



Food and Agriculture Organization of the United Nations



World Health Organization



SUSTAINABLE DEVELOPMENT GOALS



World Food Safety Day 2023

.....
Growing a greater awareness of food standards

7 يونيو 2023 | اليوم العالمي لتسليم الأغذية

**المواصفات الغذائية
تنقذ الأرواح**

#WorldFoodSafetyDay

7 iunie 2023 | Ziua Mondială a Siguranței Alimentare

**Standardele alimentare
salvează vieți**

#WorldFoodSafetyDay

7 June 2023 | World Food Safety Day

**Food standards
save lives**

#WorldFoodSafetyDay

7 de junio de 2023 | Día Mundial de la Inocuidad de los Alimentos

**Las normas
alimentarias
salvan vidas**

#WorldFoodSafetyDay

7 جون 2023 | روز جهانی مصونیت غذا

**معیارهای غذایی زنده گی
انسان ها را نجات می دهد**

#WorldFoodSafetyDay

2023년 6월 7일 | 세계식품안전의날

**식품 안전을 위한 기준,
건강한 삶을 만듭니다**

#WorldFoodSafetyDay

2023 m. birželio 7 d. | Pasaulinė maisto saugos diena

**Maisto standartai
gelbsti gyvybes**

#WorldFoodSafetyDay

7 de junho de 2023 | Dia Mundial da Segurança dos Alimentos

**As normas
alimentares
salvam vidas**

#WorldFoodSafetyDay

7 июня 2023 года | Всемирный день безопасности пищевых продуктов

**Стандарты на
пищевые продукты
на страже жизни**

#WorldFoodSafetyDay

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**བཟང་ཆས་གནས་ཚད་ཀྱིས་
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#WorldFoodSafetyDay

