



Australian Government

Australian Centre for
International Agricultural Research

Livestock

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

Overview

Consumer concern over food safety is high and growing in Vietnam. Foodborne disease is not only a major public health problem but also presents a barrier to smallholder farmers who wish to sell in high-value domestic and export markets.

The most widely consumed meat, pork, is sold predominantly (more than 80%) in wet markets, where most foodborne disease is spread. In these markets, risk factors are high, costs of compliance are high and enforcement capacity is weak.

In Vietnam, the pork value chain is crucial for smallholders who produce the most pork. The markets provide employment to thousands of butchers, mostly women, and supply pork that is more affordable and accessible than that sold in the formal sector.

Pork-borne disease is high, with at least one in ten pork consumers falling ill each year from *Salmonella Sp.* Critical points for risk management interventions have been identified and opportunities for incentive-based interventions for improving food safety management have been investigated.

The risks can be better managed and appropriate market-based approaches to improved food safety can be developed.



KEY FACTS

ACIAR Project No. LPS/2016/143

Duration: October 2017 to June 2022 (4.5 years)

Target areas: Vietnam

Budget: A\$2 million

Project Leader

Unger Fred, International Livestock Research Institute (ILRI)

Key partners

- Vietnam National University of Agriculture
- Hanoi University of Public Health
- Department of Economics and Farming System, National Institute of Animal Sciences
- Faculty of Veterinary Science, University of Sydney

ACIAR Research Program Manager

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Objective

The project's overall aim is to reduce the burden of foodborne disease in informal, emerging formal, and niche markets targeting small- and medium-scale producers.

The project's specific objectives are to:

- Generate actionable evidence on the efficacy, feasibility and reach of current approaches for improving pork safety in Vietnam.
- Develop, pilot and test light-touch, incentive-based approaches to food safety, in close partnership with the private sector.
- Validate, with stakeholders, the theory of change developed by the CGIAR Research Program on Agriculture for Nutrition and Health (A4NH) for market-based interventions and identify steps towards scaling these in the Vietnamese context.
- Suggest strategies for enhanced engagement and benefit sharing for men and women in the pig value chain through improving the gender appropriateness of interventions.
- Build capacity in understanding food safety risk, its management and effective communication among stakeholders including key government partners, the private sector, academia, donors and media.

Expected scientific results

- Development of specific tools to help conduct research in informal food value chains, including a food system performance management tool, training materials and protocols for hazard testing.
- Generation of evidence for better management of food safety.
- Development of training courses on food safety communication.

Expected outcomes

- 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.
- Improved understanding and communication of risk among academics, policymakers, the private sector and media.
- Improved knowledge and understanding of gender dynamics in pork-borne disease risks and viable options identified for increased gender equity in foodborne disease risk management.
- Improved capacity of researchers, students and partners.
- Greater demand and higher prices for pork as food safety record improves and consumers are willing to pay more for quality, safe product.
- Increased participation of women and the poor in smallholder pork value chains so they can benefit from the rapidly increasing demand for safe pork.
- Reduced consumer concern about food safety.
- Increased consumption of pork among groups with high levels of stunting and micronutrient deficiency and inadequate levels of animal-protein food consumption.

