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Organization of the
United Nations



World Health
Organization



SUSTAINABLE
DEVELOPMENT
GOALS



World Food Safety Day 2021

Overview of festivity and creativity

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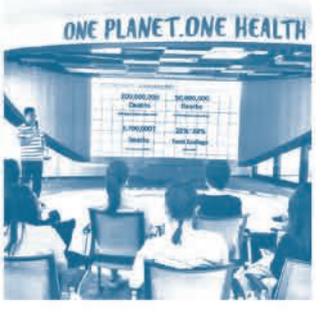
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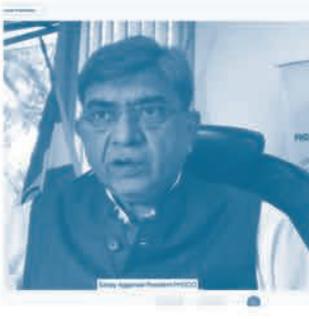
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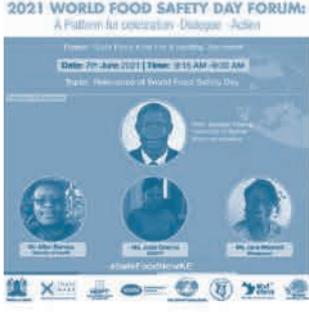
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World Food Safety Day 2021

Overview of festivity and creativity

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Cover photograph: METRO supermarkets in Pakistan incorporated training of food handling as part of their World Food Safety Day celebration and efforts to build a strong food safety culture.

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CONTENTS

The world needs safe food	2
Foreword by FAO	
Building a safer, healthier tomorrow	3
Foreword by WHO	
Introduction	5
The theme, slogan and calls to action	
A live FAO/WHO session on Zoom	6
World Food Safety Day is growing up	8
Celebrating World Food Safety Day	
at a global level	9
in Africa	10
in the Near East and North Africa	11
in the Americas	12
in Asia and the Pacific	14
in Europe and Central Asia	16
#WorldFoodSafetyDay trends on social media	18
A global digest of TV and news coverage	20
Looking ahead to 2022	22



THE WORLD NEEDS SAFE FOOD

Markus Lipp, Senior Food Safety Officer
Food and Agriculture Organization of the United Nations (FAO)

The motto of World Food Safety Day is: "Food safety is everyone's business." And by everyone, we truly mean everyone; from those involved in growing, harvesting, transporting, processing, packaging and preparing our food, including us as consumers; and, of course, all people providing the laws, regulations, institutions, inspections and oversight that are geared towards ensuring that our food systems produce sufficient safe and nutritious food for all.

After air and water, food is the third most basic and most urgent human need. Every single person on this earth needs their food to be safe. And to ensure that our food is safe, every single person needs to do their part every day. Food safety is where aqua- and agriculture meet public health. Hence, FAO and WHO have taken the lead to celebrate World Food Safety Day every year since its establishment three years ago by the United Nations General Assembly.

And thousands of individuals and organizations around the globe took up the baton realizing that where food is not safe, hunger will persist; where food is not safe, people - especially children - will never reach their full potential as health and well-being will remain out of reach; where food is not safe, farmers and food producers cannot sell their goods on international markets.

But food is even more, it is part of culture, society and deeply interwoven in almost all aspects of our life. We feed it to our loved ones to help them grow, we use it to express affection; food is life and food is the language of love.

Food safety really is THAT important. Thank you for having celebrated World Food Safety Day with us.



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BUILDING A SAFER, HEALTHIER TOMORROW

Luz Maria De-Regil, Unit Head, Multisectoral Action in Food Systems, World Health Organization (WHO)

Safe food is essential to human health and well-being. It contributes to a healthy life, a healthy economy, a healthy planet and a healthy future. Globally, 1 in 10 people are affected by foodborne diseases annually. The magnitude of the public health burden due to foodborne diseases is comparable to that of malaria or HIV AIDS. We can and must do better.

The third World Food Safety Day, facilitated with our sister agency FAO, resulted in global action to advance work on food safety. This year's celebrations were held predominantly online due to the COVID-19 pandemic. But this, instead of being a limitation, sparked creativity and connectivity. It was inspiring to see hundreds of events from governments, international organizations, academia, private sector and civil society, and the reach on social media. Each of us plays an active role in keeping food safe.

The health of humans, animals and the environment is inextricably linked and, thus, many of the events emphasized the One Health approach to food safety. We must apply lessons learned from the pandemic and, together with Member States and partners, strengthen efforts across the food value chain to provide safe food for all.

When food safety is improved, hunger and malnutrition decrease. When food is safe, children get the nutrients needed for healthy growth and development. When foodborne diseases are prevented, children and adults miss fewer days at school and work, improving their present and future earning potential. Safe food is needed today for a healthy tomorrow.

This report is an opportunity to express our deep gratitude to each and every person for their participation in World Food Safety Day 2021. The actions you took at the local, regional or national level help shape food safety for the future. Together, we can build a safer, healthier world.



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7 June 2021 World Food Safety Day

SAFE FOOD NOW FOR A HEALTHY TOMORROW
Food safety is everyone's business

#WorldFoodSafetyDay

7 de junio de 2021 Día Mundial de la Inocuidad de los Alimentos

ALIMENTOS INOCUOS AHORA PARA UN MAÑANA SALUDABLE
La inocuidad de los alimentos es un asunto de todos

#InocuidadAlimentos

7 juin 2021 Journée internationale de la sécurité sanitaire des aliments

DES ALIMENTS SAINS POUR UN AVENIR SAIN
La sécurité sanitaire des aliments est l'affaire de tous

#SécuritéSanitaireDesAliments

7 июня 2021 года Всемирный день безопасности пищевых продуктов

БЕЗОПАСНОЕ ПРОДОВОЛЬСТВИЕ ДЛЯ ЗДОРОВОГО БУДУЩЕГО
Безопасность пищевых продуктов - дело каждого!

#БезопасностьПищевыхПродуктов

7 يونيو 2021 اليوم العالمي لسلامة الأغذية

غذاء آمن اليوم لغد مفعم بالصحة
سلامة الأغذية مسألة تهم الجميع

#اليوم_العالمي_ل_سلامة_الأغذية

2021年6月7日 世界食品安全日

保障食品安全 构筑健康未来
食品安全，人人有责

#世界食品安全日

7 jun 2021 Svetski dan bezbednosti hrane

BEZBEDNA HRANA ZA ZDRAVU BUDUĆNOST
Bezbednost hrane je zadatak za svakoga

#WorldFoodSafetyDay

7 giugno 2021 Giornata mondiale per la sicurezza degli alimenti

CIBO SICURO OGGI PER UN DOMANI SANO
La sicurezza degli alimenti riguarda tutti

#WorldFoodSafetyDay

7 czerwca 2021 Międzynarodowy Dzień Bezpieczeństwa Żywności

BEZPIECZNA ŻYWNÓŚĆ DZIŚ DLA ZDROWSZEGO JUTRA
Bezpieczeństwo żywności leży w naszym wspólnym interesie

