



Food and Agriculture
Organization of the
United Nations



World Health
Organization



7 JUNE

World Food Safety Day 2020

Overview of an inspiring virtual celebration



World Food Safety Day 2020

Overview of an inspiring virtual celebration



Required citation:

FAO and WHO. 2020. *World Food Safety Day 2020 – Overview of an inspiring virtual celebration*, 7 June 2020. Rome.

The designations employed and the presentation of material in this information product do not imply the expression of any opinion whatsoever on the part of the Food and Agriculture Organization of the United Nations (FAO) or World Health Organization (WHO) concerning the legal or development status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries. The mention of specific companies or products of manufacturers, whether or not these have been patented, does not imply that these have been endorsed or recommended by FAO or WHO in preference to others of a similar nature that are not mentioned.

The views expressed in this information product are those of the author(s) and do not necessarily reflect the views or policies of FAO or WHO.

© FAO and WHO, 2020



Some rights reserved. This work is made available under the Creative Commons Attribution-NonCommercial-ShareAlike 3.0 IGO licence (CC BY-NC-SA 3.0 IGO; <https://creativecommons.org/licenses/by-nc-sa/3.0/igo/legalcode>).

Under the terms of this licence, this work may be copied, redistributed and adapted for non-commercial purposes, provided that the work is appropriately cited. In any use of this work, there should be no suggestion that FAO or WHO endorses any specific organization, products or services. The use of the FAO or WHO logo is not permitted. If the work is adapted, then it must be licensed under the same or equivalent Creative Commons licence. If a translation of this work is created, it must include the following disclaimer along with the required citation: "This translation was not created by the Food and Agriculture Organization of the United Nations (FAO) or WHO. FAO/WHO are not responsible for the content or accuracy of this translation. The original English edition shall be the authoritative edition.

Disputes arising under the licence that cannot be settled amicably will be resolved by mediation and arbitration as described in Article 8 of the licence except as otherwise provided herein. The applicable mediation rules will be the mediation rules of the World Intellectual Property Organization <http://www.wipo.int/amc/en/mediation/rules> and any arbitration will be conducted in accordance with the Arbitration Rules of the United Nations Commission on International Trade Law (UNCITRAL).

Third-party materials. Users wishing to reuse material from this work that is attributed to a third party, such as tables, figures or images, are responsible for determining whether permission is needed for that reuse and for obtaining permission from the copyright holder. The risk of claims resulting from infringement of any third-party-owned component in the work rests solely with the user.

Sales, rights and licensing. FAO information products are available on the FAO website (www.fao.org/publications) and can be purchased through publications-sales@fao.org. Requests for commercial use should be submitted via: www.fao.org/contact-us/licence-request. Queries regarding rights and licensing should be submitted to: copyright@fao.org.

Cover photograph: Dr Drika, the food safety avatar created by Adriana Abud, visiting a store in Sertãozinho, Brazil.

©Veranita Produtos Alimentícios

Editorial team: Sue Price and Mia Rowan

Design team: Cristiana Giovannini and Tomaso Lezzi

Contents

Every action counts	2
Foreword by FAO	
Everyone's business, every day	3
Foreword by WHO	
Introduction	5
The theme, slogan and calls to action	
A live session on Facebook	6
On masks, microbes and microphones	8
A summary of 2020 events	
The likes and clicks of food safety	16
Tracking #WorldFoodSafetyDay	
World Food Safety Day in the news...	18
... a compilation of newspaper, web and magazine reporting	
Food safety and standards networks propel the Day	20
The FAO/WHO International Food Safety Authorities Network (INFOSAN) logs us in	
A Codex dream turns two	
A tribute to food heroes globally	21
Looking ahead to 2021	22



Every action counts

Markus Lipp, Senior Food Safety Officer Food and Agriculture Organization of the United Nations (FAO)

Presenting an overview of all the activities for World Food Safety 2020 (7 June) is a formidable task. Not only because this year's World Food Safety Day fell on a Sunday, prompting many to celebrate in the days before and after the 7th, making it a few weeks long, but also because of the COVID-19 pandemic. Countries in different parts of the world were on lockdown, which drew attention to the food supply chain. By early June, different challenges were surfacing – which made the World Food Safety Day campaign call for collaboration an especially timely and compelling message.

We all need access to safe food to live, to flourish. Without safe food, there cannot be food security, nor can there be human development. Celebrating World Food Safety Day, highlighting the importance of safe food and what everyone can do to ensure it, took on many more forms than we could ever have imagined. Radio shows, webinars, panel discussions, contests, articles and videos of every type involved not only regulators and scientists but also farmers, food vendors, processors, families, students and public health professionals.

We would like to thank each and every person for their efforts and participation. No action is too small and every action counts. We are very much looking forward to working with you, discussing with you, and celebrating World Food Safety Day with all of you in 2021.

Until then, just remember, we all need our food to be safe. Food safety is truly everyone's business.

©Independent Health
Regulatory Body of Cabo Verde



©National Codex
Committee of Senegal



©FAO



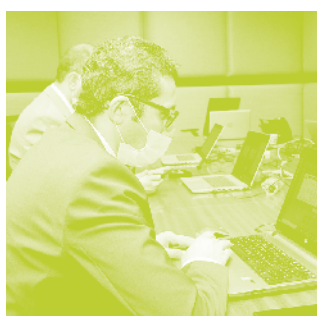
©Ministry of Food and Drug
Safety of the Republic of Korea



©FAO/Cristiana Giovannini



©Public Health
Department of Qatar



Everyone's business, every day

By **Francesco Branca**, Director of the Department of Nutrition and Food Safety
World Health Organization (WHO)

Every day we eat food with our families, friends or just by ourselves. Food can reduce hunger, provide nutrition, support growth, facilitate trade, exchange cultures and bring enjoyment, but all these merits do not exist if food is unsafe. Every year unsafe food is responsible for hundreds of deaths. Based on the data in 2010, WHO estimated that each year unsafe food causes 600 million foodborne illnesses and 420 000 deaths. However, these numbers only represent the “tip of the iceberg”. This is the reason why each year, FAO and WHO are together to celebrate World Food Safety Day on 7 June, engaging all actors of the food chain from production to consumption to promote food safety awareness and urge concrete action.

This year's celebration was unique - in the middle of the COVID-19 pandemic. SARS-CoV-2 not only challenges our national health system, but also threatens the global food supply. This year we wanted to recognize the people on the frontline of the COVID-19 pandemic who ensure that we can continue to access safe food. We particularly emphasized access to safe and healthy food in markets and the amazing level of participation and creativity of our Member States and partners, despite the exceptional circumstances, documented the strong interest and involvement of all stakeholders, including the consumers.

This presentation of some of the activities undertaken is an opportunity to express our deep appreciation for all the efforts that contributed to making the 2020 World Food Safety Day a success.

Food safety is everyone's business, every day and should not be an issue that is prioritized only once a year. We will carry on working together all year long to improve our food systems. We look forward to celebrating many World Food Safety Days together as we build a healthier future.



