

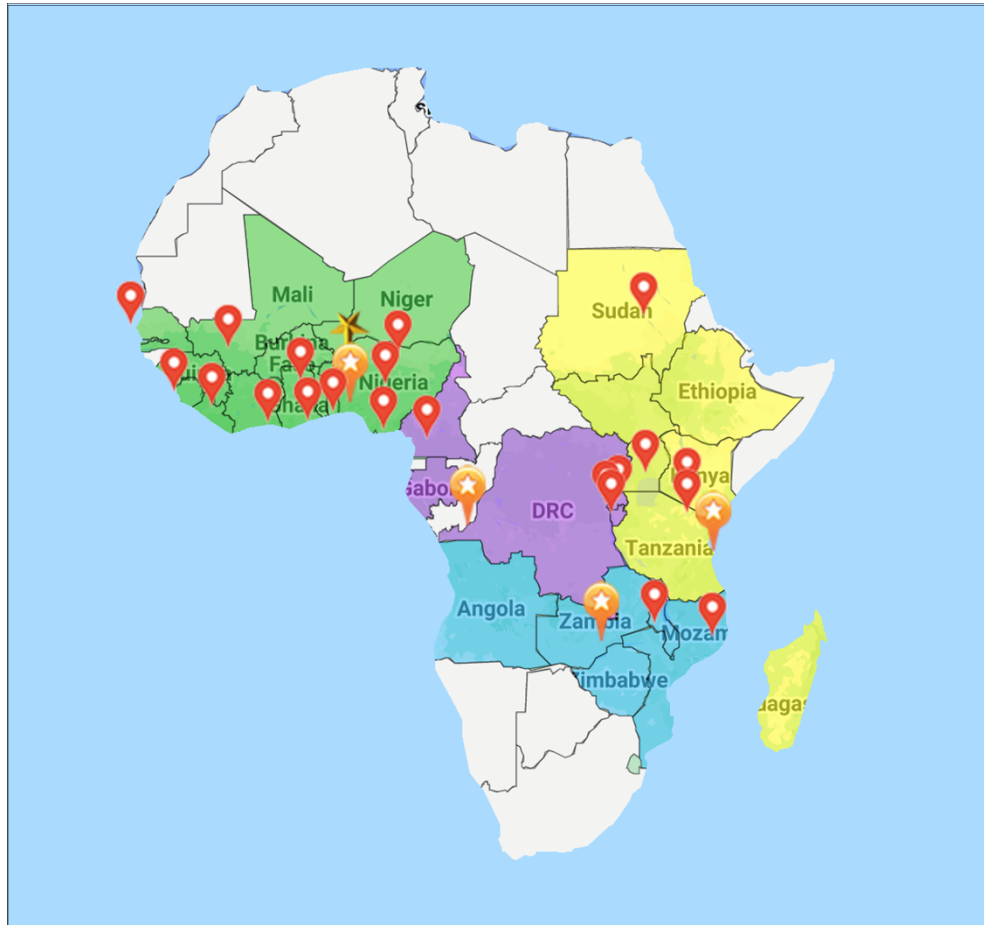
Communication Strategy, Tools, and Lessons from the Aflasafe Initiative



Alejandro Ortega-Beltran
Ranajit Bandyopadhyay
On behalf of the Aflasafe Team

3 June 2022

MARS/KSU/MDRI Communications Workshop



The International Institute of Tropical Agriculture (IITA) is a non-profit institution that generates **agricultural innovations** to meet Africa's most pressing challenges of hunger, malnutrition, poverty, and natural resource degradation. Working with various partners across sub-Saharan Africa, we **improve livelihoods, enhance food and nutrition security, increase employment, and preserve natural resource integrity.**

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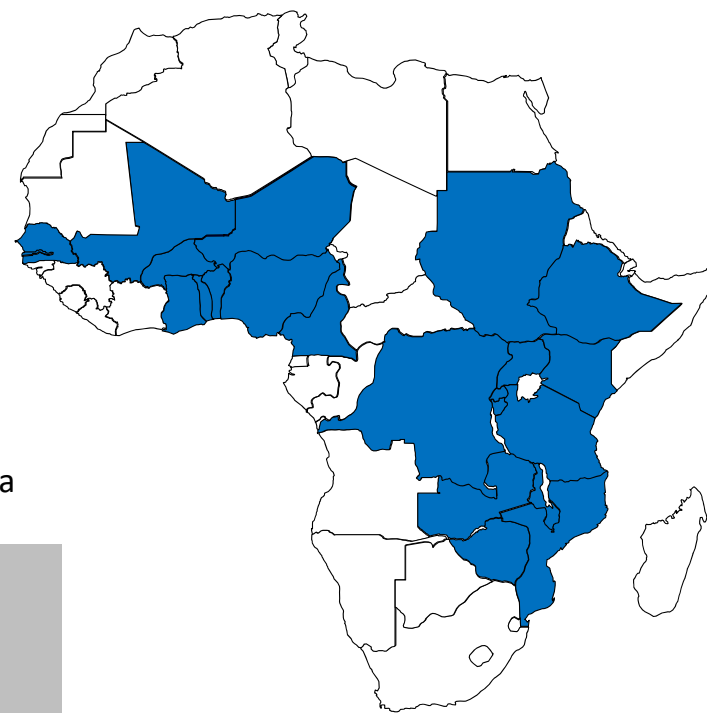
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E/country has its own program, challenges, and successes (detailed info: aflasafe.com)



