

**COALITION ACTIVITIES  
(VISION, THEORY OF CHANGE,  
FUTURE PLAN)**

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# INTRODUCTION

- Urbanisation and its impact is far reaching. Ghana currently has half of its population living in urban areas with its eminent food and nutrition security challenges.
- The areas of food security impacted by urbanisation include but not limited to food supply, safety, quality and affordability
- Diets are changing with cheap unhealthy packaged food replacing more expensive fresh healthy and safe foods
- The coming to fore of the GUFEC collective impact coalition barely a year ago comes as a stitch in time.
- Whilst the focus has been on agriculture for export, there is little attention for the urban dweller food environment



# OVERVIEW OF GHANA'S NUTRITIONAL STATUS ON GLOBAL GOALS



DHS, 2014



Reduce childhood stunting, anaemia, low birthweight and childhood wasting,



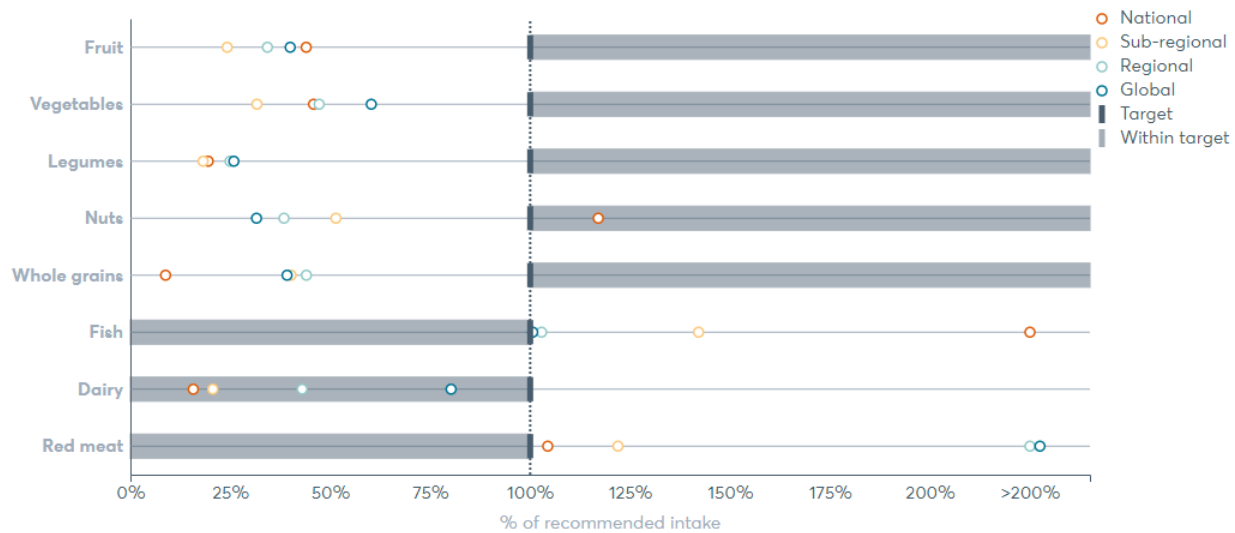
Childhood obesity, sodium intake, raised blood pressure, obesity, and diabetes for both adult men and women.

(Global Nutrition Report, 2020).

# GHANA'S DIET IS LOW IN VEGETABLES, DAIRY AND WHOLE GRAIN

## Dietary intakes

Dietary intakes of key foods and nutrients in adults aged 20 years and over compared against minimum and maximum targets



SOURCES AND NOTES

(Global Nutrition Report, 2021).

# GUFE ACTIONS OVERVIEW

## Consumer

- Farm Accra engagement with the youth
- Household Research – Data / education
- Follow-up data collection in February 2022 to evaluate impact of workshops

## Markets

- Workshops on effective market organization, hygiene practices and food quality

## Supply

- Tailor-made training/consultancy for vegetable/fruit farmers and processors on food safety
- Follow-up workshop

## Enabling environment

- Training on nutrient profiling and front-of-pack labelling
- In-depth training of four academics
- Training of ~30 stakeholders
- Sensitisation workshop for key stakeholders

