



WFP GOOD FOOD LOGO EVALUATION REPORT



World Food
Programme

SAVING
LIVES
CHANGING
LIVES



WFP GOOD FOOD LOGO EVALUATION REPORT

Table of Contents

Table of Contents	ii
List of Figures	iii
List of Tables	iii
List of Abbreviations	iii
Acknowledgements	iv
1 INTRODUCTION	1
1.1 Country context	1
1.2 Food certification	2
1.3 The Good Food Logo	4
2 METHODOLOGY	6
2.1 Aim and objectives of the GFL evaluation	6
2.2 Data collection	6
2.3 Sampling design	6
2.4 Data collection tools and data management	6
3 FINDINGS AND DISCUSSION	7
3.1 GFL Certification Process	7
3.2 Food Products Certified	7
3.3 On shelf availability audits of GFL and GFL perspective of retailers	8
3.4 GFL Awareness and perspective among SMEs	11
3.5 Multi-sector Coordinating Mechanism	11
3.6 Challenges of Implementing the GFL	11
3.7 SMEs Cost-Benefit Analysis	12
3.8 Impact on food choices	12
3.9 Sustainability	12
4 CONCLUSION AND RECOMMENDATIONS	13
4.1 Continuous Engagement with SMEs to widen range of GFL certified products	13
4.2 Review the GFL criteria	14
4.3 Facilitate linkages between SMEs and chain stores/ supermarkets	14
4.4 Fast track GFL certification	14
4.5 Develop a marketing strategy for GFL products	14
4.6 Continue creating awareness among consumers	14
4.7 Conduct an impact evaluation (2025)	14
Bibliography	15
ANNEXES	16
Annex 1: Indicator Matrix	16
Annex 2: Key Informants Questionnaire - SMEs/Private Sectors	17
Annex 3: Key Informants Questionnaire - Retailers	18
Annex 4: Key Informants Questionnaire - Zambia Bureau of Standards (ZABS)	19
Annex 5: Key Informants Questionnaire - GRZ, WFP, CSO SUN	20
Annex 6: Stakeholder Interview List	21

List of Figures

Figure 1. A SHAIS truck with GFL products for distribution	5
Figure 2. Cereal product certified with the GFL	7

List of Tables

Table 1. List of GFL certified products	7
Table 2. List of uncertified products	7
Table 3. GFL products availability in retail outlets/ shops.	9

List of Abbreviations

ASF	Animal Source Foods
CSOs	Civil Society Organisations
CSO-SUN	Civil Society Organisation Scaling Up Nutrition
FAO	Food and Agriculture Organisation
GAIN	Global Alliance for Improved Nutrition
GDA	Guideline Daily Amounts
GDP	Gross Domestic Product
GFL	Good Food Logo
GRZ	Government of the Republic of Zambia
ILO	International Labour Organisation
KIIs	Key Informant Interviews
NFNC	National Food and Nutrition Commission
NDC	Non Communicable Diseases
NGOs	Non-Governmental Organisations
SBN	Scaling Up Nutrition Business Network
SMEs	Small and Medium Sized Enterprises
SUN	Scaling Up Nutrition
WB	World Bank
WFP	World Food Programme
WHO	World Health Organisations
ZABS	Zambia Bureau of Standards
ZDA	Zambia Development Agency
ZSA	Zambia Statistics Agency

A young girl with dark skin and hair, wearing a red, short-sleeved, eyelet dress, is sitting on a wooden bench. She is holding a silver spoon with a piece of white, soft food on it. In the foreground, there is a yellow plate with more of the same food. The background shows a sandy area with some green plants and a wooden structure.

Acknowledgements

This review was conducted with support from the Scaling Up Nutrition Business Network (SBN). We would like to express our sincere gratitude to the National Food and Nutrition Commission (NFNC), the Zambia Bureau of Standards (ZABS) and the World Food Programme (WFP) for their guidance and input throughout the study. Furthermore, we would like to thank the various stakeholders who participated in the study as respondents and for their input.

1. Introduction

1.1 Country context

1.1.1 Nutrition and diets in Zambia

Zambia has one of the highest rates of malnutrition in the Southern Africa Region, with 35 percent of children under the age of five years being stunted – a manifestation of chronic malnutrition (CSO & MoH, 2019). Four percent of the children under five are wasted (CSO & MoH, 2019). Micronutrient deficiencies are also common among children in Zambia. Anaemia, which is a severe public health issue, has not seen any significant reduction among children between the ages of 6-59 months over the past two decades standing at 58 percent (NFNC).

On the other end of the malnutrition scale, 23 percent of women in Zambia are considered overweight (with a body mass index (BMI) of 25-30) or obese (BMI more than 30) (CSO, 2013). Levels of related chronic diseases such as hypertension are high, with almost a fifth of the population (19.1 percent) having a raised blood pressure (MoH, 2017). In Zambia, the transition from undernutrition to overnutrition – and the double burden these two forms of malnutrition place on families and health services – is becoming evident, particularly in some urban areas.

The effects of urbanization and changing lifestyles have resulted in changing dietary patterns with an increase of consumption of processed foods high in sugar, salt and fats and a reduction in consumption of vegetables (MoH, 2017). The World Health Organisation recommends 5 servings of fruits and vegetables a day. However, a survey conducted in Zambia showed that more than 90 percent of the Zambian population consumes less than 5 servings of fruits and vegetables a day, with fruits consumed on 2.1 day per week, whilst vegetables were consumed on 6.3 days a week (MoH, 2017).

The Zambian government is addressing these nutritional challenges through the National Food and Nutrition Policy of 2006, which was launched in 2008. This policy is being operationalized by the National Food and Nutrition Plans, which aims to stimulate a national multisectoral approach to food and nutrition that deals with all forms of malnutrition, directing all efforts both on prevention and treatment. For this reason, Zambia joined the Scaling Up Nutrition (SUN) movement on 22nd December 2010. In further

enhancing nutrition, GRZ with support from various donors is projected to reduce child stunting by about 2 percent percentage points annually in the 50 Scaling Up Nutrition districts by 2021. These projects will focus on increasing access to, and availability of, safe, diverse, nutritious foods, and the adoption of healthier child-feeding habits and household hygiene practices.

1.1.2 Socio-Economic Development

Zambia is a lower-middle income country in which 54.4 percent of the population lives below the national poverty line (CSO, 2016). More than 70 percent of the population are smallholder farmers, yet productivity and diversity are low and agricultural markets poorly developed. Levels of social and gender inequality are among the highest in the world: the Gini coefficient was estimated at 0.49 in 2018, highlighting unequal distribution of income between people (World Bank). Zambia has achieved near universal primary school completion, but with considerable regional disparities. Overall, girls continue to be at a disadvantage with a large number dropping out in the upper primary and poorer levels of transition to junior and senior secondary levels.

