

The role of informal food markets – towards professionalizing, not criminalizing

Kristina Roesel

*16th Annual Meeting of the Inter-Agency Donor Group on
Pro-poor-livestock research and development
Berlin, 18 -20 November 2015*



**INTERNATIONAL FOOD
POLICY RESEARCH INSTITUTE**
sustainable solutions for ending hunger and poverty
Supported by the CGIAR

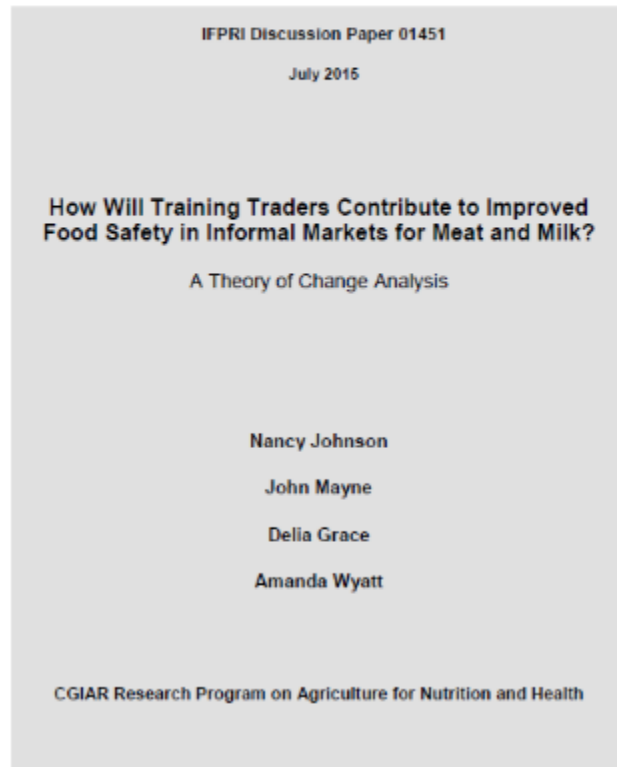


**INTERNATIONAL
LIVESTOCK RESEARCH
INSTITUTE**



**RESEARCH
PROGRAM ON
Agriculture for
Nutrition
and Health**
Led by IFPRI

IFPRI discussion paper #01451, July 2015



- Describes piloting of institutional innovation of **training, certification and branding** (TCB) scheme for informal value chain actors
- Describes development of **theory of change** how it leads to improved food safety and nutrition of poor producers and consumers
- Download from <http://www.ifpri.org/publication/how-will-training-traders-contribute-improved-food-safety-informal-markets-meat-and-milk>

Outline

- What and who are these informal markets?
- Evidence for constraints and opportunities
- How TCB could lead to improvements

Food marketing in industrialized countries



- Harmonization, regulation, surveillance, diagnostics
- Growing demand for regional and organic food, back to traditional



© AP / David Goldman

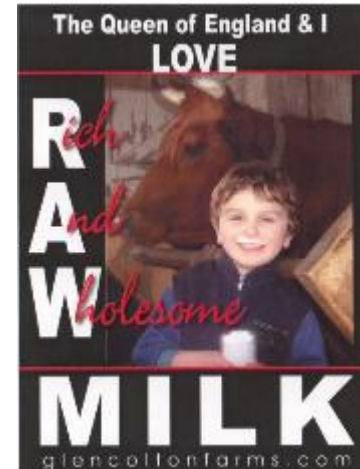


© alliance/KUNZ/Augenk



© www.healthnews.de

Screenshot of the Food Standards Agency website showing a page titled "Home slaughter of livestock: a guide to the law". The page includes a navigation menu, a search bar, and a list of links for business and industry. The main content area features the title "Home slaughter of livestock: a guide to the law" with social media icons and a brief description of the guidance.



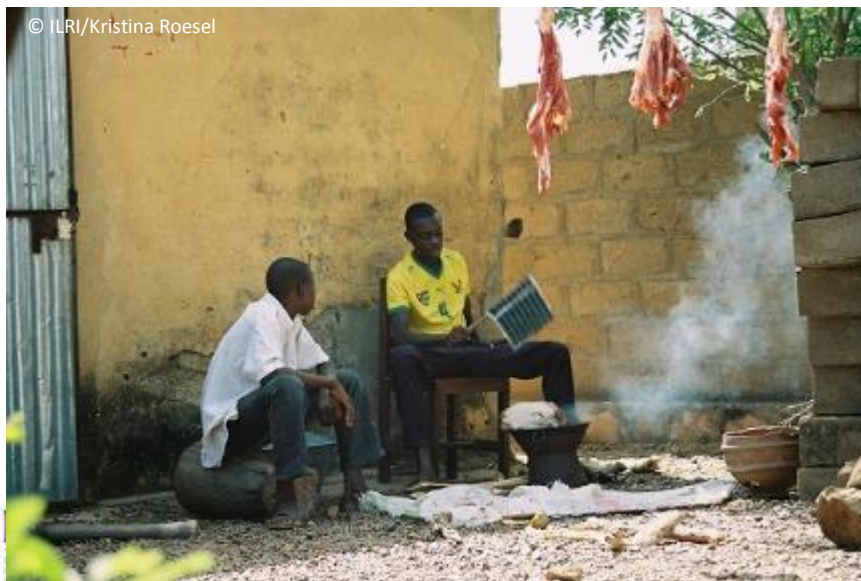
Food marketing in developing countries

- Traditional processing, products and retail prices predominate
- Many actors are not licensed and do not pay taxes