© SENASA



© IFIC



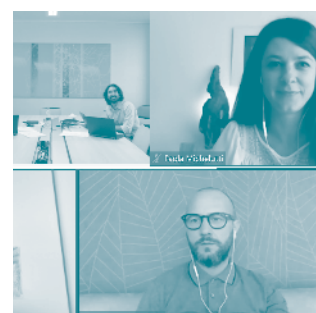
© The Citizen of Tanzania



© INVIMA



© FAO/Cristiana Giovannini



© STDF



**Élelmiszerbiztonság
mindenki ügye!**

Food and Agriculture
Organization of the
United Nations

7 June 2020

#WORLDFOODSAFETYDAY

**Livsmedelssäkerhet,
vårt gemensamma
ansvar**

Food and Agriculture
Organization of the
United Nations

7 June 2020

#VÄRLDSDAGEN FÖR LIVSMEDELSÄKERHET

**Siguranța alimentară,
responsabilitatea
tuturor**

Food and Agriculture
Organization of the
United Nations

7 June 2020

Ziua Mondială a Siguranței Alimentare

#ZIUA MONDIALĂ A SIGURANȚEI ALIMENTARE

**Lebensmittelsicherheit
an**

Food and Agriculture
Organization of the
United Nations

7 June 2020

#WORLDFOODSAFETYDAY

**Food safety,
everyone's
business**

Food and Agriculture
Organization of the
United Nations

7 June 2020

World Food Safety Day

#WORLDFOODSAFETYDAY

**سلامة الأغذية،
مسألة تهمّ الجميع**

Food and Agriculture
Organization of the
United Nations

7 June 2020

اليوم العالمي لسلامة الأغذية 7 حزيران/يونيو 2020

#WORLDFOODSAFETYDAY

**La sécurité
sanitaire
des aliments,
c'est l'affaire
de tous**

Food and Agriculture
Organization of the
United Nations

7 June 2020

Journée internationale de la sécurité sanitaire des aliments

#SECURITEALIMENTAIRE

Lebanese text

Food and Agriculture
Organization of the
United Nations

7 June 2020

#WORLDFOODSAFETYDAY

**Пищевая
безопасность,
дело каждого**

Food and Agriculture
Organization of the
United Nations

7 June 2020

Всемирный день безопасности пищевых продуктов

#WORLDFOODSAFETYDAY

**Inocuidad de
los alimentos,
un asunto
de todos**

Food and Agriculture
Organization of the
United Nations

7 June 2020

Día Mundial de la Inocuidad de los Alimentos

#INOCUIDADALIMENTARIA

**食品安全，
人人有责**

Food and Agriculture
Organization of the
United Nations

7 June 2020

世界食品安全日

#WORLDFOODSAFETYDAY

**Az élelmiszer
biztonsága
mindenki ügye**

Food and Agriculture
Organization of the
United Nations

7 June 2020

#WORLDFOODSAFETYDAY

**Bezpieczeństwo
żywności, troską
każdego z nas**

Food and Agriculture
Organization of the
United Nations

7 June 2020

Światowy Dzień Bezpieczeństwa Żywności

#SWIATOWYDZIENBezpieczestwaZYwnosci

**Voedselveiligheid,
een zaak van
iedereen**

Food and Agriculture
Organization of the
United Nations

7 June 2020

Wereld voedselveiligheids dag

#WERELDDAGVOEDSELVEILIGHEID

**Lebensmittelsicherheit
geht alle an**

Food and Agriculture
Organization of the
United Nations

7 June 2020

Welttag der Lebensmittelsicherheit

#WELTLAGDERLEBENSMITTELSICHERHEIT

**A segurança
dos alimentos
é responsabilidade
de todos**

Food and Agriculture
Organization of the
United Nations

7 June 2020

Dia Mundial da Segurança dos Alimentos

#DIAMUNDIALDASEGURANÇADOSALIMENTOS

Introduction

The theme, slogan and calls to action

Anyone who grows, processes, transports, stores, distributes, sells, prepares, serves or just consumes food has a role to play in food safety. This is why "Food safety, everyone's business" was chosen as the slogan for the 2020 World Food Safety Day.

In this second year of the annual event, WHO and FAO focused the global campaign on five calls to action that underline how everyone can help prevent, detect and manage foodborne risks, including you. A theme of "safe foods in markets" was introduced to show what governments, producers, vendors and consumers can do to ensure healthy food markets.

The visual identity of the campaign was devised with a simple green apple and tick, or checkmark, to denote health and quality and along with the slogan was placed on a range of items such as posters, web banners and other promotional material in the six official United Nations (UN) languages.

WHO and FAO worked with Members and partners as well as the wide-reaching networks of the Codex Alimentarius Commission and the INFOSAN to collate information on worldwide events and gather news reports, encourage social media uptake and hold virtual observances, such as webinars. The headquarters of the two Organizations held an online event that was open to everyone on Facebook and LinkedIn. Regional offices organized and encouraged activities at regional and national levels and motivated communities, businesses and individuals to get involved.



To assist event organizers, FAO and WHO provided [a guide to World Food Safety Day](#) with useful information on key facts, suggested themes and important food safety messaging. As the coronavirus took hold globally, [a guide to virtual events](#) was devised to help with online engagement.

Over 100 different activities, events and campaigns took place in every region of the world, organized by and bringing together international organizations, governments, academia and other interested groups. Through various media, online conferences, lectures and competitions, people learned about food safety, its relevance to them and pertinent topics such as the Sustainable Development Goals, antimicrobial resistance, climate change and, of course, COVID-19.

Read this overview of 2020's celebrations to learn about food safety initiatives and get inspired for an event at your workplace, university, school or community next year!

Calls to action

- ✔ Ensure it's safe - Governments must ensure safe and nutritious food for all.
- ✔ Grow it safe - Agriculture and food producers need to adopt good practices.
- ✔ Keep it safe - Business operators must make sure food is safe.
- ✔ Eat it safe - All consumers have a right to safe, healthy and nutritious food.
- ✔ Team up for safety - Food safety is a shared responsibility.

A live session on Facebook

©WHO/Françoise Fontannaz



For World Food Safety Day 2020, FAO and WHO teamed up for an event that aired on Facebook and LinkedIn on 5 June, and featured experts conversing with people around the world on subjects as diverse as pesticide use and whether food packaging should be sanitized as a COVID-19 precaution.

Sarah Cahill, Senior Food Standards Officer, Codex Alimentarius Commission, and Francesco Branca, WHO Director, Department of Nutrition and Food Safety, took questions on food safety in production and processing and on food hygiene up to consumption.

©FAO



"The safety of our food is only as good as the weakest link in the food chain," explained Cahill, as she also echoed a pre-recorded message from WHO Director-General Tedros Adhanom Ghebreyesus that food safety needs to be practised by everyone and every day, not just on World Food Safety Day.

Cahill talked about ensuring good agricultural practices and good veterinary and husbandry practices within food production, where reducing contamination contributes to safer food, as can safe waste disposal. Even the consumer growing her own vegetables needs to observe good practices in ensuring the safety of water, compost and chemical usage in gardens and allotments.

The role of processors is also important, continued Cahill, where operatives should ensure clean water and equipment are complemented by good personal hygiene to keep food safe. She pointed out that application of the Hazard Analysis and Critical Control Points ([HACCP](#)) system of food hygiene also contributes to good standards of food safety.

