

CONSUMER FOOD SAFETY EDUCATION AND ADVOCACY - DIGITAL PLATFORMS:

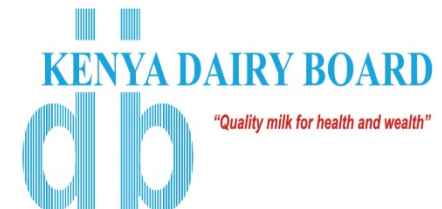
OPPORTUNITIES AND CHALLENGES A CASE OF THE DAIRY INDUSTRY IN KENYA

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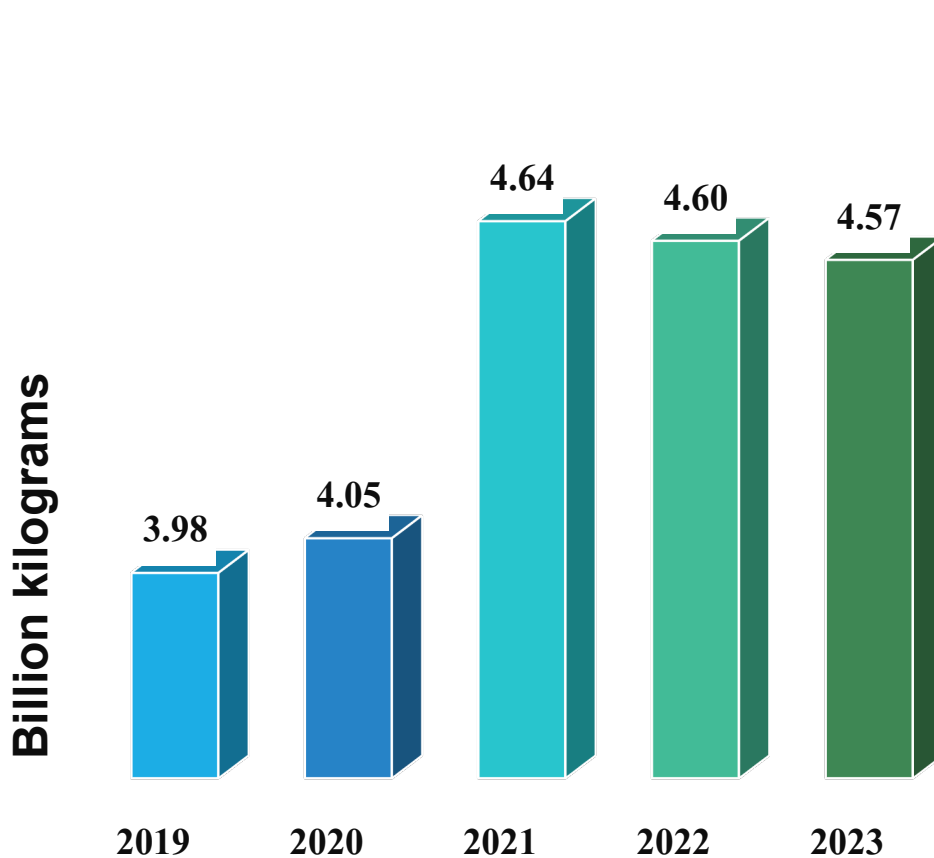
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Outline

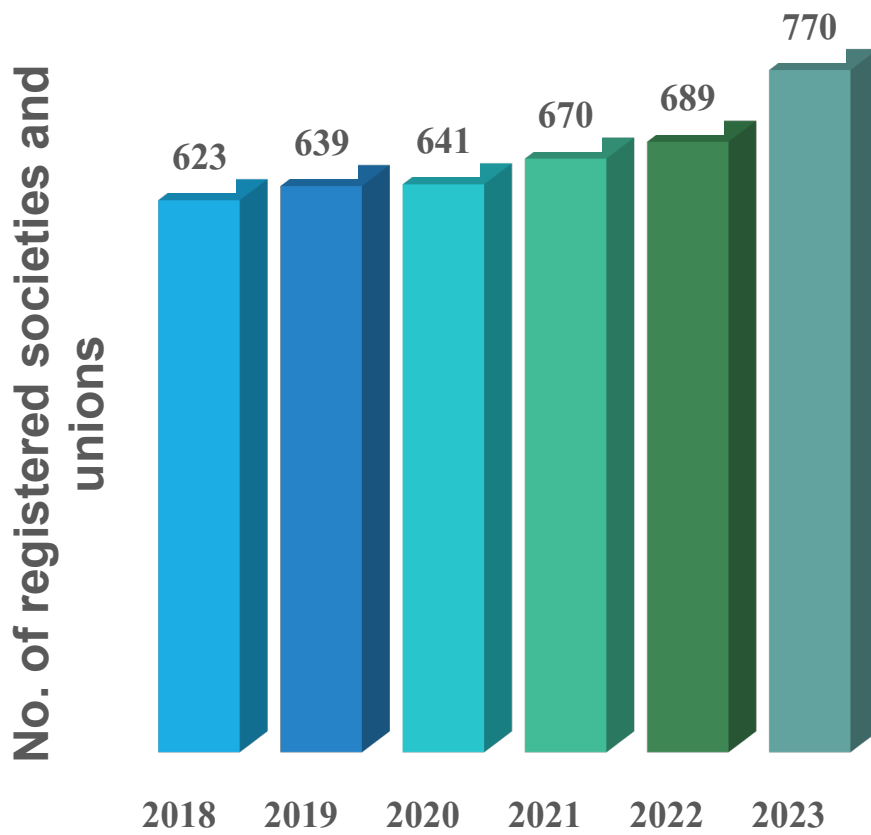
- Overview of the dairy Kenyan industry – production, marketing, consumption, regulation, promotion
- Consumer food safety in the dairy value chain
- Opportunities for consumer food safety education
- Challenges hindering consumer food safety education