7 ივნისი 2023 | სურსათის უვნებლობის მსოფლიო დღე

**სურსათის სტანდარტები
სიცოცხლის დასაცავად**

#WorldFoodSafetyDay

7 giugno 2023 | Giornata mondiale per la sicurezza degli alimenti

**Gli standard
alimentari
salvano vite**

#WorldFoodSafetyDay

7 日 2023 年 6 月 7 日 | 世界食品安全日

**ស្តង់ដារនៃសុវត្ថិភាព
សម្រាប់សិរីវិត**

#WorldFoodSafetyDay

2023. 06. 07 | Дэлхийн Хүнсний Аюулгүй Байдалын Өдөр

**Хүнсний стандарт
Эрүүл мэндийн баталгаа**

#WorldFoodSafetyDay

7 日 2023 | विश्व खाद्य सुरक्षा दिवस

**खाद्य पदार्थमा मापदण्ड,
जीवन रक्षाको आधारस्तम्भ**

#WorldFoodSafetyDay

7 tháng 6 năm 2023 | Ngày An toàn Thực phẩm Thế giới

**Tiêu chuẩn thực phẩm
bảo vệ cuộc sống**

#WorldFoodSafetyDay

2023年6月7日 | 世界食品安全日

**食品安全标准,
安全所系**

#WorldFoodSafetyDay

7 juin 2023 | Journée internationale de la sécurité sanitaire des aliments

**Les normes
alimentaires
sauvent des vies**

#WorldFoodSafetyDay

7 Juni 2023 | Wereldvoedselveiligheidsdag

**Normen voor
voedselproducten
redden levens**

#WorldFoodSafetyDay

7. Juni 2023 | Welttag der Lebensmittelsicherheit

**Lebensmittelstandards
retten Leben**

#WorldFoodSafetyDay

7. juni 2023 | Verdens mattrygghetsdag

**Matvarestandarder
redder liv!**

#WorldFoodSafetyDay

7 czerwca 2023 | Światowy Dzień Bezpieczeństwa Żywności

**Normy dla
żywności
ratują życie**

#WorldFoodSafetyDay

7 червня 2023 | Всесвітній день безпеки харчових продуктів

**Стандарти безпеки
харчових продуктів
рятують життя**

#WorldFoodSafetyDay

7 juni 2023 | Internationella livsmedelsäkerhetsdagen

**Livsmedelsstandarder
räddar liv**

#WorldFoodSafetyDay

7 Haziran 2023 | Dünya Gıda Güvenliği Günü

**Gıda standartları
hayat kurtarır**

#WorldFoodSafetyDay



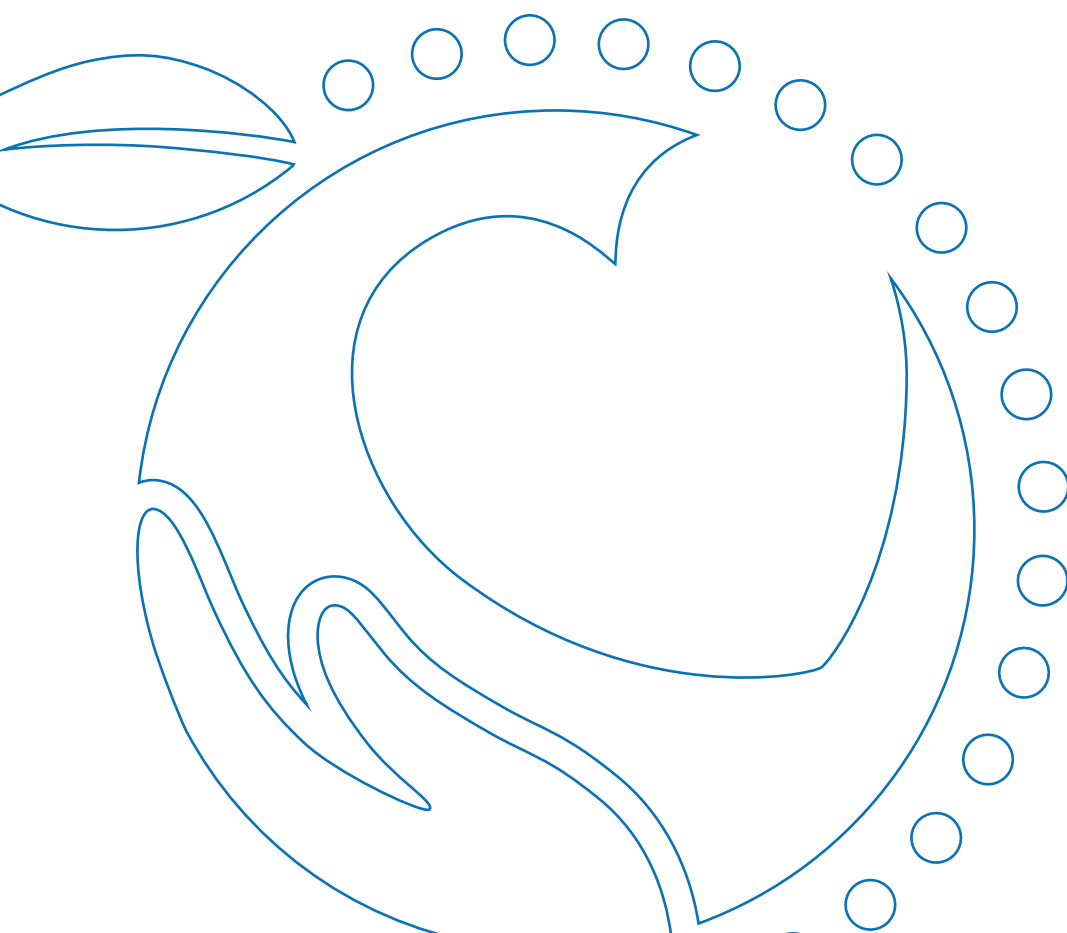
World Food Safety Day 2023

Growing a greater awareness of food standards



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Embracing food standards

By Markus Lipp

Senior Food Safety Officer
Food Systems and Food Safety Division
Food and Agriculture Organization of the United Nations (FAO)

Every year, there is something that stands out about World Food Safety Day celebrations. This year, it was the sheer variety of activities and the number of events that embraced physical health and wellbeing. In addition to the impressive participation of the higher education sector across the globe, we saw runs, marches and walks, as well as a gymnastics display. There was an art exhibition, poster and drawing competitions, food safety songs and videos. There was even a smoothie day, fruit skewers for food safety, food tasting in shopping malls and awareness raising in traditional food markets.