Food marketing in developing countries: informal markets/ wet markets

- Often escape effective health and safety regulation
- >80% of ASF marketed informally
- Sub-Saharan Africa: ca. 55% GDP, 80% labour force (AfDB, 2013)

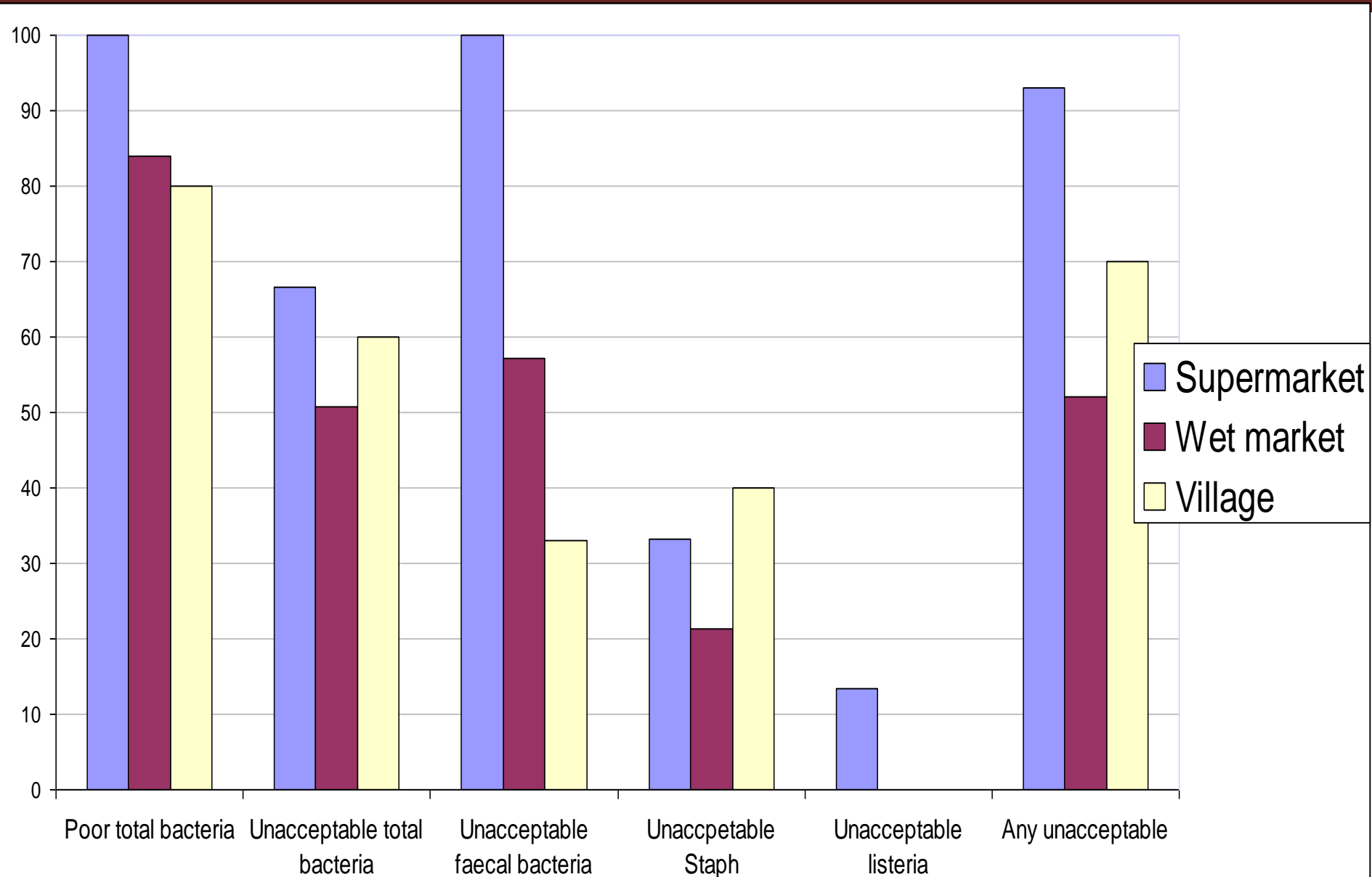


Food marketing in developing countries

- Inadequate, inefficient policy and legislation
- Inappropriate standards and limited enforcement
- Failure to cover informal markets (and sometimes formal markets)
- Limited civil society involvement
- Trivializing instead of risk communication



Compliance : Formal often worse than informal



Informal markets have a major role in food security and safety

Benefits of wet markets

Cheap,
Fresh,
Local breeds,
Accessible,
Small amounts (kidogo)
Sellers are trusted,
Credit may be provided

(results from PRAs with consumers in Safe Food, Fair Food project)

	Wet market milk	Supermarket milk
Most common price /litre	56 cents	One dollar
Infants consume daily	67%	65%
Boil milk	99%	79%

