



# Making the Economic Case for Food Safety Policy and Investment

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# Food safety: from science to socio-economics

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## POLICY-MAKER'S IMAGE OF FOOD SAFETY



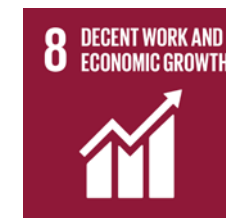
Language: Latin & acronyms

## FOOD SAFETY IS CRITICAL TO ACHIEVING THE SUSTAINABLE DEVELOPMENT GOALS

Food safety is integral with:



Food safety is closely connected to:



Supplemental Language: jobs, food security, commerce

# Limited Evidence = Weak Case vis-à-vis Ministries of Finance

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**For low and middle-income countries.....**

- *Unreliable/dated country data on FS outcomes*
- *Little structured/comparable indicators on FS capacities*
- *Little hard evidence on the efficacy of alternative solutions*

***And, why are things 'getting worse'?***

- *Many FS enhancements (initially) give an impression that things have gotten worse (i.e. testing, surveillance, inspections)*



**Results from FERG 1 and FERG 2 can be leveraged to strengthen the economic case!**

**DATA**



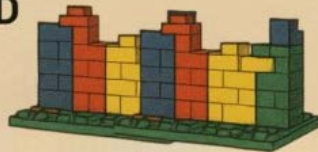
**SORTED**



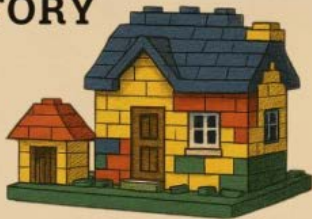
**ARRANGED**



**PRESENTED  
VISUALLY**



**EXPLAINED  
WITH A STORY**



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As we strengthen the food safety scientific evidence, we also need to strengthen the socio-economic stories!

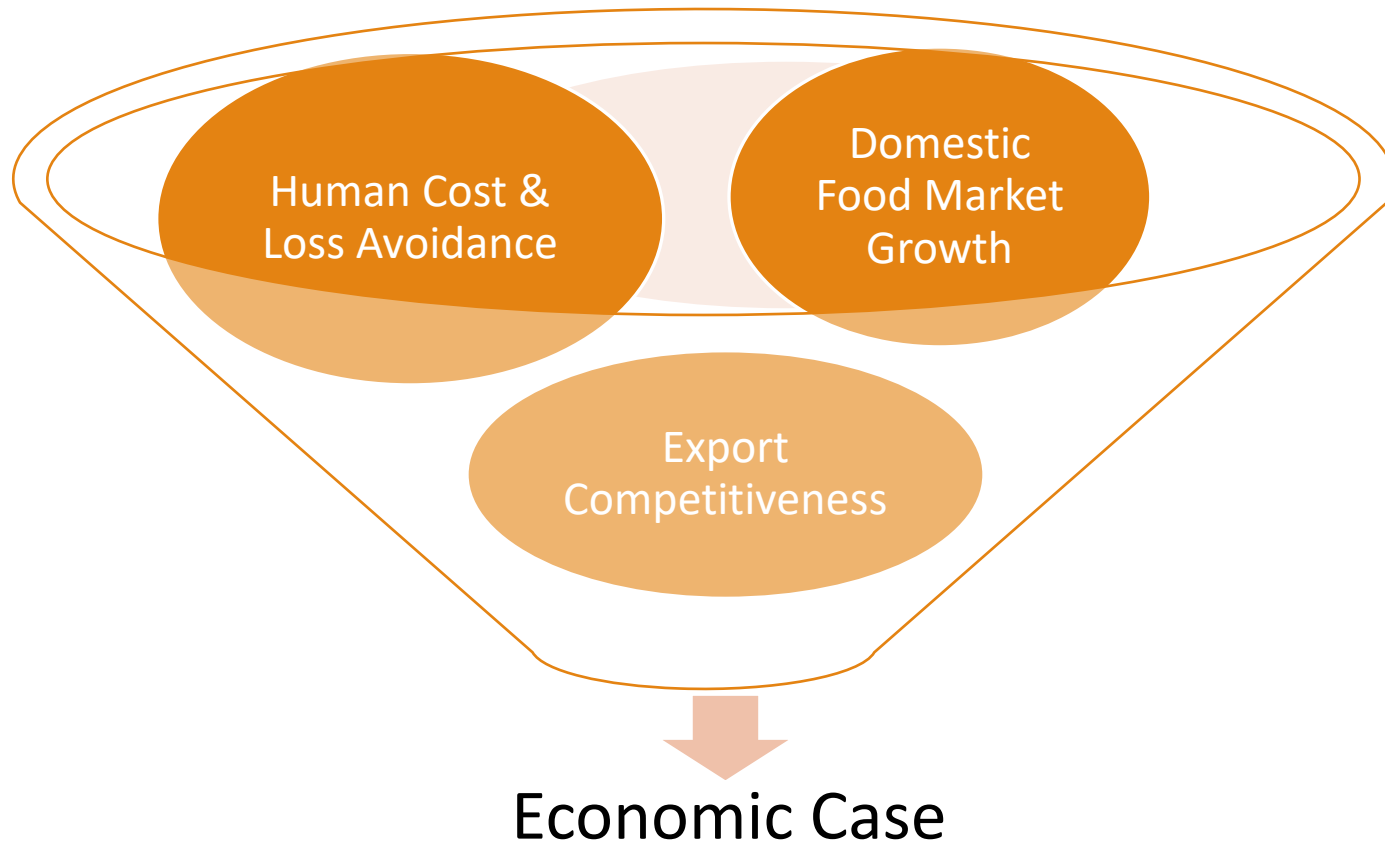
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DATA .....IMPACT ?