Results of >9,000 field effectiveness trials across countries

80-100% reductions;
IT WORKS.

**Aflasafe at a glance,
December 2021**



Aflasafe work going on
in **20 countries**



14 Aflasafe products registered
covering **10 countries**



\$ 6.5 million invested by
private sector partners



4 factories operational; **3**
factories under construction



10 companies manufacture
and/or distribute in **15 countries**



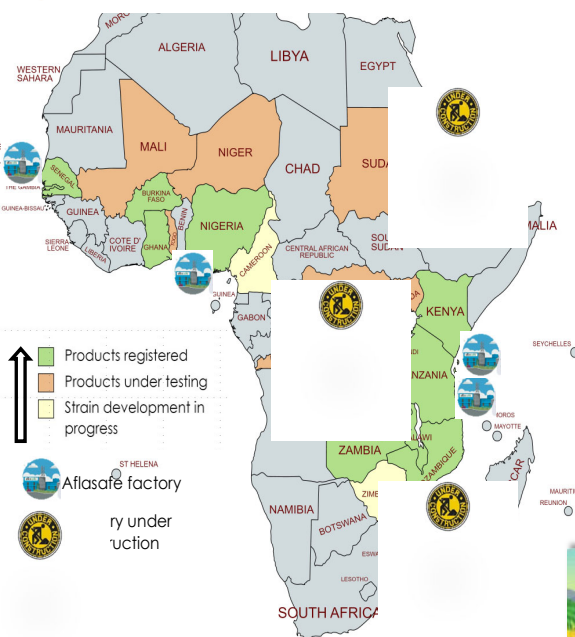
>100 distribution points



5,100 tons of Aflasafe produced
to protect **>500,000 ha**



> 1 million tons of **aflatoxin-safe**
maize and groundnut produced



Status of Aflasafe product development, testing, registration, and commercialization in various countries. Locations of available manufacturing facilities and those under construction is indicated.



Aflasafe®

Safer food in Africa

Brought to you by **IITA BiP**

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- [Training manuals](#)
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What's in it for me?

Where to buy Aflasafe

Resources

[Aflasafe](#) > [Resources](#) > [ATTC brochures](#)

ATTC brochures

Try our brochure, available in English and French, for an overview of [Aflasafe Technology Transfer and Commercialisation \(ATTC\)](#), and how we're working to make Aflasafe available in countries across Africa.



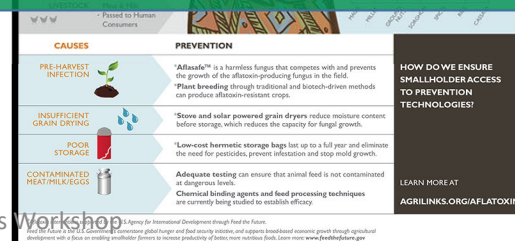
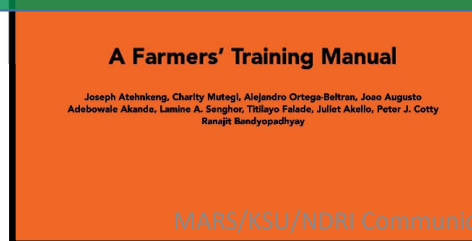
ATTC brochure (in English): The Aflasafe Technology Transfer and Commercialisation Project (ATTC)

Start here for an introduction to Aflasafe Technology Transfer and Commercialisation, in English.