Trends in Milk Production



- Over 2 million smallholder farmers
- Small herd sizes
- Slight decrease in production by 0.8% in 2023
- Operates in farmer dairy groups

Organization of Dairy Farmers

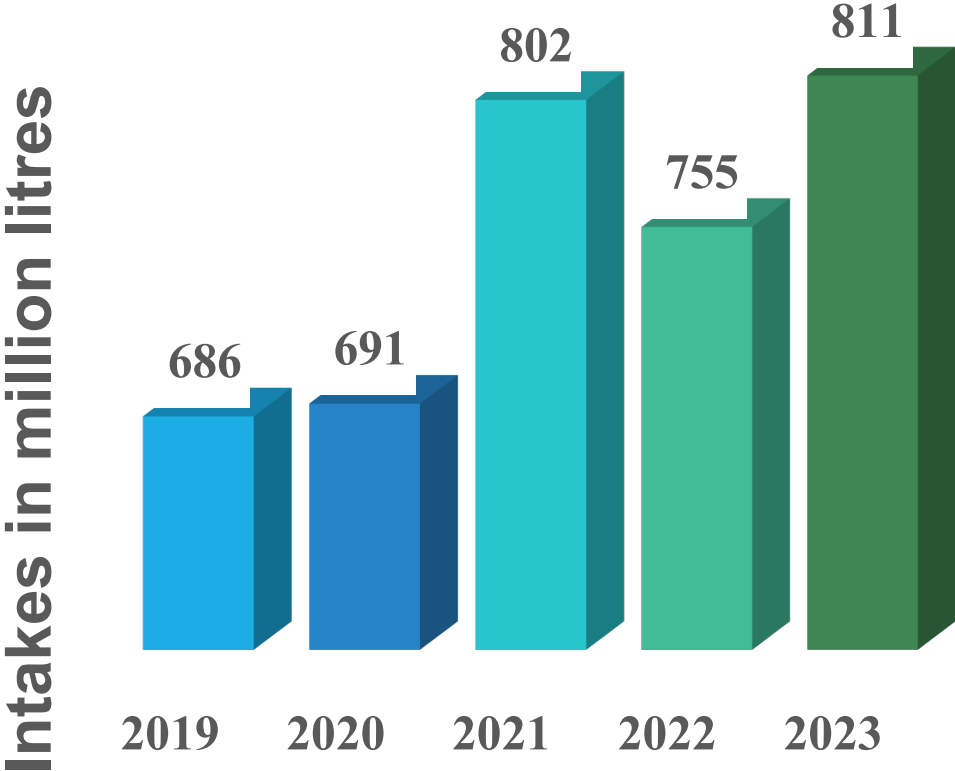


- Dairy groups increased by 12% in 2023
- Facilitates collection, bulking, cooling, extension services
- Enhanced self check
- Increased safety and quality of milk
- Adopted digital tools in operations