1.1.3 Food systems

Food systems stretch from producers to consumers (i.e., from “farm to table”) and are international in scope. Ensuring (i) the adequate availability, (ii) the nutritional adequacy, and (iii) the safety of the food supply has become increasingly complex and requires substantial efforts from all stakeholders involved throughout the food system.

Traditional food system usually focusses on increasing the food supply, but not so much on consumer behaviour or food environments (IFPRI, 2020). Reversing this thinking by starting from the consumer demand end of a food system can help address growing problems associated with unhealthy diets, including the rise in consumption of highly processed foods, that may disproportionately affect children and the poor (IFPRI, 2020).

An entry point for increasing demand for nutritious foods is the development of Food Based Dietary Guidelines (FBDG). The Zambian Government is developing FBDGs that translate scientific knowledge

on the links between foods, diets, and health outcomes, into guidelines appropriate for the Zambian context. In addition, the GRZ is spearheading the Eat Well Campaign that is designed to increase awareness about the importance of eating well on our health and wellbeing.

Globally, there are various policies, regulations and interventions to fight the consumption of unhealthy foods through e.g., nutrition labelling and sugar tax. In Zambia, the introduction of the Good Food Logo was introduced to support consumers to make healthier food choices. These innovations could contribute to ensuring that food system transformation doesn't lead to unhealthy diets and worsening nutrition (IFPRI, 2020).

1.1.4 Food market environment

Food environments are defined in terms of geographic access to food in a community or neighbourhood, consumer experiences inside food outlets, services and infrastructure in institutional settings, or the information available about food. One element of the food environment impacting consumers food access and food choices has been the growth of supermarkets over traditional markets in Zambia. Many food systems studies have noted the shift around the source of household food, away from subsistence agriculture and traditional wet markets, and towards supermarkets and associated international supply chains and processed foods with longer shelf-life (Bloem & de Pee, 2017)

In Zambia, urbanisation and increased income in some segments of the population are changing the way consumers are sourcing for foods (supermarkets, fast food restaurants), resulting in higher consumption of animal foods, fat, sugar salt and highly processed foods – and leading to increases in overweight and chronic diseases. This growth signals an increasing domestic demand for consumer goods such as the processed foods found on the shelves of supermarket stores. In the main urban hubs, such as Lusaka, supermarkets are increasingly visible. The average household in Lusaka spends about 45 percent of its food budget in modern retail outlets (Harris, et al., 2019). However, not all urban residents can afford supermarket prices. In smaller secondary cities and towns, households use a combination of food outlets, local shops and markets.

1.2 Food certification

In 2004, the World Health Organisation called upon the food industry to help prevent the continuous rise in non-communicable diseases. In response, various countries have implemented or are planning to implement positive nutrition logo initiatives. These logos aim to help consumers make quick healthy food choices by displaying a front-of-pack nutrition logo that indicates the healthier option within a product group. It also aims to stimulate the food and beverage industry to introduce more healthy products to the market and reformulate existing products to make them healthier. There are various types of nutrition labelling, including the following.

- **Traffic light labelling** of nutrients where red, amber and green are used to indicate the levels of key nutrients.
- **A hybrid of traffic lights and percentage Guideline Daily Amounts (GDAs)** which provides information on the GDA percentages for key nutrients in a serving/portion or 100 gram of a food is given in addition to the traffic light colours.
- **Single healthy eating symbols** (health logos or health endorsement logos) to indicate which foods are healthier. Examples of these include the Swedish green keyhole, heart symbol of the Heart and Stroke Foundation South Africa, the Choices logos from the Netherlands and the Good Food Logo in Zambia.

1.2.1 Food Safety and Standards

The quality of a product is a fundamental aspect of competition in many markets. Consumers' confidence in the safety and quality of foods they buy and consume is critical to the economy of the producer and the overall economic development. Consumer concerns about food safety as well as the globalization of food production have also led to the existence of a global internationally linked food production and distribution system. The necessity demanded by the consumer population to provide safe food with consistent quality at an attractive price imposes a choice of an appropriate quality assurance model in accordance with the specific properties of the product and the production processes.

Locally, the Zambia Bureau of Standards (ZABS) is responsible for developing standards and providing conformity assessment services to the industry. In 2020, ZABS established a certified local supplier

scheme that aims to support local suppliers implement and comply with quality and food safety management systems as required by their consumers consisting of the following activities. The scheme provides mentoring, food safety training, testing, product evaluation, packaging/labelling training and adherence to the local legislation. The local supplier scheme consists of the following activities.

- Gap audit – the initial visit to assess the readiness of client for certification
- Training and mentoring – a dedicated mentor to assist the client to set up quality systems
- Certification audit – the factory/ production site audit for certification
- Product testing – laboratory testing of product to evaluate conformity to the relevant standards
- Award of certification – upon successful completion of the assessment, a certificate is issued.

1.2.2 Product Labelling

The primary role of food labels is to inform consumers and aid in selling the product. According to the World Health Organization (WHO), food labelling includes “any written, printed or graphic matter that is present on the label, accompanies the food, or is displayed near the food, including that for the purpose of promoting its sale or disposal”.

In general, food labels inform consumers about the composition and nature of products to avoid confusion and protect the consumer against misuse,

risk and abuse. Marketing information, including the selling price, brand name and commercial offers, is provided as well as information on the safe storage, preparation and handling of the food product. Information on ingredients, nutrition and the declaration of potential allergens and nutrition and/or health claims, helps consumers to make an informed decision.

Nutrition labelling is considered a population-based approach,⁵ and if well designed, can potentially have a positive influence on the diet of consumers,⁷ and therefore contribute to the achievement of public health objectives.² Although consumers gather information about food from a variety of sources, including their families, education and the media, the food and nutrition label can provide the consumer with invaluable information at the point of purchase.

Information on packaging may mislead consumers about the real properties of the foods or does not inform consumers about the nutritional characteristics. The messages on the packaging must be clear and appropriate for what the products really are. In Zambia, ZABS has developed national standards for labelling for pre-packaged food (ZABS, 2015). The mandatory labelling of pre-packaged foods includes the name, list of ingredients, net content and drained weight, name and address of the manufacturer, country of origin, lot identification, date marking and storage instructions (ZABS, 2015). However, in Zambia, there is no regulation around health claims, creating space for food producers to use misleading claims on their packaging.



1.3 The Good Food Logo

The Good Food Logo (GFL) is an initiative of the Government of Zambia, through the NFNC and ZABS and supported by the Scaling Up Nutrition Business Network (SBN). The aim of the GFL is to contribute to the reduction in overweight and obesity, non-communicable diseases (NCDs), and micronutrient deficiencies by helping consumers make better food choices and encouraging manufacturers to produce more nutritious foods. The SBN is one of the networks in the Scaling Up Nutrition (SUN) Movement and aims to harness the expertise, reach and market impact of the private sector to improve nutrition for consumers. Globally, the SBN is convened by the United Nations World Food Programme (WFP) and the Global Alliance for Improved Nutrition (GAIN), while in Zambia, the SBN is convened by the NFNC and WFP, with financial support from Irish Aid, the Bill and Melinda Gates Foundation and GAIN.