Pippa Houghton and Francesco Branca in the WHO Facebook Live studio. (top)
Sarah Cahill speaks from FAO Headquarters in the Facebook Live. (above)

In his video message, FAO Director-General QU Dongyu praised the food operatives working through the pandemic: "I would like to acknowledge all the people working tirelessly in the challenging conditions of the COVID-19 pandemic to keep our food safe".

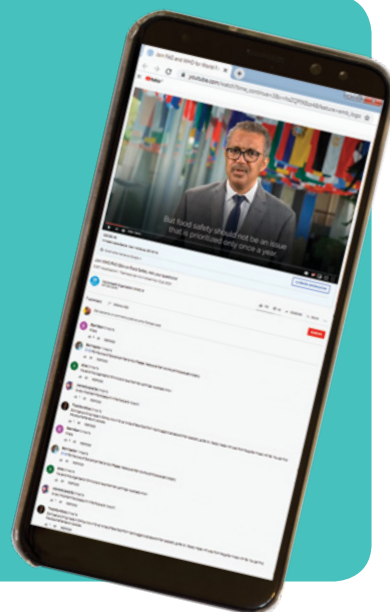
The event had a particular focus on safe food in markets with Branca highlighting the important role that markets play around the world in ensuring people have access to food. He emphasized some of the key measures that need to be taken to ensure food safety. These include 'zoning', which means different types of foods are sold in different parts of the market, for example, fresh fruits and vegetables should be in a separate area from raw meat and meat products.

COVID-19 loomed large in viewers' questions and Branca took that opportunity to reiterate that it is not possible to get COVID-19 from food. However, he underlined best practices, especially in markets, for both food hygiene and reducing the risk of exposure to COVID-19. Vendors and consumers, he went on, are also responsible for ensuring personal hygiene, clean surfaces and, particularly in COVID-19 times, face coverings, personal protective equipment, use of gloves and physical distancing. He pointed to [WHO's five keys to safer food](#) as a guide to ensuring food safety.

210 000

The number of viewers who watched the Q&A session on the WHO and FAO Facebook accounts

As of 12 June 2020



Branca also emphasized how 600 million people fall ill from foodborne disease every year and 420 000 die. He went on to say that about a third of those deaths are of children under five and that unsafe food can compound issues of poor nutrition and food insecurity. Cahill called attention to the economic burden – in particular for low- and middle-income countries, which suffer losses of USD 95 billion a year as a result of foodborne diseases. FAO and WHO work together and with organizations across the world, said Branca, to prevent, detect and respond to foodborne disease.



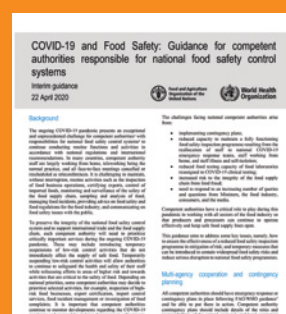
©FAO/WHO



©FAO/WHO

Still images from two videos produced for World Food Safety Day 2020.

COVID-19 and Food Safety: Guidance for competent authorities responsible for national food safety control systems



COVID-19 and Food Safety: Guidance for food businesses: Interim guidance



On masks, microbes and microphones

A summary of 2020 events

The FAO/WHO global World Food Safety Day campaign 2020 was planned around five calls to action to maintain food safety along food supply chains: ensure it's safe; grow it safe; keep it safe; eat it safe; and team up for safety. These calls to action provided the framework for a number of events, including a multi-stakeholder webinar series organized by the South African government, a region-wide webinar in Latin America and a video series from the Global Food Safety Initiative (GFSI).

COVID-19 forces changes to plans

Inescapably, though, it was the COVID-19 pandemic that dominated the World Food Safety Day events, influencing what was done and how. As the world went into lockdown, conferences and seminars moved online, and webinars were developed to address public concerns. Food safety experts from international and national organizations, educators and food business representatives discussed such new topics as "COVID-19 and food safety and quality in the world," organized by Chile's Food Safety and Quality Agency, ACHIPIA, and "Food safety and COVID-19: Connection or Obsession?" from the Food Campus of the University of Barcelona.

Around half of the several dozen food safety webinars that took place concentrated specifically on how COVID-19 has changed the food production and safety landscape.

Other COVID-related webinars were organized by authorities in Bolivia, Colombia, Costa Rica, Cuba, Ecuador, Ghana, Guatemala, India, Indonesia, Kenya, Saudi Arabia and Zimbabwe and on a regional and global level by international organizations. "Food safety standards and codes of practice, particularly those of Codex, have never been more important than today," said Sridhar Dharmapuri, an FAO Senior Food Safety Officer during [a joint FAO, World Organisation for Animal Health \(OIE\), United Nations World Food Programme \(WFP\), WHO webinar](#) in the Asia-Pacific that addressed what has become known as the 'new normal' and attracted 1 000 participants. Similarly, Pan American Health Organization (PAHO)/WHO hosted a pan American interactive webinar with guests from Consumers International, FAO and the International Regional Organization for Agricultural Health (OIRSA).

Elsewhere, COVID-19 impacted events by forcing postponement, including of a charity run in Germany to complement a campaign promoting food safety, good nutrition and physical fitness. This is now planned for 2021.

Highlighting food hygiene

COVID-19 not only influenced 2020's World Food Safety Day events, but also the ways in which food is produced, transported and marketed. Food workers are particularly affected. In contributions to their Facebook Live event, the Directors General of both FAO and WHO – QU Dongyu and Tedros Adhanom Ghebreyesus respectively – both applauded the work of the "true food heroes" who are ensuring we continue to have access to safe food. Those heroes were mentioned in many other events, not least



Participants from a food safety training workshop in Lao People's Democratic Republic show the 2020 campaign banner.

on the 19th National Food Safety Day in the Republic of Korea, where food safety has long been celebrated in a prominent event. Workers along the food chain – in production, processing, storage, transport, retail and distribution – were congratulated for their food safety successes by Minister Lee EuiKyung of the Ministry of Food and Drug Safety. In a joint press release in Lebanon, local FAO and WHO offices also teamed up with the Ministry of Agriculture to thank food workers.

Several food safety measures align with COVID-19 precautions. Handwashing and hygiene are paramount for both. "COVID-19 is a huge burden – don't add foodborne disease to it," Ghanaian radio announced, "make food safety your business and follow the COVID-19 protocols." Many campaigns also made use of [WHO's five keys to safer food](#), including India's 8-year-old food safety ambassador, Ojasvini Naik, who, having described the five keys in her video statement, added: "Food safety means that if anyone eats any kind of food, it should not cause harm to anyone in any way." In a video from the Philippines, former Miss World, Megan Young, offered similar advice as she demonstrated the five keys in action while cooking a favourite national dish, Tinola.

Other organizers, such as Kazakhstan's Ministry of Healthcare, chose to focus on Codex-led food hygiene measures by highlighting the HACCP approach to safe food, together with Codex's Good Agricultural Practices (GAP) and Good Hygiene Practices (GHP). Sri Lanka, too, focused on a hygienic approach in the country's



© Ghana FDA

'Guidelines for Food Premises.' The focus of the Lao People's Democratic Republic was on training food inspectors and entrepreneurs in a masked dissemination workshop and Rwanda organized a week-long food safety event in August.

