

FARM tales: an anthology of short stories navigating the role of behavioral science, in SSA's food and agricultural landscape, towards creating resilient systems

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Busara

FOREWORD

By Nimo Muthike
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As part of the human experience, few threads create a more intricate pattern than our relationship with food. It is a dance of senses, traditions, and choices that mirror the complexity of our diverse cultures. Welcome to a storybook where the enchanting tales of Food, Agriculture, and Resilience Management, guided by behavioral science, unfold.

At the core of these narratives lies the recognition that our choices, motivations, and habits around food are as varied as the landscapes of our African continent. Our food behaviors are deeply rooted in cultural nuances, societal norms, and personal experiences. The stories within these pages are not just tales; they are windows into the captivating world where behavioral science meets the artistry of nourishment at each point of the food value chain.

Each of the stories is based on past and ongoing projects where we've applied behavioral science to gain a better understanding of how individuals interact with the food systems we work in and with. From the bustling markets of Abidjan to the sprawling fields tended by passionate farmers in Kenya, each story unfolds like a treasure waiting to be discovered. The start of each story is framed by a "from reality to fiction" factsheet, a way of laying the foundation with situational based insights.

As you turn the pages of this storybook, and engage with its characters, envision it as a journey into the heart of African food cultures; guided by the compass of behavioral science and the real world context each of the characters and stories is derived from. These tales are an invitation to understand, appreciate, and participate in the layered process, progress and impact of the behavioral dynamics that shape our food landscape.

My hope is that each story, as simplified, quirky and imagined as it is, lingers in your thoughts like the aroma of a well-spiced dish, invoking both curiosity and delight, and bring you a step closer to understanding our work as Busara and the importance of behavioral science in championing poverty alleviation.

A global challenge with local implications - consider [this](#) [FAO report](#) for additional information on hunger as part of the food waste problem

Food waste is a critical issue with far-reaching consequences for both the global population and the environment. Addressing food waste globally requires a multifaceted approach that considers both systemic issues and individual behaviors. In Africa, the challenge is unique, with a need for interventions that align with cultural practices and economic realities.

By fostering awareness, implementing innovative solutions, and encouraging responsible consumer and vendor behaviors, there is a potential to make significant strides in reducing food waste, ensuring a more sustainable future for the global food system. This factsheet explores key statistics and behavioral insights regarding food waste, with a specific focus on SubSaharan Africa.



Global food waste statistics:

The Food and Agriculture Organization (FAO) estimates that approximately 1.3 billion tons of food are wasted globally each year. Roughly one-third of the world's food production goes to waste, constituting a significant loss in resources, energy, and environmental impact.



Vendor practices:

Vendors, particularly in traditional markets, may discard less visually appealing produce due to perceived customer aversion. Implementing interventions to educate vendors about the economic and environmental benefits of minimizing waste is crucial.



Food waste in Africa - a unique challenge:

In sub-Saharan Africa, the landscape of food waste is complex, involving different stages of the supply chain. Smallholder farmers, who contribute significantly to food production, often face challenges in preserving and selling their produce.



Initiatives addressing food waste in Africa:

Various organizations are working towards reducing food waste in Africa through innovative approaches. [Examples and links here.](#)



Behavioral insights:

Understanding the behavioral dynamics around food consumption and disposal is crucial for effective strategies to combat food waste.



Technological solutions:

Mobile apps and platforms connect consumers with surplus food, reducing waste and addressing food insecurity.



Consumer perception and buying habits:

Consumers often reject visually imperfect produce, contributing to significant food waste at the retail level. Lack of awareness about the environmental impact of food waste plays a role in consumer behaviors.



Educational campaigns:

Organizations conduct campaigns to raise awareness about the impact of food waste on the environment and the economy.

The following story of two vegetables enthralled by the magic that we rarely notice in markets, is rooted in a project funded by the Posner Foundation of Pittsburgh, where Busara applied a behavioral science lens to reduce food waste by addressing gaps in the vendor-consumer journey within informal markets in Nigeria and Kenya.

Food waste stands as a significant global challenge, affecting both society and the environment. Our research, focusing on sub-Saharan Africa, indicates that tackling food waste at the consumption level might not be the most effective approach. Our proposal, selected for funding by the Posner Foundation of Pittsburgh in 2022, aimed to prevent food waste by influencing consumer behaviors and vendor practices at the point of selection and purchase in traditional and rural markets across Kenya and Nigeria.

Our findings reveal a concerning lack of knowledge and awareness surrounding less visually appealing produce (LVAP), along with challenges in distinguishing it from spoiled produce. Feelings towards LVAP were predominantly negative. One striking revelation was vendors' receptiveness to receiving shipments of LVAP, contrasted with their reluctance to display these items for fear of consumer aversion.

In response, we've devised two key interventions aimed at curbing food waste at the point of purchase. The first intervention involves a user-friendly point-of-purchase guide, enhancing communication between vendors and consumers regarding LVAP. The second centers on innovative display formats, aiming to optimize marketplace methods. Our findings contribute to the growing research landscape on food waste in Africa, bridging the information gap and promoting a more sustainable and waste-conscious food market environment.

By educating consumers about the value of less visually appealing food (LVAP), implementing targeted vendor interventions, and utilizing behavioral mechanisms to sensitize consumers and enhance LVAP's appeal, we aim to foster a significant impact in curbing food waste. The story concentrates on the impact and importance of not only adding to the knowledge of food waste in SSA but also of addressing the different barriers encountered. A conference paper published in the CG, [linked here](#), and this [linked case study](#), provide a more detailed overview of the process and findings unearthed.

CHAPTER 1

The magic of the market



In the heart of a bustling local market, where the vibrant colors of produce painted a kaleidoscope of possibilities, two friends, Chiku the Curvy Carrot, and Prince the Portly Potato, embarked on a magical journey. The market was not just a place of trade; it was a theater of behavior, where the vendors held the wands that could shape choices and perceptions.

As Chiku and Prince strolled through the lively stalls, they marveled at the artistic displays. Vendors, like skilled magicians, arranged fruits and vegetables in visually appealing setups. Chiku, with her earthy orange hue, and Prince, with his rich brown skin, were surrounded by a symphony of colors and textures.

Chiku nudged Prince and whispered, "Have you noticed how they arrange us, Prince? It's like a spell to attract customers."

Prince chuckled, his eyes forming a mischievous grin. "Indeed, Chiku! It's as if they've mastered the art of enchanting shoppers with the visual magic of the market."

They observed the vendors carefully, noting how the Decoy Effect wove its invisible threads. Bundles of perfect and less visually appealing produce danced together, tempting the shoppers to reconsider their choices. Chiku and Prince, though humble in appearance, felt the subtle power of the market's enchantment.