# THEORY OF CHANGE

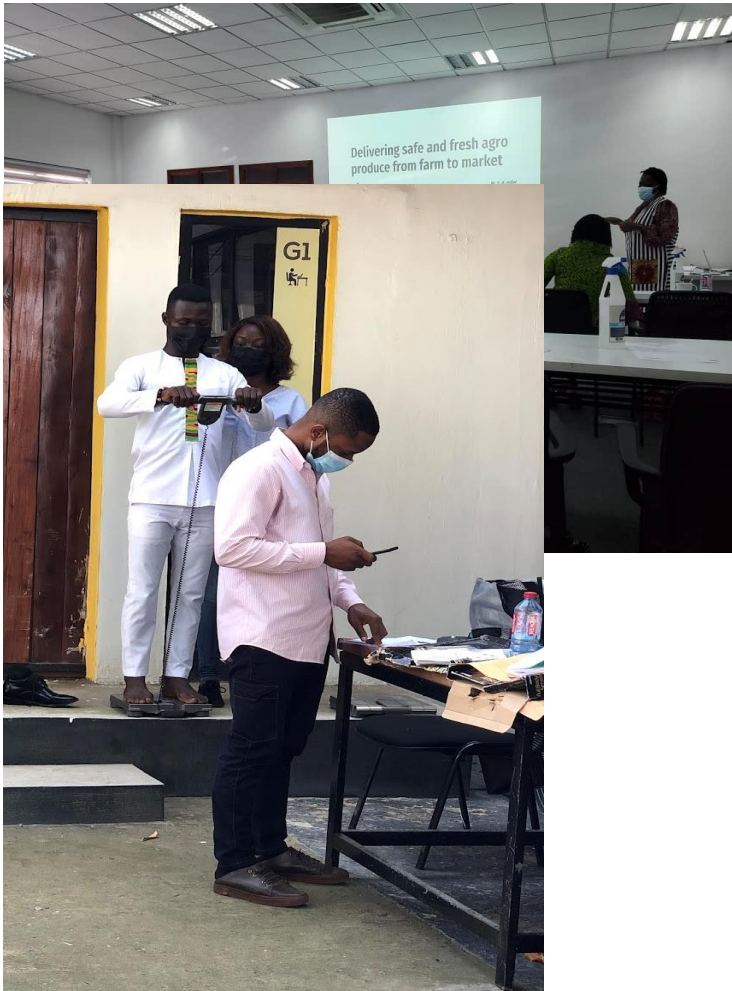
Action group 1 focuses on urban consumers, and specifically on stimulating people, especially youth, to get involved in urban farming as a way to increase (awareness of) access to, and consumption of, nutritious diets.

Action group 2 works on improving the trading and purchasing environment, starting with market upgrading activities in a number of large markets in Accra.

Action group 3 supports increased availability of healthy food, focusing on improving capacities of small-scale processors to produce safe foods.

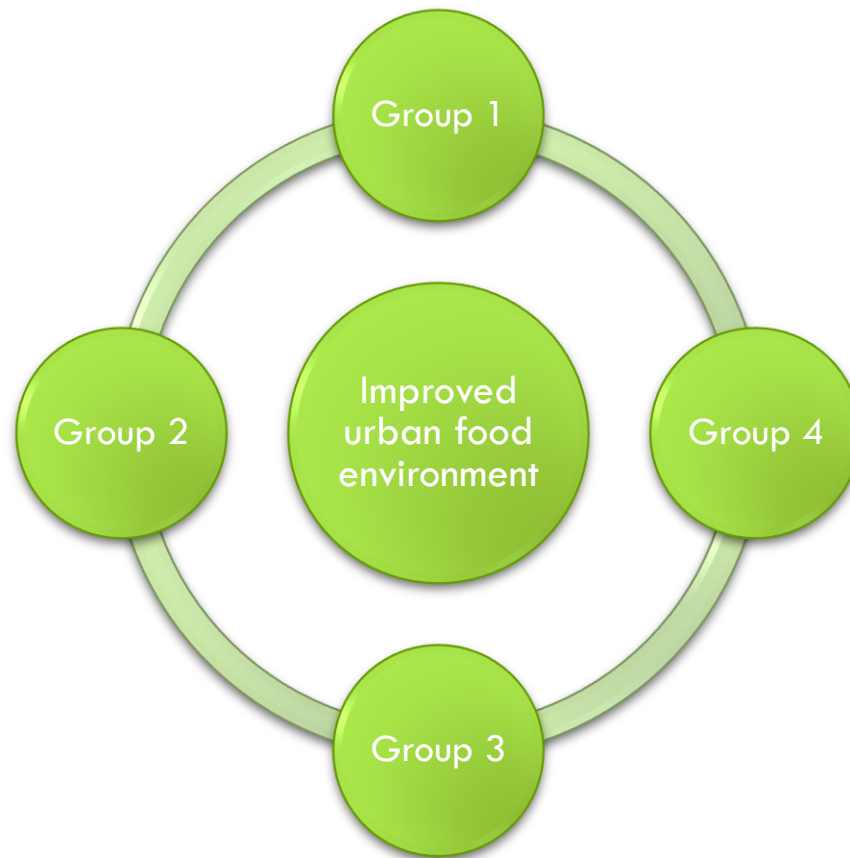
Action group 4 supports initiatives to make Ghana's food environment one in which the healthy choice becomes the easy choice.