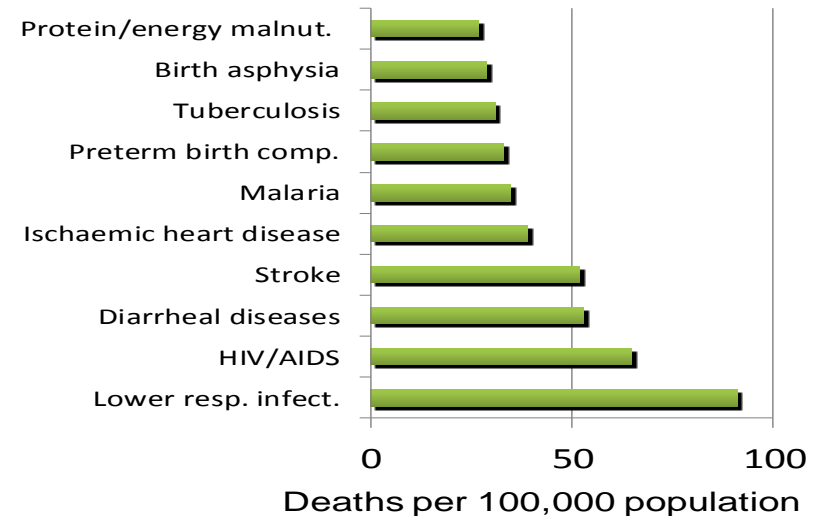
Survey in supermarkets and wet markets in Nairobi in 2014

Foodborne diseases

- Cause >200 syndromes from diarrhea to cancer
- Kill an estimated 2m people annually
- Burden of foodborne diarrhea mostly in developing countries
- Animal source foods single most important source of FBD

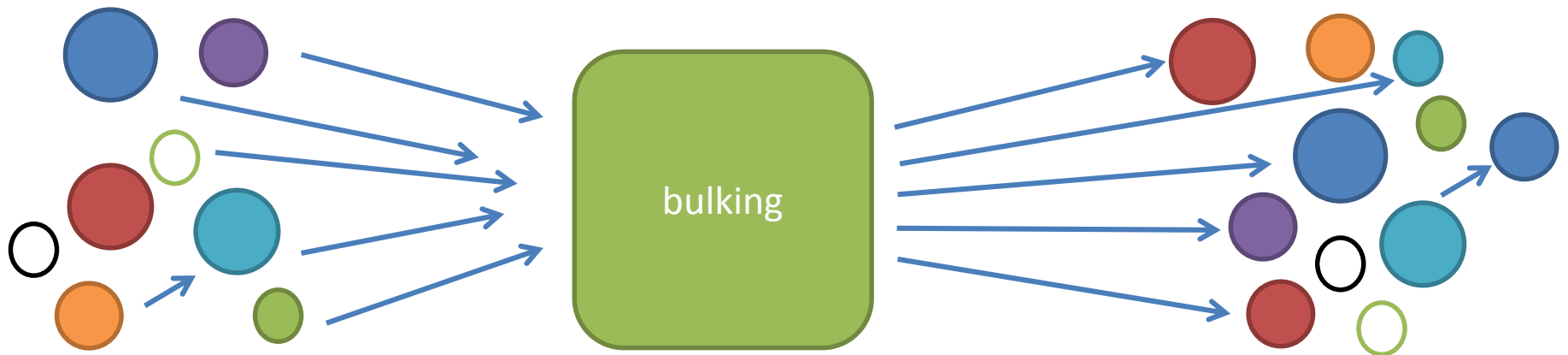


Top 10 causes of death in low income countries (WHO, 2012)



Research evidence shows

- Hazards are common but risk not necessarily high
- Post-process contamination
- Lack of incentives and knowledge to improve
- Bulking point: aggregating risk but also knowledge



What can happen at milk bulking points...