Imagine you're at a farmer's market, trying to decide between buying a bag of juicy apples or a basket of fresh strawberries. The farmer notices you're hesitating and introduces a third option – a mixed bag with both apples and strawberries, but slightly smaller in quantity.

This addition is what we call the **Decoy Effect**. It works like magic, making one of the original options suddenly more appealing. In this case, the mixed bag becomes the decoy. Now, the apples or strawberries alone seem like a better deal because of the new comparison.

Businesses often use this trick to guide our choices. It's not just about fruits; it happens with prices and even soft drinks at your local coffee shop! They introduce a less attractive option to make the other choices look better – and sometimes, they profit from it without us even realizing. So, next time you're picking out your favorite veggies or deciding on a snack, keep an eye out for the decoy. It might just be playing a role in influencing your decisions!

As they ventured deeper, the duo encountered the magical touch of Gain-Framed Messaging. Signs adorned with words like “Equally Fresh,” “Nutritious,” and “Affordable” whispered promises of delight to potential buyers. Chiku felt a newfound pride, realizing that her sweet and crunchy essence was being appreciated, not just by taste but by knowledge.



Gain-framed messaging is like highlighting the positive side of a story to encourage a certain behavior. In farming and food, it's talking about the good stuff to make people more likely to choose a particular option.

For instance, imagine a farmer telling you that choosing locally grown veggies not only supports local businesses but also ensures you get the freshest and tastiest produce. That's gain-framed messaging – focusing on the benefits to motivate you to make a tasty and community-friendly choice!

In the midst of the bustling marketplace, Chiku and Prince encountered Visual Differentiation Strategies. Images and cues educated shoppers on how to discern the safe and nutritious beauty of less visually appealing produce. Prince's rough exterior and Chiku's unique shape became symbols of authenticity rather than imperfection.



Visual differentiation strategies are like using pictures and signs to help you tell the good veggies from the not-so-good ones. It's about showing you what's safe and yummy.

In agriculture and food, it's like having clear pictures or signs at the market to teach you how to spot the freshest and healthiest fruits and veggies. These visual cues help you make smarter choices by guiding your eyes to the good stuff, think of it as a helpful map for your taste buds!

The market was a stage where vendors played their roles as influencers, orchestrating the dance of consumer choices. Chiku and Prince, once mere spectators, now felt like integral characters in this enchanting tale of produce and persuasion.

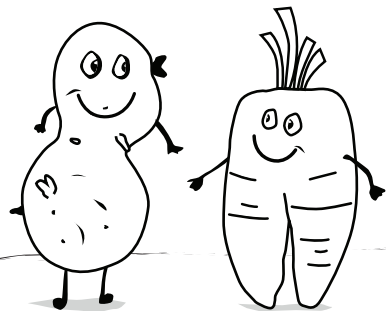
As the day unfolded, Chiku and Prince witnessed the transformative power of these behavioral mechanisms. The market, once a place where Chiku might have felt overshadowed by more visually appealing companions, became a stage for celebration. Her flaws were not blemishes but badges of authenticity.

In the final act of their market adventure, Chiku and Prince understood the importance of consumer education. Gain-framed messages and visual cues weren't just spells to attract; they were tools to enlighten. The vendors, who are wise storytellers, weren't just sellers; they were educators in the theater of sustainable choices.

As the sun dipped below the horizon, casting a warm glow over the market, Chiku and Prince embraced the magic of the market. It wasn't just about transactions; it was a celebration of imperfections, and a testament to the transformative power of behavioral science.

Prince looked at Chiku, a twinkle in his eye, and said, "Chiku, this market isn't just a place of trade. It's a magical realm where the carrot and the potato become heroes in the story of change."

And with that, as the market continued its nightly lullaby of whispers and rustles, Chiku and Prince became symbols of a new era - a marketplace where the enchantment wasn't just in the produce but in the hearts and minds of those who appreciated the beauty in its imperfection.



Chicken - a dietary staple

Chicken and eggs play a vital role in addressing both nutritional and economic challenges in low to middle-income countries. Understanding the behavioral factors influencing consumption patterns is crucial for developing targeted interventions that promote sustainable practices and ensure food security. In 2021, global chicken meat production reached 98.4 million metric tons, with low to middle-income countries contributing significantly to this figure.



Top consumers:

China and India emerged as the leading consumers of chicken, collectively accounting for over 40% of global chicken consumption.



Nutritional impact:

Chicken is a rich source of high-quality protein, essential amino acids, and important micro-nutrients such as iron and zinc. In low to middle-income countries, where access to diverse protein sources is limited, chicken serves as a vital nutritional resource.



Economic significance:

The poultry industry in these countries plays a crucial role in livelihoods, providing employment opportunities, especially in rural areas.



Behavioral insight:

The rise in chicken consumption is often associated with economic development and urbanization. As incomes increase, individuals tend to incorporate more protein-rich foods into their diets, with chicken being a preferred choice due to its affordability and versatility.



Egg consumption - a nutrient powerhouse

Global egg production:

The global egg production surpassed 80 million metric tons in 2021, with low to middle-income countries contributing significantly to this figure.

Top producers:

India, China, and Brazil rank among the top egg-producing nations, collectively accounting for over 50% of global egg production.

Nutritional value:

Eggs are a nutrient powerhouse, providing essential proteins, vitamins (B12 and D), and minerals (selenium and choline). In resource-constrained settings, eggs serve as an accessible and affordable source of vital nutrients.

Economic impact:

Smallholder farmers, often in low-income settings, play a crucial role in egg production, contributing to local economies and ensuring food security.

Behavioral insight:

The cultural significance of eggs in various cuisines and their perceived affordability make them a preferred dietary choice. Behavioral patterns show that as awareness of nutritional benefits increases, so does egg consumption.



Challenges and opportunities

Challenges:

Limited access to poultry farming resources and veterinary services in certain regions. Concerns regarding food safety and hygiene practices in informal egg markets.

Opportunities:

Implementation of sustainable and inclusive poultry farming practices. Educational campaigns to promote safe handling and consumption practices.

This story draws inspiration from the ongoing initiative led by Cargill's Hatching Hope Global Initiative and Heifer International. With over three billion individuals unable to afford a healthy diet, addressing global food security becomes imperative. Smallholder farmers, constituting 30% of global food production, play a crucial role; however, they face alarming levels of food insecurity. The Hatching Hope Global Initiative, a collaboration between Cargill and Heifer International, aims to transform this landscape.

In collaboration with Cargill and Heifer International, Busara is specifically focusing on increasing the consumption of chicken meat and eggs in Kenya, Nigeria, India, and the Philippines. Leveraging insights from behavioral science, we seek to understand the dynamics influencing poultry consumption. This research will guide us in formulating effective strategies to enhance consumer demand, aligning with the project's mission to improve nutrition, food security, and livelihoods for 100 million people by 2030.

