

# Food safety threats of poultry products: Linking production to consumption in India

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## Hypothesis

Food safety threats significantly influence poultry consumption in India

## Background

- Organised poultry sector growth linked to increased poultry production levels and heightened food safety risks
- Consumers hold varied perceptions regarding the safety of commercial poultry

## Research objective

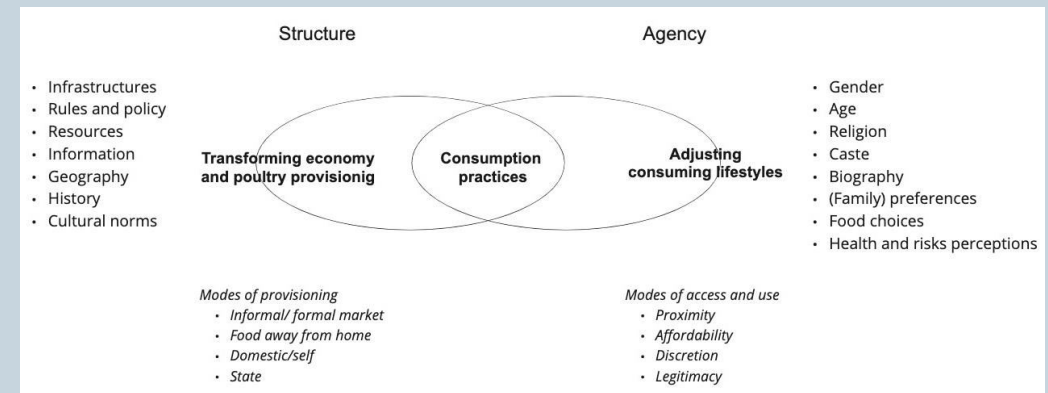
To investigate the connections between poultry production and consumption, in the emergence of poultry food safety threats

## Methods

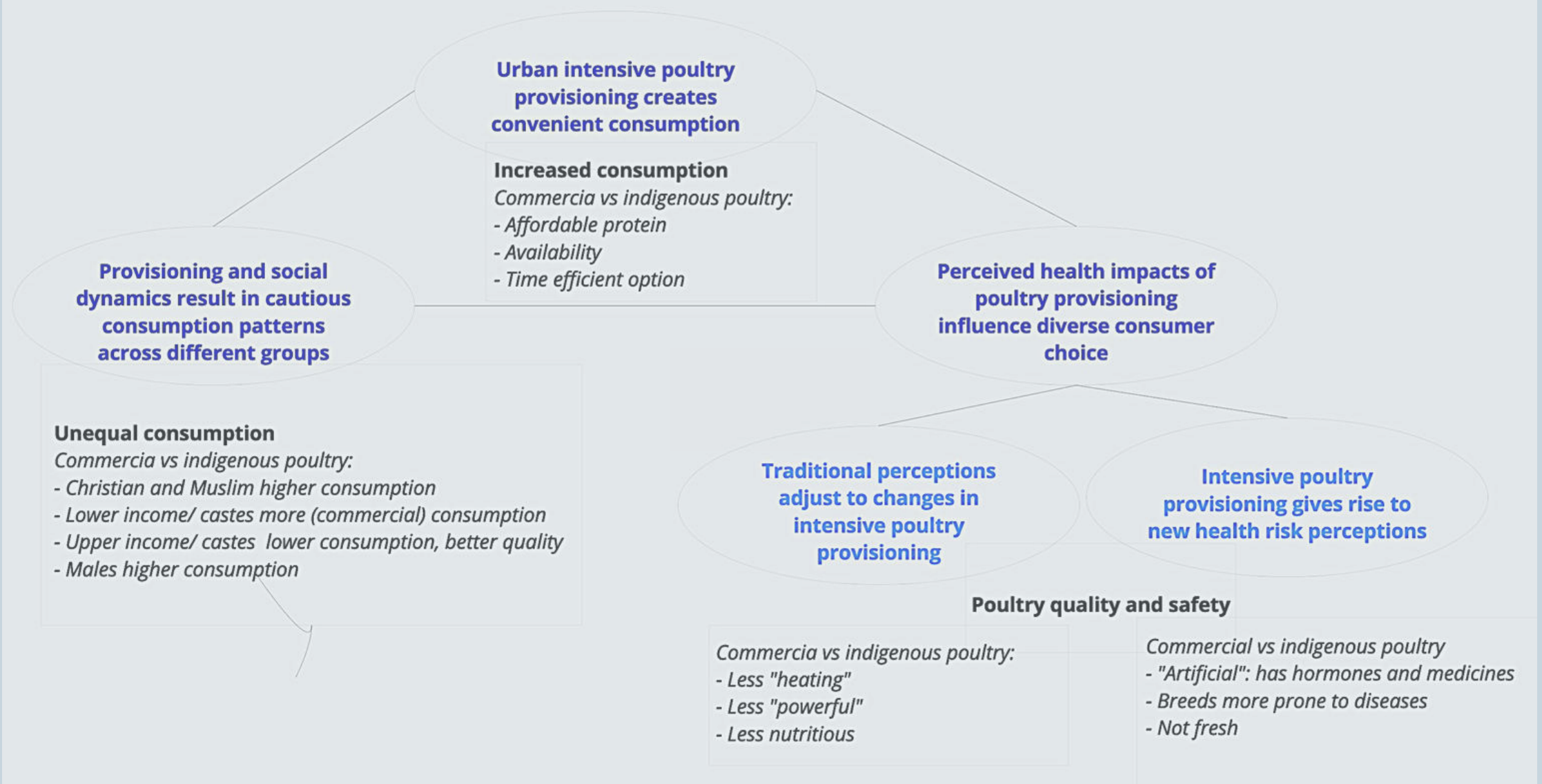
### Data

- Indian NSSO HCE (>100.000 observations)
- FDGs consumers in Chennai (22) – Income, gender, caste, religion
- KIIs (15) – Poultry stakeholders in India
- Intrahousehold surveys in Chennai (600)

## Theoretical framework



# Main findings



## Discussion

- Poultry quality/safety/quantity stratified consumption (income, caste/religion and gender)
- Consumption taboos generation based on perceived health risks
- Power of some agents to influence consumers

## Conclusions

- **Safety practices shaped by socio-economic and societal structures**
- **(Re)production of societal and gender norms related to food and taboos through production practices**
- **Economic growth does not necessarily equate improved nutrition**

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## Major references

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