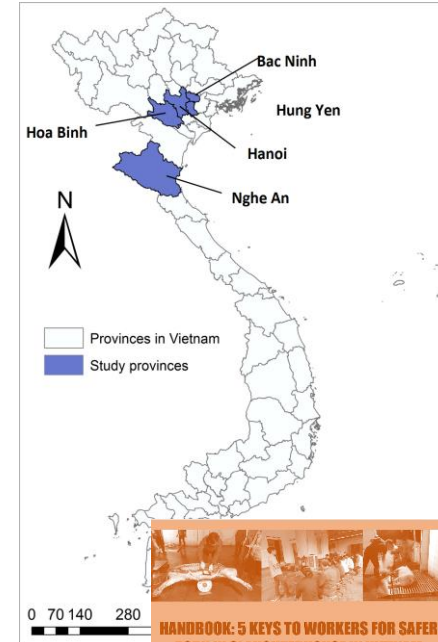


Safe Pork: Market-based approaches to improving the safety of pork in Vietnam



Duration and location: 2017 – 2022, 5 provinces of North Vietnam, including Hanoi

Objectives: Efficacy & reach of current approaches for improving pork safety

To develop and test scalable low-cost approaches to food safety

To build capacity on food safety risk, its management and effective communication

Methodologies: Risk assessment, Food Safety Performance Tool, intervention trials, risk com

Key achievements:

- Food Safety Performance Tool developed and applied
- Poor food safety outcomes across all retail types & miss perception on actual food safety risk
- Intervention trials at slaughter (promising) and retail (challenges due to limited compliance)
- Brand for Ban Pig value chain issued by local authorities
- Project well linked to policy makers (national & provincial) & upcoming large Food Safety Initiatives

Next steps: Further expansion of intervention e.g., slaughterhouse in another provinces

Risk communication (risk assessor, consumers, media etc.)

Develop potential Phase 3 proposal with ACIAR (trad. markets and food safety threads)

Other outputs (2020): Peer reviewed paper (2), briefs (4) & various media clips