1.3.1 The development of the Good Food Logo

The GFL is a certification mark that appears on products that meet nutrient criteria to help consumers identify healthier foods options on the Zambian market. The GFL was developed as a front of pack certification mark that would help consumers easily identify foods that were healthier options. This was necessitated by the increasing trends of overweight, obesity and NCDs in Zambia as a result of the increased consumption of processed foods high in sugar, salt and fat, the lack of knowledge on a healthier diets, the inability by most consumers to identify healthier options in food products, inadequate availability of nutritious food or products, and the wide availability of cheaper junk or unhealthy foods in the market.



1.3.2 GFL Criteria

The Good Food Logo is based on a set of criteria for each food category. The product criteria, based on international dietary guidelines from the World Health Organization (WHO), are category specific and consider the levels of saturated and trans-fatty acids, sugar, salt, dietary fibre, energy and micronutrients in foods and beverages. The criteria were developed by technical experts from government (NFNC, Food and Drug Authority and Zambia Bureau of Standards) with input from private sector, WFP and Choices International. A scientific committee was established to review the product criteria of the GFL on an annual basis and recommend amendments based on international literature and the local context.

1.3.3 GFL certification process

Food producers who wish to use the GFL on their products apply with the Zambia Bureau of Standards. ZABS will conduct the nutrient analysis and assess whether the product fits within the criteria as set for the GFL. The procedure is as follows:

- Step 1: Food processor applies for the GFL by submitting an application and sample of products to ZABS. Application forms can be downloaded from the GFL website.
- Step 2: ZABS conducts a mandatory onsite audit to ensure the products, processes, or systems meet national or international standards.
- Step 3: On passing the audit in step 2, ZABS tests products for GFL criteria. The results of the nutrient analysis are valid for five years.
- Steps 4: ZABS certifies GFL to products based on criteria and results of nutrient analysis.

A prerequisite for applying for the GFL is that the food producer complies with the existing food safety schemes from ZABS. As explained in section 1.2.1 Food certification, ZABS has established a **certified local supplier scheme** which provides affordable (2500 kwacha¹ exclusive VAT) support to small (<50) and micro (<10) producers with regards to food safety and adherence.

¹ The 2500 is for the GAP audit, certifications audit, mentorship and training, product testing (lab fees) and use of the certification mark. Costs for additional products will be 500 per food item.

1.3.4 Good Food Logo awareness creation

Since the inception Good Food Logo, a wide range of stakeholders have been involved in the development and the roll out of the logo. Active business engagement took place to create awareness of the GFL among SMEs. Creation of awareness on the GFL is important for consumers, retailers and producers. The following activities have taken place since the launch of the GFL in October 2020;

- **GFL website:** a website was developed providing information on the GFL particularly for SMEs who are interested in more details on the GFL criteria and the application process. The website has an option to apply for the GFL Online, with over 10 applications received through the website. The website also provides an overview of the products that have been certified with the GFL so far.
- **GFL social media:** A Facebook page has been created for the GFL which has 2800 followers. Brand ambassadors were engaged to promote the GFL page to increase the reach of the GFL related posts. The brand ambassadors have a large number of followers (Chileshe Bwalya (435,000 followers), Dalisoul Mwana Wamu Komboni (426,779 followers) and Drimz (448,110 followers)), enabling them to act as influencers,
- **90 seconds animations** were created to increase awareness on the GFL with one focusing on consumer awareness and on focusing on creating awareness on the GFL for SMEs and encouraging them to apply. These animations are used for social media and broadcasted on Zambia National Broadcasting Corporation.
- **60 seconds radio public service announcements (PSAs)** were developed to create consumers awareness. The radio PSAs was broadcasted at Radio Phoenix and Komboni Radio;
- **Radio show:** Within a series of radio shows for the Eat Well Campaign, one show was dedicated to the GFL, and broadcasted on Radio Phoenix and Komboni radio;
- **Folders with FAQs on the GFL** were produced and printed. These folders are used during business engagement and other interactions with relevant stakeholders.
- GFL criteria are published and disseminated to interested SMEs during business engagement activities.
- Companies have an important role to play in creating consumer awareness on the GFL. A good example of a company that uses the GFL to create awareness and promote their range of food products is SHAIS, that has branded their trucks with foods certified with the GFL (see figure 1).



Figure 1: A SHAIS truck with GFL products for distribution

2. Methodology

2.1 Aim and objectives of the GFL evaluation

The overall aim of the evaluation of the GFL is to assess the operationalization of the GFL, highlight challenges, identify the lessons learned and provide recommendations for the continued roll out of the Good Food Logo. The evaluation will help to highlight the bottlenecks that SMEs, retailers, regulatory agencies, and other stakeholders face in the implementation of the GFL and will inform the effective implementation of the GFL.

2.2 Data collection

The evaluation used both primary and secondary data to assess the GFL implementation.

2.2.1 Primary data collection

Primary data was collected through Key Informant Interviews (KIIs). Semi-structured interview guides were developed and used to collect primary data (see annex 1- 4). The guides consisted of open-ended questions that allowed for further probing. Retail outlets were randomly visited and on shelf availability of GFL certified products was conducted. Further, certified products that had GFL and those who had not yet the logo on its package were identified.

2.2.2 Secondary data collection

Data was gathered from relevant project documents, including the Key Performance Indicators (KPI), annual and quarterly reports, success stories, training reports and the log frame. Additionally, other relevant documents on the SBN on nutrition and the GFL on the internet were reviewed to gain further insights.

2.3 Sampling design

The KIIs for stakeholders were purposely selected based on their active involvement in the area of nutrition, food certification, safety and regulation, health promotion, private sector engagement, development cooperation and technical assistance (See Annex 5).

The KIIs were conducted among the following:

- Eight (08) key stakeholders from NFNC, Civil Society Organisation-Scaling Up Nutrition (CSO-SUN), ZABS, Irish Aid and WFP.
- Eleven (11) private sector/Small and Medium Enterprises who are members of the SBN
- Thirteen (13) retailers.

2.4 Data collection tools and data management

Data collection was done using a set of questionnaires (Annex 3-5). The responses of stakeholders during KIIs were recorded by notetaking. Data was analysed both qualitative and quantitative.



3. Findings and discussion

3.1 GFL Certification Process

Since the inception of the GFL, ZABS has tested over 80 products on the criteria for the GFL. The GFL certification requires capacity in nutrient analysis for fibre, sodium, sugar, saturated and trans-fatty acids, energy and various micronutrients (vitamin A, folic acid, vitamin B12, calcium, iron and zinc).

