



## Speaker Summary Note

**Session:** Cutting Health Risks Along the Value Chain

**Speaker:** Apollo O. Owuor  
Agronomy Manager  
Kenya Horticultural Exporters Ltd., Kenya

**Title:** Incentives to Develop Consumer Demand for Quality Food:  
Supply perspectives

### Introduction

Understanding food quality from a consumer's perspective is complex because consumer demands are influenced by personal preferences and tastes, cultural values, environment, socioeconomic issues, etc.

Food quality is function of a number of attributes such as appearance, taste, type, production, supply, and distribution process, etc.

There are two major players in the food production system and these are the producers (farmers/processors) and consumers yet the food supply chain is a complex networks of myriad other players that influence the availability and quality of food.

Producers derive high value and reliable output delivering jobs, income opportunities and skills for rural communities

### Understanding the supply Chain: The Kenya Fresh Vegetable Model

- The EU is the largest importer of fruits and vegetable from Kenya
- UK supermarkets dominate the trade with spillovers in the wholesale and service industry
- Producers are a mixture of smallholder farmers, medium-scale and a few large scale operations

Major players in the chain are:

- Producers: Intermediaries
- Exporters
- Importers
- Retailers, Service Industry, Wholesalers
- Consumer

## **Challenges**

- Sanitary and Phyto-Sanitary Requirements
  - EU Food safety and Traceability Legislation
  - PVS:
    - Emphasis on traceability and food safety (with regard to consumers and operators). Food safety in the view of chemical and microbial contamination and other physical hazards such as glass that pose health risks to the consumers
    - Worker health, welfare and safety
    - Environmental stewardship
- Requires third-party verification
- All the above have been compressed into
  - Food consumption trends are dynamic with major focus on food safety and traceability, food production process, sustainable production practices, worker and consumer health
  - Branding

## **Incentives**

- Building on gains made in:
  - Food Safety Management Systems: Comprehensively address consumer and operator; health risks associated with the farming, packing, processing, distribution operations
  - Integrated Farm Management: A holistic approach to sustainable farming practice
  - Climate and Environment
  - Socioeconomic Aspects: Rural development, increased incomes, skills