Data > Stories > Investment > Impact >  
Stories about Impact > More Investment

# The economic case for food safety investment has several dimensions (or story lines)

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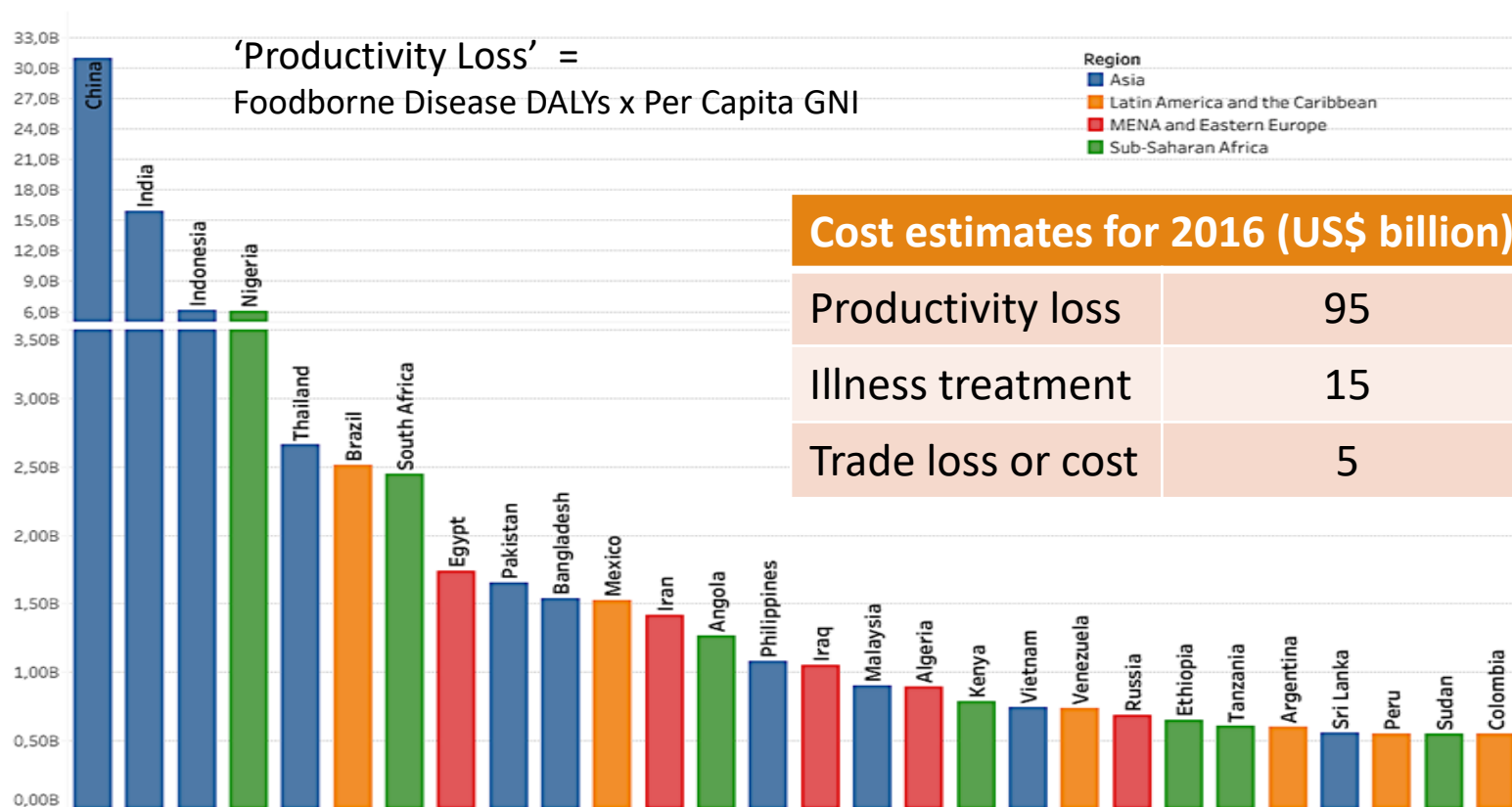