This variety and the level of global engagement impressed me even more as the theme was “Food standards save lives,” with standards being a very important topic for food safety, but not one that is as readily accessible to many as other topics. Still, the message of the 2023 World Food Safety Day was understood, embraced and amplified by so many people around the world: standards are the backbone to our common understanding of food safety. They form the basis of our understanding of food safety and food more generally. They are an agreement among all Members of the Codex Alimentarius Commission (CAC), an agreement on language, limits and levels that allows a common definition of all food safety issues. These standards can ultimately be adopted in the national context for a harmonious food code worldwide. Upholding these agreed standards so that all food complies means that it is safe for human consumption.

Food standards do indeed save lives and, where applied, ensure that food is safe for everyone.



©FAO/Alessandra Benedetti



©OSARTEC

The winners of the World Food Safety Day run in El Salvador pose for the cameras.



©Codex, Food and Veterinary Agency of North Macedonia, Ministry of Agriculture, Forestry and Water Economy

Nikolche Babovski, Director of the Food and Veterinary Agency of North Macedonia, is interviewed at the national World Food Safety Day event.



©Faculty of Agriculture of the University of Mauritius

The acting United Nations Resident Coordinator for Mauritius and Seychelles, Celine Lemmel, addresses a World Food Safety Day event organized by students at the University of Mauritius.

Protecting consumer health and saving lives

By **Luz Maria De-Regil**

Unit Head

Multisectoral Actions in Food Systems
World Health Organization (WHO)

Every day, an estimated 1.6 million people around the world become sick from eating unsafe food, many of them small children. Access to safe, nutritious and healthy food represents a basic human right, as safe food is a primary determinant of human health.

This year on World Food Safety Day we celebrated food standards, which help ensure that the food we eat is safe. These standards assure food safety, nutrition and quality, and protect lives. Standards also link two important areas of WHO's work, nutrition and food safety, protecting consumer health by ensuring that we address both nutrition deficiencies and the harmful impact of unsafe food.

For 75 years, WHO has been working to reduce the burden of foodborne diseases on global health. WHO, together with FAO, leads global expert groups and provides scientific advice to develop food standards and protect consumer health everywhere. The Secretariat of the FAO/WHO Codex Trust Fund, hosted by WHO, has supported more than 50 countries to strengthen their capacity to engage in Codex work. This has contributed to improving food safety and enhancing consumer health.

Standards are needed today more than ever, when our food systems are rapidly changing and facing increasing food safety challenges, due to climate change, population growth, new technologies, globalization and industrialization. When food systems change with negative implications for food safety, health is under threat. We need tools to address current and emerging food safety challenges.

With its fifth observance, World Food Safety Day consolidated its presence as a global campaign on food safety issues with a groundswell of support at all levels.



©WHO



©PAHO

Cookery students of the "Solidarity Kitchens" programme of a non-profit organization *Gastromativa*, Brazil, take part in World Food Safety Day.



©WHO/EMRO/HPD-Climate Change, Health and Environment 2023

WHO Country Office in Jordan, the Jordan Ministry of Health and the Jordan Food and Drug Administration host a training session on improving emergency response to food safety events.

Facilitated globally by WHO and FAO, the UN day has become a mainstay for awareness-raising and action, with a vision of a world where everyone, everywhere, has access to safe and healthy food.

World Food Safety Day 2023 is a unique opportunity for policymakers, business operators and consumers to learn and take an active role in preventing foodborne illness.

Together, we can make food safe on World Food Safety Day and every day.

Celebrating 60 years of Codex

By Sarah Cahill

Senior Food Standards Officer
Codex Alimentarius Commission Secretariat

This publication recognizes the formidable efforts that have gone into promoting World Food Safety Day this year. With this 5th observance of the Day focusing on food standards, we have seen incredible efforts all around the world to shed light on the role Codex standards play in saving lives. From governments to food businesses, consumers to students and academia, there has been a huge amount of ingenuity, resources and energy invested both in bringing this specialized subject to a wider audience and in understanding how standards can be better understood and more effectively implemented.

The year-on-year increase in engagement in World Food Safety Day is fantastic and highlights how a day such as this can bring people together to reflect on their own role in making food safe. When it comes to standard setting this includes those collecting and analysing data, reviewing the latest science and undertaking risk assessments, considering the various risk management options and drafting the standards, reviewing and fine tuning them and, ultimately, adopting them to those promoting, facilitating and monitoring their implementation.

The idea for World Food Safety Day was conceived by Codex Members, and it is fitting that in this, the 60th anniversary year of the Codex Alimentarius Commission, Codex Members have had the opportunity to showcase the work they do in developing and implementing international food standards. They have been able to highlight that food safety is not just about one day in the year but about work that also takes place on the other 364 days of the year.