# ACTIVITIES OF GROUPS





# SYNERGIES IDENTIFIED







# VISION

Create a healthier, safe, accessible and informed urban food environment where consumers are willing and have the opportunity to access and make healthier food choices through the collective and evidence driven actions



# HOW DO WE PROCEED FROM HERE?

- **Good functioning markets**
  - Towards ensuring healthier diets
  - Key barrier for consumers' access to fresh, and safe fruits and vegetables (F&V)

# EVIDENCE FROM COALITION ACTIONS FROM THE PERSPECTIVE STAKEHOLDERS

- Consumers
  - Willing to buy fresh F&V but cost
  - Environmental/hygienic conditions of fresh food markets is poor
  - Accessibility to open markets is poor
  - Quality is affected by poor preservation and exposure of food items to high temperatures

# EVIDENCE FROM COALITION ACTIONS FROM THE PERSPECTIVE STAKEHOLDERS

- Traders
  - Security (especially during the night )
  - Water, Sanitation and Hygiene
    - low-capacity drains, (insufficient) cleaning, waste management, lack of toilet facilities, hand washing stations, potable water
  - They pay market tolls but see little in return for these fees
  - It is difficult to communicate with the authorities responsible for the market

# EVIDENCE FROM COALITION ACTIONS FROM THE PERSPECTIVE STAKEHOLDERS

- Suppliers
  - Physical access parking for off-loading and loading of goods
  - Availability of well-managed and affordable, sustainable and solar powered Cold Store

# EVIDENCE FROM COALITION ACTIONS FROM THE PERSPECTIVE STAKEHOLDERS

- Enabling environment
  - Affordability of nutritious foods is not covered sufficiently in national policies
  - Policies do not address consumers' behaviour, despite highlighting demand led production
  - Policies do not address the increase of consumption of unhealthy foods.
  - Lack of standards for healthy and unhealthy foods.



# WHAT IS THE COALITION PROPOSING?

- Improving food safety and food environments by generating tangible improvements at food markets



# THE GUFU COALITION PROPOSED FOLLOWING ACTIVITIES

- Upgrade key market infrastructure (sanitation, waste management, drainage and storage system, physical access).
- Engage with local government and market leaders to enhance and sustain market organization & revenue collection.
- Continuous consumer sensitization on healthier food choice and home gardening. Generating evidence on current situation, processes and outcomes
- Advocating healthy marketing of healthier food choices
- Improving value chain, hygiene and safety of locally processed foods
- Guide sellers on safety and hygiene standard while introducing physical tools (i.e. food baskets to separate food, separate waste collection bins, etc.).
- Complementary to continuing the support to HD4HL (which is well organised) engage with small-scale food processors, food traders and street food vendors and find ways to help them to leverage the HD4HL standards and selling healthier foods

# CALL TO ACTION

- Map and connect with organizations who in the domain of ensuring positive food environment
- Rally the respective expertise of members in generating evidence for change
- Mobilize the collective resources in driving change
- Government and non-governmental actors and partners to support the coalition growth and sustenance in driving change.

# WHAT PARTNERS ARE WE LOOKING FOR?

## Expertise (business / civil society / NGOs / academics)

- Fresh market development, management and governance
- Sanitation and water infrastructure
- Waste management
- Food hygiene and preservation / cold supply chain
- Communication / Social Behaviour Change / Marketing
- Partnership brokering and management
- Monitoring, Evaluation and Learning

## Funding