The certification process had a few challenges for both ZABS as well as the SMEs. The major challenges ZABS faced in conducting the analysis were the inadequate equipment and reagents at the time of the evaluation. Although ZABS has received training in the analysis of the trans fatty and saturated fatty acids, there is no equipment available for testing. This was known from the conception of the GFL, and therefore, it was agreed that trans-fatty acids and saturated fatty acids would only be considered part of the criteria once resources were available. However, ZABS indicated experiencing challenges with the in obtaining Certified Reference Materials for Vitamins, TFA, SAFA and some minerals and sometimes also with their equipment to test for fibre. The Fibretech machine was not functional for some weeks this year, but mitigation measures are put in place, by using the Food and Drugs Lab and the lab from the University of Zambia to test products at a fee. In order to improve the capacity of ZABS to conduct the required nutrient analysis, ZABS indicated the need to purchase a Fibretech to analyse fibre to improve on fibre testing. So far, the costs for the GFL certification were covered by WFP through a grant to ZABS, and therefore companies were not charged for the nutrient tests and factory audits related to the GFL.

One of the challenges faced by the SMEs was that in addition to adhering to the GFL certification criteria, the food products need to adhere to other compulsory standards as set by ZABS. There was a perception among SMEs that obtaining the required certification is difficult, particularly for small entrepreneurs. However, the recently established certified local supplier scheme by ZABS may not be well known among the SMEs. Another challenge highlighted was the duration of the certification process, with in certain instances, the certification process taking more than the 30 days as stipulated by ZABS. This has led to disinterest for some companies in pursuing further the certification of their respective products. The turnaround time for the certification process depends on the coordination

around samples submission, waiting time for product testing (product testing is on a first come first serve basis), actual testing and communication around the results. It was further observed that for as long as their products met the general quality standards required by ZABS, the SMEs would hence not push further on the Good Food Logo.

3.2 Food Products Certified

In July 2021, seventy-one (71) companies had been engaged for the Good Food Logo, out of which twenty-two (22) of the companies have been audited by ZABS. Table 1 below provides an overview of the foods that have been certified as per second quarter progress report for 2021. ZABS indicated that some products were yet to be certified as they are still in the certification process or are awaiting site audits. Examples of products that are in the pipeline include roller mealie meal and brown bread.



Figure 2: Cereal product certified with the GFL

Table 1. List of GFL certified products

Product category	Sub - category	Product
1. Cereals and tuber-based foods	Rice	Chama Brown Rice
	Flour for cooking porridge and nshima	HEPS
		Corn/Soya Blend
		Red Sorghum
		Millet Meal
		Cassava Meal
		Omega Nutri Flour
		Finger Millet Meal
		Cassava Meal
		Maize Soya Cereals
		Millet Meal
		Instant Millet Porridge
		Instant Maize Porridge
		Grains & cereal products
	Brown flour	
	Processed and dried legumes	May Soy Porridge
		HEPS
		HEPS
		Instant Soya Porridge
	2. Fruits, vegetables and legumes.	Processed & dried vegetables and fruits
Dried pumpkin leaves		
Dried cowpeas leaves		
Dried blackjack		
Dried Okra		
Dried Sweet potatoes leaves		
Dried bean leaves		
Dried cassava leaves		
Fresh or frozen fruits, vegetables & legumes		Lettuce
Processed and dried legumes		Taste Soya Pieces
		Grounded nuts
		Intoyo
		Beans
		Twilo
3. Bread toppings and spreads		Oils, fats & fat containing spread

A number of food products did not qualify for the GFL (see Table 2). The major reasons why these products did not pass the GFL criteria were the low amount of fibre, or too high levels of salt or sugar.

Table 2. List of uncertified products

Products that were not certified	
Orange Maize Meal	Low fibre
Sorghum meal	Low fibre
Cassava meal	Low fibre
Instant Thobwa	Too much added sugar
Edible Insects	Too much sodium
Fish Samosas	Too much salt
Smoked Chicken	Too much salt
Smoked Quails	Too much salt
Drinking yoghurt	Too much added sugar

3.3 On shelf availability audits of GFL and GFL perspective of retailers

On shelf availability of GFL certified products in retail outlets/shops is an important indicator for the availability of these products on the market and thus provides an opportunity for consumers to purchase them. All (100 percent) retail outlets from the randomly selected retail outlets had GFL certified products available on the shelves (see Table 3).

Table 3 shows retail outlets where on- shelf audits were conducted to identify the certified GFL products availability in the stores, regardless of whether they had a logo printed on their package. There was a variation between shops in the number and type of GFL products found on the shelves, ranging from 1 to 14 different products. Most certified products fall within the product category of grain-based and vegetable and fruits-based products. The GFL certified products do reflect the food processing industry in the country that has a strong focus on grain and grain based products. There is an opportunity to increase the range of GFL certified products to other food groups as well. This can be achieved through regular engagements with food producers and retail outlets on the GFL and its benefits both to the business and consumers. This will increase consumer demand placed on them not only due to assured quality but also on nutrition and positive health claims.

The on-shelf audits revealed that 35 percent of the certified products had the GFL while the remaining 65 percent though certified had no GFL on the package. The high proportion of certified products without the GFL means there is need to support the SMEs in the process of adding the logo to their package materials.

It was noted that 90 percent of the retailers were not knowledgeable of GFL products, despite them having the products on the shelves in their shops. They stock products without considering the GFL. A good example of a GFL products supplier reaching out to retailers was SHAIS. However, SMEs indicated that it has been difficult to penetrate some chain stores like Shoprite. The competition for SMEs to be listed among larger retail stores such as Shoprite is high. Furthermore, the SMEs seemingly find it difficult to meet all the terms and conditions, inclusive of ability to supply the products consistently when enlisted, ability to meet the trading terms and ability to package food so its presentable and well-labelled, required for them to supply the products. Other constraints include the limited number of products that can be stocked per category. Additionally, and specifically, for chain stores like Shoprite whose policy is to promote low prices, it becomes a challenge for the SMEs to realise good profit margins and hence rendering the pricing regime unfavourable for them.

A niche for SBN is to continuously engage the private sector to ensure production and supply of GFL products to retail outlets is sustained to avoid stock outs that was reported by 10 percent of respondents.