Public figures get behind World Food Safety Day

Twitter was used widely to share World Food Safety Day information and even saw tweets from high-level supporters, such as India's Vice-President, Shri M. Venkaiah Naidu. Other dignitaries who championed World Food Safety Day included Zimbabwe's Deputy



© SENASICA

Martin Kusi Head of the Northern Regional Office, Ghana Food and Drug Authority, shares food safety information on the radio. (top right)
An image from the awareness-raising campaign of the National Service of Health, Safety and Agro-Food Quality (SENASICA) of Mexico. (above)



Local-level initiatives in Indonesia

In Indonesia, food safety is the concern of central and local governments. The National Codex Committee produced national-level food safety awareness events and collaborated with members to educate and inform the public about food safety. The Indonesian Food and Drug Authority encouraged local administrations to target the public with activities inside communities, while the Ministry of Agriculture conducted a national campaign.

Local projects across Indonesia's 17 000 islands were combined with information about COVID-19 prevention. Banners were placed in public places and leaflets were distributed at community gatherings. Activities included in-person and online interactions and made good use of Instagram, Facebook and Twitter, as well as local radio and interactive dialogues. Also, local press articles summarized the events to reinforce food safety messages. One local event was conducted by the Regency Office of the Food and Drug Authority in Banggai where local leaders said: "If consumers are safe, the Local Office of the Indonesian Food and Drug Authority in Banggai would be proudly happy."

A social media campaign in Indonesia focuses on the WHO five keys to safer food.

Minister for Health and Child Care, John Mangwiro, who gave a keynote speech for a webinar organized by FAO, WHO, government and partner organizations. Tibou Kamara, Guinea's Minister of Industry promoted the day on TV news, a video address by the Danish Minister for Food, Mogens Jensen, called for increased cooperation to find solutions for tomorrow and another video featured Costa Rica's Vice-President, Epsy Campbell Barr, who announced: "The government of Costa Rica congratulates and joins the international campaigns of FAO and WHO in which we commemorate this World Food Safety Day, with the understanding that food safety is everyone's business." This was particularly poignant as Costa Rica is the nation that originally submitted the proposal for World Food Safety Day to the UN General Assembly in 2018. Other inspirational video speeches came from the Head of Armenia's Food Safety Inspection Body, Georgi Avetisyan and Mexico's Amada Velez Mendez from the Ministry of Agriculture and Rural Development.

Target audiences

In the spirit of the slogan, 'everyone's business,' campaigns were aimed at all actors in the food chain. Some events, however, targeted specific groups. Qatar's multimedia campaign, targeted consumers, as did the Angolan awareness raising campaign, which was also aimed at food retailers. Retailers were a focus, too, of Adriana Abud in Brazil, as she ran workshops at supermarkets in São Paulo. Burkina Faso's National Codex Committee called on decision-makers to strengthen commitments to food safety, while the International Veterinary Students' Association and International Association of Students in Agricultural and Related Sciences concentrated on their future roles as agricultural experts in promoting food safety. Most of all, though, it was the youth audience that was targeted, in competitions titled, for example, 'Be young, be food-safe, be heard' and 'Youth and Food Safety.'

Sustainable Development Goals (SDGs) and food safety

When establishing World Food Safety Day, the UN affirmed its commitment to the 2030 Sustainable Development Agenda. Food safety is vital to food security and was addressed by several of the 2020 events. "We've seen the connections with the food supply system and comorbidities related to the coronavirus pandemic and hunger," stated Hank Cardello of the Hudson Institute during a webinar organized by FAO North America, adding "All those things do connect, they are not isolated any longer." The FAO and WHO regional directors for the Near East, Abdessalam Ould Ahmed and Ahmed Al-Mandhari, jointly expressed this sentiment, saying "Without universal access to safe food, the 2030 Agenda will be impossible to achieve." They also went on to comment that "if it isn't safe, it isn't food." The *Red Internacional de Promotores de los Objetivos de Desarrollo Sostenible* (the International Network of Promoters of the Sustainable Development Goals) ran an Ecuador-based online event, stating that "safe food is essential to promote consumer health and end hunger, two of the 17 Sustainable Development Goals."

Reaching rural areas

WHO's Regional Director for Africa, Matshidiso Moeti, addressed many food safety concerns in a video statement, assuring African consumers that "COVID-19 is not transmitted via food." Her colleague, Adelheid Onyango, the WHO Regional Advisor on Nutrition, alluded to the 2020 subtheme of safe food in markets by commenting that "the conditions under which food is sold are what cause the risk of infection." She went on to highlight the work of 'Market Queens' in Ghana, who help share food safety tips. In a similar vein, the head of the NGO, Aooli, in the Democratic Republic of the Congo, made a video of herself sharing tips with vendors and consumers in a Kinshasa market. Consumers and vendors must observe food safety guidelines and COVID-19 protocols while shopping in markets. "Our markets are very unhealthy," warned Maguette Fall, President of the Senegalese *Association Défense Environnement et Consommateurs* in national TV coverage of World Food Safety Day.

Many events took up the markets theme. During an interactive dialogue organized in the province of Papua

in Indonesia, a concerned caller remarked that "the market is a place of activity of various walks of life in contact with food and other people," and indicated the risk of spreading foodborne and other diseases such as COVID-19.

It was recognized that food safety messaging had to reach people in low-resource settings where these events were difficult to access. Radio can be a vital communication tool for this demographic, and this was one way that the FAO Regional Offices for Africa and for Asia and the Pacific chose to connect with their rural audiences. Across Africa, Angola, Ghana, Kenya and Sierra Leone were some of the countries running their own radio programmes about World Food Safety Day. Further afield, in Barbados, FAO's Renata Clarke was interviewed on two radio programmes which were aimed at different demographics for the greatest possible reach. Jamaica's 'Agrobuzz' series featured an interview with National Codex Committee member, Suzan McLennon-Miguel, while Hilde Kruse of the Codex Secretariat spoke to radio audiences in Vanuatu.



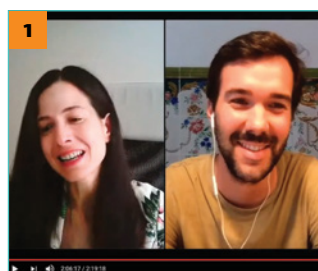
Costa Rican Vice-President Epsy Campbell Barr shares World Food Safety Day greetings in a video message.