Marketing of Milk

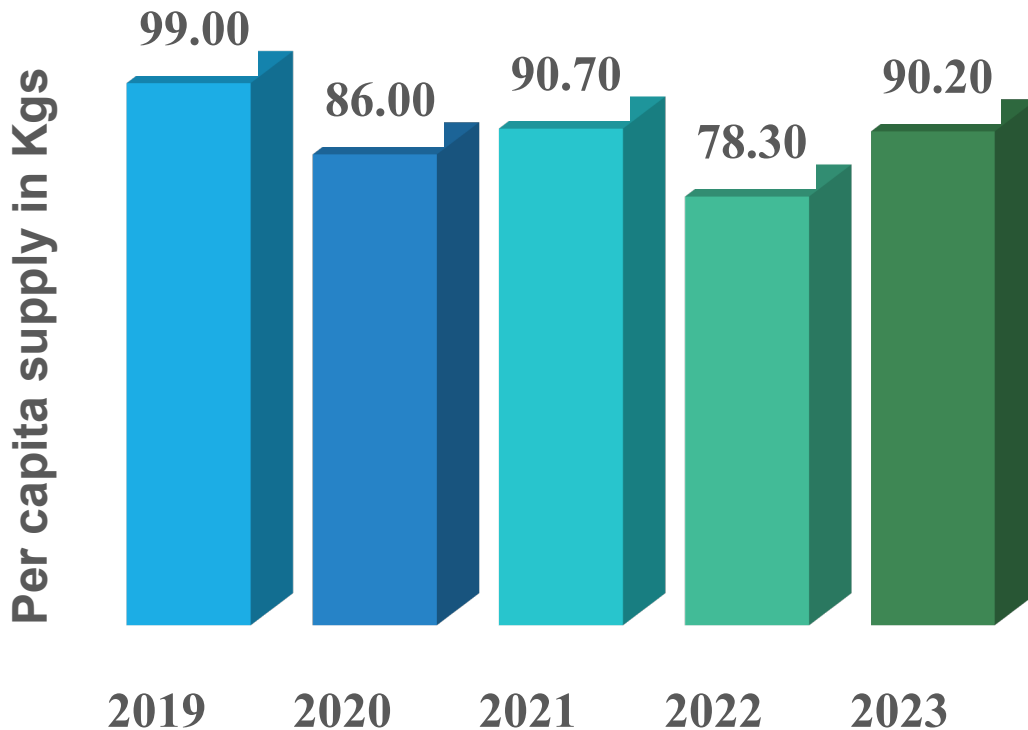
- Milk is marketed formally (40%) and informally (60%)
- Formal market is regulated
 - Assured quality and safety of milk
 - Product diversification
 - Consumer food safety education and awareness campaigns
- Informal market is not adequately regulated
 - No assurance for quality and safety of milk
 - Only liquid raw milk
 - Unstructured operations

Formal Marketed Milk



- Grew by 7.4 in 2023 to 811 million litres
- Formal market includes over 3,000 registered dairy business operators

Per Capita Milk Consumption



- Increased in 2023 by 15.2% (90.2 Kgs)
- High Consumption of liquid milks (pasteurized, ESL and UHT milk)
- Growing demand for cultured milk
- Special usages – lactose free, fat free, condensed

Key Institutions Regulating Quality and Safety of Dairy Produce

National Food Safety Coordinating Unit

- Ministry of Health
- Kenya Dairy Board
- Kenya Bureau of Standards
- Directorate of Veterinary Services

Regulatory Tools by Kenya Dairy Board to Assure Quality and Safety of Milk

- **Provision of dairy regulatory services online (virtually)**
 - Registration and licensing of dairy business operators
 - Inspections of dairy business operators
 - Import control through issuance of import permits - national trade facilitation portal
- **Surveillance on quality and safety of dairy produce**
 - Modern dairy regulatory laboratory (reference laboratory)
 - Mobile milk testing facilities (mobile laboratory)
- **Consumer education programs – dairy produce users**
- **Capacity building programs – dairy operators & farmers**

Objectives of Consumer Education Programmes by Kenya Dairy Board

- Improve per capita milk consumption
- Promote school milk programmes
- Enhance consumption of quality and safe dairy produce
- Promote consumption of high value dairy products such as cheese
- Promote compliance by dairy business operators

Partners and Collaborators in Consumer Education

- Ministry of Agriculture and Livestock Development
- Ministry of Education
- County Governments (47)
- Kenya Dairy Processors Association
- Consumer organizations
- Development partners

Consumer Education Tools used by Kenya Dairy Board

- Print media – newspapers, magazines, promotional fliers
- Electronic media – television, radio
- Social media – Web, face-book, instagram, X space, Tik Tok etc.
- Outdoor activities - roadshows, field days, billboards, trade exhibitions, cooking demonstrations etc.
- Indoor activities – conferences, workshops, seminars, webinars

CONSUMER EDUCATION





Opportunities in Kenya to Enhance Consumer Food Safety Education

- Decentralized Governance - has brought Government services closer to the people (47 counties)
- Mobile connectivity and usage of internet
 - More than 80% of Kenyans own a mobile phone (25-54yrs)
 - High penetration of smart phones (61%) by June 2023
 - 97% of internet users access internet on their phones
 - Increased uptake of technology

Opportunities in Kenya to Enhance Consumer Food Safety Education

- Youthful population (> 80% are below 34yrs) – flexible, curious, high appetite for knowledge.
- Ready for collaboration and partnerships
- Well equipped national dairy regulatory laboratory for testing quality and safety of dairy produce
- Capacity to develop info-graphics and other dissemination materials for consumer education programmes

Challenges Hindering Consumer Food Safety Education in the Dairy Value Chain

- Inadequate policy framework
- Large informal milk market channels
- Resource constraints to support dissemination activities
- Weak and uncoordinated consumer organizations
- Cultural beliefs that influence patterns and preferences for milk and dairy products
- Weak partnerships and collaborations
- Inadequate monitoring and evaluation to measure effectiveness and impacts of interventions

THANK YOU