Table 3. GFL products availability in retail outlets/ shops

Retail Outlet	Number of GFL foods in shops	GFL certified products on shelf	GFL certified products on shelf
1. Spar – Crossroads Mall	7	SHAIS <ul style="list-style-type: none"> • Full pack family porridge • Popcorn • Maysay porridge 	SEBA FOODS <ul style="list-style-type: none"> • Taste Soya Pieces COMACO <ul style="list-style-type: none"> • Chama rice KAKANGA FOODS <ul style="list-style-type: none"> • Beans • Twilo
2. Vivom supermarket – Longacres	1	SHAIS <ul style="list-style-type: none"> • Finger Millet • Orange maize meal • Sorghum porridge 	
3. Choppies Chilenje	15	OMEGA <ul style="list-style-type: none"> • Millet meal • Cassava meal • Red sorghum • Omega nutria flour SHAIS <ul style="list-style-type: none"> • Cassava flour • Grounded nuts • Maysoy porridge 	SEBA <ul style="list-style-type: none"> • Taste Soya Pieces COMACO <ul style="list-style-type: none"> • Chama rice • Peanut butter • Dried fruits Essential commodities <ul style="list-style-type: none"> • Soya blend JAVA <ul style="list-style-type: none"> • HEPS Currently out of stock MBEZI <ul style="list-style-type: none"> • Instant Soya porridge • Instant millet porridge • Instant maize porridge KAKANGA FOODS <ul style="list-style-type: none"> • Beans • Twilo

Retail Outlet	Number of GFL foods in shops	GFL certified products on shelf	GFL certified products on shelf
4. PNP – Levy Mall	4	Sylva Food Solutions <ul style="list-style-type: none"> • Moringa tea • Maize meal porridge • Samp • Moringa soup 	SEBA <ul style="list-style-type: none"> • Taste Soya Pieces
5. Melissa – Kabulonga	14	OMEGA <ul style="list-style-type: none"> • Red soghum grain • Finger millet meal • Cassava meal SHAIS <ul style="list-style-type: none"> • Finger millet meal • Cassava meal • Groudnuts • Maysoy porridge 	SEBA <ul style="list-style-type: none"> • Taste Soya Pieces COMACO <ul style="list-style-type: none"> • Chama rice • Peanut butter • Dried fruits MBEZI INVESTMENT <ul style="list-style-type: none"> • Instant soy porridge • Instant millet porridge • Instant maize porridge KAKANGA FOODS <ul style="list-style-type: none"> • Beans
6. Melissa – Northmead	4	SHAIS <ul style="list-style-type: none"> • Full pack cereal • Finger Millet 	COMACO <ul style="list-style-type: none"> • Chama rice • Peanut butter • Dried fruits
7. Matero Mall Choppies	4	OMEGA <ul style="list-style-type: none"> • Millet Meal • Cassava Meal • Red Sorghum 	COMACO <ul style="list-style-type: none"> • Peanut butter
8. PNP – PHI	6	Sylva Food Solutions <ul style="list-style-type: none"> • Orange maize samp • Maize meal samp • Maize meal moringa porridge 	COMACO <ul style="list-style-type: none"> • Chama rice
9. CHEERS KABWATA			COMACO <ul style="list-style-type: none"> • Peanut butter SEBA <ul style="list-style-type: none"> • Soya pieces Essential commodities <ul style="list-style-type: none"> • Soya powa KAKANGA <ul style="list-style-type: none"> • Beans • Twilo
10. Shoprite Manda Hill		OMEGA <ul style="list-style-type: none"> • Millet Meal • Cassava Meal • Red sorghum • Omega Nutri Flour Sylva Food Solutions <ul style="list-style-type: none"> • Moringa cereal 	ZAMBEEF <ul style="list-style-type: none"> • Brown flour COMACO <ul style="list-style-type: none"> • Chama rice • Peanut butter • Dried fruits • HEPS Sylva Food Solutions <ul style="list-style-type: none"> • Dried Kanunka • Dried Chibwabwa • Dried Kachesha • Dried Chimpapila
10. Shoprite Manda Hill		Sylva Food Solutions <ul style="list-style-type: none"> • Moringa cereal 	COMACO <ul style="list-style-type: none"> • Chama rice • Peanut butter JAVA <ul style="list-style-type: none"> • HEPS

3.4 GFL Awareness and perspective among SMEs

The SBN undertook active business engagement to inform businesses about the GFL initiative. The awareness levels on the GFL among SMEs varied with almost half of the SMEs interviewed indicated to be aware of the GFL and to understand the aims and objectives of the logo, half of the SMEs had some knowledge, whilst 5 percent of the SMEs interviewed did not have detailed knowledge of the Good Food Logo. The Good Food Logo has been known to be based on criteria for a set of nutrients in order to promote healthy diet. It is clearly understood, by the SMEs, that the logo was designed based on international dietary guidelines by the World Health Organisation (WHO). However, one of the SMEs who has been around from the inception of the Good Food Logo indicated that, in as much as the concept of the logo is very good, there is still a lot more to be done, in terms of awareness or knowledge of the logo for several other SMEs to buy-in, conceptualize, internalize and ultimately own it.

The assessment also gathered that some SMEs still need to see the value of applying to the GFL comparative to the sales volumes of their products as a result of the consumers purchasing the product due to its GFL certification mark. It was evident from several companies, like Shais Enterprise and Sylva Food Solutions that have had their products certified, testified that the GFL enhanced public confidence in their companies.

SMEs were using the GFL as a way to promote their GFL certified foods. An example is the distribution truck from SHAIS, that promotes their foods including the GFL as can be seen from Figure 1. SMEs indicated the need to increase awareness levels of the GFL among retailers and consumers. Public awareness promotional activities on the GFL will be key in increasing consumer awareness on the GFL products. This can be achieved through in store activities like creating a GFL corner in the shops where the products are displayed. The GFL corner could show forth some selected products with the logo designed to 'deliberately' capture the attention of the potential buyers.

Generally, the smaller SMEs see themselves as being incapable of competing favourably, given this profile of terms and conditions and hence the need to support

them in linking to the markets. The assessment also established that there are the so called 'big players' such as Trade Kings, who should be encouraged or enticed to buy-in the Good Food Logo concept and adhere to the compliance levels.

3.5 Multi-sector Coordinating Mechanism

The GFL is implemented by the NFNC and ZABS with support from the SBN. The NFNC and ZABS have signed a Memorandum of Understanding (MoU) that spells out the responsibilities of both agencies. Since the launch of the GFL, regular coordination meetings are taking place to coordinate activities related to the GFL. Before the launch, meetings were held at an ad hoc basis. The SBN organized quarterly meetings with its members, and these meetings are used to interact with members, but also to provide updates on the GFL.

The results of the evaluation also suggests that some stakeholders indicated that the Ministry of Commerce, Trade and Industries (MCTI), who support a global competitive, and sustainable, trade with the objective of contributing to social and economic development, could be leveraged more to promote the GFL. Opportunities were seen in the supporting market linkages for GFL certified products and in creating an enabling environment for the production of GFL certified products through, e.g., tax incentives.

3.6 Challenges of Implementing the GFL

The implementation of the GFL also poses a few challenges.

- GFL certified products mainly sold through formal retail channels - It was observed that the GFL certified products are mainly sold through the formal retail sector as most markets or smaller shops (such as Tuntamba) do not sell the products that have qualified. This has an implication on the reach of the GFL to consumers, as 55 percent of the consumers in Lusaka buy their foods in informal markets.
- Food packaging - The Good Food Logo consists of four colours (white, black, green and blue). Most printers available in Zambia, can print packaging materials with a max of six colours. If more

colours are used, it will result in additional printing costs. This poses a challenge for SMEs that have other colours on their existing packaging materials. In addition, SMEs indicate to buy package materials in bulk, hence a delay in time before the GFL appears on the food products as old stock will need to be exhausted first. In some cases, where the existing food packaging materials consisted of a different colour palette, it proved difficult to add additional colours, and therefore, the logo is not reflected in the right colours. Adjusting the colour of the logo could help, by reducing the colours to two or three.