Videos and Twitter chats

Besides radio, many other World Food Safety Day initiatives were media-oriented, whether they were online or on TV. Enormous creativity was shown in animated videos from China's National Centre for Food Safety Risk Assessment and superhero-styled members of the FAO/WHO Joint Experts Meeting on Microbiological Risk Assessment, often referred to as JEMRA, featured in a light-hearted video with important messages about "Things you don't want to find in your food." Across the world, handwashing was demonstrated in a video from

Nicaragua; Kuwait took 'everyone's business' as a tagline in their video aimed at all food chain actors; and Tunisia also used the World Food Safety Day slogan while focusing on the well-known "Bir el Kaasaa" and "Ariana" markets. Tajikistan's Ministry of Health and Social Protection produced a documentary broadcast on multiple channels that accompanied a comprehensive multimedia campaign. Three Twitter chats were arranged, with input from FAO, WHO and Codex. They addressed broad issues around 'food systems' with the UN Food Systems Summit and

©The Food Campus of the University of Barcelona

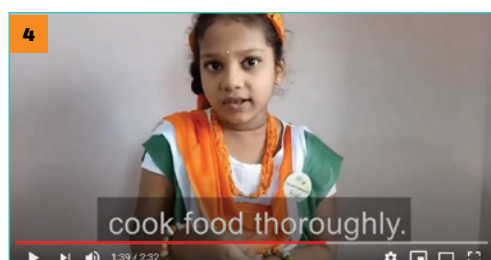


©FAO/WHO



©Government of Zimbabwe

©FAO



©Public Authority for Food and Nutrition of Kuwait



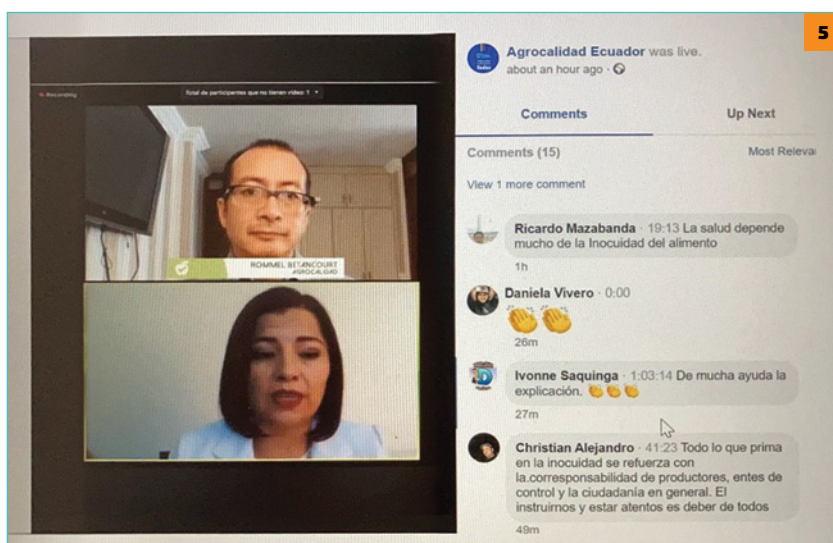
©FAO



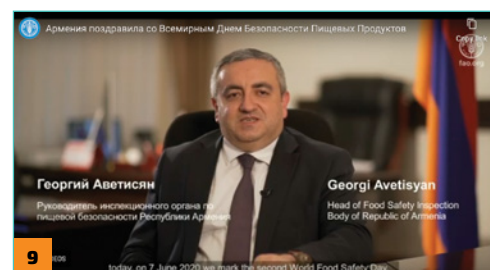
©WHO



©Agrocalidad



©Government of Armenia



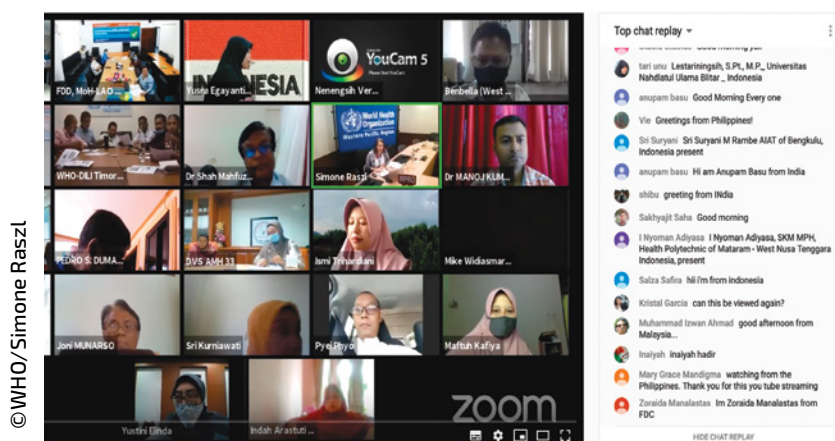
1 Stakeholders discussed food safety and COVID-19 in a webinar; 2 Scientists taking part in a JEMRA meeting in June 2020 explain their role in food safety in a video; 3 A promotional poster for a webinar organized in Zimbabwe by the government and international organizations; 4 A still from a video featuring Ojasvini Naik, India's "youngest food safety ambassador"; 5 Rommel Betancourt of Agrocalidad leads a webinar on biosafety in the food chain; 6 H.E. Dr Basel el Sabah, Minister of Health of Kuwait, speaks in a video; 7 David Crean from Mars, Inc. speaks in a webinar organized by FAO North America; 8 Dr Matshidiso Moeti, WHO's Regional Director for Africa recorded an information video; 9 Georgi Avetisyan, Head of Armenia's Food Safety Inspection Body speaks in a video for World Food Safety Day.

then the European Food Safety Authority, EFSA, focused on the One Health approach. One Health was, in fact, the subject of other webinars, such as one in Turkey that looked at ways to tackle food-related antimicrobial resistance. The third Twitter chat saw experts share food safety tips on takeout food and eating 'al fresco' with as many as 2 million consumers in North America in an event organized by the International Food Information Council.

Japan's Ministries of Health, Labour and Welfare, and Agriculture, Forestry and Fisheries organized a multi-platform social media campaign to promote all aspects of World Food Safety Day, as did Colombia's National Institute for Drug and Food Surveillance and the public health ministry of the Dominican Republic and the government of Malaysia. Meanwhile, Albania's National Food Authority posted some useful tips on its website, which were based on the 'five keys.' Portugal's General Food and Veterinary Directorate also focused on the 'five keys' in a World Food Safety Day-branded brochure that explored related health and food security issues. Quizzes were organized by Luxembourg's government as well as India's Society of Heating, Refrigerating and Air Conditioning Engineers and the Department of Chemistry at Nevjabai Hitkarini College in Maharashtra. Additionally, several online competitions were organized, including the Industrial Chemistry and Environmental Engineering Department of University Politehnica in Romania, where students ran a poster competition.

How universities got involved

Several other universities joined the food safety celebrations by raising awareness, teaching and researching. In Africa, Nigeria's Institute of Food Science and Technology ran a science-based 'virtual workshop' and the Department of Food Safety and Quality at Mozambique's Lúrio University prepared a public information video on food safety in the home. King Abdullah University of Science and Technology, or KAUST, in Saudi Arabia held a webinar to enhance food safety awareness and Peru's Cordon Bleu University also organized a webinar event, which was aimed at the hospitality sector and attracted over 750 participants.



Adriana Abud promotes food safety in Brazil alongside 'Dr Drika', an avatar. (top right)
More than 1 000 people attend the Joint FAO/OIE/WFP/WHO webinar - Food safety in the 'new normal'. (above)



A food safety avatar in Brazil

Star-struck employees at food companies and supermarkets in the state of São Paulo, Brazil couldn't get enough of her in May and June 2020. But who is she? A singer? A superstar? No, she's a doll!

Decked out in a World Food Safety Day-branded outfit the 'avatar' created by Adriana Abud, a food safety advisor to companies that include Rede Savegnago Supermercados, has been named 'Dr Drika' and carries food safety messages to company workshops and across social media news feeds.