The initiative concentrates efforts on smallholder farmers, aiming to boost chicken meat and egg consumption to address challenges faced by these farmers in low- and middle-income countries. Adopting a market systems approach, the initiative strives to create sustainable impact, supporting smallholder farmers and ensuring food security for vulnerable populations.

As of the crafting and publication of this story, the research on this project is still underway. However, several nuances have already been identified, allowing us to transport you to the fictional land of Poultria.

CHAPTER 2

Feathers of change: hatching hope chronicles



In the quaint village of Poultria, lived two spirited chickens named Chika and Kari. They clucked and pecked in the backyard, dreaming of a life beyond the ordinary grains scattered before them. Little did they know, their humble coop was about to become the starting point of an extraordinary journey.

One sunny morning, a whisper of change fluttered through the air. It was the call of Hatching Hope, an initiative that promised to transform the lives of chickens and those who cared for them. Chika and Kari, feeling the pull of destiny, decided to embark on this adventure.

Hatching Hope's aim was nothing short of incredible – to enhance the lives of millions by increasing the consumption of chicken meat and eggs. This ambitious goal echoed through the village, reaching the ears of smallholder farmers like Chika and Kari's caretaker, Mama Nia.

The tale unfolded with a thorough analysis of the challenges faced by smallholder farmers, underscoring their indispensable role in global food production. Hatching Hope emerged as a beacon, focusing on the transformative potential of small-scale poultry production systems. Mama Nia, inspired by the prospect of change, eagerly embraced the initiative.

As the chickens scratched the soil, Hatching Hope adopted a holistic approach, addressing every aspect of the poultry production value chain. The marketplace turned into a hub of possibilities, where not only production and market access improved but also the nutritional value of poultry products was celebrated.

Chika and Kari found themselves at the heart of the initiative, their feathers ruffled with excitement. The project delved into the behavioral science mechanisms, using the COM-B Model for Behavior Change. Capability, opportunity, and motivation became the secret ingredients to encourage individuals to embrace the consumption of chicken and eggs.



Think of the COM-B model as a recipe for creating positive changes by explaining why people do certain things. It has three main ingredients: **Capability, Opportunity, and Motivation**. Picture this: you're deciding whether to eat more chicken and eggs.

Capability: This would be having the power and know-how to choose chicken and eggs. If you can cook them easily or know their nutritional benefits, you have the capability.

Opportunity: Imagine having a market or store nearby with a variety of chicken and eggs. That's an opportunity – the external factors that make it easy for you to choose.

Motivation: This can be the desire to eat chicken and eggs because they are tasty, healthy, or affordable. It's the energy that drives your choice.

So, the COM-B model helps understand why you might choose to include more chicken and eggs in your meals. If you know how to cook them, they're available at the store, and you enjoy their taste and health benefits, then the COM-B essence is working, and you're more likely to savor the delicious and nutritious option of chicken and eggs!

Food diaries became powerful scrolls, quantifying and analyzing the consumption habits of Hatching Hope beneficiaries through the lens of behavioral science. The village buzzed with anticipation as qualitative research exercises intertwined with the tales of the villagers, creating a rich well of understanding.



Food Diary

A food diary is a record where individuals log and track everything they eat and drink over a specific period. It helps provide insights into dietary habits, aiding in better understanding and managing one's nutrition.

Why are food diaries so useful? They provide us with a window into daily life, helping bridge the gap between intention and action. By tracking what we eat over time, we can uncover patterns, challenge assumptions, and better understand the factors influencing our behaviors.

Now, imagine you're part of the study that this story is based on, conducting a survey on dietary habits in Nigeria and India. Participants are asked about their chicken and egg consumption, and interestingly, there's a bit of a twist in the tale.

In the survey, a majority of participants claim to be frequent consumers of chicken and eggs. However, when we turn to the week-long food diary analysis, we uncover a disparity. The recorded consumption rates are significantly lower than what participants asserted.

What does this tell us? It highlights the importance of using tools like food diaries to get a more accurate picture of behavior. People may not intentionally mislead, but there can be a gap between what we believe we eat and what we actually consume.

In this case, the difference between claimed and recorded consumption patterns prompts us to dig deeper. Could socio-cultural factors be at play? Perhaps there are cultural influences that affect how people perceive and report their food habits.

The key behavioral outcome shimmered on the horizon – a sustainable increase in the consumption of chicken meat and eggs. The project, like wings, unfurled, addressing agricultural practices, consumption habits, and livelihoods. Cultural, contextual, and social interventions became an avenue to shape Poultria's mindset and influence its decisions to ensure the interventions resonated with the villagers.

Chika and Kari clucked proudly this was not just a journey for them but a saga of transformation for the entire village. The ripple effect of behavioral change echoed through Poultria, creating a positive aura of food security, nutrition, and economic prosperity.

In the end, as the sun set over the village, Mama Nia, Chika, Kari, and the entire community embraced the beauty of feathers of change. The initiative had not only changed the destiny of the smallholder farmers but had woven a tale of hope, resilience, and a brighter future for all. And so, the clucking chorus of contentment echoed through Poultria, a melody orchestrated by the wings of Hatching Hope.

Food safety in Africa: a critical examination

Food safety is a paramount concern globally, and Africa is no exception as food safety forms an integral part of its public health and economic stability. As the continent continues to evolve, it is imperative to address food safety challenges through a lens that respects cultural diversity while implementing evidence-based solutions. By combining regulatory efforts, educational initiatives, and community engagement, Africa can pave the way for a safer and healthier food landscape. This fact sheet delves into key statistics and behavioral insights surrounding food safety on the continent.



Foodborne illness statistics:

According to the World Health Organization (WHO), an estimated 91 million people in Africa fall ill annually due to contaminated food.

In sub-Saharan Africa, 420,000 deaths occur each year as a result of foodborne diseases, making it a significant public health issue:



[Food Safety: The Biggest Development Challenge You've Never Heard Of](#)



Role of tradition:

Traditional food preparation methods are deeply ingrained in African cultures. Bridging the gap between these traditions and modern food safety practices is a delicate challenge. Behavioral interventions should consider cultural sensitivities and offer practical alternatives that align with both tradition and safety.



Common culprits:

The most prevalent sources of foodborne illnesses in Africa include contaminated water, raw or undercooked animal products, and unsafe food handling practices.



Impact on economy:

Foodborne diseases not only affect public health but also pose a substantial economic burden. In Africa, the cost of medical treatment, lost productivity, and expenses related to foodborne illnesses amounts to billions of dollars annually.



Behavioral insight:

Understanding the behaviors and cultural practices surrounding food consumption is crucial for implementing effective food safety measures.



