



# FEED THE FUTURE

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



## Market-Led Food Safety in Nepal: Harnessing Production Incentives and Consumer Awareness

Consumption of fresh produce contributes to dietary diversity and well-nourished individuals, households, and communities. However, when vegetables are consumed raw, prior contamination with organisms that cause foodborne illness can undermine their contributions to reaching nutritional targets.

The goal of our project is to stimulate a rapid increase in access to nutritious produce in Nepal by identifying the factors which will drive the supply of and demand for safer salad vegetables. With funding from the Feed the Future Innovation Lab for Food Safety and in collaboration with our Nepali partners, we are assessing indicators of current food safety risks, understanding the food safety behaviors of vegetable producers and consumers, and identifying incentives that could transform food safety policies and practices. The work will enable entrepreneurs and policy makers to reach informed decisions on prioritizing food safety investments and support the awareness of safer food consumption and dietary diversity in Nepali households.

## PROJECT OBJECTIVES

1. Assessing the risk of fresh produce contamination and foodborne illness within consumer and grower households.
2. Understanding consumer demand for safer produce and incentives for safer production practices among growers of fresh produce.
3. Analyzing differences in produce production and consumption by gender and location through surveys across Nepal.
4. Providing food safety and health hazard reduction training to small- and medium-sized vegetable farms, targeting youth and women entrepreneurs.
5. Conducting outreach to government stakeholders and private businesses on prioritizing food safety strategies and informed investment decisions.

**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

- ▶ Identification of barriers to implementing food safety practices and quantification of the benefits and costs of strengthening produce safety.
- ▶ Improved understanding of current contamination risks in vegetables, consumer awareness of produce safety, and the nutritional and food security outlook of Nepali communities.
- ▶ Guidance for market-led, demand-driven food safety practices and labeling for fresh produce, informed by analysis of consumer behavior.
- ▶ Food safety outreach to promote greater gender equity and youth participation in safe produce production and support food safety-augmented entrepreneurship.
- ▶ Strengthened public-private partnerships to facilitate informed decision making on food safety-based investment strategies and policies to support their adoption and scale up across Nepal.

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For more information about Food Safety Innovation Lab projects, visit: [purdue.ag/foodsafetyIL](http://purdue.ag/foodsafetyIL)



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