# Market based approaches to improving the safety of pork in Vietnam – SafePORK

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## ISSUE

Pork is the most widely consumed meat in Vietnam and nearly all (>90%) is sold in wet markets. In these markets, hazards are pervasive, costs of compliance are high, and enforcement capacity is weak. While many approaches have been tried to improve food safety, their uptake has been low and evidence for effectiveness is weak.

The PigRISK project (2012-2017) developed the first quantification of the risk of food-borne diseases to human health and cost of food-borne illness. Around one in five people fall ill each year from pork-borne salmonella, costing tens of millions of dollars each year.

But the pork value chain is not just a potential source of disease: it is also crucial for Vietnamese livelihoods and nutrition. Hence, it is important to develop 'light-touch' approaches to improve food safety which are tailored to the capacities of value chain actors and can be applied largely and low cost.

## OPPORTUNITIES

Seeking to reduce the burden of food-borne disease in informal, emerging and niche markets, SafePORK will develop and evaluate, light-touch, market-based approaches to improving food safety while safeguarding livelihoods in the pork sector.

We believe market-based approaches are the best bet for improving food safety in mass domestic markets, but much work is needed to adapt them to national contexts and generate the evidence needed to engender support from the public and private sector.



## PROPOSED MATERIALS AND METHODS

**Research methods**

- Performance for selected food safety initiatives will be assessed using a newly developed tool.
- In selected value chains, interventions to improve food safety will be tested.
- Economics experiments will investigate incentives and nudges for behavior change.
- Participatory approaches will be used to design and monitor a theory of change.
- Gender-focused formative studies will explore socio-cultural norms, roles and decision-making in the uptake of food safety interventions.
- Tailored, needs-based training will be developed and delivered for a range of value actors, stakeholders and partners.

**Light-touch interventions (examples)**

- Simple, inexpensive, tests to detect the presence of food-borne pathogens.
- Use of portable ozone machines for safe and effective disinfection.
- Training and certification of traders, and increasing transparency and traceability.

**Private sector linkages to improve food safety**

SafePORK project will partner with private sector as this is seen central in developing sustainable and feasible incentive-based approaches to making pork safer.



## OUTPUTS AND EXPECTED OUTCOMES

**Outputs**

- Framework, tools, methods, protocols for pork safety evaluation.
- Evidence-based advice on improving pork safety in Vietnam.
- Manuals, guidelines, and diagnostics for new approaches to pork safety.
- Roadmap for taking successfully evaluated food safety approaches to scale.
- Papers, briefs, recommendations for increased gender equity in pork value chains.
- Risk communication training courses, material and communication products.

**The outcomes will include:**

- Greater understanding among policymakers, donors and the private sector of the potential for existing and novel food safety initiatives that improve food safety equitably and sustainably, and that are scalable.
- Agreement on what will be needed to take promising approaches to greater scale and some successful approaches already going to scale.
- Improved understanding and communication of risk among academics, policymakers, private sector and media.
- Improved capacity in researchers, students and partners.

## PARTNERS

| National partners | CGIAR programs | Australian partners | Associated partners |
|---|---|---|---|
| • Hanoi University of Public Health<br>• Vietnam National University of Agriculture<br>• National Institute of Animal Science | • CGIAR Research Program on Agriculture for Nutrition and Health<br>• CGIAR Research Program on Livestock | • University of Sydney (Linkages are also established with University of Sydney and the Australian Volunteer Program) | • Private sector, Vietnam: Bac Tom and BioSpring<br>• The Royal Veterinary Collage, UK |

## ACKNOWLEDGEMENT

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