#WorldFoodSafetyDay

7 Ιουνίου 2021 Παγκόσμια Ημέρα για την Ασφάλεια Τροφίμων

Ασφαλή τρόφιμα τώρα για ένα υγιές αύριο
Η ασφάλεια των τροφίμων μας αφορά όλους

#WorldFoodSafetyDay

7 de junho de 2021 Dia Mundial da Segurança dos Alimentos

ALIMENTOS SEGUROS AGORA PARA UM AMANHÃ SAUDÁVEL
A Segurança dos Alimentos é um assunto de todos

#WorldFoodSafetyDay

सात जून 2021 विश्व खाद्य सुरक्षा दिवस

सुरक्षित खाद्य आज, एक स्वस्थ कल के लिए
खाद्य सुरक्षा सब की जिम्मेदारी है

#WorldFoodSafetyDay

7. juni 2021 Svetovni dan varne hrane

VARNA HRANA DANES ZA ZDRAV JUTRI
Varnost hrane je naša skupna odgovornost

#WorldFoodSafetyDay

2021년 6월 7일 세계 식품안전의 날

건강한 미래를 위한 오늘의 식품안전
식품안전은 우리모두의 책임입니다.

#WorldFoodSafetyDay

7 qershor 2021 Dita Botërore e Sigurisë së Ushqimit

USHQIMI I SIGURT SOT PËR NJË TË NESËRME TË SHËNDËTSHME
Ushqimi i sigurt është çështje për të gjithë

#WorldFoodSafetyDay

Junii 7 2021 Siku ya Usalama wa Chakula Duniani

CHAKULA SALAMA SASA, KWA AFYA YA KESHO
Usalama wa chakula ni jukumu la kila mmoja

#WorldFoodSafetyDay

2021年6月7日 世界食品安全デー

今の食品安全を、明日の健康のために
食品の安全、みんなで安心を

#WorldFoodSafetyDay

7 јуни 2021 Светски ден за безбедност на храната

БЕЗБЕДНА ХРАНА ДЕНЕС ЗА БЕЗБЕДНО УТРЕ
Безбедноста на храната е заедничка одговорност

#WorldFoodSafetyDay

7 јуни 2021 Өнөөдөр аюулгүй ахуйн өдөр

Эцэслэж ахуйн өдөр өнөөдөр нь ирээдүйн өдөр
Ахуйн өдөр аюулгүй ахуйн өдөр юм

#WorldFoodSafetyDay

7 June 2021 World Food Safety Day

SAFE FOOD NOW FOR A HEALTHY TOMORROW
Food safety is everyone's business

#WorldFoodSafetyDay

INTRODUCTION

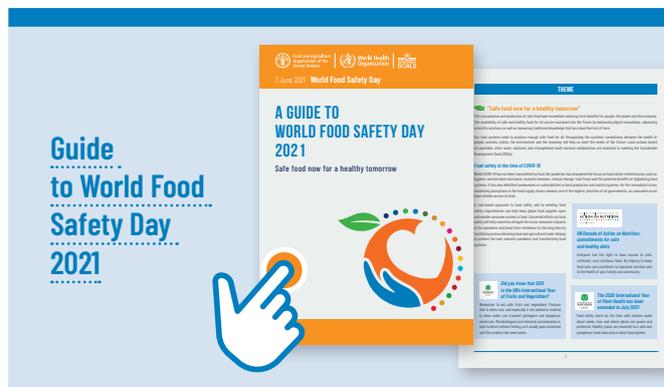
The theme, slogan and calls to action

The campaign this year was launched on 18 February with a live broadcast on YouTube, Twitter and LinkedIn, featuring inspirational stories from around the world and revealing the year's theme: "Safe food now for a healthy tomorrow".

A guide to World Food Safety Day was published a month later in Arabic, Chinese, English, French, Russian and Spanish.

International organizations, governments, businesses, non-governmental organizations, academics and individuals from 90 countries organized about 300 different events, according to our calculations. And thousands broadcast #WorldFoodSafetyDay messages across an array of platforms. The slogan, "Food safety is everyone's business", was shared in webinars and videos, posters, banners and artwork, and taken to heart in the multitude of multi-sectoral, multi-disciplinary webinars and conferences.

The theme allowed for wide-ranging discussions. Experts, students, professionals, consumers and farmers addressed questions with a generally upbeat tone. What lessons about food safety can be learned from the COVID-19 pandemic in our globalized and mutually reliant world? What innovations and technology can help improve future food trading? And how can we teach our youth to pursue a tomorrow free of foodborne illness? The 'One Health' approach to food safety was considered by many, with the recognition that a "healthy tomorrow" is only possible if we protect human health as well as that of animals, plants, the environment and economies.



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The global community came together to "draw attention and inspire action to help prevent, detect and manage foodborne risks." We cannot include everything in this report, but we hope it gives a flavour of how World Food Safety Day unfolded in 2021.

CALLS TO ACTION

- 1 **Ensure it's safe** - Governments must ensure safe and nutritious food for all.
- 2 **Grow it safe** - Agriculture and food producers need to adopt good practices.
- 3 **Keep it safe** - Business operators must make sure food is safe.
- 4 **Know what's safe** - Consumers need to learn about safe and healthy food.
- 5 **Team up for food safety** - Let's work together for safe food and good health!

A LIVE FAO/WHO SESSION ON ZOOM



©FAO and WHO

FAO Chief Scientist Ismahane Elouafi, Sarah Cahill of the Codex Alimentarius Secretariat and WHO Chief Scientist Soumya Swaminathan discussed science and food safety. (above, left to right)

The Directors-General and the Chief Scientists of both FAO and WHO celebrated World Food Safety Day in [a 7 June event](#), hosted by FAO, WHO and the Codex Alimentarius Secretariat, that delved into the role of science, innovations and new technologies in ensuring food safety.

QU Dongyu, FAO Director-General, made the point that “food safety is essential for achieving more efficient, inclusive, resilient and sustainable agri-food systems, which provide healthy foods for everyone and everywhere.”

“In these trying times, we have a collective responsibility to ensure safe, healthy and nutritious food,” said Tedros Adhanom Ghebreyesus, WHO Director-General, referring to the COVID-19 pandemic.

Ismahane Elouafi, Chief Scientist of FAO, and Soumya Swaminathan, Chief Scientist of WHO, highlighted the work of their respective organizations in updating their food safety strategies. They emphasized the long-standing collaboration between FAO and WHO on food safety matters, including the Codex Alimentarius and the Scientific Advice Programme that underpins its work. “Part of this Scientific Advice Programme

is in existence since 1956,” Elouafi pointed out, noting the Joint FAO/WHO Expert Committee on Food Additives (JECFA).

‘Knowledge’ also emerged as a factor in food safety, according to the scientists. Swaminathan made the point that “when you address any problem, you have to understand it,” and went on to explain that there is a need to understand the burden of the problem in order to understand how to manage it. “Not all countries have good data systems to capture this,” she said, “so one of our focuses really has been on strengthening health information systems and data information systems in general, so that countries can start capturing data on what’s happening to their populations.”