Informal markets and perceptions:

Many Africans rely on informal markets for their daily food needs. Understanding the dynamics of these markets and addressing perceptions around food safety is vital. Behavioral research indicates that consumers often prioritize factors like freshness and visual appearance over safety when making food choices.

Initiatives and solutions

Addressing food safety in Africa requires a multi-faceted approach, combining regulatory measures, educational campaigns, and community engagement.

1 Regulatory measures:

Launching widespread educational campaigns to raise awareness about safe food handling, storage, and consumption practices is crucial. Tailoring messages to resonate with cultural norms and values enhances the effectiveness of these campaigns.

2 Consumer education:

Launching widespread educational campaigns to raise awareness about safe food handling, storage, and consumption practices is crucial. Tailoring messages to resonate with cultural norms and values enhances the effectiveness of these campaigns.

3 Technology integration:

Leveraging technology, such as mobile apps and SMS services, can facilitate real-time information dissemination about food safety practices to both consumers and vendors. Emphasizing the benefits of safe food practices, like reduced healthcare costs, can motivate behavior change.

The following story is based on a project around FoodSafety, specifically the Evidence and Action Towards Safe, Nutritious Food (EatSafe). EatSafe, a pioneering US-AID-funded initiative led by GAIN in collaboration with the International Livestock Research Institute, Pierce Mill Entertainment and Education, and Busara, all on a five-year mission to elevate food safety in traditional markets. This groundbreaking program comprises two vital phases. Initially, it amalgamates global insights with localized situational analyses to comprehend food safety risks and behaviors within consumer and value chain realms. The second phase focuses on practical implementation of experimental interventions, generating actionable knowledge to empower consumers, vendors, and market actors within traditional food markets across Nigeria and Ethiopia to advocate for the safety of nutritious food.

The heart of this initiative revolves around the seamless integration and evaluation of market-driven interventions. Busara's role in crafting these interventions, strategi-

cally designed to influence consumer behavior positively, has been integral. By tactically promoting and positioning safe food options, the program aims to incite a burgeoning demand for safe food products. Consequently, vendors are compelled to embrace improved food safety practices to align with evolving consumer expectations. Harnessing the power of behavioral science principles has yielded commendable results in advancing food safety practices within traditional food markets in Nigeria and Ethiopia. The program stands as a testament to the successful application of behavioral science principles that account for unique cultural and social dynamics influencing food safety behaviors. These tailored interventions resonate with local communities, a result of engaging local stakeholders, conducting insightful co-design workshops, and fostering close collaboration with community partners. A Case study that gives an overview of one of the four interventions implemented in Nigeria and outlined in this story, is [available here](#).

CHAPTER 3

Food safety detectives



My name is Femi and this is the story of one of my experiences as a Food Safety Inspector. I found myself immersed in a bustling market, a microcosm of life where flavors and colors swirled in the air. On this particular journey, into the heart of food safety, I teamed up with Market Vendor Mamadou, a seasoned soul who had weathered the ebb and flow of the market for years. Ours was a partnership that had weathered many storms, but that is a different story.

We started off seeking to unravel the secrets that lurked within the nooks and crannies of informal markets in Ethiopia and Nigeria. Wielding the binoculars and insights that behavioral science offered to dissect and unravel the norms that governed food safety practices. Together, Mamadou and I became the Food Safety Detectives.

As we ventured into the labyrinth of stalls and the symphony of voices and scents, Mamadou and I delved into the complexities of the choice environment. We uncovered prevalent heuristics, you know, those silent decision-making shortcuts that shape food safety practices. Our mission wasn't solely information collection; it was a journey to understand the interplay between knowledge, attitudes, norms, and the biases that led to compromised food safety, and to find ways to course correct and create an environment where safe food is known, championed and considered the standard.

Like any good detective, we laid the foundation of our plan to get to the crux of food safety into two phases. The first part of our investigative process involved immersing ourselves in behavioral research, literature reviews, and rapid prototyping exercises. We had to gather evidence and arm ourselves with information. It was a meticulous undertaking which involved understanding the nuances of human behavior in the context of food safety. With our groundwork done, we moved into the second phase. Testing and implementing interventions, these were ideas of what would work, took center stage. These ideas were crafted with surgical precision, we talked to and worked with other vendors and consumers within the market ensuring what we tested was not only effective but sustainable.



An intervention is a carefully crafted idea or action designed to bring about a positive change or improvement in a specific situation. It's a simple and targeted solution aimed at addressing a particular challenge or achieving a desired outcome. Interventions can take various forms, such as a program, strategy, policy, or initiative, and they often involve implementing specific steps or measures to influence behavior, attitudes, or conditions for the better. Think of it as a thoughtful and purposeful approach, like a well-placed gear in a machine, intended to drive positive transformation.

Our focus spanned the entirety of the food safety value chain. The marketplace morphed under our watchful eyes – vendors improved their practices, food presentation became a work of art, and market cleanliness became a beacon. Consumers, the heartbeat of the market, became the center of our attention. We aimed to alter their behavior, creating an awareness that rippled through the market, influencing food choices and stimulating a demand for safer options.

Ah, the behavioral mechanisms, the intentional and purposeful actions leveraged to bring about our desired goal, fueled our journey! Mamadou and I, like alchemists, created the Abinci Fes-Fes brand, a symbol for clean and safe food. Gain and Loss Framing became our wand, weaving stories of cost-effectiveness, happy families, and saved shopping time. Social Norms emerged as our guiding stars, setting expectations of hygiene and cleanliness. Salience made Abinci Fes-Fes vendors stand out, a beacon of safety in a sea of choices. The Messenger Effect made us, the inspectors, more than just rule enforcers – we became partners in the journey towards a safer, cleaner market.



Gain and Loss Framing involves presenting information in a way that emphasizes either the benefits gained or the losses avoided by taking a particular action.

Imagine a campaign promoting proper food handling. Gain framing could highlight the benefits, such as "Handle food safely to keep your family healthy." On the other hand, loss framing might emphasize the risks, like "Unsafe food handling may lead to illnesses; protect your loved ones by following safety guidelines."



Salience is all about making something stand out or be noticeable. It's drawing attention to certain aspects or features.

Picture a grocery store, placing brightly colored signs next to the fresh produce, indicating they are regularly inspected for safety, makes the safety aspect more salient. Customers are more likely to notice and trust the safety of these items.



Messenger Effect considers how the source or person delivering a message can influence its impact.

If a well-known chef or a local health expert delivers a message about proper food storage practices, people might be more inclined to follow those recommendations. The credibility and authority of the messenger can enhance the effectiveness of the food safety message.

Think of social media influencers or people who are well known and highly regarded in their field that you follow or listen to.