3.7 SMEs Cost-Benefit Analysis

Since its inception, the certification process for the GFL has been free of charge, as costs were covered by WFP through a grant to ZABS. However, there are a number of indirect costs associated with the GFL. The major costs for the GFL certification were around the costs related to other ZABS certification activities such as the site audits that are a prerequisite in order to apply for the GFL. However, the awareness around the certified local supplier scheme from ZABS may not be high, hence the perception that there are high costs involved. Costs for the certified local supplier scheme are 2500 kwacha only. The evaluation found that some SMEs deemed the process of certifying their products costly due to packaging changes required to incorporate the logo as opposed to cost of certification, resulting in one SME using the GFL in a different colour as explained in section 3.6.

As regards to the costs for the certification process, it was evident that these were covered by WFP in the short term, which brings in a question of sustainability.

3.8 Impact on food choices

At this stage, it is too early to estimate the impact of the introduction of the GFL on food choices made by Zambian consumers and on the production of nutritious foods by Zambian producers. The creation of awareness on the GFL is continuing in October 2021 – January 2022, together with the Eat Well Campaign. An evaluation of the Eat Well Campaign will be conducted towards the end of the roll out of the awareness creation campaign, which could also include questions on the awareness of the GFL among consumers.

3.9 Sustainability

The Good Food Logo initiative has ensured that measures are in place to increase the sustainability of the GFL, even after reduced financial support from the SBN. Important aspects related to sustainability include:

- The GFL is Government owned, with an existing MoU in place between ZABS and NFNC laying out the roles and responsibilities of the institutes.
- The GFL is integrated within the institute responsible for setting and adherence to standards (ZABS), hence businesses can use existing and well-known channels to apply for the GFL.
- The costs of the GFL certification will need to be paid by the SME once the financial support from SBN ends. However, discussions are ongoing to set a price list of individual nutrient analysis. This will help to ensure that costs for certification are only related to costs of specific nutrient analysis required for specific food product.



3. Conclusion and Recommendations

The Good Food Logo aims to help consumers to make an informed decision to make healthier food choices and it aims to encourage companies to develop or reformulate foods that have a healthier food composition.

The review showed that so far 39 food products have received the GFL, and 56 are in the pipeline. The GFL certified foods largely belong to the grain and grain products and the fruit and vegetables food groups, providing scope to expand the range of GFL certified foods to other food groups. The GFL availability audit showed that in all 11 shops visited, GFL certified products were available, with some shops having up to 14 GFL certified products in their shop.

SMEs indicated that the GFL can benefit companies as it enhances brand recognition and the GFL can be leveraged to promote their products. However, more business engagement is needed to encourage businesses to apply and to raise interest in the GFL. Determining the consumer awareness on the GFL was outside the scope of this review.

Following the findings of the review; the following

recommendations are made for improving and scaling up the implementation of the Good Food Logo.

4.1 Continuous Engagement with SMEs to widen range of GFL certified products

The majority of the foods currently certified are foods that fall within the broader food category of grain and grain products. There is a potential to expand the range of products that can receive the GFL certification, which thus far has not been fully harnessed. Therefore, continuous engagement with food processing companies is required to increase the number and the diversity of GFL certified products on the market. There is need to promote the Certified Supplier Scheme from ZABS among SMEs in order to support them to comply with quality and safety standards.

4.2 Review the GFL criteria

The scientific committee needs to review the criteria and identify whether there is need to revise criteria, particularly fibre following revised international



criteria, and the currently GFL certified products.

4.3 Facilitate linkages between SMEs and chain stores/ supermarkets

The terms and conditions for suppliers of chain stores and supermarkets are not always favourable for SMEs and therefore, limit the number of SMEs that supply these larger retailers. Therefore, it is needed to support and facilitate linkages between SMEs and chain stores.

4.4 Fast track GFL certification

There is need to shorten the duration of the certification process. There is need to enhance coordination among the SBN, ZABS and NFNC and the food producers regarding the collection of samples. The use of other certified labs as an alternative should be formalized when ZABS is not able to conduct analysis within the stipulated time frame, and finally there is need for improved communication on the results of the nutrient analysis by ZABS.

4.5 Develop a marketing strategy for GFL products

It is recommended to review and implement the



GFL marketing strategy. The strategy should aim to increase the visibility to the GLF and through Above The Line (ATL) and Below The Line (BTL) activations. Private sector should be engaged to identify improved ways to market GFL certified products.

4.6 Continue creating awareness among consumers

With the Good Food Logo being within the first year of implementation, there is need to continue creating awareness among consumers about the importance of eating healthy and the GFL. It is recommended to increase the frequency of exposure to the GFL through various modes, including TV shows, Radio talk shows, road shows with celebrities, shop-to-shop retailer visitations and social media.

4.7 Conduct an impact evaluation (2025)

Determining the impact of the GFL on food choices and ultimately diets is important to identify the effectiveness of the front of pack certification mark. It is recommended to conduct an impact evaluation after five (5) years of implementation, with a focus on consumer behaviour, product reformulation and the impact on overall health.

Bibliography

- Bloem, S. & de Pee, S., 2017. Developing approaches to achieve adequate nutrition among urban populations requires an understanding of urban development.. *Global Food Security*, Issue 12, pp. 80-99.
- CSO, 2016. Living Conditions Monitoring Survey, Lusaka: Central Statistical Office.
- CSO, M., 2013. Demographic and Health Survey 2013, Lusaka, Zambia: CSO, MoH.
- CSO & MoH, 2019. Demographic and Health Survey 2018, Lusaka: s.n.
- FAO, et al., 2018. The state of food security and nutrition in the world 2018: Building climate resilience for food security and nutrition, Rome: FAO.
- Harris, J., Chisanga, B. & Drimie, S., 2019. Nutrition transition in Zambia: changing food supply, food prices, household consumption, diet and nutrition outcomes.. *Food Sec*, Volume 11, pp. 371-387.
- IFPRI, 2020. 2020 Global Food Policy Report Building inclusive Food Systems, Washington DC: IFPRI.
- Mofya-Mukuka, R., Banda, A. & Kabwela, B., 2018. Understanding the hunger and malnutrition situation in Zambia (DRAFT), Lusaka: IAPRI, Working Paper xxx.
- MoH, 2017. Zambia steps for non communicable diseases risk factors, Lusaka: Ministry of Health.
- ZABS, 2015. Labelling of pre-packaged foods - code of practices. Part 1. General Guidelines, Lusaka: ZABS.