World Food Safety Day helps us to remember that safe food is not something to take for granted. **Food safety is everyone's business and World Food Safety Day is everyone's celebration.** Thank you to everyone who worked to make food safer this year!



©FAO/Alessandra Benedetti



©Codex Kenya

Andrew Edewa, Director of TradeMark Africa (TMA) addresses a conference organized by the Government of Kenya in partnership with the African Union Commission, East African Community, TMA, Microenterprises Support Programme Trust Concern worldwide and other development partners.



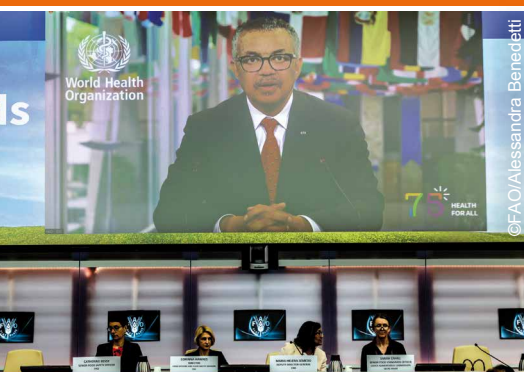
©Codex Oman

CAC Chairperson, Steve Wearne, addresses an Arab Codex Colloquium which was co-hosted by the Ministry of Agriculture, Fisheries, and Water Resources of Oman, in partnership with the Food Safety and Quality Center of Oman.



©FAO/Vladimir Mikheev

Oleg Kobaykov, Director of the FAO Liaison Office with the Russian Federation and Hilde Kruse from the Codex Alimentarius Commission Secretariat, take part in a scientific symposium at the Federal Research Centre for Nutrition and Biotechnology.



Tedros Adhanom Ghebreyesus, Director-General of WHO, addresses the FAO/WHO high-level event in a video message.

A panel discussion in the FAO/WHO high-level event explores issues connecting food safety, science and food systems transformation. (Left to right) Catherine Bessy, Senior Food Safety Officer, FAO; Corinna Hawkes, Food Systems and Food Safety Division Director, FAO; Maria Helena Semedo, Deputy Director-General, FAO; Sarah Cahill, Senior Food Standards Officer, Codex Alimentarius Commission Secretariat.

Qu Dongyu, Director-General of FAO, offers welcoming remarks at the FAO/WHO high-level event.

International organizations show the way for safe food

FAO and WHO hosted [a high-level event](#) on World Food Safety Day, where ministerial officials from Albania, Costa Rica and the United States of America and a representative of the Brazilian Health Regulatory Agency discussed how Codex standards save lives in their countries. The audience asked questions of food safety experts who delved into the topic of science and agrifood systems transformation.

To showcase its support to countries in food safety standards implementation, FAO held another two events. [One presented](#) a European Union-funded [project](#) that is assessing food control systems and evaluating phytosanitary capacities to ensure food safety and plant health in 11 African countries. During a [second event](#), the [Good Hygiene Practices and HACCP Toolbox for Food Safety](#) was unveiled, which will allow food businesses and policymakers to more easily align food safety management systems with Codex texts on food hygiene. And in an additional event, FAO and World Food Programme (WFP) officers shared insights and anecdotes in [an audience-led session](#) titled “Ask us anything about food safety”.

WHO organized virtual Health Talks on Food Safety, which were held on 6-9 June to increase awareness and encourage discussion on an array of topics: the

standards behind food safety, food safety in international emergencies, food fortification, the estimates of the burden of foodborne diseases and the WHO Global Strategy on Food Safety, among others. On 7 June, FAO and WHO held a joint press conference in Geneva and WHO conducted a [social media live event](#). FAO’s Director of Food Safety and Food Systems Division wrote an article for *Food Safety Magazine* on the role of science in the standards setting process and WHO Director-General, Tedros Adhanom Ghebreyesus, spoke about World Food Safety Day in his [8 June media briefing](#), emphasizing WHO’s work on whole genome sequencing.

The World Organisation for Animal Health (WOAH) published an article detailing the role of veterinary services in food safety and the International Atomic Energy Agency (IAEA) promoted their podcast about [the role of nuclear science in detecting food fraud](#). The Global Food Safety Initiative (GFSI) published a statement about how food standards keep the world running.

