

# Risk-based approach to improve food safety in informal markets

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## Why informal markets matter

- Most of the meat, milk, eggs and fish produced in developing countries is sold in traditional markets
- Food-borne illness and animal disease in informal markets are of growing concern to consumers and policymakers alike

## ILRI projects on food safety in informal markets

use a risk-based approach to generate evidence of the risk to human health posed by informally marketed foods and the best way to manage risks while retaining benefits

## What we have learned so far

- Informal markets are highly preferred
- Food safety matters to poor consumers
- Hazards don't always matter, but risks do
- Perception is a poor guide for risk managers
- Draconian food safety policy makes things worse
- Values and cultures are more important drivers of food safety than pathogens
- Food-borne risk is a fixable problem