© ILRI/Ben Lukuyu

**Contamination
Adulteration**



© ILRI/Apollo Habtamu



© ILRI/Dave Elsworth



© SUA/Fortunate Shija



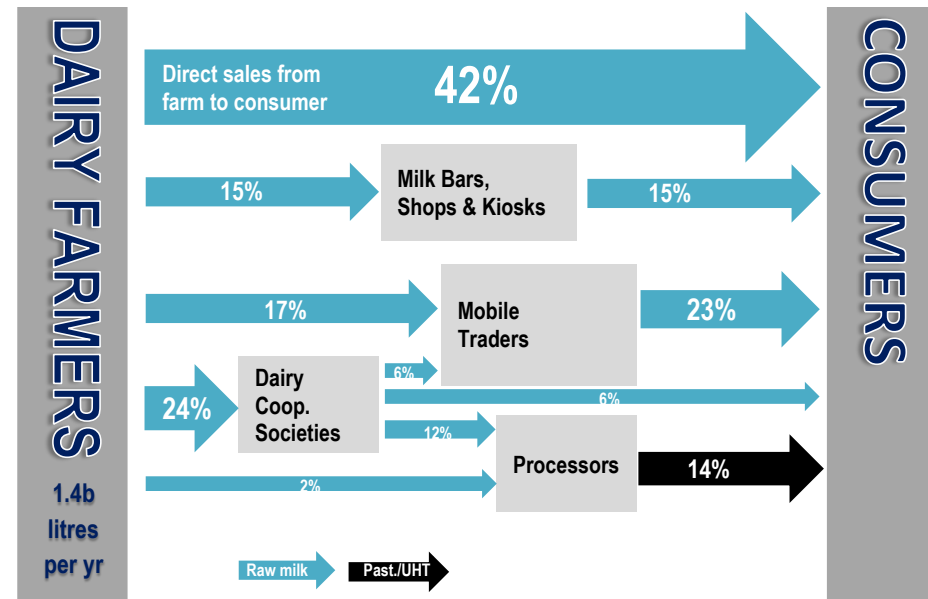
© ILRI/Stevie Mann



© ILRI/Brad Collins

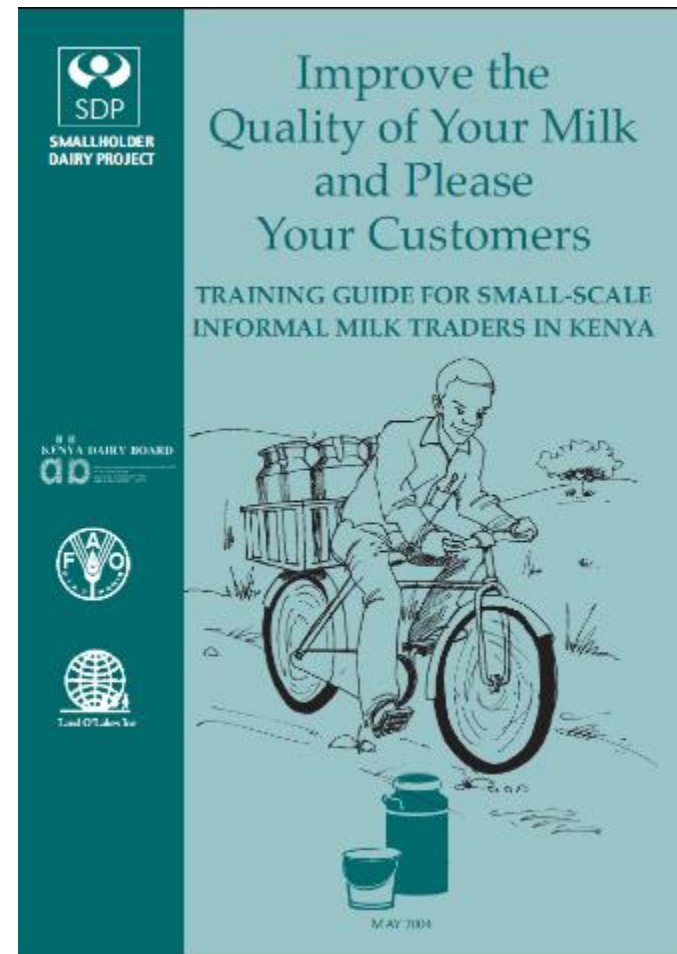
Professionalizing, not criminalizing: a trader-based intervention

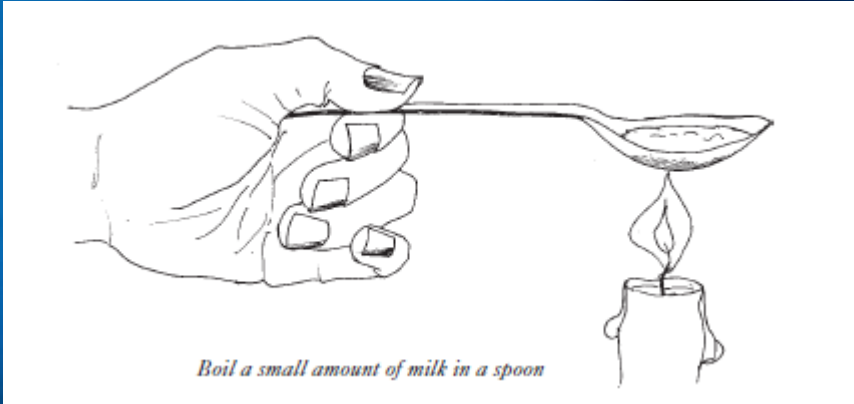
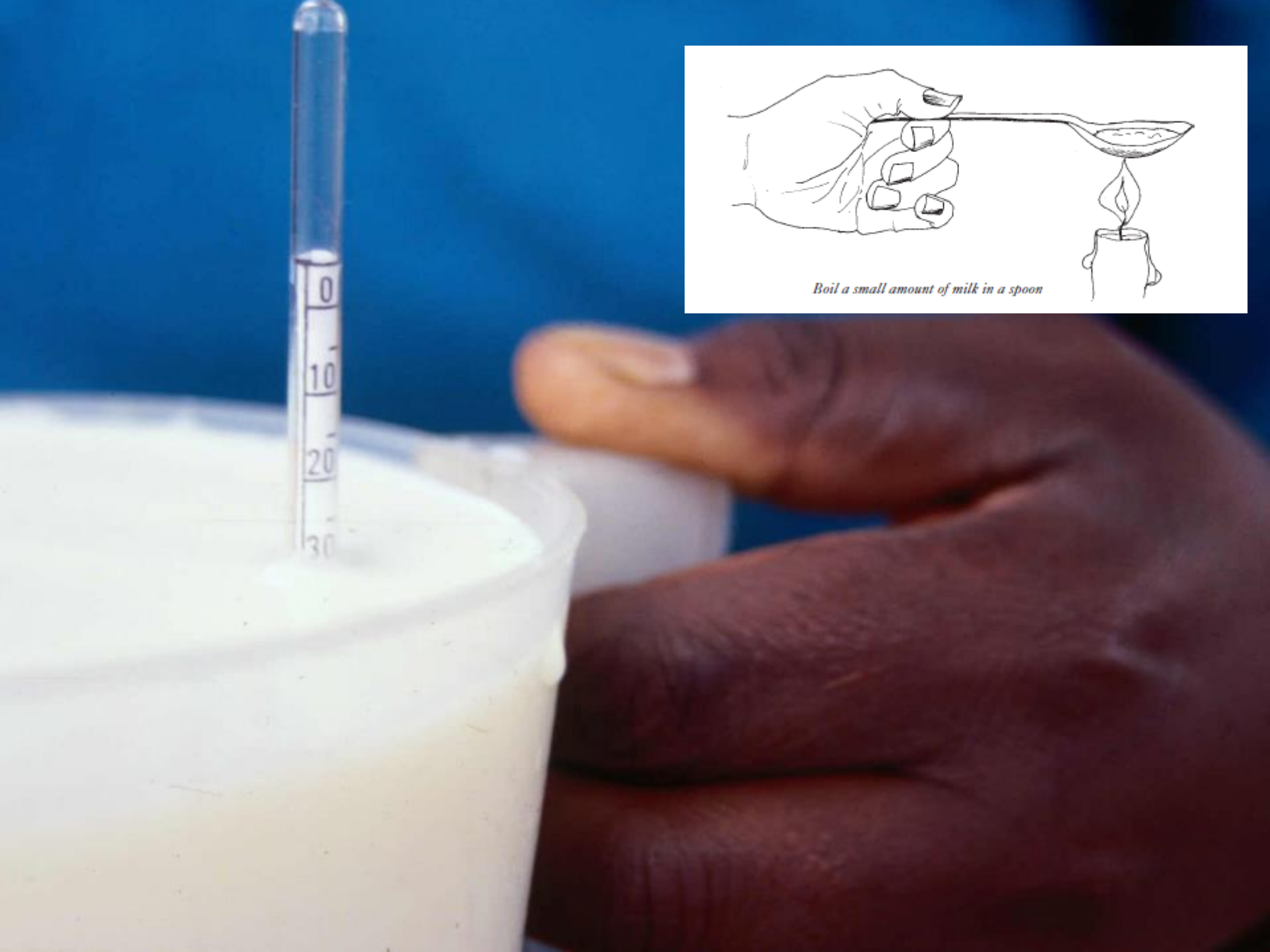
- Kenya Smallholder Dairy Project (SDP) <http://www.smallholderdairy.org/>
- 1997-2006
- ILRI/KARI/MoLFD (DFID-funded)
- Initial sector analysis:
 - 86% of milk sold informally
 - Informal = illegal
 - Milk safety used to justify suppression (quality no lower)
 - Constraint: lack of knowledge/awareness about hygienic handling and quality control among traders
- 43% of cooperative workers had received some training vs 4% mobile hawkers