The International Livestock Research Institute (ILRI) published a report on food safety in informal markets, “highlighting crucial issues for policymakers”, and the Global Alliance for Improved Nutrition (GAIN) produced a special World Food Safety Day episode of its Interview Cruncher series.



The Benin Food Safety Agency (ABSSA) promotes its World Food Safety Day activities.

Students in Angola visit the Luanda Central Agro-Food Laboratory of the National Food Quality Control Service.

Members of the HACCP Academy Nigeria NGO discuss good hygiene practices with market vendors, as part of their week of campaigning for improved food safety.

From grassroots to government, food safety is promoted across Africa

FAO and WHO co-hosted an event with the African Union-InterAfrican Bureau for Animal Resources, the New Partnership for Africa's Development and the Codex Coordinator for Africa, where multisectoral collaboration emerged as a key aim.

National events were organized in Botswana, Cabo Verde, Djibouti, the Gambia, Ghana, Kenya, Liberia, Madagascar and Senegal. In addition, in Benin, the Secretary General of the Ministry of Agriculture, Livestock and Fisheries called for reflections on how to improve food safety in the country and in Côte d'Ivoire, the Minister of Animal and Fishery Resources announced a two-year food safety project. The First Lady of the United Republic of Tanzania, Zanzibar, urged improvements in food safety.

In Gabon, the International Centre for Medical Research in Franceville publicized its programme on zoonoses in the wild meat sector. In Côte d'Ivoire, the Regional Centre of Excellence against Hunger and Malnutrition (CERFAM), a partnership with WFP, held a discussion session.

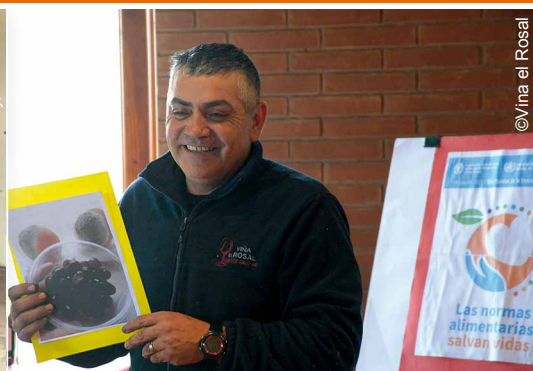
In Nigeria, the Lagos State Ministry of Health promoted food safety practices, as did NGOs and community groups across Africa, including Chad's Cabinet Six Sigma, Nutrition for All in

Guinea, YPARD Kenya, the Street Food Safety Committee and HACCP Academy in Nigeria, the Women's Platform for Peace in Casamance and Food Safety Relay in Senegal, and a group of women processors in Ogou, Anié and Est-Mono, Togo.

Students in Angola were invited to Luanda Central Agro-Food Laboratory for a lecture. In Senegal, the Cheikh Anta Diop University collaborated with the National Codex Committee for a "Journée Scientifique," and University of Mauritius students invited the EU Ambassador, the UN Resident Coordinator and other UN representatives to speak at their event. At the Université Nazi Boni in Burkina Faso and Witwatersrand University, South Africa, students shared their work. In Benin's Natitingou district, schools participated in an "art of oratory" competition.

Across the continent at food businesses big and small, employees participated in World Food Safety Day events. The Day was also celebrated at Senegal's "gastronomic event", MiTH, and by participants of South Africa's annual Food Safety Forum, which was timed to coincide with 7 June.

The WHO representative in the Gambia implored TV viewers to learn food safety practices. FAO and WHO representatives attended a national event in Asmara, Eritrea.



Students at the Anton de Kom University in Suriname pose with their event poster.

Staff and employees at Vina el Rosal vineyard in Chile share food safety knowledge at a World Food Safety Day breakfast event.

Stallholders promote good practices at the Educational Day for World Food Safety Day in Peru.

The Americas get creative on food safety

A regional webinar and digital drawing competition were held by FAO and the Pan American Health Organization/ Pan American Foot-and-Mouth Disease Center (PAHO/ PANAFTOSA), together with the Inter-American Institute for Cooperation on Agriculture (IICA), the Regional International Organization for Agricultural Health (OIRSA) and the FAO/WHO Coordinating Committee for Latin America and the Caribbean. These organizations also participated in national level events, including a fun PANAFTOSA-sponsored training for cookery students in Brazil and a YouTube video recommending “5 concrete actions” for food safety released by IICA in Chile.