And so, our interventions surfaced, like carefully crafted concoctions, each one designed to bring about transformation. Increased visibility became the signboards, banners, and posters highlighting clean and safe food. Consistent branding became a cloak, turning vendors into recognizable guardians of food safety. Customer engagement, the friendly handshake, extended through fliers and stickers, creating a sense of community and appreciation. The Market Authority, our ally, played a crucial role, spreading awareness about the commitment of Abinci Fes-Fes vendors to food safety and hygiene.

Our quest for a transformative change in the practices of consumers and vendors alike, echoed through the market. We sought to rewrite the narrative of food safety in informal markets, one where awareness, attitudes, and actions aligned with a commitment to a safer, healthier marketplace.

In the end, Mamadou and I stood at the crossroads of change, our journey as Food Safety Detectives leaving an indelible mark on the market. The colors were brighter, the flavors richer, and a rhythm of safety and well-being echoed through the market. The Food Safety Detectives had uncovered some of the secrets of the market, transforming it into a haven where safety wafted through many stalls in the aisle. Our work was not fully done, but, similar to how we met, that is a story for another day.

Immerse yourself in the process of this initiative by exploring the details in our comprehensive case study - [accessible through this link](#).



Digital innovation for food security in Africa

Digital innovation is reshaping the landscape of food and agriculture across Africa, bringing unprecedented opportunities and efficiency. Leveraging behavioral insights, apps play a central role in this transformative journey, influencing user behavior and fostering digitization for enhanced food security.

Key Trends



Market access apps:

Behavioral nudges within platforms incentivize farmers to directly connect with consumers and markets, ensuring fair prices and reducing dependency on intermediaries.



Agri-tech platforms:

Personalized recommendations and real-time feedback within farm management apps drive user engagement, promoting the adoption of precision agriculture practices.



Supply chain management apps:

Gamification elements encourage active participation from stakeholders, fostering a sense of responsibility for traceability and reducing food wastage.



Mobile payment solutions:

Simple and intuitive interfaces in mobile payment apps facilitate seamless transactions, overcoming behavioral barriers related to complex financial processes.

Success stories

1 Farmcrowdy (Nigeria):

Behavioral economics principles are applied to crowdfunding strategies, emphasizing the social impact of supporting small-scale farmers, increasing investor engagement.

2 Twiga Foods (Kenya):

The app employs behavioral nudges to prompt farmers to regularly update their produce availability, ensuring a steady and reliable market for both farmers and vendors.

3 Esoko (Ghana):

Tailored weather alerts and market insights leverage behavioral triggers, enhancing farmers' perception of the app's value and encouraging consistent usage.

4 Wefarm (Pan-African):

The app utilizes social learning principles, creating a sense of community among farmers, promoting knowledge-sharing behaviors, and strengthening the network effect.



Challenges

Connectivity:

Behavioral interventions to encourage app usage must consider intermittent connectivity issues, focusing on offline functionality and push notifications.

Digital literacy:

Behavioral design should simplify user interfaces, incorporating step-by-step guidance to accommodate users with varying levels of digital literacy.

Infrastructure:

Behavioral nudges can encourage governments to prioritize digital infrastructure investments by emphasizing the long-term benefits for stakeholders.



Policy implications

Investment in infrastructure:

Behavioral framing emphasizing the long-term benefits of digital infrastructure investment for improved livelihoods and economic growth.

Digital literacy programs:

Behavioral science-informed training modules to enhance digital literacy, emphasizing the tangible benefits of using digital tools in agriculture.

Regulatory support:

Policies designed with a behavioral lens to encourage responsible and ethical use of digital innovations, ensuring trust and security among users.

Future outlook:

Leveraging behavioral insights in digital innovation holds the key to unlocking the full potential of agricultural transformation, improving food security, and creating sustainable, user-centric solutions across Africa. Collaborative efforts are essential to overcome challenges and harness the behavioral aspects of these technological advancements for lasting impact.

The following story on Harmony in the MarketPlace is based on a project Twiga Foods embarked on, in collaboration with Busara, to enhance customer engagement by uncovering qualitative insights into customer perceptions, experiences, and interactions. The goal; to inform strategies for improved customer satisfaction, loyalty, and seamless transitions across various engagement levels. The project, rooted in behavioral science, comprised two phases: in-depth interviews and focus group discussions, followed by data synthesis to design targeted interventions.

Covering Twiga's Platinum, Gold, Silver, and Bronze segments, the initiative aimed for a comprehensive understanding of customer perceptions. Addressing marketplace dynamics, customer interactions, and their overall journey, the study delved into consumer behaviors to uncover factors influencing decisions, preferences, and loyalty. While primarily focused on consumers, insights and interventions would impact vendors, fostering loyalty and potentially increasing sales.

Key outcomes highlighted vendor satisfaction and digital engagement. Vendors appreciated the reliable delivery system but preferred traditional ordering methods over the app, influenced by a comfort with established practices. The study also emphasized the effectiveness of referrals, suggesting potential for enhancing digital engagement and app utilization among vendors. This exploration positions Twiga Foods to refine strategies and strengthen its commitment to customer-centric approaches. The following story of Makau and Akello provides a narrative around this project.

CHAPTER 4

Harmony in the marketplace



Once upon a time in the bustling city of Nairobi, there were two intriguing characters - Makau, a seasoned vendor with a penchant for tradition, and Akello, a vivacious customer service bot with determined to revolutionize the way Twiga Foods' vendors interacted with the Soko Yetu App.

The mission? Uncover the secrets of customer perception and growth proposition through a whirlwind of qualitative insights, behavioral science methodologies, and a touch of humor.

Makau, with his old-school charm and a stall that echoed with the rhythm of market banter, stood as the epitome of status-quo bias. "Why fix what isn't broken?" he would often say while jotting down orders with his trusty pen and paper. His comfort lay in the familiarity of human interaction, a preference that formed the core of his vendor existence.

Enter Akello, the tech-savvy customer service bot, armed with communication campaigns, co-design workshops, and a sprinkle of digital magic. She burst onto the scene with a lively charm, "Hey there, Makau! Ready to explore the wonders of the Soko Yetu App?"

Makau raised an eyebrow, skeptical yet intrigued. "Wonders, you say?"

In the market's vibrant tapestry, the Bandwagon Effect took center stage. Akello, with her charismatic flair, encouraged Makau to hop onto the app bandwagon. "You know, Makau, everyone's diving into this digital pool. It's the cool thing to do!"

As they navigated the market dynamics, Habit Formation revealed its power. Makau, accustomed to his routine with Trade Development Representatives (TDRs) and call center agents, showed a positive entrenched habit. Akello, undeterred, quipped, "Makau, habits are like spices. A little change won't hurt, especially when it makes life easier!"

