Understanding perception and drivers to change food safety condition of pork value chain actors: the view of slaughterhouse owners and pork retailers in northern Vietnam

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1. INTRODUCTION

97% of slaughterhouses are small-scale
70% of pork are distributed via traditional markets
Pork contributes 54% to Vietnamese meat intake
Small-scale pork value chain actors often lack proper facilities
Limited supervision of food safety authorities on small-scale producers

Small-scale pork value chains provide main fresh pork to Vietnamese consumers
Consumers extremely concern about pork safety and willing to pay more for safer pork

Improving the small-scale pork value chain is urgently required

2. METHOD

Key Informant Interviews
- Slaughterhouse owners (n=10)
- Traditional pork retailers (n=93)

Thematic analysis
- Develop coding theme
- Applying code to dataset
- Rearranging data follow thematic content
- Mapping and interpretation

Data collected using the 3S (Safety, Scalability, Societal concerns) tool to assess the food safety performance of value chain actors, developed by ILRI, focusing on:
- Knowledge, attitude, and practice (KAP);
- Food safety perception and incentives;
- Business performance;
- Driven factors of changes.

3. RESULTS

Perception about safe pork:
- Unsafe pork can be evaluated by sensorial assessment (e.g. touch)
- Poor hygiene practices causes foodborne diseases, but the consequence is not severe.
- There is no occupational health risk in pork production to the slaughterhouse worker and pork retailer
- Healthy pig and hygiene activities are the key to safe pork

Four main drivers enable slaughterhouse owners and retailers to improve food safety:
- Push from supplier
- Pull from consumer
- Self-drivers
- External-drivers

Self-drivers:
- Cost-benefit oriented
- Concern about hygiene and safety
- Price sensitive

External-drivers:
- Investment from funded project
- Regulations and authorities supervision
- Competitors

Demand in pork appearance
- Quality (safety, appearance) requirement, warm pork preference

Trust and
disclosed
relationship
Convenience and adjustable quantity

Pork
consumer
Retailer
Slaughter
house
Abundant supply and realiable quality

Pig supplier

4. CONCLUSION

- Small-scale slaughterhouse owner and pork retailers have misleading knowledge and perception about the safety of pork.
- Consumers and authorities’ involvement can motivate pork producer to improve food safety practices.
- The improvement of food safety perception and regulation knowledge as well as strengthening enforcement of food safety regulations are paramount factors to enable behavior changes of value chain actors.
- The slaughterhouse-retailer connection needs to be fully carefully considered before implementing food safety intervention.
- Appropriate communication strategies should be implemented throughout all value chain actors for dramatically impact on pork safety.

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