Ministries and National Codex Committees of the governments of Antigua and Barbuda, Brazil, Chile, Cuba, the Dominican Republic, Ecuador, El Salvador, Grenada, Guatemala, Guyana, Mexico, Peru, Suriname and the United States of America all organized events - from webinars and conferences to, in the Bahamas, a food safety demonstration in a shopping mall. In addition, the Dominica Bureau of Standards celebrated with a “smoothie day,” the Bureau of Standards of Jamaica held a “jingle competition”, and the Ministry of Rural Development and Lands of the Plurinational State of Bolivia produced a World Food Safety Day song. The Canadian Minister of Health, the Vice-Minister of Economy, Industry and Commerce of Costa Rica and Grenada’s Minister of Agriculture underscored the importance of food safety in statements to the media.

Local health departments in Boyacá and Valledupar in Colombia raised awareness about food safety at street food stalls and in videos. Municipal authorities in Serra, Brazil; Lima, Peru; and Montevideo, Uruguay, as well as regional authorities in the Province of Neuquén, Argentina; Junín, Peru; and the State of New York, the United States of America, also amplified their food safety messages – through social media, conferences and official statements.

University students throughout Latin America sought to learn and inform through conferences and radio interviews. In Mexico, students celebrated at Colegio Simón Bolívar by making fruit skewers, and the students of Anton de Kom University in Suriname also used their celebrations to raise funds for food safety research.

NGOs, associations, the health sector and the private sector organized many dozens of events across the region.

FAO’s Sub-Regional Coordinator for the Caribbean wrote a press release focusing on regional issues and PAHO celebrated with students of the “Solidarity Kitchens” programme of the non-profit organization, Gastromotiva in Brazil.



Students from the Macao University of Science and Technology pose with their World Food Safety Day banners.

Zensho Holdings in Japan encourages staff with the message that World Food Safety Day is a day for all employees.

Students from ten schools pose at the official World Food Safety Day oratory competition in Fiji.

Asia and the Pacific celebrates with a diverse array of events

FAO, WHO and partners opened celebrations in the Asia and Pacific region with a regional webinar on 1 June.

In Australia, Bangladesh, China, Fiji, India, Japan, the Philippines, Singapore, Sri Lanka, and Thailand, authorities organized World Food Safety Day events. In addition, officials of Bhutan's Food and Drug Authority attended workshops in connection with a market linkages project. The Center for Food Safety in China, Hong Kong SAR published a food safety video based on a love story. Meanwhile, Indonesia's National Food Agency conducted a "Healthy Gymnastics Campaign" and the Maldives Food and Drug Authority and Ministry of Education with WHO Maldives held an exhibition of art competition entries. The Republic of Korea held its Food Safety Week in May and Sri Lankan authorities discussed developing a new standard for the local drink, "toddy". The Chief Minister of Rajasthan, India, posted a tweet highlighting food safety work in the state.

Throughout the region, schools and universities held events. Yamaguchi University in Japan held an event on the future of food safety. In India, children at the Milon School in Nagaland danced the "seven steps of handwashing" and Love Dale School in Alamcode made a food safety pledge. The Move School in Abbottabad, Pakistan, took pupils to local food outlets to learn about food safety. At Westlink International School Hanoi, Viet Nam, parents joined students for a safe school lunch.

Countless food businesses and associations also widely promoted food safety across the region.

WHO Director of the South-East Asia Region wrote a widely distributed article in which she praised work of governments in the region that "have used Codex standards to strengthen national food control systems and set national food standards". Country-level FAO and WHO offices also marked the Day. The FAO Indonesia representative presented a regional report at national celebrations and WHO in Lao PDR promoted food standards with the country's Ministry of Public Health. The FAO Representative to Sri Lanka and the Maldives co-wrote an article about "Strengthening food safety in Sri Lanka: Empowering consumers for a safer future." WHO in Timor Leste debunked myths in an infographic on Facebook.

In Cambodia, Mongolia, Nepal and Pakistan, FAO shed light on its work on antimicrobial resistance (AMR), namely through the "Action to support implementation of Codex AMR standards" project.



Georgia's official World Food Safety Day event in Rike Park, Tbilisi, includes fun activities with superhero characters.