The Ease of Use became a beacon of hope. Akello, unveiling the simplicity of app usage, exclaimed, "Makau, it's like ordering your favorite dish, but with a magical touch. And guess what? You can fix any order hiccups in a snap!"

Interventions danced into the scene. Communication Campaigns unfurled banners and posters, catching Makau's attention. "See, Makau? The app's got its own fan club!"

The Customer Service Bot made its debut, popping up on Makau's screen. "Need help, Makau? I'm your digital guide, here to make your life easier."

Co-design Workshops invited Makau into the creative process. "Your insights matter, Makau. Let's design solutions that fit like a perfectly ripened mango."

Feedback Systems echoed the importance of Makau's voice. "Share your thoughts, Makau! We're here to listen, just like friends over a cup of chai."

Quality Control and Fulfillment took center stage. "Top-notch quality, Makau! Your trust is our priority. Let's keep those smiles intact!"

Order and Delivery Updates added the finishing touch. "Makau, stay in the loop! Your orders, your way, with live tracking and updates just for you."

The story unfolded with well targeted digital engagement, feedback loops, and satisfied vendors. The Key Behavioral Outcome sparkled with the satisfaction of vendors like Makau, pleased with the reliability of the delivery system and the trust fostered through positive feedback.

Makau, once a skeptic, found himself smiling. "Well, Akello, maybe this digital thing isn't so bad after all. It's like having a market right at my fingertips!"

And so, in the heart of Nairobi's bustling market, Makau and Akello became a powerful pair, rewriting the narrative of Twiga Foods. With laughter, insights, and a touch of digital magic, they ushered in a new era where tradition and technology danced hand in hand, creating a marketplace symphony that echoed with the joys of progress and satisfied vendors.

A Bittersweet reality

Cocoa farming plays a pivotal role in Africa's agricultural landscape, contributing significantly to global chocolate production. Its farming in Africa is not just about cultivation; it's deeply rooted in the economic, social, and cultural fabric of the continent. As the demand for ethically sourced and sustainable cocoa grows, understanding the behavioral nuances of farmers becomes essential for shaping a resilient and responsible cocoa industry; a vital element in the global confectionery industry. This factsheet delves into the world of cocoa farming, highlighting key statistics and providing a unique behavioral insight that shapes the industry.

Key statistics



Global dominance:

Africa produces about 70% of the world's cocoa, making it the epicenter of cocoa cultivation. Côte d'Ivoire and Ghana are the top two cocoa-producing countries in Africa, collectively responsible for over 60% of the world's cocoa supply.



Economic impact:

Cocoa farming is a crucial source of livelihood for millions, with West African countries like Côte d'Ivoire and Ghana leading in production.



Smallholder dominance:

Smallholder farmers contribute significantly to cocoa production, often cultivating on family-owned plots.

Cultural influences on farming practices



Traditional techniques:

Many cocoa farmers adhere to traditional farming techniques passed down through generations, influenced by cultural practices and beliefs.



Education and adoption:

Behavioral interventions focusing on educating farmers about modern, sustainable practices can be instrumental in shaping their approach to cocoa cultivation.

Challenges in cocoa farming



Child labor:

Cocoa farming has faced scrutiny for the prevalence of child labor, prompting industry-wide initiatives to address and eliminate this issue.



Environmental concerns:

Unsustainable farming practices, including deforestation and excessive pesticide use, pose threats to the long-term viability of cocoa cultivation.

Initiatives for sustainable cocoa farming



Certification programs:

Organizations like Fairtrade and Rainforest Alliance certified cocoa farms that adhere to ethical and sustainable farming practices.



Farmer training programs:

Implementing programs that educate farmers on sustainable techniques, environmental conservation, and child labor prevention.



Behavioral insight:

Understanding the behavioral aspects of cocoa farming is crucial for developing sustainable practices and ensuring ethical sourcing.

Embark on a journey into the heart of cocoa production, where the enchanting landscapes of Côte d'Ivoire conceal stories of tradition and sustenance. At the core of Cargill's global impact lies a strategic partnership with Busara, a collaboration deeply invested in elevating cocoa farming practices in Côte d'Ivoire. With Cargill contributing to nearly half of the world's cocoa supply, this initiative is a testament to the commitment to community engagement and sustainable agricultural practices.

In this collaborative venture, Cargill and Busara are focused on optimizing the effectiveness of training programs through community-based agents. The primary objective is a comprehensive assessment and alignment of Cargill's current training program with successful initiatives in Sub-Saharan Africa (SSA). The anticipated outcomes encompass two critical aspects: Informing the design of future projects and

initiatives, the collaboration aims to offer valuable recommendations for Cargill to adapt and optimize their agent and farmer training programs. This strategic approach ensures that lessons learned contribute to the evolution of future endeavors.

A robust plan is in place to integrate behaviorally-informed solutions into Cargill's training model. Derived from best practices in the field and anchored in adult learning principles, this innovative approach promises a more impactful and tailored training experience.

As the story unfolds, anticipate a transformative journey guided by behavioral science insights. Together, we delve into tradition and innovation, witnessing the ripple effect of collaborative efforts across cocoa-rich landscapes.

CHAPTER 5

Sweet symphony



In the lush landscapes of Côte d'Ivoire's Abidjan, where the air carries the enchanting scent of cocoa, Kofi, a stalwart guardian of the land toils. With weathered hands and a heart pulsating with passion, he nurtures cocoa trees that whisper tales of tradition and sustenance. Abidjan, a bustling canvas painted with vibrant stories, provides the backdrop for a journey into the heart of cocoa production.

Meet Kwame, a skilled master trainer, his knowledge a sacred torch illuminating the path for aspiring cocoa farmers. The Training of Trainers (ToT) model, a symphony of shared wisdom, cascades through Kwame, embracing new trainers and local farming groups. This model becomes the lifeblood of empowerment, transforming cocoa farming into an art form guided by collective knowledge.



The vital role of Training of Trainer (ToT) programs in cocoa farming

Efficient knowledge transfer: ToT programs facilitate the dissemination of crucial cocoa farming knowledge from experts to trainers and, subsequently, to farmers, maximizing the impact of valuable information and, of course, the harvest.

Capacity enhancement: Empowering trainers with comprehensive knowledge strengthens their ability to address diverse challenges faced by cocoa farmers, promoting sustainable practices, pest management, and climate resilience.

Community catalysts: Trained individuals become change catalysts within cocoa farming communities, leading to widespread empowerment and improvement.

Innovation adoption: ToT programs introduce trainers to the latest cocoa farming advancements, fostering the adoption of innovative techniques for increased productivity and income.