View PDF



English, French, Portuguese, Wolof, Hausa, Swahili, Yoruba, Bambara, Chichewa, Arabic



STRATEGY FOR ENHANCING PRODUCTION AND USE OF AFLASAFE KE01 IN THE MANAGEMENT OF AFLATOXINS FOR FOOD AND FEED SAFETY IN KENYA



June 2021



Kenya Aflasafe Strategy, 2021-2026

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Kenya Aflasafe Strategy, 2021-2026

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In policy-makers agenda:

- Aflatoxin standards: MRLs and CODEX
- FAO codes of practices
- Food safety laws
- Policy briefs by East African Community (EAC)
- Aflatoxin Control Plan for ECOWAS, COMESA and EAC member states
- Mainstreaming aflatoxin mitigation in NAIPs

<https://www.eac.int/documents/category/aflatoxin-prevention-and-control>



Aflatoxin Management and Control – Technical Assistance Program

Activities

1. To assess key stakeholders existing technical capacities (including facilities, training systems)
2. **To develop content, tools and delivery approach for training in AMC.**
3. **To conduct ToT for 500 extension officers and trainers on AMC.**
4. To assess selected warehouses on AMC and provide advise for improvement.
5. **To train warehouse management staff and trainers in aflatoxin testing and monitoring system.**
6. **Oversee dissemination of AMC materials to 2,500 value chain actors.**
7. To set up & monitor aflatoxin testing systems.
8. To support the generation of materials for AMC and consumer awareness.



A Guide to the Development of Regulatory Frameworks for Microbial Biopesticides in Sub-Saharan Africa

August 2013



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HARMONIZATION OF THE REGISTRATION PROCESS FOR BIOPROTECTANTS IN THE COMESA REGION – INSIGHTS FROM IITA AFLASAFE UNIT

A. Ortega-Beltran, J. Kamau, L. Kaptoge, T. Falade, R. Bandyopadhyay

Aim

To stimulate the development and implementation of a harmonized regulatory framework for bioprotectants in COMESA Partner States to accelerate their registration, technology transfer, commercialization, and use for the benefit of farmers, food/feed processors, consumers, and governments.



Investors Forum for Aflasafe TZ

September 3, 2018
Dar es Salaam, Tanzania

[View event details](#)



Ghana: Launch of Aflasafe GH02

June 29, 2018
Accra, Ghana

[View event details](#)



ECOWAS Parliament special session on aflatoxin

December 2, 2019
Abuja, Nigeria

[View event details](#)



1st Aflasafe for Africa Conference, fighting aflatoxin in food

November 4, 2019
Arusha, Tanzania

[View event details](#)



Launch of Aflasafe BF01

June 26, 2018
Ouagadougou, Burkina Faso

[View event details](#)



TTLA for Aflasafe™

March 12, 2018
Ibadan, Nigeria

[View event details](#)



MoU with GCX in Ghana

August 21, 2019
Accra, Ghana

[View event details](#)



TTLA for Aflasafe TZ01

May 7, 2019
Arusha, Tanzania

[View event details](#)



Investors Forum for Aflasafe BF01

November 7, 2017
Ouagadougou, Burkina Faso

[View event details](#)



TTLA for Aflasafe SN01

September 21, 2017
Dakar, Senegal

[View event details](#)



Launch of Aflasafe MWMZ01 and MW02 in Malawi

April 10, 2019
Lilongwe, Malawi

[View event details](#)



Registration of Aflasafe TZ01 in Tanzania

October 18, 2018
Dar es Salaam, Tanzania

[View event details](#)



3 June 2022
IITA is a member of the CGIAR System Organization.

MARS/KSU/NDRI Communications Workshop

Private sector led efforts to mobilize resources for effective aflatoxin management for safer food in Nigeria



Key Implementation Messages

- Creation of awareness about aflatoxin, and its management
- Use biocontrol as a key component of an aflatoxin management system
- Creation and promotion of testing facilities
- Premium from aflatoxin-conscious market for start-up
- Public sector support such as input supply schemes
- Partnership with Government institutions, industry trade bodies
- Monitoring & implementation of standards in the marketplace
- **Develop a system to converge technical, policies, and institutional innovations**

National Food Security Processing and Marketing Corporation, The Gambia



3 June 2022
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Nigeria



GOVERNMENT OF MOZAMBIQUE



Commercial Agriculture
Development Project (CADP) Nigeria
Federal Ministry of Agriculture and Water Resources



AUSTRIAN
DEVELOPMENT
AGENCY



Canada



Australian Government

तपाईंको ध्यानको लागि धन्यवाद

हामी सहयोग गर्न खुसी हुनेछौं

Ideal scenario

Product registered

Commercialization strategies available

Manufacturing and distribution in place

Farmers demanding the product

Industries committed to pay premium prices for safe crops

Some factors affecting implementation

Political stability

Local or regional conflicts

Infrastructure (e.g., roads)

Crop and market trends

Timely reception of materials for manufacturing

Proper training to manufacturers

Timely production and distribution

Correct training of farmers

**Plus COVID-19 disruptions....
And many other challenges....**

Aflasafe-treated



- 10 kg/ha
- 2-3 weeks before flowering
- 1 application
- \$15-20/ha cost

Non-treated



Possibility of aflatoxin accumulation at pre- and/or post-harvest stage