Representatives of FAO, WHO, the European Food Safety Authority and others discuss food safety and One Health.

Students of the S.Seifullin Kazakh Agro Technical Research University in Kazakhstan take part in a 'flash mob' video with Associate Professor Laura Auteleyeva.

From hand hygiene to One Health, Europe has World Food Safety Day covered

In Europe, FAO and WHO regional offices co-hosted a webinar on One Health and food safety. The European Food Safety Authority promoted World Food Safety Day across their social media channels and on their website, and also produced a music video involving people from different Member States.

Government institutions of many European countries led food safety awareness efforts at the national level, including in Armenia, Azerbaijan, Bosnia and Herzegovina, Finland, Germany, Hungary, Ireland, Italy, Kazakhstan, Luxembourg, Malta, North Macedonia, Slovenia, Sweden, Türkiye and the United Kingdom of Great Britain and Northern Ireland. Furthermore, the Ministry of Agriculture and Rural Development of Albania teamed up with the FAO country office in Albania for joint celebrations and FAO in Kyrgyzstan joined the Kyrgyz standards setting body, Kyrgyzstandart, for a technical seminar about how "Food standards save lives". The National Food Agency of the Ministry of Environmental Protection and Agriculture of Georgia, the National Center for Disease Control and Public Health of Georgia and the Georgian Technical University invited FAO representatives to join a public lecture

and activities in the capital's Rike Park. FAO, WHO and Codex Secretariat representatives also attended a press conference and a scientific symposium organized by the Federal Research Centre for Nutrition and Biotechnology of the Russian Federation, where the Food Safety Technical Officer of the WHO Regional Office for Europe presented an overview of the WHO Global Food Safety Strategy.

Experts from Portugal's Alcobaça City Council taught school pupils about hand hygiene and university students engaged with food safety in a discussion at North Macedonia's Faculty of Technology in Veles. The Politehnica University Timisoara in Romania held its now regular Polysafe event and students at the Saken Seifullin Universiteti in Kazakhstan recorded a 'flash mob' video.

A number of associations organized events, including the Islamic Organization for Food Security in Kazakhstan, the Society for Microbiology in Luxembourg, FoodFakty in Poland, the Federation of Food Science and Technology Associations in Spain and the Hospital Caterers Association and the British Stainless Steel Association in the United Kingdom of Great Britain and Northern Ireland.



Participants in the Iran National Standards Organization (INSO) event pose for a photo with the event's World Food Safety Day banner.

A father teaches his daughter about food safety in Oman's Food Safety and Quality Center video.

Qatari authorities hand out food safety information leaflets at a supermarket.

Across the Near East and North Africa, all sectors promote health and food safety

Members of the FAO/WHO Coordinating Committee for the Near East convened on World Food Safety Day to discuss the importance of standards in ensuring positive outcomes for community health and food safety on the national and international levels.

Similarly, national and local governments, universities and the health and private sectors across the region held events to raise awareness.

The Codex Contact Point in Egypt co-convened an event with the National Food Safety Agency of Egypt, which featured an introduction to efforts to modernize Egyptian food safety frameworks. National Codex Committees in the Islamic Republic of Iran and in Oman held events, as did Iraq's Central Agency for Standardization and Quality Control, Kuwait's Public Authority for Food and Nutrition, Morocco's National Food Safety Office, the Palestine Standards Institution, Qatar's Ministry of Health, the Saudi Food and Drug Authority and Tunisia's National Food Safety Authority. More locally, the governorate of Qatif in Saudi Arabia, the Royal Commission for Riyadh City, the Emirate of Abu Dhabi and the Dubai Municipality also celebrated. The Minister of Climate Change and the Environment of the United Arab

Emirates tweeted a food safety video and underlined the government's commitment to the national strategy for food security, health and the protection of society.

WHO in Algeria tweeted pictures from an event at the Pasteur Institute. The WHO country office in Jordan celebrated with the Ministry of Health and Jordan's Food and Drug Administration and organized training on improving emergency responses to food safety events.

Egypt's New Assiut Technological University and Libya's University of Gharyan both held events and a professor at the College of Health Sciences of the University of Sharjah in the United Arab Emirates held a "keys to health and food safety session". In the Syrian Arab Republic, the Ghrass Development Association heard about food safety from a nutritionist and the Primary Healthcare Sector in Al-Mishkhab, the Al Saqi Foundation for Culture and Social Welfare in Iraq, the One Health Alliance in Jordan and Lebanon's Faculty of Nursing and Health Sciences at Notre Dame University-Louaize all held events.