As the ToT program undergoes evaluation, Akosua, a behavioral scientist, emerges as the bridge between tradition and innovation. Recognizing gaps that behavioral science can address, she emphasizes the importance of integrating its principles to elevate the ToT program and empower cocoa farmers in unprecedented ways.

In collaboration with, Kwame and the Cargill team, Akosua embarks on a journey to bridge identified gaps. Through a fusion of wisdom and scientific insight, behaviorally-informed solutions sprout, promising transformative change. The community, eager for progress, becomes a thriving hub where innovation and tradition intertwine seamlessly.



How ToT programs work

Selective training: ToT programs identify individuals with strong cocoa farming knowledge and community development passion, subjecting them to rigorous selection.

Comprehensive training: Trainers undergo intensive training covering various aspects of cocoa farming and pedagogical skills development.

Practical application: The programs incorporate hands-on experiences for trainers to apply their knowledge, enhancing their understanding of on-ground challenges.

Continuous support: Ongoing support and resources are provided to trainers, fostering a supportive community that stays updated on the latest cocoa farming developments.

Monitoring and evaluation: Continuous assessment ensures program effectiveness, evaluating the impact of trainers on cocoa farming communities.

The field-based testing phase unfolds as a crescendo in the behavioral symphony. Master trainers, new trainers, and farmers engage in a dance of collaboration, their steps echoing progress and innovation. Positive outcomes emerge like sweet notes of a cocoa melody, witnessed in improved farming practices. Anecdotes of newfound knowledge and shared growth permeate the community, leaving footprints of change on the cocoa-laden soil.

As behavioral science principles seamlessly integrate into the ToT model, success stories blossom like ripe cocoa pods. Kofi's cocoa farm, once a testament to tradition, transforms into a canvas of innovation. His journey becomes a beacon of change, and the ripple effect extends beyond his farm, infusing positivity into the entire cocoa value chain. Improved practices become the sweet fruit borne of collaboration and knowledge.

Reflecting on this transformative journey, Abidjan stands as a testament to unity and collaboration. Individuals within the ToT model harmonize like notes in a cocoa symphony, their collective efforts resonating across cocoa-rich landscapes. The enduring impact of behavioral science principles emerges as a guiding force, enhancing cocoa production and uplifting the community.

As the story concludes, a vision emerges - a thriving cocoa industry in Côte d'Ivoire, united not just by cocoa, but by the knowledge and innovation forged through the collaborative dance of tradition and science. The symphony continues, promising a future where every cocoa pod cradles the harmony of wisdom, innovation, and the enduring spirit of Abidjan.

Harvesting health

Fruit and vegetable consumption is a vital component of a healthy diet, providing essential nutrients, vitamins, and minerals. However, global trends reveal both encouraging and concerning patterns in people's eating habits. Sub-Saharan Africa (SSA) is diverse in culture and landscapes, yet shares common challenges in promoting healthy diets of which Fruit and vegetable consumption is key. Understanding patterns and challenges is crucial for promoting healthier lifestyles across the region.

Key statistics



World Health Organization's recommendation:

The World Health Organization (WHO) recommends a minimum of five servings of fruits and vegetables per day for optimal health.



Dietary diversity:

Diets in SSA often revolve around staple foods like grains. This lack of dietary diversity contributes to nutrient deficiencies, emphasizing the need for increased fruit and vegetable intake.



Urban-Rural disparities:

Urban areas tend to have slightly higher fruit and vegetable consumption rates compared to rural areas. This disparity is influenced by factors such as accessibility, income, and cultural preferences.



Economic barriers:

High prices of fresh produce act as a deterrent, making fruits and vegetables less accessible, particularly for low-income households.

Behavioral insights



Cultural influences:

Cultural preferences heavily impact food choices. Traditional diets, which may lack diversity, contribute to resistance in adopting new eating habits.



Awareness and education:

Lack of awareness regarding the nutritional benefits of fruits and vegetables is a significant challenge. Educational campaigns can play a pivotal role in transforming behaviors.



Infrastructure and accessibility:

Limited access to fresh produce markets and inadequate infrastructure contribute to the challenge of incorporating fruits and vegetables into daily diets.



Taste and perception:

Perceptions of taste and unfamiliarity with certain fruits and vegetables often deter individuals from trying new options.



Dietary habits:

Entrenched dietary habits, often dominated by cereal-based diets, pose a significant barrier to incorporating more fruits and vegetables into daily meals.



Financial considerations:

High prices of fruits and vegetables act as a deterrent, affecting consumer choices. Interventions addressing affordability can positively influence consumption.



Limited variety in rural areas:

Rural areas face challenges of limited variety, hindering access to diverse fruits and vegetables. Awareness and accessibility interventions are crucial in such regions.



Myths and misconceptions:

Misconceptions about the impact of consuming fruits and vegetables during pregnancy contribute to lower consumption rates. Education campaigns can help dispel myths.



Demographic variances:

Certain demographics, including individuals from rural areas, those with higher incomes, religious fasters, and individuals involved in the fruit and vegetable trade, exhibit higher frequencies of consumption.

Understanding the complex interplay of factors influencing fruit and vegetable consumption is essential for crafting effective interventions. By addressing both common barriers and context-specific challenges, we can pave the way for a tangible shift towards a healthier and more diversified dietary landscape.

CHAPTER 6

Verdetopia's epic quest



In the mythical land of Verdetopia, where the sun painted the skies in hues of nutritional splendor, two adventurous children named Aman and Selam roamed freely. Despite the vibrant colors of their world, the mischievous duo, like many Verdetopians, often bypassed the enchanting fruits and vegetables that adorned their land. Enter Farmer Fatima, the wise cultivator of wholesome delights, whose bountiful harvests whispered tales of health and vitality.

One day, Verdetopia faced a looming challenge - a lack of dietary diversity and the mystical allure of processed treats over the nourishing treasures of the land. Undeterred, Aman and Selam, accompanied by their guide, Farmer Fatima, set out on an epic quest to unlock the secrets of a more nutritious and colorful existence.

Their journey began with the Alignment Path. Aman and Selam learned to align their desires for tasty yet nutritious meals with the possibilities that their enchanted land could offer. The Capability, Opportunity, Motivation, and Behavior (COM-B) model became their compass, guiding them toward understanding the magical ways in which their world could transform.

Moving along the Understanding Trail, Aman and Selam embarked on a treasure hunt of insights. They delved deep into the wisdom of their fellow Verdetopians and worked to map the contours of their dietary landscapes. A magical experiment, known as the Multiple Price List (MPL), unfolded, revealing the secrets to Verdetopians' preferences for freshness, visual appeal, and the quality of fruits and vegetables.



The Multiple Price List Experiment offers a fascinating glimpse into decision-making

Picture yourself in a market, faced with buying various fruits and veggies. People's choices often hinge on pricing, and this experiment helps unravel the complexities of decision-making under different price scenarios.