"She's a new member of the team," said Abud, explaining that she and the avatar share a passion for food safety and teaching. In the food safety business for more than 20 years, Abud is keen to address the heavy toll that foodborne disease takes in her country. "As food professionals we need to use campaigns and tools to educate people and food consumers," she said. Abud and Dr Drika have reached about 9 500 employees and 3 million customers with their food safety messages and hope to do more for World Food Safety Day 2021.

In China, students at the Department of Food Science and Nutrition of Zhejiang University had designed a hands-on schools campaign that was rearranged so they could conduct educational demonstrations online. Students at Sichuan Agricultural University devised several events that combined their education and research on food safety. Experts contributed to their World Food Safety Day webinar, they produced an awareness-raising video, published on WeChat, and they conducted on- and offline chats on food safety.

Elsewhere in China, at the College of Food Science and Engineering of Qingdao Agricultural University, students were not content with simply conducting a survey into food safety awareness. Rather, they took their survey results and developed a Healthy Nutrition and Food Safety Initiative, aimed at addressing gaps in food safety knowledge, thus ensuring that campaign activities will have an enduring impact.

Academics in the Czech Republic contributed by publishing a peer-reviewed article on food safety in the journal, *Food Revue*.



©College of Food Science and Engineering of Qingdao Agricultural University



©Food Nation, Denmark

Students launch a Healthy Nutrition and Food Safety Initiative. (top right)

A webinar involving industry and government stakeholders discusses food safety in the food trade. (above)

The private sector

Trade and industry were foregrounded by a number of events, which saw Burkina Faso launching their campaign at the General Meat Society of Ouagadougou and Kenya's Ministry of Industry, Trade and Cooperatives was invited alongside food business operators, to a wide-ranging event. In South Africa, Food Bev International organized one of the national-level webinars and the GFSI's Erica Sheward made the comment that "It seems like a really good opportunity for us to get together to collaborate on how we can leverage our networks and our industry contacts for World Food Safety Day."

While the majority of events focused on national food safety, some concentrated on food hygiene and safety in international food exports. During a webinar, the Danish government and industry partnership, Food Nation, highlighted the crucial role of food safety in their food export sector. Honduras' Secretary of State for Agriculture and Livestock, Mauricio Guevara, offered a similar message and in Cabo Verde, a national multi-agency press conference heard the Secretary General of the Chamber of Commerce, José Luís Neves, emphasize the importance of food safety for the country's growing food trade.

Expanding horizons

For a number of other contributors, World Food Safety Day 2020 was a part of broader initiatives. Poonam Khetrpal Singh, WHO's South-East Asia Regional Director, stated that the region's newly adopted Framework for Action on Food Safety will be crucial to harmonizing food safety standards across a region that bears the burden of one quarter of the world's foodborne diseases and suffers 175 000 related deaths annually. Also on a regional level, the League of Arab States had tasked Qatar with preparing the initial draft of an Arab Food Safety Policy, which was presented during that country's World Food Safety Day webinar.

Meanwhile, Suriname's government celebrated 7 June by linking their activities with the ongoing EU-funded FAO project, *Suriname Agriculture Market Access Project*, and at a small cocoa processing establishment in the outskirts of Accra, Ghana, the 90-member workforce declared that the food safety pep talks they received this year would be a small thing - compared to the "grand style" of their 2021 celebrations.

The diversity of contributors and participants, as well as the wide variety of ideas behind World Food Safety Day activities this year, reflect the importance of working together on every level, from the individual and family up to the regional and international. Foodborne diseases and the coronavirus do not recognize borders and it is clear that the complexity of challenges they present can only be addressed by acknowledging that food safety is, indeed, everyone's business.



Tunisian markets zero in on health

The theme of 'safe food in markets' was highlighted around the world, including in Tunisia, where the Ministry of Health and the National Agency for Sanitary and Environmental Control of Products teamed up with local WHO offices to promote a new food safety system, part of the national Food Law passed in 2019.

In a video documentary produced in [Arabic](#) and [French](#) for the 7 June celebrations, new food safety protocols at the wholesale 'Bir el Kaasaa' and the retail 'Ariana' markets were showcased as part of a new integrated "farm-to-plate" approach.

The video also demonstrates COVID-19 precautions introduced by authorities, such as vehicle disinfection, a thermal camera, which takes the temperature of all visitors, and water points and soap installations for handwashing.

"Thanks to these comprehensive measures," the video concludes, "the Tunisian authorities, in partnership with non-governmental actors are working hand-in-hand towards guaranteeing health safety throughout the food chain."

A video explains food safety and COVID-19 protocols in markets in Tunisia. (above)

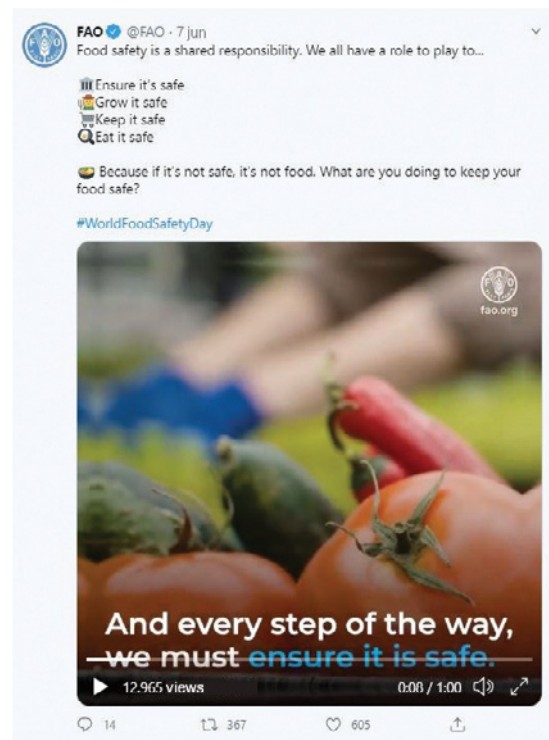
The likes and clicks of food safety

FAO, WHO and the Codex Secretariat worked together to produce visuals, infographics, videos and emblems for gadgets to share the message of 'Food safety, everyone's business' in all six official UN languages. In addition to the 2020 campaign items, FAO and WHO made social media-friendly materials available on an open [Trello board](#).

Individuals, organizations and institutions engaged online – posting the items on their social media accounts, translating them into local languages or creating their own on a theme more pertinent to their audiences. A vast number of World Food Safety Day events took place online, many of them directly on social media, including the WHO-hosted Facebook Live.



Codex shared World Food Safety Day greetings in a tweet of emojis forming the acronym 'WFSD'.



On 7 June FAO, in releasing a video about what everyone can do, asked its Twitter followers how they promote food safety.



For World Food Safety Day, WHO gave consumers some food shopping advice on Instagram.



Emojis used the most on Instagram, Facebook and Twitter

Tracking #WorldFoodSafetyDay

The **#WorldFoodSafetyDay** hashtag appeared on Twitter an average of 624 times per day in the first two weeks of June, reaching a total exposure of 250 million views. On 7 June, nearly 10 000 accounts used the **#WorldFoodSafetyDay** hashtag. After that peak, the number of tweets containing the hashtag consistently remained above 2 000 uses per day through 14 June.

Over the period analysed, 78 percent of the tweets that included **#WorldFoodSafetyDay** were supportive or made positive reference to the UN day, reflecting the importance of **#FoodSafety** and **#SafeFood** (the hashtags most used along with it).

