IFC’S AFRICA FOOD SAFETY ADVISORY PROGRAM
Improving Standards, Speeding Business Growth
“There is no food security without food safety.”

José Graziano de Silva, Director General of the Food and Agricultural Organization of the United Nations (FAO)

HUNGRY FOR SAFE FOOD

Food safety affects everyone, every day.

If the food we eat is improperly produced, handled, packaged or stored the results can be painful – or worse.

For businesses in the sector – from butchers and bakers to hotels and juicers – food safety must be a top priority. Safe and certified food means satisfied customers, a strong brand, and greater access to markets. Unsafe food results in billions of dollars in losses for businesses every year. Worse still, even a one-off incident of contamination can ruin a reputation that has taken years to build.

IFC is a leader in helping businesses understand and implement recognized food safety practices and systems. It helps producers participate in modern food value chains and protects consumer health by supporting the implementation of international food safety standards.

Growing demands on the global food industry – from population growth to more discerning consumers – means food safety has never been more important.

IFC’S SUPPORT

IFC Global Food Safety Advisory Program has helped more than 200 IFC clients in the agro-processing and retail sectors attract $564 million in investments and generate over $478 million in new sales.

Assessments

• Detailed food safety reviews that include a gap analysis, benchmarking against international standards, and a recommended action plan

Training Programs

• IFC’s Foundation course is a practical, interactive program based on basic food safety prerequisites, including cross-contamination, hygiene and infrastructure, and cleaning and disinfection
• IFC’s Food Safety Toolkit training helps staff to build a robust HACCP system (hazard analysis and critical control points, a widely-accepted food safety system) and reinforces a sustainable food safety culture throughout a firm’s operations
• IFC’s Internal Audit Course helps companies to test their internal capacity and systems, and identify areas for improvement

Coaching

• Tailored on-site mentoring to help companies ensure that staff are putting their knowledge into practice and making measurable progress

A 2019 report from the Global Food Safety Partnership found that food safety issues cause Africa $16.7 billion in losses every year.

Mossadeck Bally, Chairman of Azalaï Group
CASE STUDY: AZALAI HOTEL, ABIDJAN

The Azalaï Hotels Group is a top West African hotel chain and a regional leader in the hotel sector. With 25 years of experience, it has developed a strategy that focuses on satisfying its clients by constantly improving its services.

As part of this strategy, IFC is helping Azalaï implement an international-standard food safety system to ensure the hotel chain always serves its guests food that is safe to eat.

IFC assessed the food handling and preparation methods at Azalaï Hotel Abidjan in Côte d'Ivoire, the pilot for this project, and then established an action plan. Staff were trained and coached on food safety principles, the HACCP system, and on catering and food provision processes.

Thanks to the IFC’s support, Azalaï Hotel Abidjan greatly improved its food safety performance after only three months. The continual, long-term objectives are to improve client satisfaction and operational efficiency – and to become a model for all hotels in the Azalaï Hotels Group.

Mossadeck Bally, CEO of the Azalaï Group, said, “Food safety must be an integral part of the strategy of the Azalaï Hotels Group as it continues to grow as a leader in the African hospitality sector.”

CHALLENGES AND SOLUTIONS

Food companies face a smorgasbord of challenges. A strong and effective food safety management system is a sign of a sustainable business – and convincing evidence that risks are being identified and controlled.

These systems combine hazard analysis procedures with monitoring activities and corrective actions to prevent food safety problems before they occur. They can be adapted for all types and sizes of food industry businesses.

IFC works closely with businesses to help them ascertain which system and standard fits best with their growth strategy. The emphasis is not just on helping the company pass the certification audit, but on building the company’s internal capacity so that it is “audit ready” 365 days per year and can respond decisively to incidents.

Better food safety helps businesses:

• Increase sales and profits through greater market and export access.
• Cut costs by reducing losses and boosting efficiency.
• Mitigate risks by building brand recognition and consumer trust.
ABOUT IFC

IFC—a sister organization of the World Bank and member of the World Bank Group—is the largest global development institution focused on the private sector in emerging markets. We work with more than 2,000 businesses worldwide, using our capital, expertise, and influence to create markets and opportunities in the toughest areas of the world. In fiscal year 2018, we delivered more than $23 billion in long-term financing for developing countries, leveraging the power of the private sector to end extreme poverty and boost shared prosperity. For more information, visit www.ifc.org

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ABOUT THE GOVERNMENT OF JAPAN

Japan is committed to contributing to global development with a particular focus on Africa. To further deepen partnerships with developing countries and contribute to international stability, Japan provides official development assistance both bilaterally and through multilateral institutions such as IFC. Japan’s Ministry of Finance has been a major donor to the Japan Comprehensive Trust Fund (CJTF), which has been an important vehicle for supporting IFC Advisory globally since 1995. In 2014, Japan added a dedicated Tokyo International Conference on African Development (TICAD) window under CJTF to support projects in Sub-Saharan Africa and North Africa.