



EatSafe: Evidence and Action Towards Safe, Nutritious Food

# EatSafe Interventions in Ethiopia

Supported by Feed the Future, EatSafe will implement three interventions aimed to increase consumer demand for food safety in the Aroge Gebeya traditional market located in Hawassa City.



## Food Safety Motivational Campaign

Deliver a multi-media campaign that motivates **consumers** to prioritize purchasing food from vendors that implement food safety practices.



## 'Learning by Doing' Vendor Training

Provide interactive and practical food safety training to **vegetable vendors** in the market to increase the safety of foods bought and sold.



## Market Improvement Initiative

Convene **Hawassa city stakeholders and market actors** around a shared objective: to improve the health and safety of traditional markets, key to the local community and economy.

For more information, contact Genet Gebremedhin,  
[ggebremedhin@gainhealth.org](mailto:ggebremedhin@gainhealth.org) | + 251 116 610088