Top five hashtags used in World Food Safety Day tweets

1. **#WorldFoodSafetyDay**
2. **#FoodSafety**
3. **#SafeFood**
4. **#InocuidadAlimentaria**
5. **#Food**



The reach of tweets with #WorldFoodSafetyDay



6 689
Tweets

774
Replies

4 237
Likes

20 127
Retweets

250.1 M
Exposure

World Food Safety Day in the news...

The news of World Food Safety Day in on- and offline publications saw journalists, governments, international organizations, industry and advocacy groups across all regions of the world explore multiple angles of food safety.

As the organizations designated by the UN to facilitate World Food Safety Day, WHO and FAO issued press releases and media advisories. WHO's Francesco Branca recorded a short video that was widely used across news outlets. And staff in regional offices helped to amplify messages.

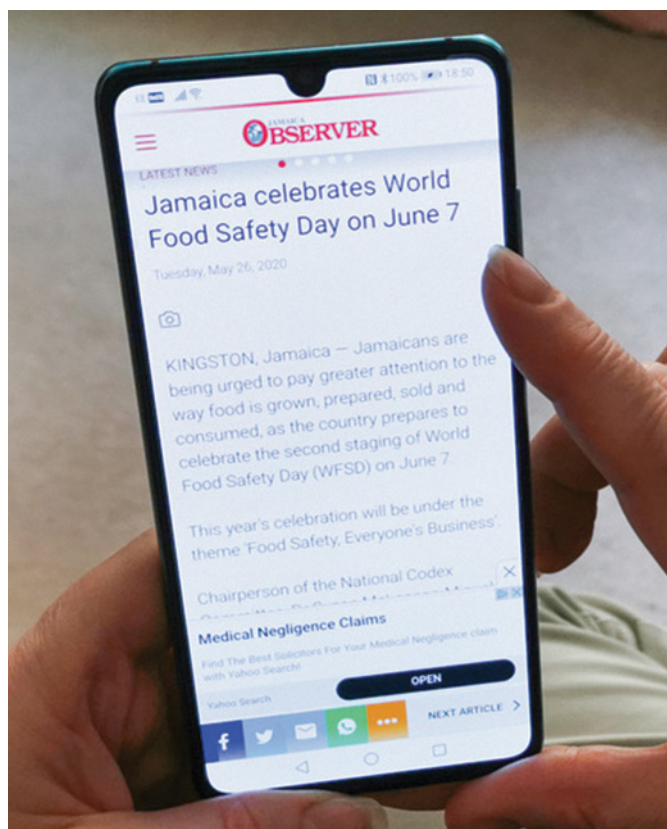
In eastern Europe, FAO's Mary Kenny was quoted by Armeni's *A1Plus* and *mia.mk* in North Macedonia. In the Caribbean, FAO's Renata Clarke teamed up with Yitades Gebre, PAHO/WHO Representative for Barbados and the Eastern Caribbean Countries in a press conference that resulted in comprehensive coverage across all media, particularly in Jamaica, Barbados and region-wide outlets such as *Caricom.com* for the Caribbean Community.

Clarke also wrote an article that appeared both on the Inter Press Service news service and in local press outlets. The WHO and FAO representatives in Tanzania both wrote articles in the national paper, *The Citizen*: the former, Tigest Ketsela Mengestu wrote on the five calls to action and Fred Kafeero, for FAO, addressed safety issues around street food and aflatoxins.

Aflatoxins were also mentioned in Pakistan's *Dawn* article, which highlighted the country's progress in food safety, which has been made thanks to collaborations with international organizations such as the International Atomic Energy Agency. The IAEA itself also published an article on its website, highlighting food safety work it has carried out in Costa Rica and Uganda.

Other international organizations were keen to promote Safety Day events. The International Livestock Research Institute (ILRI) wrote about its global campaign that focused on informal markets, the International Food Policy Research Institute (IFPRI) published a comprehensive article about the benefits to India of improved food safety and the International Institute for Sustainable Development used the 7 June event to draw connections between food safety and the SDGs. EFSA and the OIE both publicized their Safety Day events by writing articles on their websites.

In global news outlets, Ghana's Food and Drug Authority (FDA) urged readers not to add to the burden of COVID-19 by ignoring food safety guidelines, the Jamaica Codex Committee chair spoke the *Jamaican Observer*, and the Philippines Information Agency outlined the Calls to Action. The Calls to Action were also a focus of articles from the University of Lisbon's Faculty of Veterinary Medicine, the Spanish language magazine, *Excelencias Gourmet*, aimed at the hospitality sector, Nepali advocacy group, *Public Health Update*, the South African Ministry of Health and the health portal of the Spanish autonomous community of Castilla y León.



©Declan McCormack

The *Jamaican Observer* is among the many news outlets to cover World Food Safety Day in 2020.

... a compilation of newspaper, web and magazine reporting

The day was covered significantly across India. *Uniquenewsonline*, *India Today*, the *Hans News Service*, *Hindustan Times*, *Newsd*, *Zee News*, *The State*, *Firstpost*, *News Vibes of India*, *RepublicWorld* and *Adda247* all published articles on the background, history and significance of food safety, together with guidance such as WHO's five keys to safer food.

Other news coverage included long articles in the *Saudi Gazette* and on the CNBC Africa website, articles in the EIN Newswire, the Emirates-based *Gulf Today* and an online article on the website of French-language radio station, *RFI*. ILRI's campaign extended to an article published in the *Vietnam News*, the *Oman News* covered the Sultanate's food safety work and in the *Dhaka Tribune* the link between food safety and COVID-19 was highlighted. In the *Nigerian Tribune*, the Nigerian Veterinary Medical Association made the case that food-related illnesses can reduce immunity against COVID-19. In Indonesia, a number of local news outlets covered the many community events, Qatar saw an extensive uptake across the nation's media and Sri Lanka's *The Island* covered activities there.

WHO's Francesco Branca published on *Foodtank's* website together with Ruth Richardson, the Executive Director of the Global Alliance for the Future of Food, and other advocacy groups covering the day included the Italian Associazione di Cooperazione Cristiana Internazionale, Mauritius' Youth United in Voluntary Action (YUVA), India's *thehealthsite.com*, the International Baby Food Action Network (IBFAN) UK, the Scaling Up Nutrition network and the US-based *Food Safety News*.

Among the government departments that published information on their websites were the USA's Food and Drug Administration, which explained how to get involved in World Food Safety Day, Luxembourg's government advertised their national food safety quiz, the Italian Ministry of Health, the UK government, Scotland's Food Standards Agency provided a COVID-19-related Q&A page and Jamaica's National Certification Body and Ministry of Industry, Commerce, Agriculture and Fisheries. The Cabo Verde's Independent Health Regulatory Body, ERIS, held a well-attended press conference.



Food safety and standards networks propel the Day

INFOSAN logs us in

By Peter Ben Embarek, Food Safety Expert and Unit Head in WHO, INFOSAN Secretariat

This year for World Food Safety Day, the [FAO/WHO International Food Safety Authorities Network \(INFOSAN\)](#) Secretariat convened its Members to discuss what everyone can do to ensure safe food in markets. In mid-May, 250 participants joined the conversations in [English](#), [French](#) and [Spanish](#) via webinar to encourage cross-sector collaboration. The INFOSAN Secretariat thanks all Members for commemorating World Food Safety Day and sharing news of the activities they prepared.