Training, certification, branding (TCB/T&C)

- training manual and curriculum for hygienic milk handling
- Improved metal containers that could be carried on bicycles
- Simple quality tests for raw milk
- 2002 pilot training
- 2004 new dairy policy recognizing small-scale milk-vendors
- KDB **training** by accredited committee, **certificate**, licensing against a fee
- **Branding**: white coats, boots





Sustainable impact?

- 2009 15% of traders registered
- Change in practices
- Economic-wide impact of policy change (US\$28m/year)
- Scheme still running but needs followup: policy buy-in, vested interests of formal sector
- <http://pubs.iied.org/17316IIED.html>

The image shows the cover of a briefing paper. At the top, the word 'Briefing' is written in a large, purple, serif font. To the right of 'Briefing', there is a small box with the text 'Green economy, sustainable markets' and 'Keywords: Food and agriculture policies, informal sector, livelihoods, certification, training'. Below the title, there are logos for 'iied', 'SHAPING SUSTAINABLE MARKETS', and 'ILRI'. The date 'Issue date October 2015' is printed in the bottom right corner. The main title of the paper is 'Legitimising informal markets: a case study of the dairy sector in Kenya'. Below the title, there is a short abstract: 'When five per cent of milk fails to meet standards, you have a problem with milk. When 50 per cent does not meet standards, you have a problem with standards. In developing countries, perishable food is mostly sold in informal markets and often does not meet national food safety standards. Government regulation in informal markets has not improved food safety in the past and formalisation does not guarantee safe food. New approaches, based on gradual improvements and an inclusive path to formalisation, show greater promise. A scheme to train and legitimise dairy traders in Kenya has revealed benefits for public health, farmers, vendors and consumers. But governments must withstand pressure from vested interests and show genuine commitment to supporting progressive, effective and inclusive policies if these are to be successful.' To the left of the abstract, there are three short sections: 'Policy pointers', 'Government players need to better understand food systems: food sold in the informal sector is not necessarily risky and food in the formal sector is not necessarily safe.', 'The tendency to ratchet up regulations and solve problems by increasing bureaucracy places a burden on industry and is often ineffective. A light-touch approach can be more effective than heavy-handed inspect-and-punish interventions.', and 'Working with actors from the informal sector towards inclusive'.

Briefing

Green economy, sustainable markets

Keywords: Food and agriculture policies, informal sector, livelihoods, certification, training

iied SHAPING SUSTAINABLE MARKETS ILRI

Issue date October 2015

Policy pointers

Legitimising informal markets: a case study of the dairy sector in Kenya

When five per cent of milk fails to meet standards, you have a problem with milk. When 50 per cent does not meet standards, you have a problem with standards. In developing countries, perishable food is mostly sold in informal markets and often does not meet national food safety standards. Government regulation in informal markets has not improved food safety in the past and formalisation does not guarantee safe food. New approaches, based on gradual improvements and an inclusive path to formalisation, show greater promise. A scheme to train and legitimise dairy traders in Kenya has revealed benefits for public health, farmers, vendors and consumers. But governments must withstand pressure from vested interests and show genuine commitment to supporting progressive, effective and inclusive policies if these are to be successful.

