

EU-funded Food Safety Project stand draws hundreds of visitors at Albania Works the Land Fair

The EU-funded Food Safety Project set up an interactive, consumer-oriented, highly-visual educational stand at the Third Annual Albania Works the Land Fair on 16-17 November 2019 in Tirana's Skanderbeg Square, attracting more than 500 visitors, ranging from toddlers to senior citizens. Officials, including the Head of the EU Delegation and the Minister of Agriculture and Rural Development, also visited the stand.

The fair -- the largest of its kind in Albania, focusing on agriculture, farming and food processing -- presented an opportunity to showcase a variety of activities and was a great location for the Food Safety Project to reach out directly to the public through its information stand. The Food Safety Project's stand was situated in close



proximity to the National Food Authority's (AKU) stand, which served as a great opportunity to network with one of the project's main beneficiaries and instil in the public's mind the project's goal to promote food safety in Albania through strengthening Albanian institutions.

Aiming to be interactive and educational with the public, the stand contained the following:

Promotional Materials: Used to create maximum visibility through stand:

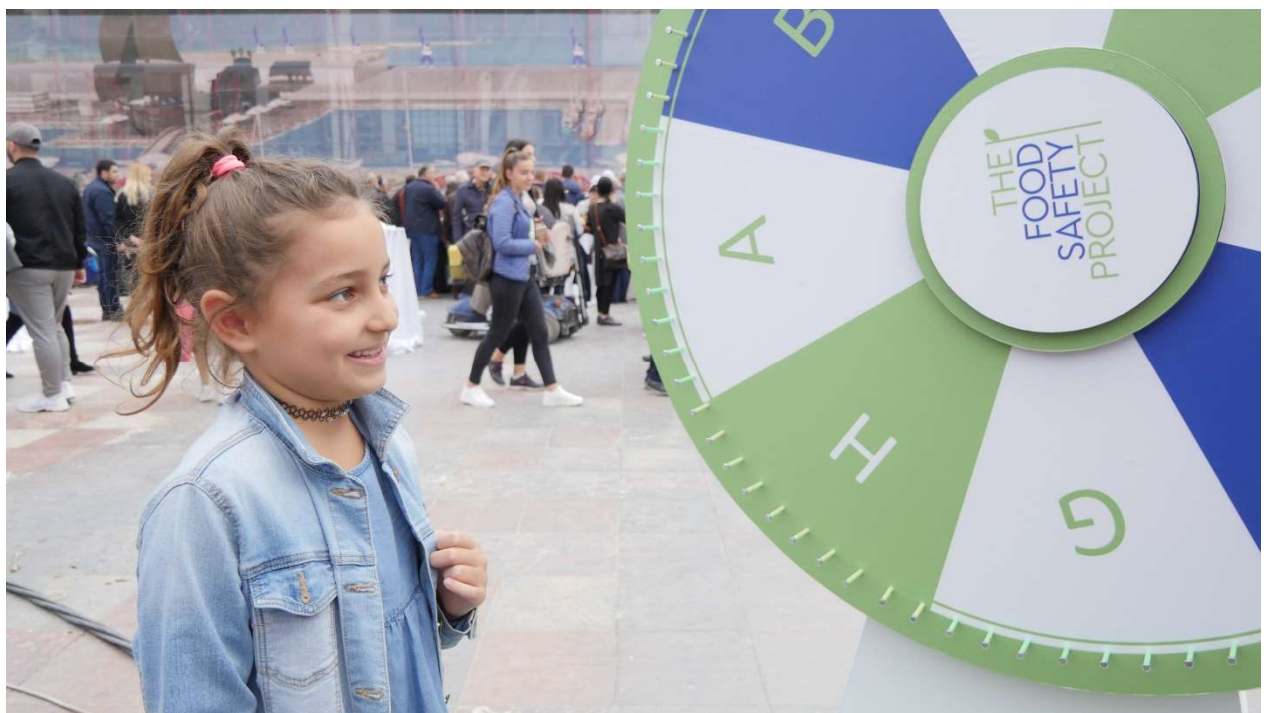
- Wheel of Knowledge
- Food Safety Fridge Freezer
- I CHOOSE SAFE FOOD Photo Frame
- Cards of Knowledge
- Leaflet of Knowledge
- I CHOOSE SAFE FOOD bracelets
- Food Safety banner
- Food Safety roll up
- Professional photographer took more than 1000 photos at two-day event.



Popular with the visitors

The stand's interactive nature made it very popular with the visitors looking for entertainment and education in one stop. The Wheel of Knowledge, a game where landing on one letter or another led to different food safety questions, attracted the most visitors, and, surprisingly, children were particularly interested in it, playing repeatedly and answering the questions correctly in most cases. The stand's staff kept a register and noted visitors who interacted with the games. Based on the amount of literature and promotional materials distributed, more than 500 people visited the stand during the two days. On top of 30 percent being children, the other visitors ranged in ages from their 20s to 70s.





International and Albanian officials join in

EU Ambassador Luigi Soreca and his staff visited the stand on 16 November, and the EU Delegation issued a post on social media. (links below).

https://m.facebook.com/story.php?story_fbid=2495782427158212&id=304579276278549

https://www.instagram.com/p/B47r80hAiPP/?utm_source=ig_web_copy_link

https://www.instagram.com/p/B47rD5oAfk1/?utm_source=ig_web_copy_link





Minister Bledar Çuçi of MoARD and his staff visited also visited the stand on 16 November.

https://m.facebook.com/story.php?story_fbid=1730430557087029&id=406088576187907





Other visitors included teachers, students from agricultural University of Tirana, food bloggers, project partners and journalists from EuroNews and AlertNews.



AKU Director Robert Lili visited the stand on both days of the fair, networking with the Food Safety Project experts.



In total, the stand distributed:

- 500 Leaflets of Knowledge
- 500 'I CHOOSE SAFE FOOD' bracelets

Feedback

FSP experts and stand staff received very positive feedback from people visiting the stand. All feedback was relevant to food safety and the project. Everyone was interested in playing the games and were very eager to learn. Some people even returned a second time to the stand to ask for more promotional materials. Overall the stand was very successful with people not wanting to leave without getting a leaflet of knowledge and a bracelet.