Annexes

Annex 1: Indicator Matrix

Outcome/Output	Indicator	Data source	Milestones	Comments
Private sector companies apply for certification mark on existing qualifying products	Number of commercially packaged products available on the market applying for the certification mark	Certifying body reports	39	39 products have been certified with the GFL and 56 products are currently undergoing the certification process and awaiting results.
Certification mark standards and transparent administrative processes established	Certification standards and approval process disseminated through relevant channels	Certifying body reports, SBN project reports	Concluded	Regular updates are provided to stakeholders through SBN quarterly meetings, one on one engagements with agribusiness support partners, one on one engagements with various government partners and stakeholders; continued engagements with private sector. In September 2018 a study visit was undertaken to learn about their experience with front of pack labeling. The experience was shared with stakeholders.
Private sector companies aware of certification mark programme	% of surveyed companies aware of the certification mark	Survey, meetings, engagements	75	A total of 71 companies have been engaged of which 4 are retailers on the Good Food Logo through formal meetings and missions conducted to the companies.
Consumption of nutritious products improved among consumers	Increased average number of food groups consumed linked to Household Dietary Diversity Score	Impact Evaluation		Results to be established once the consumer impact evaluation is conducted in the second phase of the GFL implementation
Sales of existing products that affix Certification Mark increased	% increase in sales of existing products that affix the certification mark	Company, retail and certification body data		Data collection will commence in second phase of implementation
Consumers recognize Certification mark and associate the mark with healthier diets messaging and campaign	% of surveyed lower income and nutritionally vulnerable consumers to recognize Certification mark Graphic as part of Healthier Diet Campaign	Survey		Consumer awareness and recognition to be established once consumer impact evaluation is conducted.
Targeted retailers list and stock products that affix certification mark	Number of formal retail outlets that have listed and stocked products affixing Certification mark	Retailer data, independent store audits		4 formal retailers (shoprite, PNP, Choppies and Melissa) have listed and stocked products with the GFL in more than 20 outlets across the country
Promotion of certification mark includes activities targeted at formal and informal retailers	Number of formal retail outlets reached with promotional activities	Retailer agreements		Retailer promotions to be launched in the second phase of the GFL implementation in both formal and informal retailers
Expansion of global knowledge resource base surrounding implementation of diet-related Certification Marks in Southern Africa	Case study developed and disseminated	Final document		Various publications on GFL developed and disseminated through various channels
Relevant stakeholders have increased access to information around best practices, key lessons learned, and recommended approaches to implementation of diet-related Certification Marks in Southern Africa	comprehensive updates generated and disseminated on regular basis throughout project implementation period	Project reports		Regular updates are provided to stakeholders through SBN quarterly meetings, one on one engagements with agribusiness support partners, one on one engagements with various government partners and stakeholders; continued engagements with private sector. In September 2018 a study visit was undertaken to learn about their experience with front of pack labeling. The experience were shared with stakeholders. 4 missions have been undertaken for Good Food Logo certification engagements.

Annex 2: Key Informants Questionnaire-Smes/Private Sectors

Interviewer's Initials: _____

Date: _____ Start time: _____

End time: _____

Name: _____

Title: _____

Facility/Agency/Organization: _____

of years at this Institution/community: _____ # of years in current position: _____

Introduction:

Good morning/afternoon. My name is _____ [Interviewer's name] from a Consultant on behalf of the World Food Programme. Thank you for taking time out of your busy day to speak with me.

World Food Programme on behalf of the SBN is gathering information on the implementation of the Good Food Logo in Zambia. A number of interventions have been earmarked for implementation to achieve this objective. You have been selected for a key informant interview because of your knowledge, insight and familiarity with the GFL. Your input is essential to this process. Your participation in this interview is voluntary and the information you provide is confidential. Your name will not be recorded and your responses will not be shared with anyone. The interview will take about 45 minutes and will be recorded.

Would you like to participate in this survey?

YES	
NO	

Good Food Logo Knowledge

What is the mandate of your business?

What do you know about the Good Food Logo? Briefly explain what it is and its objective

Do the GFL certified products promote healthy diets and good nutrition in Zambia/community?

GFL Level of Implementation

How many products did your company submit for the GFL certification?

Of those sent, how many products were certified?

Are certified products currently in the production?

For those products not certified, why did the products NOT receive GFL certification?

Were there any products that did receive GFL certification but your company decided not to place the logo on it?

What is the geographical range of GFL certified products (i.e. how many districts/ provinces are the GFL certified products sold in)?

What types of shops are selling the GFL certified products from your company? (*probe for wholesale, larger retailers such as shoprite, or the smaller shops etc.*)

What distribution routes do you use to move the GFL certified products to the market?

What is your Company's decision process around getting GFL certification and what is your motivation?

Briefly describe the certification process (*probe for timelines in certification, challenges etc.*)

What are the direct/indirect benefits of your product(s) having the GFL certification?

What costs are associated with the GFL process?

Did you experience any challenges in the certification process and the application of the logo?

Community Engagement/Public Engagement

How would you describe the awareness of the general public on the GFL?

How does the public access information on the GFL, Healthy Diets, Nutrition and related information?

What feedback mechanisms exist for the company to give feedback/convey complaints on product quality to retailer, regulatory agency on the nutritional quality of a product?

How can the legal framework strengthen the GFL implementation at various levels of the food value chains?

Regulatory Framework

Does your product that is certified with the GFL has any health or nutrition claim on it package? probe to ensure that they know what you mean with nutrition /health.

Are you aware of a regulatory framework(s) in Zambia that regulates Nutrition and health Claims?

If yes, is the regulatory framework adequate?

If not, how can the legal framework be strengthened to justify the nutrition and health claims in various GFL certified products??

GENERAL

What key gaps and issues should GFL help address?

What general recommendations can you make to improve the GFL implementation at National, Sub national and household level based on the lessons learnt?

Any other comments/suggestions regarding GFL and product certification aspects in Zambia?

Annex 3: Key Informants Questionnaire - Retailers

Interviewer's Initials: _____

Date: _____ **Start time:** _____

End time: _____

Name: _____

Title: _____

Facility/Agency/Organization: _____

of years at this Institution/community: _____ **# of years in current position:** _____

Introduction:

Good morning/afternoon. My name is _____ [Interviewer's name] from a Consultant on behalf of the World Food Programme. Thank you for taking time out of your busy day to speak with me.

World Food Programme on behalf of the SBN is gathering information on the implementation of the Good Food Logo in Zambia. A number of interventions have been earmarked for implementation to achieve this objective. You have been selected for a key informant interview because of your knowledge, insight and familiarity with the GFL. Your input is essential to this process. Your participation in this interview is voluntary and the information you provide is confidential. Your name will not be recorded and your responses will not be shared with anyone. The interview will take about 45 minutes and will be recorded.

Would you like to participate in this survey?

YES	
NO	

Good Food Logo Knowledge

What is the mandate of your business?

What do you know about the Good Food Logo? Briefly explain what it is and its objective

Do the GFL certified products promote healthy diets and good nutrition in Zambia/community?

GFL Level of Implementation

How many GFL certified products are you selling in your outlet?

For those products certified, how is the demand from consumers?