Government players need to better understand food systems: food sold in the informal sector is not necessarily risky and food in the formal sector is not necessarily safe.

The tendency to ratchet up regulations and solve problems by increasing bureaucracy places a burden on industry and is often ineffective. A light-touch approach can be more effective than heavy-handed inspect-and-punish interventions.

Working with actors from the informal sector towards inclusive

Theory of change for trader-based intervention

- To understand impact logic of potential interventions
- Builds on research & experience
- Explains how intervention is expected to work on institutional level
- Identifies assumptions

IF safer food products can be made available
and

IF the benefits from consuming safe and nutritious food
can be more widely and equitably distributed

=> **THEN** improved diets will result for women and children

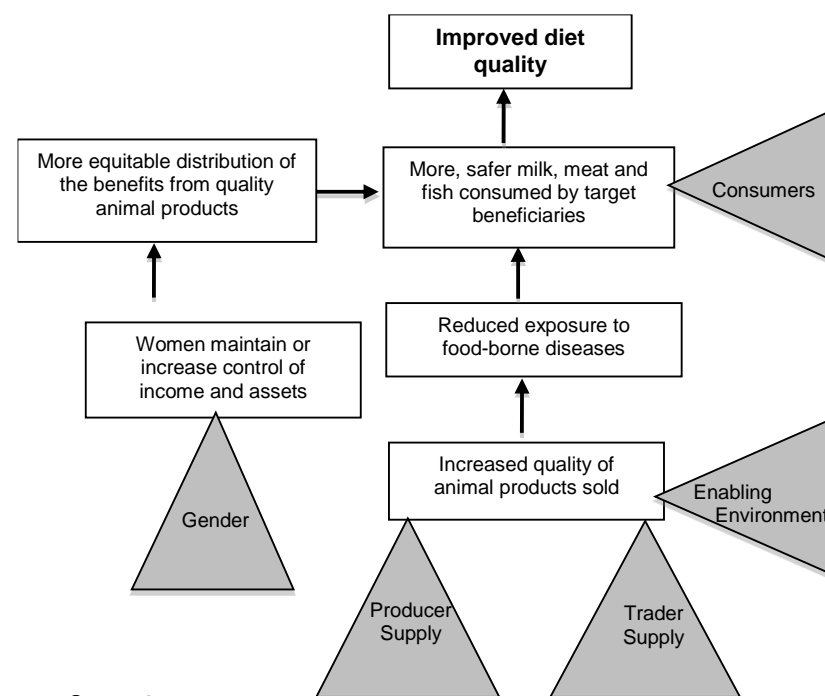


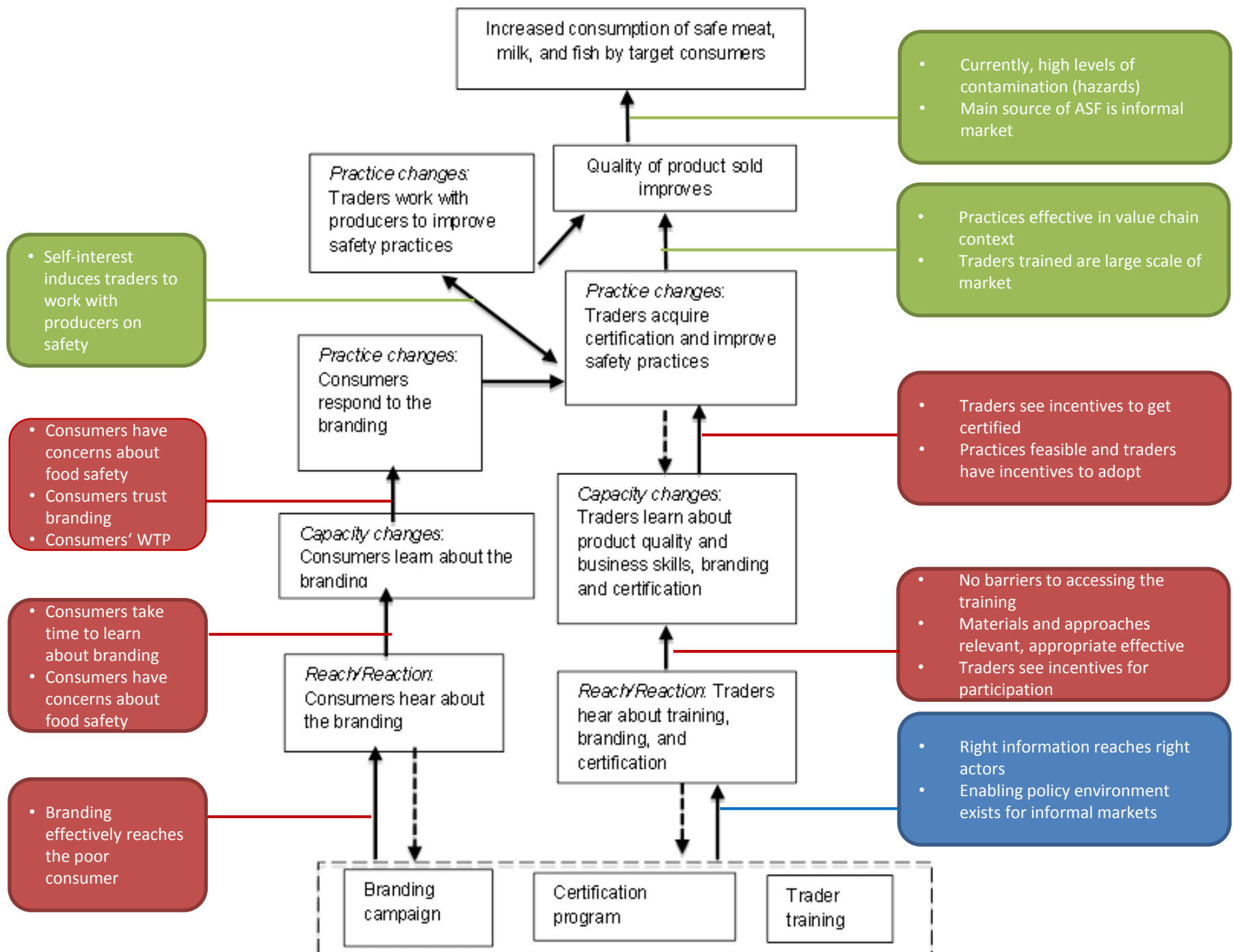
Research
Program on
Livestock
and Fish



RESEARCH
PROGRAM ON
Agriculture for
Nutrition
and Health

Led by IFPRI





Many trainings tools available...

Five keys to safer food

Keep clean

- Wash your hands before handling food and after salting/food preparation
- Wash your hands after going to the toilet
- Wash raw, animal origin and processed food for food preparation
- Wash food preparation surfaces, hands, and other animals

Why?
 Pathogens are everywhere. Good sanitation, especially in the kitchen, is essential to prevent disease. Poor sanitation and hygiene, especially in the kitchen, are the leading causes of foodborne illness.

Separate raw and cooked

- Separate raw meat, poultry and seafood from other foods
- Use separate equipment and utensils such as knives and cutting boards for handling raw foods
- Store food in a way which avoids cross-contamination and protect raw foods

Why?
 Raw food, especially meat, poultry and seafood, are high in bacteria and contain naturally occurring toxins which can be mixed with other foods during food preparation.

Cook thoroughly

- Cook food thoroughly, especially meat, poultry, eggs and seafood
- Using a kitchen thermometer is a good way to make sure that they have reached 70°C. For meat and poultry, make sure that juices are clear, not pink, and fully cooked through
- Reheat saved food thoroughly

Why?
 Proper cooking kills harmful bacteria. Improper cooking is a common cause of foodborne illness. It is important to use a thermometer to make sure that meats are cooked thoroughly. Reheating saved food thoroughly kills any bacteria.

Keep food at safe temperatures

- Use hot food, cooked food at room temperature for more than 2 hours
- Refrigerate promptly all cooked and perishable food, particularly below 5°C
- Keep cooked food piping hot, above 60°C, when serving
- Do not place food back into the refrigerator
- Do not thaw frozen food at room temperature

Why?
 Microorganisms can multiply very quickly. To keep a cooked or reheated food safe, it should be kept at 60°C or above. If it is below 5°C, it should be kept for no more than 2 hours. Some microorganisms can grow at room temperature.

Use safe water and raw materials

- Use safe water to wash your hands, sink
- Wash fresh and whole animal foods
- Choose foods produced for safety such as pre-washed fruit
- Food should not be kept at room temperature for long periods
- Do not use food beyond its use-by date

Why?
 Raw materials, especially animal products, may contain harmful bacteria. Good sanitation and hygiene, especially in the kitchen, are essential to prevent disease. Poor sanitation and hygiene, especially in the kitchen, are the leading causes of foodborne illness.

Knowledge = Prevention

World Health Organization

WHO „5 keys to safer food“

- Concepts vs expert knowledge (i.e. *E. coli* beans)
- Simple messages
- Affordable alternatives (i.e. ashes vs. soap)
- Short training

LET'S BREAK THE PORK TAPEWORM CYCLE

with these 6 easy steps

6. Cook meat well.

It is better to be safe than sorry. Pork must be cooked thoroughly so that there is no pink meat and no blood running out. This will kill any tapeworm cysts and prevent infection.