©FAO and WHO

David Massey, Codex Alimentarius Secretariat, presented seven food safety stories from around the world. (above)



©FAO



©WHO

FAO Director-General QU Dongyu (above left) and WHO Director-General Tedros Adhanom Ghebreyesus (above right) opened the Zoom session with video messages.

According to the two Chief Scientists, having “safe food now for a healthy tomorrow” means embracing the latest technologies and digital innovations, which include whole genome sequencing and gene editing technologies, as well as “artificial intelligence, blockchain, intelligent packaging that can really ensure that food is authentic, food is safe and food is of good quality from the farm level to the consumer level,” Elouafi said.

Audience questions included a query about whether COVID-19 can be transmitted by food. Swaminathan reassured listeners that of the hundreds of millions of infections that have

happened globally, and the number of infections that could have been linked with food, COVID transmission through food would be extremely rare.

The programme finished off with a series of stories showing how promoting safe food now contributes to a healthy tomorrow. The stories featured:

- Burton and Bamber, Kenya
- Center for Human Nutrition, Processing and Food Security, Burkina Faso
- Healthy Nutrition for Kids, Ukraine
- National Service for Animal, Plant Health and Agri-food Safety, Honduras
- Poms Farm, Austria
- Puratos Group, Argentina
- Vista Processed Foods Private Limited, India



©FAO and WHO

The event included a video about the role of science in food safety. (left)



©FAO and WHO

The event concluded with food safety stories from Kenya, Burkina Faso, Ukraine, Honduras, Austria, Argentina and India. (above, left to right)

WORLD FOOD SAFETY DAY IS GROWING UP

The FAO/WHO International Food Safety Authorities Network (INFOSAN) Secretariat hosted three webinars at the end of April, in the lead up to World Food Safety Day. The webinars introduced the 2021 campaign and included a presentation from Chile's Food Safety and Quality Agency (ACHIPIA) on their planned events. Members had an opportunity to discuss their ideas for World Food Safety Day and ask questions.

The three 30-minute webinars – held in English, French and Spanish – attracted over 100 Members, and in addition, there were over 150 views of the webinar recordings.

The INFOSAN Secretariat also participated in regional and country-level activities to commemorate the day.

The celebration of World Food Safety Day provides an opportunity for INFOSAN members to raise awareness on food safety and related challenges with the aim of preventing future food safety emergencies. The INFOSAN Secretariat thanks all Members for commemorating World Food Safety Day and for sharing news of the activities they organized.

Peter Ben Embarek

Food Safety Expert and Unit Head in WHO,
INFOSAN Secretariat



The Food Safety and Quality Agency of Chile held a story-telling event for children. (above)



The national Codex office of Burkina Faso visited classrooms to promote food safety. (above)

©FAO/Sansan Cyrille Regis Kambire

Already in 2020, World Food Safety Day was a remarkable online event. Building on that and putting all lessons learned a year ago to practice, this year the day was an exceptional example of creativity.

World Food Safety Day is only three but it is already maturing in the virtual world and maybe partly because of it. I saw how much the Codex community cares about food safety, seizing on this celebration to highlight the vital work that takes place locally either through government initiatives, collaborations with the Codex parent organizations or through the many observer and stakeholder groups around the world. This year the number of events was massive!

Searching 'World Food Safety Day 2021' on the internet yields 88 800 results compared to 30 500 last year. That is amazing!

I am extremely grateful to all Codex Members and Observers who planned events this year, no matter the scale or scope.

Tom Heilandt
Codex Secretary

This year celebrations took place in about 90 countries. The pandemic meant, for a second time, that many events were virtual, enabling participation from all parts of the globe.

Ahead of the UN Food Systems Summit, WHO hosted a series of [Health Talks](#) in June to contribute to the dialogues that set the stage for the global conversation in September 2021. Food safety is an integral factor in food systems as many of the Health Talks emphasized, including the 7 June event hosted by FAO, WHO and the Codex Secretariat (see pages 6-7). The series also included a virtual discussion among food safety experts about WHO plans to request inclusion of food safety as a [Sustainable Development Goal indicator](#) and a virtual discussion organized by [Food Tank](#) on "One Health: Food Safety for All," featuring Tom Heilandt, Secretary of the Codex Alimentarius Commission and Francesco Branca, Director of the Department of Nutrition and Food Safety, WHO.

Other UN organizations held food safety initiatives. The [International Atomic Energy Agency](#) (IAEA), which runs a joint programme with FAO, marked the day by highlighting some of its food safety-related stories from around the world. The [World Bank Group](#) hosted a webinar on digital food safety, which was a theme that also emerged in several regional and national-level events.

International organizations that marked World Food Safety Day also included [SSAFE](#), with a series of food safety posters created with FAO, and the joint [Global Food Safety Initiative](#) (GFSI) and Farm Animal Investment Risk and Return (the FAIRR Initiative) webinar on "Safe food now for a healthy tomorrow."



Food Tank, a nonprofit organization, hosted a virtual conversation to promote its message for safe, healthy, nourished eaters. (above)

© Food Tank



Suresh Mistry, Anne Gerardi, Wai-Chan Chan and Maria Montosa gathered in a 7 June webinar. (above, left to right)

©GFSI



World Food Programme's Virginia Siebenrok took part in the online launch of the Guide to World Food Safety Day 2021. (above)

©WFP/Virginia Siebenrok

Celebrating World Food Safety Day

in Africa

Africa demonstrated that “food safety is everyone’s business” with events at a regional, national and local level. FAO, WHO, the World Food Programme (WFP) and the FAO/WHO Coordinating Committee for Africa (CCAFRICA) hosted a region-wide webinar, where Mphumuzi Sukati, FAO Senior Nutrition and Food Systems Officer, reminded listeners that 91 million Africans fall ill each year from foodborne illnesses, and 137 000 die. Those illnesses, said Awilo Pernet Ochieng, former Chairperson of the Codex Alimentarius Commission, are chiefly caused by cassava cyanide, aflatoxins, foodborne cholera and *E. coli*. But, continued Ochieng, “in Africa, we have all the reasons to celebrate:” food safety is firmly on the agenda and can help make a success of the African Continental Free Trade Area – and nearly 60 percent of Africa’s population is under 25. The continent’s youth can be educated to ensure “a healthy tomorrow”.



©Burton and Bamber

Burton and Bamber, a Kenyan agro-processing company, took part in a video for World Food Safety Day. (above)

Education featured in events in [Burkina Faso](#), food safety awareness was taken to Ouagadougou schools, the University of Development Studies (UDS) in [Ghana](#) organized a “scientific discourse” on food safety and in [Nigeria](#), students were lectured on food safety by Professor Folake Henshaw.



©UDS

Students at Ghana’s University for Development Studies (UDS) held a World Food Safety ‘scientific discourse’. (above)

Food safety was everyone’s business in [Benin](#), [Botswana](#) and [Senegal](#), where government ministers attended events to raise awareness. The Chadian Ministry of Public Health sponsored a full-day conference and the Bureau of Standards in [Kenya](#) and the Food Safety Authority of Cabo Verde organized virtual events. In [Nigeria](#), trainee food experts marked the day teaching good practices to meat producers and workers at a bottling plant.

