

The influence of perspectives on food safety on food choice: a synthesis of evidence from DFC projects

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Drivers of Food Choice
Competitive Grants Program

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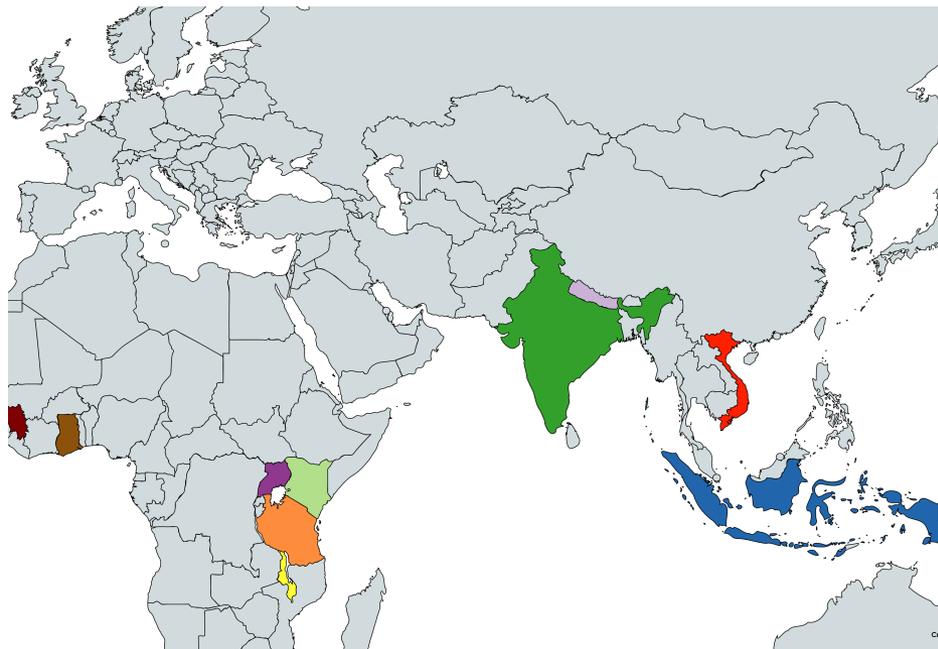
- Global commitment to sustainable healthy diets for all
- Ensuring food safety is central to achieving these goals
- Food systems and environments in low- and middle-income countries
 - Macro-level changes
 - Altered production, distribution, consumption of foods
 - Increased contamination opportunities

Foodborne diseases in LMICs

- Hazards: biological (viruses, bacteria, protozoa, parasites, fungus) and chemical
- Health consequences: foodborne diseases are major cause of diarrheal diseases
- Burden of disease: highest in Sub-Saharan Africa and South and Southeast Asia
- Context:
 - Complex market structure, including modern and traditional markets
 - Food sources largely traditional, informal, diverse
 - Primary contexts for foodborne illness transmission
 - Highest risk for fruits and vegetables, animal source foods
 - Limited government capacity for regulatory oversight

Objective

How do perspectives on food safety influence individual food choice?



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<http://www.driversoffoodchoice.org/>

- Facilitate, synthesize, and disseminate research to provide a deep understanding of the drivers of food choice among the poor in developing countries in South and South East Asia and Sub-Saharan Africa
- 15 projects in 10 countries

Conditions and characteristics that contribute to perspectives on food safety

- (+)
 - Good food hygiene practices ($n=4$): e.g., vendor's appearance, clean water
 - Positive relationships or experiences with vendors ($n=5$): e.g., trust, reputations
 - Meals prepared at home ($n=4$): e.g., decreased risk, quality ingredients
- (-)
 - Adulteration and contamination ($n=6$): e.g., vendor and market mistrust
 - Environmental sanitation ($n=2$): e.g., unhygienic appearance of external environs
- (+/-)
 - Policies and regulations ($n=4$): e.g., government role (+) vs. convenience and trust (-)
 - Sources of information ($n=2$): e.g., social media, peers, health workers

Perspectives on food safety drive food choices



Thinking beyond food:

- Vendor: practices, environment, appearance, relationships
- Policies and regulations: trust, convenience, expectations
- Sources of Information



Influence of perspectives on food choice: incentive for supply chain actors to adopt safer practices



Improving food choice in context of food safety concerns involves engaging with consumer perspectives

Published findings

- <https://driversoffoodchoice.org/wp-content/uploads/2020/12/DFC-Food-Safety-Brief-Final-1.pdf>
- Wertheim-Heck, S., Raneri, J. E., and Oosterveer, P. (2019). Food safety and nutrition for lowincome urbanites: Exploring a social justice dilemma in consumption policy. *Environment and Urbanization*, 31(2), 397-420.
- Raneri JE, Wertheim-Heck S. Healthy Diets from Sustainable Food Systems Initiative, Bioversity International Retail diversity for dietary diversity: Resolving food-safety versus nutrition priorities in Hanoi. In *Food environments: Where people meet the food system*. Pg: 61-69. UNSCN NUTRITION. 2019.
- Zhang, L.X., Koroma, F., Fofana, M.L., Barry, A.O., Diallo, S., Songbono, J.L., Stokes-Walters, R., Klemm, R.D., Nordhagen, S., Winch, P.J. (2020) "Food Security in Artisanal Mining Communities: An Exploration of Rural Markets in Northern Guinea." *Foods*. 9(4):479..
- Patil, C., Ambikapathi, R., Gunaratna, N., Killewo, J., Leyna, G., Sando, M., Shemdoe, A., Mosha, D., Boncyk, M., Froese, S., Edwards, C., Mangara, A., Nyamsangia, S., Kazonda, P., Lackings, B., & Fawzi, W. (2020, July 30). "I have doubts": Adult perspectives on food safety in peri-urban Tanzania [Oral presentation]. 5th Agriculture, Nutrition & Health (ANH) Academy Week, virtual.
- Dominguez-Salas, P., Bukachi, S., Ngutu, M., Muthiru, S., Kadiyala, S., & Lepine, A. (2019, June 24). Drivers of demand for animal-source foods in low-income informal settlements in Nairobi, Kenya [Poster presentation]. 4th Agriculture, Nutrition & Health (ANH) Academy Week, Hyderabad, India.

Webinar series:

Drivers of food choice in low and middle-income countries: a synthesis of evidence



1. Food choice

2. Food safety

3. Changing values

4. Changing livelihoods



Webinar #3: Changing values and food choice: implications for demand creation in LMIC



11 March 2021



07:00 New York / 12:00 GMT /
13:00 Rome / 15:00 Addis /
17:30 Delhi / 19:00 Jakarta /
20:00 Beijing



Register:

<https://bit.ly/ANHDFC3>



Featuring 4 presentations:

1. Changing values: Key learnings from Drivers of Food Choice program (UofSC)
2. Insights from Malawi: Mothers personal and child body image perceptions drive food consumption and parenting (RTI)
3. Insights from India: Cultural meal composition standards in common dishes and meals: an economic analysis of values (IRRI)
4. Insights from Kenya: Cultural values drive behaviors and decision making for animal source foods (LSHTM/UON)

Moderator: Edward Frongillo



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