On average what is the amounts of GFL products are purchased from the retail? Kindly refer to your retails daily, weekly sales reports

How do you access the GFL certified products from your supplier(s)?

What are the direct/indirect benefits of selling GFL certified product(s)?

Community Engagement/Public Engagement

How would you describe the general public awareness on the need to purchase and consume GFL certified products?
How does your retail ensure that consumers are made aware of the GFL certified products available in your retail shop/outlet?

GFL Food Promotion and Visibility

Do you have any ideas on how best to promote GFL products?
Are you willing to actively promote them (e.g. as part of Corporate Social Responsibility)?
Where do you display the GFL foods in your retail to enhance visibility?

GENERAL

What general recommendations can you make to improve the GFL implementation at your retail shop/store or outlet?
Any other comments/suggestions regarding GFL and product certification?

Annex 4: Key Informants Questionnaire - Zambia Bureau Of Standards (ZABS)

Interviewer's Initials: _____
Date: _____ Start time: _____
End time: _____
Name: _____
Title: _____
Facility/Agency/Organization: _____
of years at this Institution/community: _____ # of years in current position: _____

Introduction:

Good morning/afternoon. My name is _____ [Interviewer's name] from a Consultant on behalf of the World Food Programme. Thank you for taking time out of your busy day to speak with me.

World Food Programme on behalf of the SBN is gathering information on the implementation of the Good Food Logo in Zambia. A number of interventions have been earmarked for implementation to achieve this objective. You have been selected for a key informant interview because of your knowledge, insight and familiarity with the GFL. Your input is essential to this process. Your participation in this interview is voluntary and the information you provide is confidential. Your name will not be recorded and your responses will not be shared with anyone. The interview will take about 45 minutes and will be recorded.

Would you like to participate in this survey?

YES	
NO	

Good Food Logo Knowledge

What do you know about the Good Food Logo? Briefly explain what it is and its objective
Do the GFL certified products promote healthy diets and good nutrition in Zambia/community?

GFL Level of Implementation

How many foods and Companies have been engaged for the GFL?
How many food products are certified for the GFL? Please ask for the list with products and ensure it is clear which products are certified.
How many products are not certified (with reason e.g. failed to meet certification criteria)?
How many foods have been certified and are in production with the GFL label on product?
What is the assessment Capacity of ZABS for selected macro and micronutrients?
Are you able to conduct all required analysis for the GFL certification?
What are the challenges for ZABS to conduct the analysis? e.g. probe for equipment, reagents

What do you feel are the main limitations for companies to apply for the Good Food Logo?

How is the collaboration between NFNC, SBN, WFP, ZABS?

How could the implementation of the GFL be improved?

What are the costs related to the GFL?

Public Engagement

How would you describe the general public awareness on the need to purchase and consume GFL certified products?

How does ZABS ensure that the general public is made aware of the GFL certified products?

Regulatory Framework

Is there a regulatory framework(s) in Zambia that regulates Nutrition and health Claims highlighted?

If yes, is the regulatory framework adequate?

If not, how can the legal framework be strengthened to justify the nutrition claims for the GFL certified products been sold?

GENERAL

What general recommendations can you make to improve the GFL implementation

Any other comments/suggestions regarding GFL in Zambia?

Annex 5: Key Informants Questionnaire - GRZ, WFP, CSO SUN

Interviewer's Initials: _____

Date: _____ Start time: _____

End time: _____

Name: _____

Title: _____

Facility/Agency/Organization: _____

of years at this Institution/community: _____ # of years in current position: _____

Introduction:

Good morning/afternoon. My name is _____ [Interviewer's name] from a Consultant on behalf of the World Food Programme. Thank you for taking time out of your busy day to speak with me.

World Food Programme on behalf of the SBN is gathering information on the implementation of the Good Food Logo in Zambia. A number of interventions have been earmarked for implementation to achieve this objective. You have been selected for a key informant interview because of your knowledge, insight and familiarity with the GFL. Your input is essential to this process. Your participation in this interview is voluntary and the information you provide is confidential. Your name will not be recorded and your responses will not be shared with anyone. The interview will take about 45 minutes and will be recorded.

Would you like to participate in this survey?

YES	
NO	

Good Food Logo Knowledge

What is the mandate of your business?

What do you know about the Good Food Logo? Briefly explain what it is and its objective

Do the GFL certified products promote healthy diets and good nutrition in Zambia/community?

GFL Level of Implementation

Does the GFL criteria ensure that food products meet specific nutrients?

What are the potential challenges in the implementation of the GFL?

Community Engagement/Public Engagement

How would you describe the general public awareness on the need to purchase and consume GFL certified products?
What could be done to increase awareness among the general public on the GFL?

Media Outreach

Which media platform are you using to reach out to public on the GFL? Probe is twitter, Facebook, etc. are used
What us the number of followers, posts, Facebook engagements on the GFL on a daily, daily or monthly basis?
How many engagements do have with the Brand Ambassadors on the GFL?
How many engagements on the GFL do you have with TV and radio on a monthly basis on the GFL?

Regulatory Framework

Is there a regulatory framework(s) in Zambia that regulates Nutrition and health Claims highlighted?
If yes, is the regulatory framework adequate?
If not, how can the legal framework be strengthened to justify the nutrition claims for the GFL certified products been sold?

GENERAL

What general recommendations can you make to improve the GFL implementation at your retail shop/store or outlet?
Any other comments/suggestions regarding GFL and product certification?

Annex 6: Stakeholder Interview List

S/N	Name	Organization	Contact Details
1	Gladys Kabaghe	NFNC	0979579058
2	Belinda Tshiula	NFNC	0968718872
3	Anthony Munyenyembe	ZABS	0965408737
4	Belinda Kancheya	ZABS	0969923000
5	Andrew Chipongo	ZABS	0979180368
6	Stephen Mazimba	ZABS	0977383680
7	Dr. Mwiya Mundia	Irish Aid	0955914837
8	Matthews Mhuru	CSO SUN	0977295390

S/N	Contact Person	Company	Contact Details
1	Stephanie Arnerson	260 Brands	0964514721
2	Rajiv	Big Tree Brands	0976326976
3	Pande Justay	Essential Commodities	0977402828
4	C. Mapulanga	Mbezi Investment Limited	0968390617
5	Miriam Chipulu	Shais Enterprise	0975620728
6	Eddie Khan	Share Africa Zambia	0977445403
7	Sylvia C. Banda	Sylva Food Solutions	0979707944
8	Sledan Simpamba	Yanza Amansa	0977445403
9	Bartholomew Mbao	Zambeef Products	0977999017
10	Justina Opita	Omega Foods	0979861537
11	Satyapa Reddy	Akshaya Investments	0979366888



World Food Programme

Plot 10/4971, Tito Road, Rhodes Park, Lusaka, Zambia

T + 260 211 253802, 250407, 252955

Co.Zam.Communications@wfp.org - wfp.org

Photos: WFP