Food businesses across the region organized conferences, in-house training and consumer awareness sessions.

A look at media and social media coverage

Media and social media played a crucial role in disseminating information about World Food Safety Day events and key messages. See a roundup of media coverage across the world [here](#).

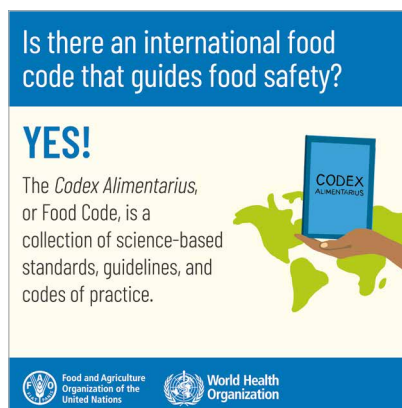
On social media, FAO and WHO posted messages [debunking myths](#) and promoting [2-page information leaflets](#) on safe food production and consumption. FAO and WHO collaborated on an Instagram post that saw over 8 500 likes and a reach of 464 000. An FAO World Food Safety Day video “What are food standards?” was posted in Arabic, English and Spanish and had 89 900 views on Twitter. The video was also viewed on Facebook and LinkedIn. On 7 June, WHO released a new one-minute [animated film](#) developed to explain what is safe food and to share everyday food safety tips that can be followed at home. The video received over 600 000 views on the day of its release.

WHO’s social media live event on keeping food safe took place on multiple platforms and was viewed 140 000 times, while a Tweet posted by the WHO Director-General was viewed 97 000 times.



Between 7 March and 14 June 2023, the World Food Safety Day hashtag (including in Arabic, Chinese, French, Spanish and Russian) was used across the globe and across platforms. The hashtag was mentioned 81 800 times and posts containing the hashtag saw engagement numbers reach 3.28 million on Douyin, Facebook, Instagram, TikTok, X, YouTube, Weibo and WeChat. Most engagement around the hashtag came from India, followed by China, the United States of America, Japan and the United Kingdom of Great Britain and Northern Ireland.

Social media posts play a key role in enabling the spread and impact of World Food Safety Day messages. Food safety is everyone’s business and, with continued social media engagement from thousands of food safety advocates around the world, everyone might soon know it.



@FAO/Victor Maple



@FAO/Roberto Sciotti



@Street Food Safety Committee



@FAO



@Bhutan Food and Drug Authority, Ministry of Health



@LSG Sky Chefs



@ICAR-Central Institute of Fisheries Technology (ICAR-CIFT)



@FAO/Gokce Akbalik



@FAO



@FAO/Aisela Beqir Aga



@FAO/Suman Giri



@FESAECUADOR



@FAO/Evgeniy Pechurin



@Vina el Rosal



@Paomipem Phazang kikon



@WHO



@UJP



@Rasaq Oke, CEO of Fooddotcomacademy Service



@SFDA



@New Assiut Technological University



@GWC



@WHO Jordan



@Ministry of Agriculture of Fiji



@FAO/Alessandra Benedetti



World Food Safety Day 2023 - Growing a greater awareness of food standards

This year over 500 events were organized in at least 139 countries. Many of those were technical conferences and discussions organized by governments, the private sector and students to discuss how standards help to keep food safe. There were also walks, runs, gymnastics and dance, as well as songs, poster competitions, art exhibitions and lots more. Given the media and social media coverage of these events, World Food Safety Day is clearly sparking imaginations and making headway in its mission to raise awareness about tackling what is a largely preventable problem.

World Food Safety Day aims to galvanize action to help prevent, detect and manage foodborne risks. This, in turn, will contribute to food security, human health, economic prosperity, agriculture, market access, tourism and sustainable development.

Read this report for a summary of events and learn more by visiting the [World Food Safety Day website](#) or the [FAO](#), [WHO](#) and [Codex Alimentarius](#) websites.

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.



Front cover image © Ana Pereira and Cristina António (Alcobaça City Council)
Ana Pereira from the Alcobaça City Council in Portugal shows primary school children in Alpedriz how to wash their hands well for safe food handling.

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