

APPENDIX 9

Guidance notes for panel formation for promoting awareness and dissemination strategies for reducing aflatoxin contamination

The aim is to form a panel with 10-12 members, which includes prominent institutions, agencies, and individuals that have influence over large sections of people. They should be able to play an important role in dissemination of technologies and awareness building.

One of the main considerations for selecting the panel members is their ability to evolve suitable strategies with their experience for wider dissemination and to carry out mass awareness campaigns. The panel is formed in such a way that it will have players many among them also being stakeholders in aflatoxin control process at various levels of supply chain of groundnut and groundnut products production, distribution, and consumption.

The panel over a period of time is expected to become a watchdog as well as a force in articulating policies, bring large-scale awareness among producers, processors, traders etc. about health and economic aspects of aflatoxin contamination. Thus paving a way for radical changes in the way people look at food safety and marketing practices as consumers.

The panel in effect should be contributing to strategies for

- Dissemination of technologies
 - Awareness building or campaigns
- And
- developing appropriate information tools for implementing these strategies
 - Validation of information tools developed with respective stakeholders

Each member's potential role is examined from the point of view of which of the roles mentioned above could they contribute to.

◆ Small-scale commodity producers and processors:

These are the small oil expelling units such as rotaries and baby oil mills as well as the medium scale oil expelling and refining units.

The smaller units extract oil and sell in the open rural markets and also to the refineries. The cake is sold to solvent extraction units. The bigger units send their produce to the urban consumer and refinery markets.

These members having more influence on the poor farmers as they generally get the inferior quality produce from the poor. If these processors are aware of aflatoxin, the related health risks, it is more feasible to disseminate technologies and awareness through these processors to poor farmers will be effective.

Potential contribution to the panel is: they are more effective in disseminating technologies and awareness promotion to poor farmers.

Role in development of information tools: involve in validating the information tools developed.

◆ Oil millers and Traders:

Government oil seed growers federation:

The AP Co-operative Oil Seed Growers Federation (Oil Fed) is a state-sponsored organization that is mandated to increasing oil seeds production and safe guard the interests of the oil seeds growers.

It is by far the biggest single purchaser of groundnut pods in Andhra Pradesh. It has its own large oil expelling cum refining units and to a certain extent controls the price structure of the groundnut and groundnut oil.

It procures groundnut directly from the farmers at the market yards or at their co-operative warehouses spread across the state (particularly in groundnut growing areas), should be able to find out good quality kernel for expelling and refining oil from the seeds, as this oil will be marketed to consumers.

Targets it include: AP State Oil Millers Federation

Potential contribution to the panel: influence in disseminating the aflatoxin reducing technologies and to spread awareness among its members to bring some favorable changes in their marketing practices.

Role in development of information tools: they can contribute in developing appropriate information tools and facilitate validation of these through their network of associations.

Traders:

Different categories of traders procure the groundnut pods through different ways and means. After procuring groundnut pods from farmers, they supply them to the oil expellers, refineries and other processing units at various places across the state and outside state.

They provide small loans for various farmers' requirements at varying rates of interest that acts as a binding on part of the farmers into bringing their crop produce to the specific trader only. Hence they can considerably influence the producers (farmers) to mold their management practices by promoting aflatoxin-reducing technologies as well as by promoting awareness.

Potential contribution to the panel: involve in the process of awareness promotion and disseminating the aflatoxin reducing technologies

◆ Confectionery, Dairy, Poultry Industries

Confectionery industry:

The confectionery industry procure and store the pods or kernels in sufficient quantities when fresh crop reaches the market rather than purchasing stored pods. They have influence over primary producers by varying groundnut prices over a range of groundnut based products.

Potential contribution to the panel: these agencies can act, as agents for promotion of awareness about aflatoxin contamination because they can alert/impose sanctions on the traders and they

themselves will follow more hygienic practices to contain contamination and involve in validation of awareness strategies

Role in development of tools: As stakeholders their participation in preparation of information tools will be valuable, as they understand the effectiveness of each of the tools developed more realistically.

Dairy and poultry industries

The dairy units/industry are also an important stakeholders in disseminating the technologies and in awareness building about aflatoxin contamination as they likely to buy groundnut fodder from producers(farmers). As these industries have influence on the market prices of groundnut cake, which is given as a feed to the (dairy and poultry) animals. It is believed that contaminated oil cake, on consumption, reduces egg-laying capacity of the poultry birds. Hence these industries are essential to participate in dissemination of technologies and in awareness building about aflatoxin contamination.

Targets it can reach:

- AP Dairy Development Co-operative Federation
- Private dairy industries
- Poultry industries
- Veterinary health labs

Potential contribution to the panel: As these agencies have far and wide reach across the state and also have closer interactions with farmers as advisers of animal feed, they can effectively participate in awareness promotion strategies and to certain extent influence the farmers in disseminating technologies.