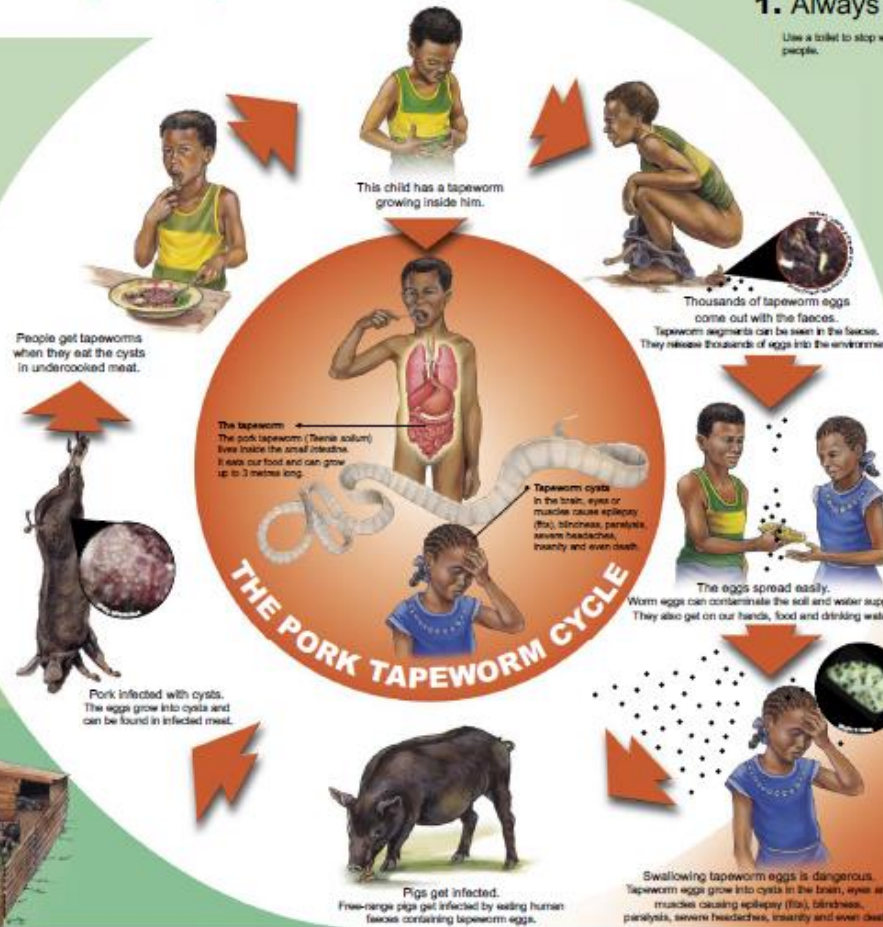
5. Check meat is safe.

Check meat carefully to make sure there are no cysts. Meat with cysts should not be eaten or sold.



4. Stop pigs from roaming.

Keep your pigs in a local or tied to a stake, so they can't eat human faeces containing tapeworm eggs.



1. Always use a toilet.

Use a toilet to stop worm eggs infecting pigs and other people.



2. Wash your hands.

Tapeworm eggs are too small to see and spread easily. So wash your hands well with soap and clean water after using the toilet and before handling food.



Wash fruit and vegetables. Boil drinking water.

3. Go to the clinic.

If you think you have tapeworm, go to the clinic and get treatment as soon as possible.

Deworming medicine will kill the tapeworm and stop you from infecting pigs and other people.



© Creator and Designer: International Livestock Research Institute and Animal Production Council (2002).
Illustrated by Barry Johnson and designed by ICRAR.

International Livestock Research Institute
MRC/ILRI Collaborating Center for Parasite Control



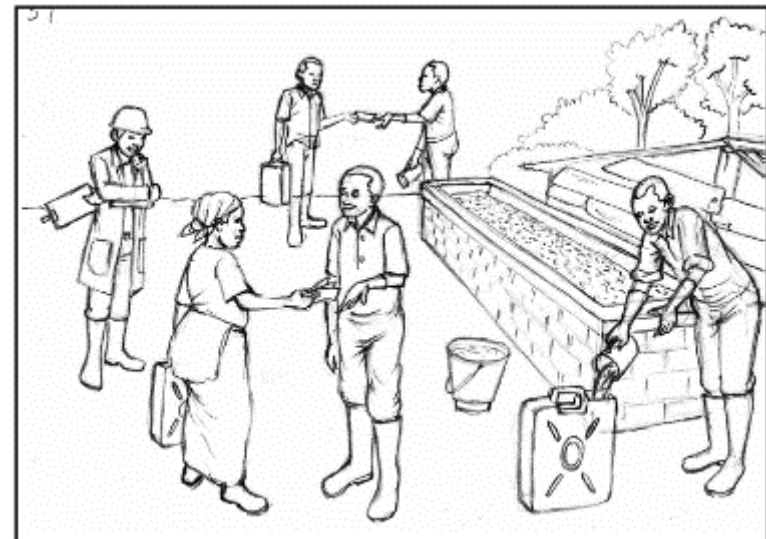
Technical innovations & training: insecticide-treated nets



trade-offs efficiency vs attractiveness

GIZ-funded Safe Food, Fair Food project
DAAD

Technical innovations & training: biogas digester at pig abattoir



GIZ-funded Safe Food, Fair Food project
IrishAid-funded MorePork project



THANK YOU!

Kristina Roesel
Project coordinator “Safe Food, Fair Food”
Freie Universität Berlin/ILRI
k.roesel@cgiar.org

<http://safefoodfairfood.ilri.org>

Better lives through livestock
www.ilri.org

FOOD SAFETY AND INFORMAL MARKETS

Animal products in sub-Saharan Africa



Edited by
Kristina Roesel and Delia Grace


from Routledge

ilri.org

P O Box 30709, Nairobi 00100, Kenya
Phone: + 254 20 422 3000
Fax: +254 20 422 3001
Email: ILRI-Kenya@cgiar.org

P O Box 5689, Addis Ababa, Ethiopia
Phone: +251 11 617 2000
Fax: +251 11 617 2001
Email: ILRI-Ethiopia@cgiar.org

Offices in:
Bamako . Beijing . Delhi .
Hanoi . Hyderabad . Ibadan .
Kampala . Maputo .

‘Better lives through livestock’

ILRI is a member of the CGIAR Consortium



The presentation has a Creative Commons licence. You are free to re-use or distribute this work, provided credit is given to ILRI.