Professionals went digital in celebrating World Food Safety Day at the [South African Association for Food Science and Technology](#) (SAAFoST) and the [2nd Food Safety Summit](#), also in South Africa. The [Africa Food Safety Forum](#) was held in Côte d’Ivoire while the [National Quality Association of Tanzania](#) (NQAT) kicked off a new series of multistakeholder food safety webinars. And in Ghana, the NGO, [Work Partnership International](#), took food safety tips to the markets.



©Ministry of Health and Prevention of Senegal

A video made for World Food Safety Day in Senegal included a reference to WHO’s Five Keys to Safer Food. (above)



©Ministry of Health and Wellness of Botswana

Minister of Health and Wellness of Botswana Edwin G Dikoloti (centre) gave the keynote speech at a national celebration. (above)

Celebrating World Food Safety Day

in the Near East and North Africa

©SFDA



Hisham Al-Jadhey, CEO of the Saudi Food and Drug Authority recorded a video message for World Food Safety Day. (above)

Kuwait's Public Authority for Food and Nutrition ran an awareness campaign to promote hygiene on social media. (right)



©PAFN

Public authorities came out with a strong food safety message for the food industry and the public alike. The Saudi [Ministry of Health](#) produced a series of tweets with animations tailored to the WHO Five Keys to Safer Food and the country's [Food and Drug Authority](#) (SFDA) conducted internal training and produced a series of events and activities. These included lectures, awareness infographics which were posted on social media, and a video address from the SFDA head, Hisham Al-Jadhey. The Qatari Ministry of Health lit up its building in orange as a visual celebration of World Food Safety Day and the Dubai municipality hosted a virtual symposium, with guests from FAO and the Food Safety Authority of Ireland (FSAI). [Kuwait's](#) Public Authority for Food and Nutrition produced a video celebrating Kuwait's food workers.

Input from academia included a physical conference in Morocco at the Tangier Faculty of Science and Technology, for which FAO's Saber Mansour recorded a video message, and a conference at the [King Abdullah University of Science and Technology](#) (KAUST) where they held a conference on "the importance of food analytical practices as a pre-requisite to ensuring access to safe and quality food and agri-food products for the world."

The private sector played its part too. The region's top hypermarket chain, Lulu, produced a World Food Safety Day video, while in Qatar the cold chain company, GWC, provided internal food safety training to staff. In Abu Dhabi, farmers were not forgotten as the CEO of the Silas organization, Jamal Al-Dhaheri, delivered a World Food Safety Day video address highlighting the importance of food safety for the region.

©Tangier Faculty of Science and Technology



©Dubai Municipality



A conference in Tangier, Morocco delved into the sciences and technologies of safe food. (above)

The Dubai Municipality held a Food Safety Forum with international guests. (above)



©OSARTEC

Maria Luisa Hayem Brevé, Minister of the Economy of El Salvador, spoke at the Salvadorean Technical Regulation Agency (OSARTEC) virtual event. (above)



©Agrocalidad

In Ecuador, the Phytosanitary and Animal Health Regulation and Control Agency, Agrocalidad, launched a competition for World Food Safety Day. (above)



©The Ministry of Agriculture and Fisheries of Jamaica

In Jamaica, the Minister of Agriculture and Fisheries, Floyd Green, recorded a video address. (above)



©Cropper Foundation

The Ministry of Agriculture, Land and Fisheries of Trinidad and Tobago promoted a 'Food Challenge' on social media. (above)

The FAO Regional Office for Latin America and the Caribbean (RLC), the Pan American Health Organization (PAHO), the Inter-American Institute for Cooperation on Agriculture (IICA), the International Regional Organization of Agricultural Health (OIRSA) and the FAO/WHO Coordinating Committee for Latin America and the Caribbean (CCLAC) organized a [two-day webinar](#) to discuss regional opportunities, which attracted over 3 800 participants.

In [Jamaica](#), national authorities organized a week of activities that included webinars and participation from the Minister of Industry, Investment and Commerce, Audley Shaw, and the Minister of Agriculture and Fisheries, Floyd Green. The events culminated in an online celebration held by the National Codex Committee under the theme "Safe Food Now for a Healthy Jamaica," with a behind-the-scenes visit to a food business. Meanwhile, in [Nicaragua](#), the Ministry of Health and Local Comprehensive Health Care Systems (SILAIS) organized activities including the creation of murals, talks, visits to food retail outlets and a video about the importance of food safety. [Chile's](#) Agency for Food Safety and Quality (ACHIPIA) held three events aimed at women, the elderly and young people. Government authorities in Argentina, [Colombia](#), [Costa Rica](#), [Ecuador](#), [Panama](#) and Peru organized webinars to inspire action on food safety.

Other events saw the participation of high-profile public officials including the Minister of Economy of [El Salvador](#), Maria Luisa Hayem Brevé. The Deputy Commissioner for Food Policy and Response at the Food and Drug Administration in the United States of America, Frank Yiannas took part in the [National Environmental Health Association's](#) (NEHA) 24-hour live event that was co-hosted with Environmental Health Australia (EHA).

Codex Contact Points (CCPs) were also busy across the region. In [Honduras](#), the CCP ran a competition asking companies to share how they raise food safety awareness among employees. In [Costa Rica](#), the CCP produced a video message from key actors in food safety, including Victoria Hernández, Costa Rica's Minister for the Economy, Industry and Commerce. The CCP in [Guatemala](#) invited interested parties to attend a webinar.



©Ministry for the Economy, Industry and Commerce of Costa Rica

Victoria Hernández, Costa Rica's Minister for the Economy, Industry and Commerce encouraged collaborative action for food safety in a video. (above)

Celebrating World Food Safety Day

in the Americas

Academia also took part in events in the region. In Brazil, the [Federal University of Minas Gerais](#) produced an animation on food safety, the [Federal University of São Paulo](#) and the [National Service for Commercial Learning \(SENAC\)](#) University Center held webinars, while [SENAC school-restaurant](#) in Rio De Janeiro organized a week-long food safety campaign.

In Panama, students at the [Autonomous University of Chiriquí \(UNACHI\)](#) held a conference on chemical residues in food. The Dominican Republic's university for agricultural studies ([ISA University](#)) hosted a conference on science and food safety and the National Centre for Food Science and Technology (CITA) at the University of Costa Rica held a cycle of virtual talks. In the United States of America, students and staff at [Kansas State University's \(KSU\) Food Science Institute](#) prepared a podcast and a video about the importance of food safety.