Role in development of information tools: validate the information tools developed

◆ Exporters

They are non-resident traders and procure their requirements through the specialty brokers and other agents only during the harvest season when they make temporary stay in the towns, make spot purchases for cash payments and transport the product almost immediately.

This category of traders seemingly pay a very good price considering the local market trends; however the price is definitely for very good quality product that can be obtained from a healthy crop and that too after further sorting and cleaning.

Targets it can reach: Seed Exporters Association

Potential contribution to the panel: play constructive role in developing strategies in awareness and dissemination processes. Involve in awareness promotion and dissemination of technologies

◆ State and district policy makers

They will influence the policy to focus on improving infrastructure and availability of finance for the processing industries. It also bring changes or to safeguard hygienic conditions during processing to reduce aflatoxin contamination.

Target it can reach:

- Commissioner and Secretary, Department of Agriculture
- Commissioner and Secretary, Department of Animal Husbandry
- Other ministries : Health, Civil supplies, Commerce
- Joint Director of Agriculture, Districts
- UNICEF office in Hyderabad and their agents at different sites in AP

Potential contribution to the panel: developing suitable strategies for awareness promotion and dissemination of technologies and involved in the awareness promotion and dissemination of technologies.

Role in development of information tools: involving in validation of information tools

◆ **Medical professionals (Nizams Medical Institute)**

Medical professionals are important to provide evidence that consumption of aflatoxin contaminated products lead to serious health hazards. Therefore it is important to involve them to alert consumers through their network of health warning systems. They will be represented on the panel to help identify target organizations and methods for awareness promotion and health warning systems.

Targets it can reach: Nizams Medical Institute

Potential contribution to the panel: facilitate awareness promotion

Role in development of information tools: contribute to developing the information tools related to health warnings will add authenticity to aflatoxin contamination problem and help in safeguarding the public health at large.

◆ **Media and consumer groups**

In Andhra Pradesh there are several consumer organizations one of the noted ones being Consortium of AP Consumers Association leading at the state level. This consortium has a network of consumer organizations at district and lower levels. One of the most important aspects of this consortium is that its involved with running a chain of super markets mainly to cater to the middle and lower income groups.

Targets it can reach:

- Consumer Federation of AP
- Apna Bazar super market network
- UNICEF in AP (through it's schools program)

Potential contribution to the panel:

develop suitable strategies for awareness promotion and disseminating technologies among the farmers as it has easy access to poor and needy people. Involve in awareness promotion

Role in development of information tools:

validating the information tools required for disseminating technologies.

Media groups

Media groups can create greater impact on the public as they can reach large masses of people far and wide through multimedia. Their participation in the panel will help in selecting the right type of information tools for wider dissemination of hazards of aflatoxin contamination and draw the attention of consumer forums to initiate action to address this problem.

Targets it can reach:

Several sources of multimedia like TV channels, newspapers, magazines, and radio and video shows folklore etc. should be targeted for dissemination.

Potential contribution to the panel: is to involve in awareness and dissemination of technologies and to identify other important stakeholders.

◆ Groundnut farmers and NGOs supporting farmers

These farmers are primary producers of groundnuts and groundnut fodder, which are likely to be affected by aflatoxin contamination at the pre-harvest, and due to certain post harvest practices of farmers. In addition to this groundnuts are extensively consumed by poor farming communities hence they are the key stakeholders in containing or eliminating aflatoxin contamination from their cropping systems. As stakeholders farmers groups play an important role in developing strategies for dissemination of aflatoxin reducing technologies as well as advise on social aspects that might affect poor farmers access to aflatoxin reducing technologies

Targets it can reach:

- RDT, Ananthapur(partner) and its NGO networks
- IRDT, Mahbubnagar (partner) and its NGO networks
- Sahajeevan, pileru (partner) and its NGO networks
- NSA(Network Sustainable Agriculture)
- VANA(Voluntary Action Network Ananthapur)
- RASS, Tirupathi
- Farmers networks and associations across AP

Potential contribution to the panel: evolve strategies for dissemination and awareness promotion and involve in the awareness promotion and dissemination of technologies

Role in development of information tools: involve in validation of information tools

◆ Crop scientist and Social scientist

The crop scientist and social scientists are selected from ICRISAT, ANGRAU, STAAD, or from any other concerned NGOs

The Crop scientist provides technical and scientific background knowledge for appropriate aflatoxin reducing technologies and to support and ensure that the panel develops suitable strategies for their dissemination.

The social scientist will ensure that strategies are developed in such a way that all stakeholders have equal access to information and also ensure that all socio-economic group farmers have access to in the dissemination process. The social scientist with the help of crop scientist should feed back the panel on the impact of technology dissemination on the poor and initiate corrective measures with the help of the panel.

Potential contribution to the panel: is to involve in developing the suitable strategies for awareness promotion and dissemination of technology

Role in development of information tools: They can also validate the information tools in disseminating technologies and awareness promotion from the farming communities.