# ....Which can be better measured (or estimated) and communicated

	Indicators
Export Competitiveness	Market access; market (segment) share; consignment rejections; trade deterrence; costs of compliance; tourism/country reputation
Domestic Market Growth	Growth of 'higher value' & food service segments; consumer (dis)trust; costs of food recall/lost sales/brand equity; livelihood losses/gains; import substitution
Human Cost & Loss Avoidance	Illness and treatment costs; national productivity losses; (healthy) food avoidance & its consequences; foregone future human capital; willingness to pay for safer food



# Unsafe food results in an estimated \$110 billion in productivity losses or costs of treating illness in low and middle-income countries, each year



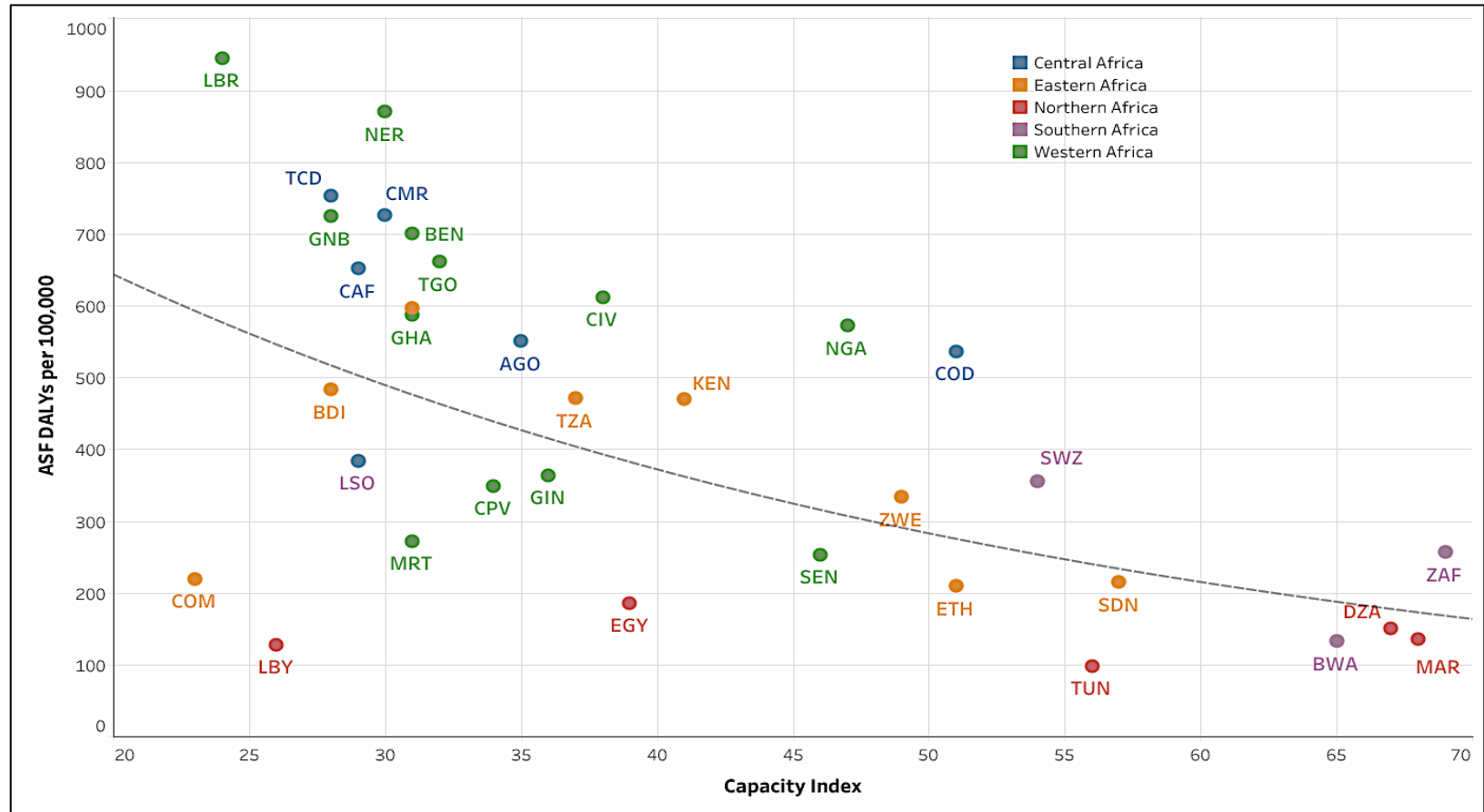
Based on WHO/FERG & WDI Indicators Database

Illness treatment =  
US\$27 x # of Estimated foodborne illnesses

Trade loss or costs =  
2% of developing country **high value** food exports

# Investing in Capacity Pays Dividends

The burden of FBD from animal-source foods vs veterinary service capacities in SSA



Sources: ASF burden reported in Li et al (2019); Capacity index reported in Jaffee et al (2019)





# Thank you

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<https://openknowledge.worldbank.org/entities/publication/83a34062-c6c8-5edf-857c-62a643c16bb8>