Private sector activities were organized in Peru, where the [Avocado Packing Company](#) tested the food safety knowledge of staff in a "Knowledge Bingo". In Brazil, a large fish retailer, [Frescatto](#), carried out a food safety awareness campaign for staff and for the second year, [Adriana Abud](#), a food safety expert working for Rede Savegnago Supermercados took 'Dr Drika,' her food safety "avatar," to meet shoppers, employees and managers. Abud estimated that she reached more than 3 million consumers and 10 000 workers through the campaign. Employees at Mexico's eco-packaging company, [Smurfit Kappa](#),



© Avocado Packing Company/ Jhuliza López Chávez

The Avocado Packing Company engaged all staff in learning about food safety. (above)

participated in internal discussions on their role in food safety. A food industry consulting firm in the Dominican Republic, [Suzaña & Lombert Professional Service SRL](#), held two webinars on food safety and good hygiene practices. Two staffers at [Whole Foods Market](#) in Cincinnati, Ohio, in the United States of America, educated colleagues by creating artistic displays in the staff common rooms.



© SENAC

Students at Brazil's SENAC school-restaurant during World Food Safety Day awareness week. (above)

FAO, the United Nations Environment Programme (UNEP), WFP, WHO and the World Organisation for Animal Health (OIE) held [a joint event](#) on the One Health approach to food safety with a focus on food systems. The event attracted around 800 participants from 69 countries. The WHO Western Pacific Regional Director, Takeshi Kasai, highlighted the connection between the health of people, animals, plants and environments, and the economy.

The President of Sri Lanka, Gotabaya Rajapaksa, posted a World Food Safety Day message on LinkedIn: "If we are to preserve the health of our planet and ensure human sustainability, governments the world over must not hesitate to adopt bold policies." Singapore's Minister for Sustainability and the Environment, Grace Fu, also published a post.

In Australia, [Environmental Health Australia \(EHA\) joined the National Environmental Health Association \(NEHA\) of the United States of America](#) in a 24-hour event on Facebook Live, to talk with food safety regulators from around the world.

In India, the then-Minister for Health and Family Welfare, Harsh Vardhan, spoke at an online event organized by Food Safety and Standards Authority of India (FSSAI).



The Food Safety and Standards Authority of India (FSSAI) event included high-level participants. (above)

The National Agricultural Higher Education Project (NAHEP), Maharashtra Animal & Fishery Sciences University (MAFSU) and the Indian Council of Agricultural Research (ICAR) held a webinar with expert lectures and a quiz for students and faculty. Food safety scientists received awards in a virtual seminar hosted by the [Centre for Quality and Food Safety \(CQFS\) and Sharda University](#). The Kerala Veterinary and Animal Sciences University (KVASU) encouraged creativity with photo and video competitions, and academics at the [Sharad Institute of Technology](#) authored two articles on food problems that have arisen during the COVID-19 pandemic.

Also part of the significant engagement in India, businesses held awareness campaigns for employees: [Arjuna Natural spices company](#) trained staff in food safety and quality analysis; [NXG Food Safety Works](#) consultancy ran online trainings, polls and a quiz; the [Progress, Harmony and Development Chamber of Commerce and Industry \(PHD CCI\)](#) hosted a 6-hour webinar for the food industry; and the [Confederation of Indian Industry \(CII\)](#) ran two digital training events to address the safety of poultry products. The [Grand Hyatt Kochi Bolgatty](#) hotel hosted a Food Safety Week and produced a video showing how the hotel sources, stores and serves food.



Staff at the Ministry of Health of Lao PDR celebrated World Food Safety Day. (above)

©Ministry of Health of Lao PDR

©FSSAI

Celebrating World Food Safety Day

in Asia and the Pacific

World Food Safety Day inspired consolidated action on foodborne illness in Bangladesh, where the [Bangladesh Food Safety Foundation](#) (BFSF) celebrated with online discussions involving actors from across disciplines.

Public authorities in [Japan](#) held a series of events over 7 days. The [Government of China](#) ran a wide-ranging food safety week at national and local levels with education and technology playing a central role, and the China Center for Disease Control and Prevention (CDC) issued a special edition of its weekly newsletter. Employees were trained and consumers made more aware of food safety issues in [Pakistan's METRO supermarkets](#).

The [Republic of Korea's](#) Ministry of Food and Drug Safety organized the country's 20th Food Safety Day in May, which now extends to two weeks of awareness raising, awards and seminars. In [Papua New Guinea](#), the Department of Agriculture and Livestock partnered with WHO and FAO to educate school children about the importance of food safety.

Education played a central role in the region, with [Zhe Jiang University](#) in China educating children and families on food safety and the Thailand-based [Asian Institute of Technology](#) producing a video of their food safety-related work. The Nepal branch of an international network, [Young Professionals for Agricultural Development](#) (YPARD), hosted a photo contest to draw young people's attention to food safety. The [Philippines Food Safety Academy](#) (FoodSHAP) targeted consumers with a month of food safety webinars.



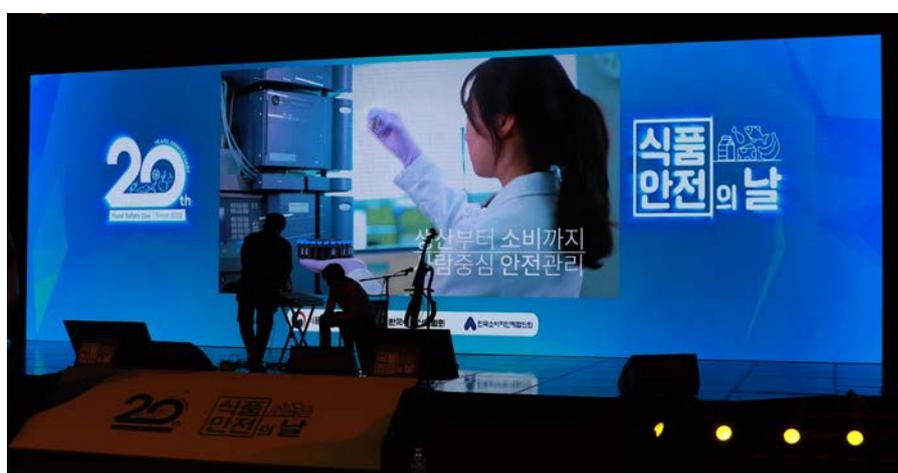
©Ministry of Agriculture of Fiji

The Permanent Secretary of Fiji's Ministry of Agriculture, Ritesh Dass, cut a World Food Safety Day cake among other activities. (above)



©Rabindra Kumar Jena

Rabindra Kumar Jena, Member of Parliament of India, posted World Food Safety Day messages on Facebook and Twitter. (above)



©Ministry of Food and Drug Safety of the Republic of Korea

The Republic of Korea celebrated its 20th Food Safety Day this year. (above)

Celebrating World Food Safety Day

in Europe and Central Asia

The FAO Regional Office for Europe and Central Asia and WHO Regional Office for Europe jointly hosted a [World Food Safety Day webinar](#) on food safety in the context of sustainable food systems, and the actions needed to address food safety issues in the human-animal-environment interface. Discussions highlighted the need for taking a 'systems' perspective in food safety, including the One Health and farm-to-table approaches; and called for data generation and utilization of science for better-informed decisions.

