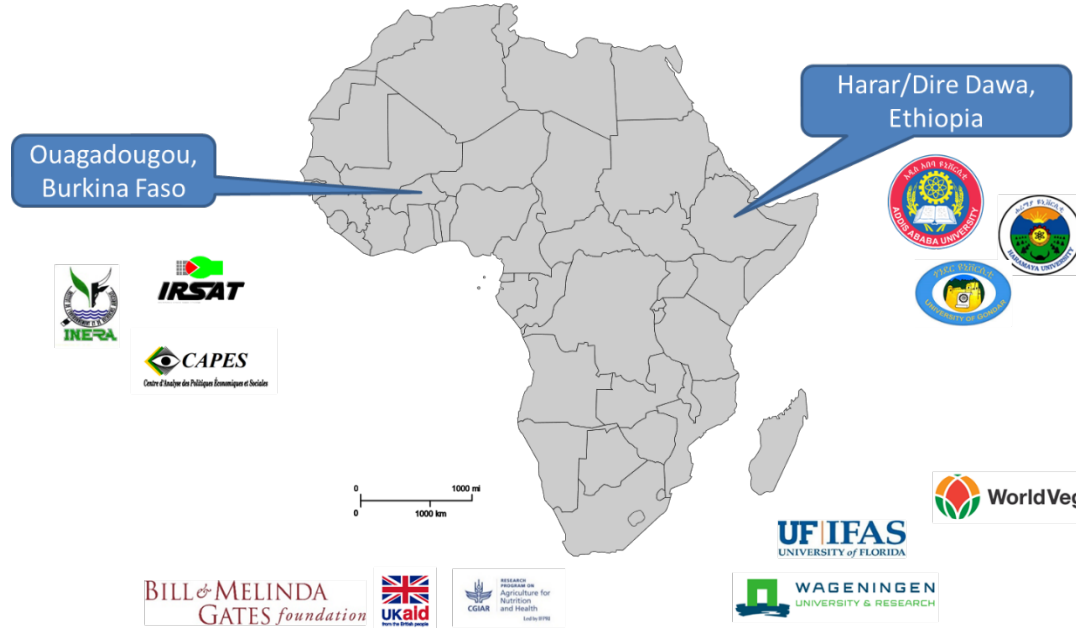


Urban food markets in Africa

Incentivizing food safety using a pull–push approach



Objective: Assess foodborne disease burden and costs – Understand risks – Key question: Can consumer demand drive better food safety in African urban food markets

BMGF-UKGov-A4NH >US\$4m 2019-2023

- *Value chain assess –consumer habits/beliefs*
 - *public concern about chemicals – expert concern about germs*
- *Literature limited, ad hoc studies*
- *Vegetable pesticide survey, KAP survey ongoing – retailer mapping*