◆ **Functions of the panel members:**

- Evolve suitable strategies with their experience for wider dissemination and to carryout mass awareness campaigns.
- Articulate policies to bring large-scale awareness among producers, processors, traders etc. about health and economic aspects of aflatoxin contamination. Thus paving a way for radical changes in the way people look at food safety and trade consumers.
- Awareness among traders/ processors needs to be increased and they need to be provided with information about post-harvest practices to reduce the risk and spread of aflatoxin.
- Short presentations will also be made to key officials and fliers produced on health risks and improved storage and processing practices.
- Create public awareness of the risks of aflatoxin contamination
- The panel in effect should contribute to
 - Dissemination of technologies
 - Awareness building or campaigns

Summary of Potential Role of Different Members in the Panel for Strategies for Dissemination and Awareness Promotions

| Potential panel member | Main activity/mandate | Targets they can reach | Potential contribution to the panel | | | |
|---|--|--|-------------------------------------|-----------------------------|--|---------------------|
| | | | Awareness Promotion | Dissemination of technology | Contribution to the development of Information tools | Validation of tools |
| Groundnut farmers/NGOs supporting farmers | Farmers: key stakeholders . Primary producers of groundnuts and groundnut fodder. NGOs: support farmers in improving livelihoods | (Thousands of)Farmers through RDT, IRDT, NSA, VANA, APSS, RASS, Sahajeevan and farmers networks & associations | Yes | Yes | -- | Yes |

| | | | | | | |
|---|--|---|-----|-----|-----|-----|
| Small scale commodity producers and processors (Rotaries and baby oil mills as well as the medium scale oil expelling and refining units) | Extract oil and sell in the open rural markets and to refineries. The cake is sold to the solvent extract units | Networks of small processing units | Yes | Yes | -- | Yes |
| Oil millers and traders | <p>Oil millers: The AP Co-operative Oil Seed Growers Federation (Oil Fed) is a state-sponsored organization and is mandated to increasing oil seeds production and safe guard the interests of the oil seeds growers and to a certain extent influence the price structure of the groundnut and groundnut oil.</p> <p>Traders : Deal with large volumes of trade and they provide small loans to farmers with output tie-up arrangements</p> | Private oil millers association/s (AP State Oil Millers Federation) | Yes | Yes | Yes | Yes |
| Confectionery, dairy, and poultry industries | <p>Confectionery industry: Procure and store the pods from fresh crop. They have influence over primary producers by varying groundnut prices over a range of groundnut based products.</p> <p>Dairy and poultry industry: These industries have influence on the market prices of groundnut cake, which is given as a feed to the (dairy and poultry) animals.</p> | AP Dairy Development Co-operative Federation, Private dairy industries, Poultry industries, Veterinary health labs. | Yes | -- | Yes | Yes |
| State and district policy makers | They will influence the policy to focus on improving infrastructure and availability of finance for the processing industries and bring changes or to safeguard hygienic conditions during processing to reduce aflatoxin contamination. | Commissioner and Secretary, Department of Agriculture; Commissioner and Secretary, Department of Animal Husbandry; Other ministries : Health, Civil supplies, Commerce; Joint Director of Agriculture, District; UNICEF office in Hyderabad and their agents at different sites in AP | Yes | Yes | --- | Yes |

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|---------------------------|--|--|-----------------------|-----------------------|-----------------------|-----------------------|
| Exporters | Make spot purchases for cash payments and transport the product almost immediately and pay a very good price considering the local market trends; however the price is definitely for very good quality product that can be obtained from a healthy crop and that too after further sorting and cleaning. | Seed Exporters Association | Yes | Yes | --- | --- |
| Medical professionals | They help to identify target organizations and methods for awareness promotion and health warning systems. | Nizams Medical Institute | Yes | --- | Yes | --- |
| Media and consumer groups | <p>Media groups: Media groups can create greater impact on the public as they can reach large masses of people far and wide through multimedia.</p> <p>Consumer groups: In Andhra Pradesh there are several consumer organizations one of the noted ones being Consortium of AP Consumers Association leading at the state level and it is involved with running a chain of super markets mainly to cater to the middle and lower income groups.</p> | <p>TV channels, newspapers, magazines, radio and video shows, folklore etc.</p> <p>* Consumer Federation of AP *Apna Bazar super market network *UNICEF in AP (through it's schools program)</p> | <p>Yes</p> <p>Yes</p> | <p>Yes</p> <p>---</p> | <p>Yes</p> <p>---</p> | <p>---</p> <p>---</p> |
| Crop scientist | The Crop scientist provides technical and scientific background knowledge for appropriate aflatoxin reducing technologies and to support and ensure that the panel develops suitable strategies for their dissemination. | ----- | Yes | Yes | Yes | Yes |
| Social scientist | The social scientist will ensure that strategies are developed in such a way that all stakeholders have equal access to information and also ensure that all socio-economic group farmers have access to the dissemination process. | ----- | Yes | Yes | Yes | Yes |