and the scheme has been extended to other countries. The goal is to achieve a self-sustaining program whereby the private sector pays the full cost of testing. However, there has been concern about co-regulation and that millers may have incentives to test less strictly especially when supplies are short. Moreover, they have not been able to obtain a price premium for tested grain.