Here's a simplified breakdown of how it works

Product selection:

Pick a range of common fruits and vegetables for the experiment.

Creating price lists:

Develop varied price lists for each item (e.g., apples at \$1, \$1.50, \$2).

Systematically alter prices to observe how it affects decisions.

Randomizing lists:

Randomly assign participants to different price lists for diversity.

Observing choices:

Participants "shop" from their assigned price list, and choices are recorded.

Analyze if decisions are driven by lower prices, personal preferences, or other factors.

Analyzing data:

Collect and analyze data to uncover patterns in consumer behavior concerning price fluctuations.

Insights gained

The Multiple Price List Experiment reveals the dynamics between pricing and consumer choices. Does a lower price drive decisions, or are certain items prioritized regardless of cost? This experiment provides valuable insights for marketers, policymakers, and businesses, offering a deeper understanding of consumer decision-making in real-world scenarios. So, the next time you shop, consider the factors influencing your choices beyond the taste of those crunchy apples!

The Design Canyon awaited, and here, Aman, Selam, and Farmer Fatima unleashed the power of Human-Centered Design (HCD). In internal design sessions, they crafted interventions that transcended the ordinary. The enchanted fruits of their labor included Price Reduction Spells, where discounts of 42% wove a magical tapestry, enticing Verdetopians to embrace higher quantities of the wholesome treasures.

On the Quality Signaling Canyon, Aman and Selam uncovered the correlation between the quality of fruits and vegetables and Verdetopians' desires. Higher-quality fruits and vegetables became symbols of desire, leading to increased quantities purchased and unveiling the secrets to enhancing overall desirability and consumption.

Finally, the Awareness Woods beckoned, where the Outcome-Based Intervention played out. Aman and Selam scattered awareness posters like magical seeds, witnessing larger average purchases in semi-urban and rural realms. Yet, in urban landscapes, the impact waned, revealing the need for nuanced approaches in their magical awareness strategies.

Through this mythical journey, Aman, Selam, and Farmer Fatima confronted the dietary barriers that clouded Verdetopia. Entrenched habits, elevated costs, limited variety, and misconceptions were laid bare. However, a glimmer of hope emerged as they discovered that rural dwellers, higher-income individuals, religious fasters, and those in the FV trade showcased higher frequencies of consumption.

In the end, as Verdetopia embraced universal price reduction enchantments and targeted interventions in rural realms, the mythical land witnessed a transformation. The tale of Aman, Selam, and Farmer Fatima had woven a spell, paving the way for a healthier and more diversified dietary landscape in Verdetopia. And so, the enchanted journey continued, unlocking the magic of fruits and vegetables in the hearts and plates of Verdetopians.

REFLECTION CHAPTER

Cultivating change through tales

Dear Readers,

As we conclude our journey through these tales of Food Agriculture and Resilience Management, it's time to reflect on the wisdom harvested from each story. Our behavioral science journey helps clarify that we find ourselves at a crossroads, where our everyday food choices intersect with the profound impact we can have on the world around us. As we delve into the reflections that lie ahead in this chapter, it becomes imperative to pause and consider the subtle yet transformative role we play in the broader narrative of our food journey. The questions beckon: How can we, as individuals, become active contributors to a positive change? Can the seemingly inconspicuous choices we make on a daily basis tie into the larger consideration of societal transformation? This exploration encourages us to recognize that sometimes, it is the small things that wield the most significant influence, and our actions, though seemingly insignificant, possess the potential to echo far beyond our immediate awareness.



1. Food safety

Examples:

Ensure raw meats are cooked to proper temperatures.
Use separate cutting boards for meat and fresh produce.

Tips:

Wash hands thoroughly before and after handling raw meat.
Regularly check expiration dates and ensure proper refrigeration.

Reflection:

How can you establish a more rigorous food safety routine in your kitchen? Keep it simple, consider how often do you wash the cotton cloths you use to wipe down counters, they may look clean

2. Food waste

Examples:

Create a weekly meal plan to use all perishable items.
Repurpose vegetable scraps for homemade broths.

Tips:

Freeze leftovers for quick and convenient future meals.
Donate excess non-perishables to local food banks.

Reflection:

What innovative strategies can you employ to minimize food waste at home or shopping? If you generally select produce based on looks, consider that as humans we all look different which is the same with produce. As long as it's firm, fresh and not rotten, select the weird looking produce, it tastes the same.

3. Chicken and egg consumption

Examples:

Choose poultry products labeled as free-range or organic.
Research and support local farmers practicing humane farming.

Tips:

Experiment with meatless meals incorporating plant-based proteins.
Educate yourself on the impact of your poultry product choices.

Reflection:

In what ways can your dietary choices align with ethical and sustainable practices?

4. Fruit and vegetable consumption

Examples:

Explore seasonal fruits and vegetables for freshness and flavor.
Join a community-supported agriculture (CSA) program for diverse produce.

Tips:

Engage in meal preparation that highlights colorful and varied veggies.
Experiment with different cooking methods to enhance taste and nutrition.

Reflection:

How can you make your fruit and vegetable choices more adventurous and sustainable? When you next go to the market, pick the fruits and vegetables in season.

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The scribes: research associates and analysts

To the architects of our narratives, whose commitment to detail and pursuit of knowledge have laid the foundation for each project's insights. Their passion for uncovering truths has been the guiding light in every project's quest for understanding.

The artists: wordsmiths and design specialists

The creative minds who infuse life into our stories with their artistic flair, communication and design expertise transformed concepts into well written visually engaging tales, and interventions, always adding a vibrant layer to projects.

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The maestros who orchestrated the symphony of tasks, deadlines, and collaborations, their meticulous planning and coordination ensured that each project hit the right notes and their dedication kept the harmony flowing seamlessly.

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The backbone builders: support and administrative staff

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Our projects are a testament to the power of collaboration, where every individual, with their unique skills and background, played an integral role. Together, we've not only unraveled stories but also crafted narratives of impact and change. To each member of our diverse and talented team, thank you for being the threads that bind our projects into tales of success.

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–

Written by the Food Agriculture and Resilience Management team - 2023

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Busara is a research and advisory organization, working with researchers and organizations to advance and apply behavioral science in pursuit of poverty alleviation. Busara pursues a future where global human development activities respond to people's lived experience; value knowledge generated in the context it is applied; and promote culturally appropriate and inclusive practices.

To accomplish this, we practice and promote behavioral science in ways that center and value the perspectives of respondents; expand the practice of research where it is applied; and build networks, processes, and tools that increase the competence of practitioners and researchers.

Busara publications present information, analysis, reflection and key recommendations on issues relating to behavioral science and global development.

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