



Food safety is everyone's business in traditional food markets

The importance of food safety

Food markets (traditional, informal markets and farmers markets) are an important source of nutritious and culturally appropriate food contributing to food security for millions of people all over the world. They have a critical social function as settings where people purchase their food and meet with others; they also provide a source of income for the community and attract tourists. Food markets should ensure that all the food sold to consumers is safe.

Appropriate regulation, inspection and enforcement in traditional markets have an important role in preventing and controlling foodborne and zoonotic diseases, improving health, enhancing food security and strengthening the economy. Markets are an ideal place for health promotion, sharing food safety and community health information and letting consumers know about outbreaks.



What are the benefits of food safety?

FOR VENDORS

- Greater market access and earning potential;
- Consumer trust leading to more sales;
- Reduced costs due to less food waste.

FOR CONSUMERS

- Access to safe and nutritious food;
- A safe and healthy shopping environment;
- Better health and nutritional status.

How to improve food safety

VENDORS

Keep customers safe by washing and sanitizing all surfaces used for food preparation and practise good hand hygiene.

Wash with clean water and/or sanitize your hands between handling money and food.

Separate raw foods of animal origin from other areas, especially those where ready-to-eat food is sold to the public.

Protect market stalls and food from environmental hazards.

If selling ready-to-eat food, cook thoroughly (70°C for at least two minutes) and keep at appropriate temperatures (foods intended to be sold hot should be held at a temperature above 60°C and foods intended to be sold cold chilled to below 5°C). By maintaining temperatures below 5°C and above 60°C, the growth of microorganisms is slowed down or stopped.

Promote and practise **WHO's Five Keys to Safer Food**.

MARKET AUTHORITIES AND GOVERNMENTS

Infrastructure

Ensure the market provides all the infrastructure needed: access to enough safe water, adequate hygiene and handwashing facilities.

Ensure all waste materials are collected regularly from the market.

Ensure good hygiene practices are implemented where live animals are traded or slaughtered and

that these activities are separated from other market activities; implement veterinary supervision of the slaughtering of live animals.

Separate the areas where animals or raw animal products are handled from other areas, especially those where ready to eat food is sold.

Assess the risks related to the sale of live wild animals for food purposes to prevent the emergence of new diseases.

Education and training

Ensure all vendors have food handling skills and knowledge and comply with food safety management programmes, including Good Hygiene Practices (GHP).

Invest in training of vendors to ensure safe food handling and to share food safety knowledge with consumers.

Oversight

Enforce regulations and undertake inspections.

Communication

Share risk communication messages in particular during outbreaks.

Promote **WHO's Five Keys to Safer Food** among vendors and consumers.

On World Food Safety Day (7 June), use posters to increase knowledge of food safety practices; organize visual displays and handouts featuring food safety literature, recipes and education materials.