Other webinars across the region concentrated on the private sector, including: the Food Safety Authority of Ireland's (FSAI) ['breakfast bites'](#) which catered to food safety needs of small businesses and Italy's [National Union of Health Inspection Personnel of Italy](#) (UNPISI), which analysed online food sale regulations; and Spain's [Veralliment](#), a professional training organization, which promoted a food safety culture. [Food Fakty](#) in Poland also sought to advance food safety culture with a five-day e-forum. A week-long series of "Food Safety Conversations" was opened on 7 June in Turkey by Samim Saner, President of the [Turkish Food Safety Association](#) (TFSA). [Food Nation](#) in Denmark hosted a Global Food Talk featuring the Minister for Food, Agriculture and Fisheries, Rasmus Prehn. In [Kyrgyzstan](#), FAO and the Ministry of Health and Social Development discussed food safety and healthy

diets, focusing on botulism and consumer rights. In [Georgia](#), the National Food Agency of Georgia presented its annual report at a physical gathering opened by Levan Davitashvili, Minister of Environmental Protection and Agriculture. In the [Republic of Kazakhstan](#), Vice Minister of Healthcare, Erlan Kiyasov, told roundtable participants that the food people consume determines the standard of living and well-being of future generations, and in [North Macedonia](#), the Food and Veterinary Agency convened a multistakeholder public debate on food safety.



©Ministry of Environmental Protection and Agriculture of Georgia

For World Food Safety Day, Levan Davitashvili, the Minister of Environmental Protection and Agriculture of Georgia, presented the country's progress on food safety. (above)



©Tamara Bošković

Tamara Bošković, Head of the Veterinary Public Health Department, Ministry of Agriculture, Forestry and Water Management, Serbia, attended a region-wide event. (above)



©Turkish Food Safety Association

Turkey's Deputy Minister of Agriculture and Forestry, Ayşe Aysin Işıkgece, spoke on the first day of the Turkish Food Safety Association's 5-day webinar series. (above)



©AFSA

Part of the Government of Azerbaijan's World Food Safety Day campaign included the distribution of information posters in restaurants and food outlets. (above)

Spain's [Federation of Food Science and Technologies Associations](#) (FEDALCYTA) promoted 'safety in the International Year of Fruits and Vegetables' in a live seminar with the ISEKI-Food Association.

Many organizations and institutions produced awareness campaigns and videos this year. [Azerbaijani officials](#) recorded a series of video addresses, following the launch of a nationwide [awareness-raising](#) initiative in food outlets. In Belgium, for the third year, the Federal Agency for the Safety of the Food Chain (AFSCA) ran campaigns on its Twitter and Facebook accounts and Albania's National Food Authority informed citizens about food safety on their website and Facebook account. The [FSAI](#) launched a food safety awareness campaign on Twitter – with the Minister for Agriculture, Food and the Marine, Charlie McConalogue TD, answering the question: "What does food safety mean to you?" To encourage European consumers to make food choices with confidence, the European Food Safety Authority (EFSA) launched its #EUChooseSafeFood campaign that will run all summer.

Staff at Hungary's National Food Chain Safety Office (Nébih) ran [a series of initiatives](#), including a meme-inspired video called 'Prevent the pain, Harold' to remind viewers to wash their hands when handling food. Students at the [S. Seifullin Kazakh Agro Technical University](#) in Kazakhstan recorded a series of video messages for their compatriots.

The [Agricultural and Food Quality Inspectorate of Poland](#) engaged governmental and non-governmental organizations, research institutes, universities, industry and consumer associations by translating World Food Safety Day materials into Polish and by publishing news about events.

Academic institutions across Europe also participated with poster competitions at Romania's [Politehnica University of Timișoara](#) and at the Department of Agricultural Sciences, Biotechnology and Food Science at the Cyprus University of Technology. The [University of Malta](#) highlighted their research work examining foodborne microbial responses to climate change, and research on arsenic contamination in rice was the subject of a World Food Safety Day lecture at the [De Montfort University](#) in the United Kingdom of Great Britain and Northern Ireland.



©De Montfort University

Professor Parvez Haris, De Montfort University, United Kingdom of Great Britain and Northern Ireland, gave an online lecture about arsenic in rice. (above)

#WorldFoodSafetyDay TRENDS ON SOCIAL MEDIA

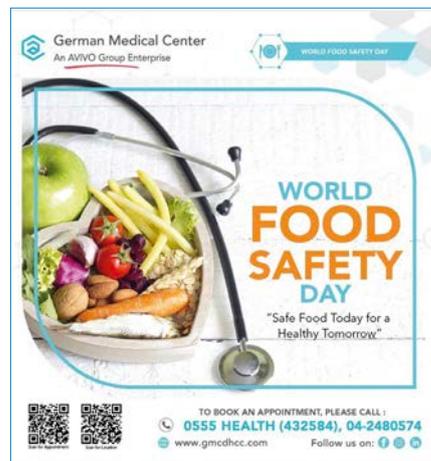
Social media engagement has grown since last year, with tens of thousands of #WorldFoodSafetyDay posts across Facebook, Instagram, LinkedIn, Twitter and YouTube. A striking feature of the online campaigns was their originality – attention-grabbing videos, gifs and images demonstrated artistry and amassed likes on the various platforms.

FAO and WHO made posters, information materials and social media cards available in a number of languages on a dedicated [Trello](#) board. These items plus an array of unique posts dotted the social media scene in May and June.

A well-known platform for imagery, Instagram showcased some of the most artistic output promoting World Food Safety Day. The range of engagement went from global corporate to individual. One enterprising food quality manager made it her mission to use the channel for food safety education.

The professional networking platform, LinkedIn, saw significant engagement by food safety professionals around the world – from farmers and people working in food processing, packaging, storage and transportation to science and academia. The #WorldFoodSafetyDay hashtag was a way of promoting advances in food safety knowledge and practice, including training in the workplace.

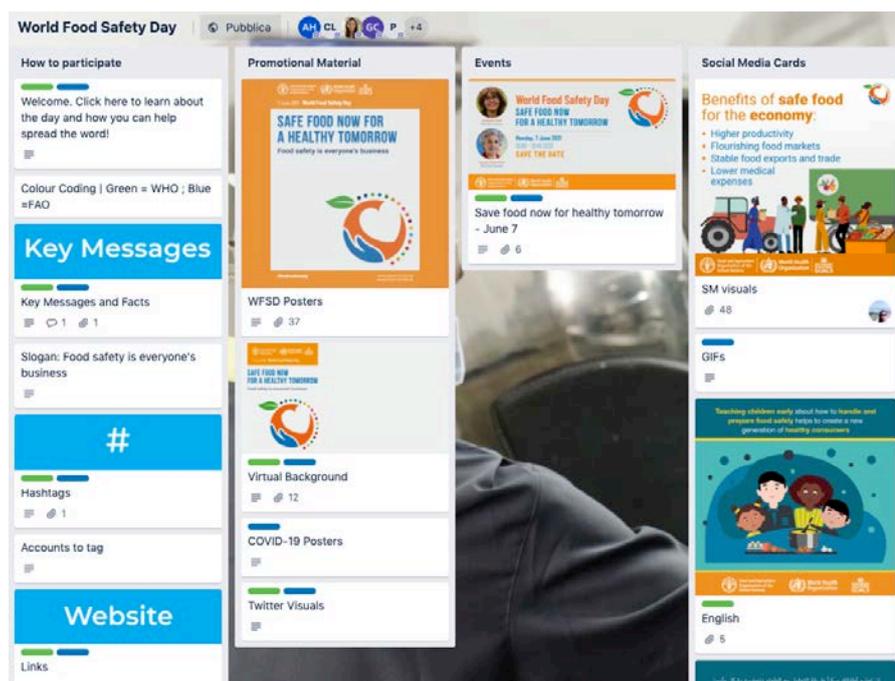
WHO and FAO ran a TikTok challenge inviting food lovers to ‘duet’ with their videos to show how they use one of the Five Keys to Safer Food. The #KeepFoodSafe challenge was shared by WHO, WHO DG, and featured by Tik Tok For Good.



