



FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative



Enhancing Food Safety in Fish and Chicken Value Chains of Bangladesh

Fish and chicken are among the most important animal-based protein sources in the Bangladeshi diet. The rise in production of farmed fishes and convenient frozen chicken products has been accompanied by a strengthening of the country's food safety regulatory structure. However, for policies and practices to be efficient and effective, they must be shaped by data on food safety risks, grounded in the economics of safer food production for consumers and producers, and address the food safety training and education needs of farmers and consumers alike.

Our project is promoting informed decisions and actions to enhance the food safety of farmed fish and frozen uncooked chicken products. By identifying areas along the value chain which need improvement and developing tools to quantify the benefits of improved food safety, we are creating an enabling environment to support consumers' access to safe, nutritious food products.

PROJECT OBJECTIVES

1. Analyzing the food safety knowledge, attitudes, and practices among consumers and value chain actors, evaluating safety hazards at the farm, wholesale, and retail markets, and developing targeted training modules on the behavioral practices to support the correct handling of fish and chicken products.
2. Estimating of the willingness of Bangladeshi consumers to pay for a general reduction in exposure to microbial foodborne disease and chemicals in food and for safety certification in fish and chicken.
3. Assessing the impact of information related to food safety, including bacterial counts, levels of antibiotic residues, and heavy metal content, on consumer demand for a reduced risk of exposure to foodborne disease.
4. Quantifying the economic benefits and utility of improved food safety on the welfare and wellbeing of consumers in Bangladesh.

The Food Safety Innovation Lab (FSIL) leverages global food safety expertise in locally led projects that address the root causes of foodborne illness. By identifying food safety knowledge gaps and developing data-driven food safety practices and policies, FSIL projects create systemic change that strengthens household and community nutrition, food security, and economic opportunity.



PROJECT OUTCOMES

- ▶ Understanding how behavioral practices among workers in the fish and chicken value chains impact the levels of food safety hazards.
- ▶ Identification of evidence-based food safety protocols which can be implemented by the Bangladesh Food Safety Authority and other government agencies, such as the Department of Fisheries and the Department of Livestock Services, and the aquaculture and chicken industry.
- ▶ Wider adoption of evidence-based food safety practices by workers across the fish and chicken value chains in response to consumers' demand for foods that meet safety standards.
- ▶ Strengthening of the capacity for participatory and gender-sensitive food safety research and policy formulation in Bangladesh.
- ▶ Development of an integrated, multidisciplinary value chain approach to food safety that can be scaled up within Bangladesh and leveraged to reduce, manage, and mitigate the risk of foodborne disease in other perishable products in developing countries.

Dr. Madan Dey (PI)
Texas State University
mmd120@txstate.edu

This project is funded by USAID and the Food Safety Innovation Lab as part of Feed the Future, the U.S. Government's global hunger and food security initiative.

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