Over the past two decades, there has been a significant transformation in the way food is distributed, the extent of foodborne disease outbreaks, and the methods we use to detect and monitor such outbreaks. The INFOSAN was launched in 2004 to halt the spread of contaminated food, and ultimately to prevent foodborne disease at a global level. INFOSAN has facilitated communication and information exchange among all stakeholders and at different levels during hundreds of food safety incidents over the past few years.



A campaign poster from the Dominican Republic. (top right)
The General Meat Society of Ouagadougou opens World Food Safety Day activities in Burkina Faso. (above)



A Codex dream turns two

By Tom Heilandt, Codex Secretary

World Food Safety Day 2020 was a remarkable virtual day that turned into more than 100 events spread out over weeks and in more than 60 countries worldwide. Working remotely and watching the WHO HQ event from my car while stuck in a traffic jam, I reflected on how much had changed since last year and how successfully we had transferred the Day to the virtual realm and used the new opportunities. It was a great, professional event and I especially loved the online audience interaction.

The important thing about international days is not to lose the momentum so that they can be the global reminders they were meant to be. Moving to virtual we risked attracting less attention but instead we were able to engage more people to take part. It has been a remarkable experience to see the commitment of the [Codex Members and Observers](#) to continue Codex work of food standard setting under these new conditions. The Secretariat kept the Codex family on task with World Food Safety Day – constantly updating the website with your write-ups and photos, producing materials such as podcasts and a video on risk assessment.

Virtual or physical, we will continue because food safety is everyone's business – especially ours. Stay safe!

A tribute to food heroes globally



©WHO



©FAO/Giuseppe Carotenuto

Excerpt from WHO circular letter to Members:

The Directors-General of the World Health Organization (WHO) and the Food and Agriculture Organization of the United Nations (FAO) present their compliments to Member States and have the honour to inform them that the second World Food Safety Day, adopted by the United Nations General Assembly in December 2018, will be celebrated on 7 June 2020.

This year has not gone as expected and instead of coming together in public celebrations, the world is rapidly embracing new ways of working and celebrating together through online communities. Public life is interrupted in many countries to safeguard the health of all and to overcome the challenges caused by the COVID-19 pandemic.

Food safety is still "everyone's business" and the current global crisis amply demonstrates this more than ever. This year's celebrations are dedicated to all those who have ensured that the crisis has not interrupted supply chains and that safe food remains available, contributing to the consumption of healthy diets: from the workers in the fields to those in the supermarkets and to all those preparing food for others and themselves.

The successful 2019 campaign built on the momentum of the two International Conferences on Food Safety which were held in Addis Ababa and Geneva. The 2020 event will promote awareness and urge action by highlighting what everyone can do to ensure food safety, with a core focus on building and maintaining safe food in market places.

During this pandemic, Member States need to be supported more than ever in their efforts to provide enough safe food to all and ensure the populations' trust in the safety of the food they eat to protect their health.

WHO Director-General Dr Tedros Adhanom Ghebreyesus. (left)
FAO Director-General Dr QU Dongyu. (right)

Looking ahead to 2021

This report has offered a glimpse into the energy, enthusiasm and innovation that drove World Food Safety Day 2020.

In just two years, World Food Safety Day has gained profile across the globe, within governments and international organizations, educational institutions, with advocacy groups, on farms, in processing plants, at food outlets and among consumers. In that time, we have seen a growing awareness of the importance of food safety and how it intersects with health, food security, climate change, economic inclusion, antimicrobial resistance and trade.

In the same two years, the international community confirmed that food safety is a public health priority and vital to achieving the 2030 Agenda for Sustainable Development. In July 2020, the World Health Assembly endorsed a resolution on strengthening food safety, while in 2019, the subject of [The Future of Food Safety: Transforming knowledge into action for people, economies and the environment](#) was on the international agenda.

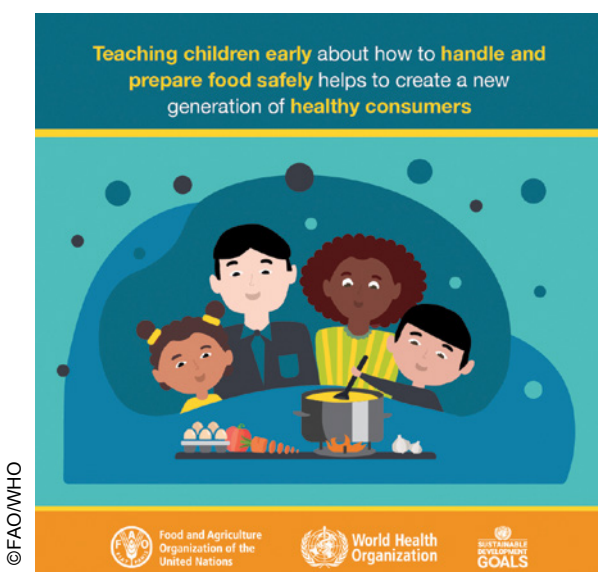
On the third World Food Safety Day, the world will already be gearing up for the [UN Food Systems Summit](#), which will offer the opportunity to consider the role food safety can play in food systems at a global, regional, national and local level.

World Food Safety Day 2021 will play a part in maintaining the momentum generated thus far and will motivate communities to:

- ✓ build public awareness and advocate with decision-makers;
- ✓ improve health by preventing foodborne disease at all levels; and
- ✓ inspire action to help ensure access to food that is sufficient and healthy as well as safe.

Key recommendations for effective engagement in 2021

- ✓ Plan to actively engage in the campaign.
- ✓ Make a goal for your activity – whether it's big or small.
- ✓ Watch for World Food Safety Day updates and new campaign materials on the [website](#).
- ✓ Build partnerships.
- ✓ Have fun with it!



Two social media cards from the World Food Safety Day 2020 campaign.



The United Nations recognizes food safety

On 20 December 2018 the United Nations General Assembly adopted [resolution 73/250](#) designating 7 June as World Food Safety Day.

The Food and Agriculture Organization of the United Nations and the World Health Organization, the parent organizations of the Codex Alimentarius Commission, were invited to jointly facilitate the observance.

The resolution invites all Member States, organizations of the United Nations system, other international and regional organizations, the private sector and civil society, including non-governmental organizations, individuals and other relevant stakeholders, to observe World Food Safety Day in an appropriate manner and in accordance with national priorities.

World Food Safety Day 2020 - Overview of an inspiring virtual celebration

The second UN World Food Safety Day fell amid the extraordinary global moment of the COVID-19 pandemic. It was a day and, often a week or more, of 'masks, microbes and microphones' that saw initiatives – organized by individuals, families, communities, schools, businesses and government offices – reshaped for a 'new normal' that looks set to affect food safety and food systems for the foreseeable future. In this overview of the global celebrations, we take a glimpse at the webinars, videos, press conferences, editorials, contests, social media posts, campaign messages and more that involved millions of people across the world in May and June 2020.

Find out more about food safety on the [FAO](#), [WHO](#), [Codex Alimentarius](#) and [INFOSAN](#) websites.