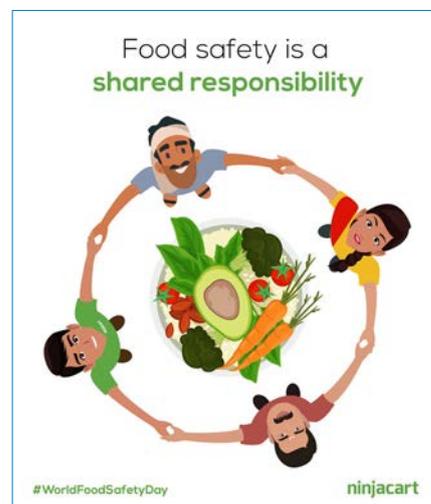
The German Medical Center supported World Food Safety Day on Instagram. (above)



Social enterprise 4SD posted this message on Twitter. (above)



FAO and WHO shared World Food Safety Day materials for social media on a Trello board. (above)



Indian fresh produce supplier, Ninjacart, created a World Food Safety Day graphic, which they posted on LinkedIn. (above)

WORLD FOOD SAFETY DAY

7TH JUNE

ENSURING EVERYONE'S RIGHT ON SAFE FOOD.



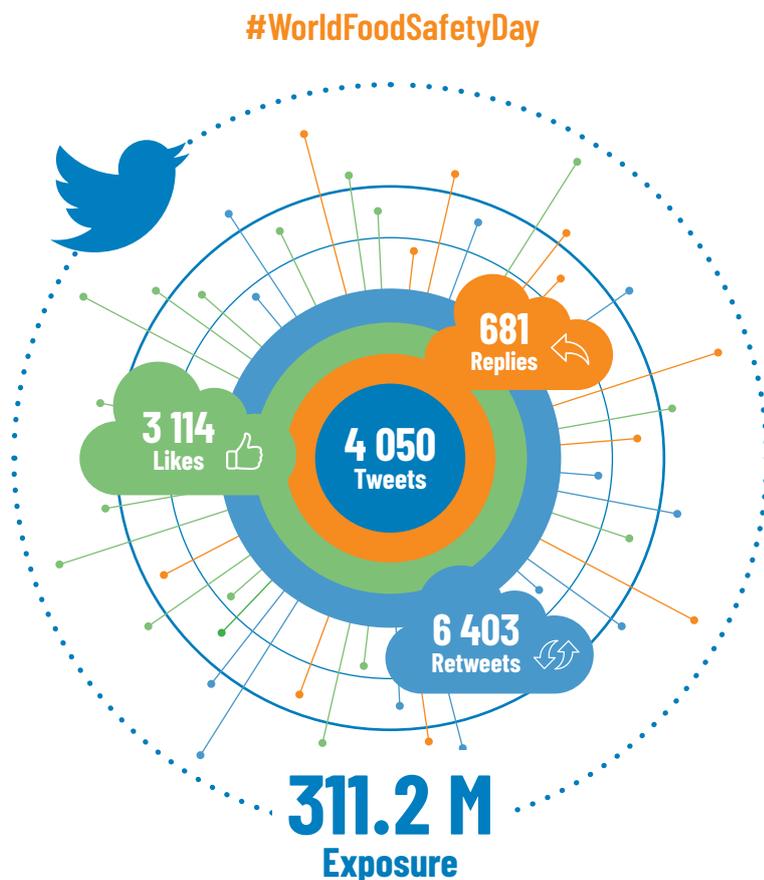
© IFFCO

United Arab Emirates-based food company, International Foodstuffs Company (IFFCO) shared this image on LinkedIn. (above)

Twitter is where a lot of activity took place. Three World Food Safety Day 'Twitter Chats' received nearly 400 000 impressions cumulatively. Partnering with the Codex account to co-host the events were:

1. the International Fund for Agricultural Development (IFAD) and @UNstatistics
2. the Phytosanitary and Animal Health Regulation and Control Agency of Ecuador (Agrocalidad), the Inter-American Institute for Cooperation on Agriculture (IICA) and FAO
3. the International Food Information Council (IFIC).

Overall, there were 4 050 #WorldFoodSafetyDay tweets, 6 403 retweets, 3 114 likes and 681 replies from 4 194 Twitter accounts, all of which amounted to an exposure of 311.2 million.



#WorldFoodSafetyDay tweets for this year saw significant reach. (above)



Food safety videos stream on Facebook

Facebook emerged this year as a platform for sharing food safety messages in wide-ranging ways. Live events attracted viewers, news programmes brought food safety to the fore and a stream of pre-recorded videos received thumbs up emojis.

Bolivia's National Service of Agricultural Health and Food Safety (SENASAG) posted a video, saying "because health comes first, we work to ensure food safety in the productive and processing sectors".

Ministerial messages from a number of nations, such as Fiji, Guyana and New Zealand were posted, as well as individual messages from professional chefs and home cooks. Large companies posted short, slick World Food Safety Day videos and smaller companies, like India's Shiram Transport Financing Company, produced tailored animations, while others chose to post personal messages.

The students of B.D.M. International school in India recorded their pledge "to inculcate safe food habits and practices to protect our future." Meanwhile, a Kenyan NGO, World Animal Protection Africa, contributed to a televised panel discussion on the link between animal welfare and food safety – and used Facebook to share the broadcast with followers.

According to Facebook, 24 000 people have posted about #WorldFoodSafetyDay.

Detail of an animation by India's Shiram Transport Financing Company. (top)

A GLOBAL DIGEST OF TV AND NEWS COVERAGE

World Food Safety Day made the headlines this year – and featured on television, radio and in newspapers. Here are some highlights of the coverage.

Experts informed TV viewers about food safety in Gambia, Kenya and Malawi, and government officials appeared on channels across Africa to raise awareness. In Botswana, the Minister of Health and Wellness spoke on a breakfast show and in Benin, the Director General of the Food Safety Agency (ABSSA) appeared on *Canal 3*. Senegalese television covered the ministerial event in the capital, Dakar. Tanzania's Konzept TV aired a press conference held by the Tanzanian Bureau of Standards (TBS) where a WHO representative helped to highlight safety messages. There was widespread newspaper coverage, including in Nigeria, where the

Vanguard quoted the WHO Head of Mission in Nigeria as saying "Everyone ... has the right to have access to safe, sufficient, and nutritious food."

There was extensive reporting across Latin America, where Venezuela's Telesur channel promoted World Food Safety Day with the headline "UN calls for safer food." The "food safety is everyone's business" slogan was repeated across countless media – for example, in Cuba, the *Cuba Debate* and *Prensa Latina* newspapers referred to collective responsibilities. Caribbean broadcasts included: Jamaica's Lenneth Peters, Director of Veterinary Public Health, explaining the aims of World Food Safety Day on CVM television and an interview with Linroy Christian, Chairperson of the National Codex Committee of Antigua and Barbuda, on ABS TV.





In the Asia and Pacific region there was also a lot of interest, with China's Xinhua News Agency reporting on the FAO/WHO event and quoting FAO's Director-General, QU Dongyu, as saying that food safety and hunger should be addressed with "innovative, holistic, and feasible food-chain solutions". In Thailand, the *Bangkok Post* published an article by WHO's Regional Director for Southeast Asia, Poonam Khetrupal Singh, who stated that "we must all do our bit." A joint press release promoting the One Health approach to food safety - by FAO, OIE, UNEP, WFP and WHO - was printed by Cambodia's *Fresh News*. In Pakistan, *The News International*, published an article by the FAO representative who wrote about the benefits of a regulatory authority for food control and *Urdu Point* highlighted the collective responsibilities involved in food safety. *The Times of India* reported on the importance of World Food Safety Day, reminding Indian citizens that the Food Safety and Standards Authority of India (FSSAI) is the statutory body responsible for food safety, but that "food safety is not just the duty of government or the FSSAI, it is everyone's business."

The *Samoa Observer* interviewed an FAO Food Systems Officer on access to international markets for Samoan farmers and NBC in Papua New Guinea shared news of events.

In Europe and Central Asia, Albania's *Alert* newspaper referenced the Guide to World Food Safety Day 2021 and Turkey's online T24 news interviewed a food safety expert. In Azerbaijan the state news agency, *Azertag*, the TV channel ARB24 and other outlets covered multiple food safety events, many involving the local FAO representative, and in Geneva, FAO's representative was interviewed by *Voice of America*. Armenia's Deputy Minister of the Economy, Tigran Gabrielyan, said that the government considers food safety "one of the most urgent issues in the country", the *A1+* news outlet noted.

In the Near East, the Secretary of Kuwait's Food and Nutrition Association appeared on Al Ziadi TV to explain their farm-to-fork food safety video. Newspapers covered events including Dubai's virtual Food Safety Forum while Qatar's national events were described in the *Gulf Times* and the *Qatar Tribune*.

LOOKING AHEAD TO 2022

World Food Safety Day is aimed at creating lasting change at global, regional, national and local levels. More than just a day on the calendar, it sets in motion a year-long campaign to strengthen efforts on food safety.

As the campaign enters its fourth year, it continues to grow – from a proposal at the Codex Alimentarius Commission and the United Nations General Assembly to its first observance in 2019, an inspiring virtual celebration in 2020, and now a proliferation of festivities and creativity in 2021. Each year, we mark progress.

The United Nations Food Systems Summit recognizes the need for all people at all times to have access to safe food. This requires action and collaboration among different sectors, stakeholder groups and countries.

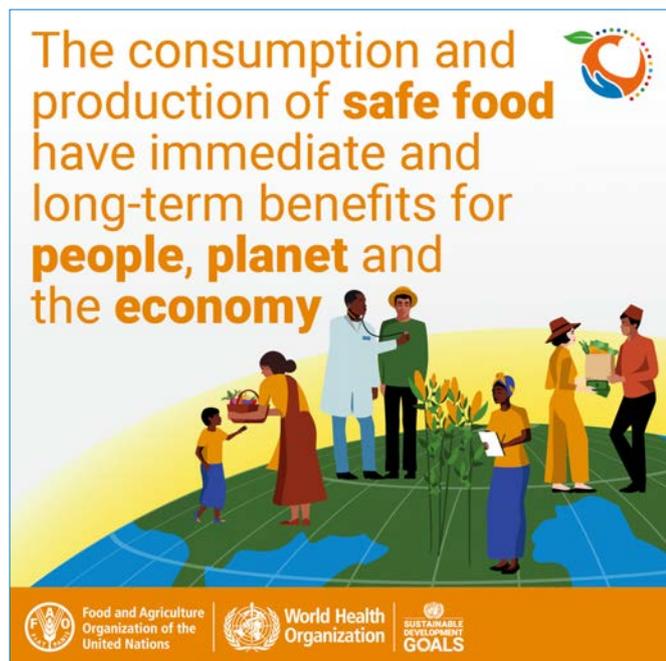
Efforts on food safety promise to be further strengthened with the updated FAO and WHO food safety strategies – on the horizon for 2022 – to respond to current and emerging issues more effectively and to lower the burden of foodborne diseases globally.

KEY RECOMMENDATION

World Food Safety Day will be as successful as you make it! Use the campaign to build coalitions, advance policies and do your part to keep food safe. Reach out to new groups, raise awareness and educate the public, especially young people.

Think now what you can do on 7 June 2022 – our concerted efforts will all add up to make a lasting difference and allow for all people to enjoy safe food.

World Food Safety Day 2022 will maintain the momentum gained through multi-sectoral collaboration, engaging many stakeholder groups and promoting local actions to ensure the availability of safe food for everyone now and in the future.



Two social media cards from the World Food Safety Day 2021 campaign. (above)



The United Nations recognizes food safety

On 20 December 2018 the United Nations General Assembly adopted [resolution 73/250](#) designating 7 June as World Food Safety Day.

The Food and Agriculture Organization of the United Nations and the World Health Organization, the parent organizations of the Codex Alimentarius Commission, were invited to jointly facilitate the observance.

The resolution invites all Member States, organizations of the United Nations system, other international and regional organizations, the private sector and civil society, including non-governmental organizations, individuals and other relevant stakeholders, to observe World Food Safety Day in an appropriate manner and in accordance with national priorities.

World Food Safety Day 2021 - Overview of festivity and creativity

With a theme of 'Safe food now for a healthy tomorrow', World Food Safety Day (7 June 2021) focused on the immediate and long-term benefits of producing and consuming safe food. It was a day to remember that food safety is part of food security and good health. It was a time to recognize the intrinsic connections between the health of people, plants, animals, the environment and economy. And it was a moment for heightened creativity.

International organizations, governments, businesses, non-governmental organizations, academics and individuals from 90 different countries convened to showcase their achievements, discuss their priorities and plan how to overcome challenges in the food safety realm. The pandemic meant, for a second time, that many initiatives were held virtually, which inspired organizers to make imaginative use of social media, online events and more in reaching audiences.

In this summary, we take a glimpse at the webinars, videos, press conferences, media coverage, contests, social media posts and campaigns that involved millions of people across the world in May and June 2021.

Find out more about food safety on the [FAO](#), [WHO](#), [Codex Alimentarius](#) and [INFOSAN](#) websites.

