

# ***IDENTIFYING THE DRIVERS OF A LOCAL DEMAND FOR AFRICAN BUSHMEAT IN WESTERN COUNTRIES***



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# BUSHMEAT

# What is it?

## Who eats it?

# What diseases are associated with the hunting, preparation and consumption of bushmeat?



# JUSTIFICATION AND AIMS

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## EFSA assesses the risk of transmission of Ebola through bushmeat

**The potential for introduction and transmission of Ebola through bushmeat illegally imported into Europe from Western and Central Africa is low, EFSA scientists say.**

Ebola virus has been found in bushmeat, which is meat derived from wild animals native to African forests, including fruit bats, gorillas, chimpanzees, and duikers. The import of bushmeat into the EU is not authorised. To date there have been no reported cases of Ebola infection from handling, preparation and consumption of illegally imported bushmeat in the EU.

EFSA's scientists conclude that the risk of transmission from bushmeat is low for several reasons. Hunting and butchering of bushmeat carries a high risk for transmission, but these practices are not known to occur in Europe. Also, the consumption of bushmeat in EU is considered to be low. Finally, although bushmeat is routinely consumed in Africa, the number of outbreaks reported there is relatively low. However, the experts caution that although the potential for introduction and transmission of Ebola through bushmeat is low, the public health consequences of its introduction would be serious given the high fatality rate and ease of human-to-human transmission.

In their recommendations, the experts say that the most effective measure to prevent the transmission of Ebola in Europe through bushmeat is the prevention of all illegal imports.

Experts identify several knowledge gaps in their risk assessment. For example, there is no information about consumption levels in the EU, or on how illegally imported bushmeat is handled, prepared and consumed in Europe. Scientists do not know for how long the virus survives in meat or animal products.

Despite these uncertainties, EFSA experts conclude that the probability of a viable virus surviving transportation to Europe is higher in fresh or frozen meat after a short transport time and lower in dried or smoked meat exposed to higher temperatures during transport. They also say that thorough cooking (at 100°C) kills the virus.

### Subject area

[Biological hazards](#)

[Ebola](#)

**BIOHAZ**

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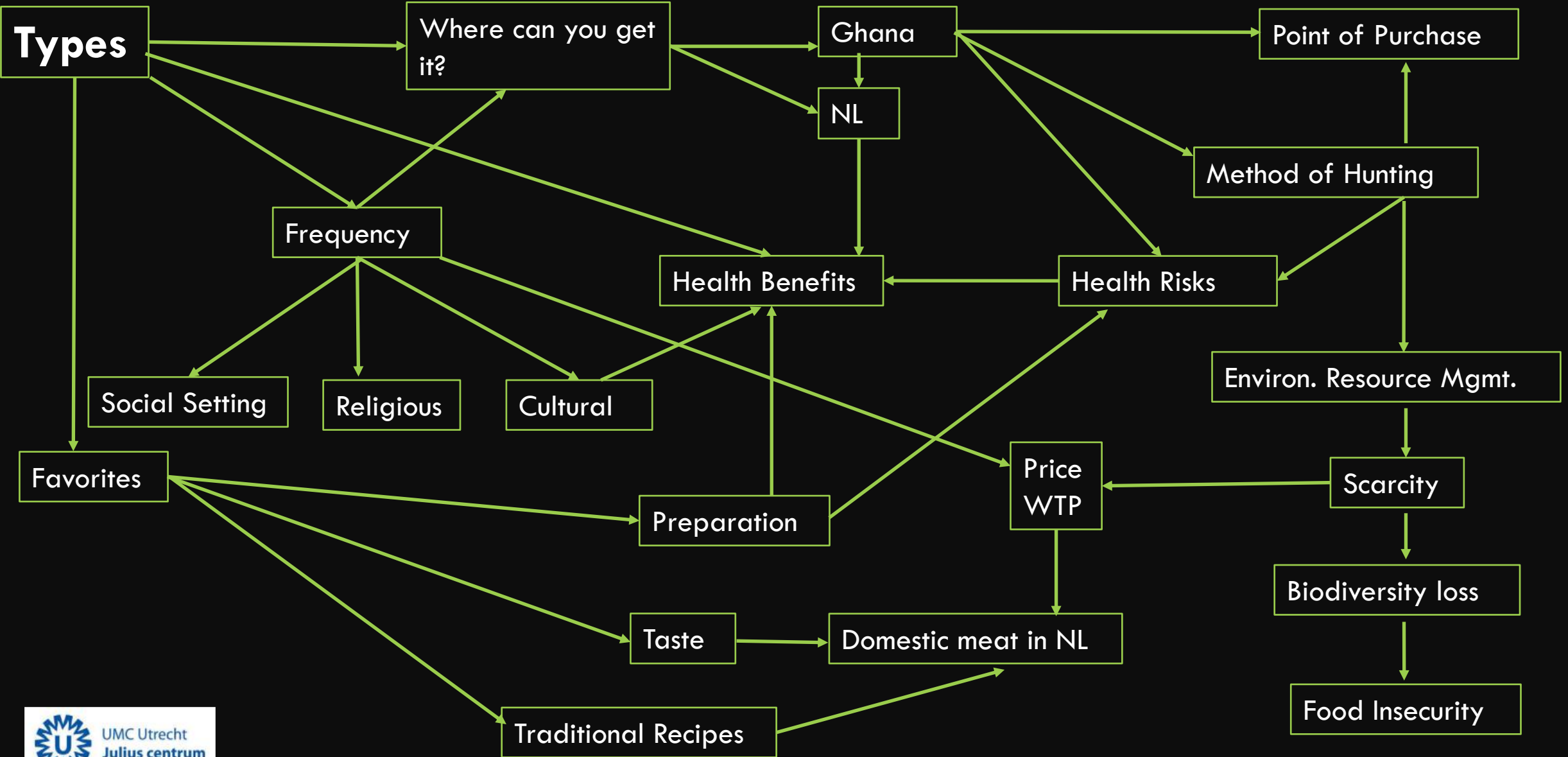
## METHODS: STUDY DESIGN

- Qualitative
- Focus Groups
- Perceptions of and incentives to consume African bushmeat within the Ghanaian community residing in Amsterdam, Netherlands
- Recruitment and human subject protection
- A pilot and 3 focus group sessions
- ~10 individuals per session
- Average session length 90 minutes

## METHODS: DATA COLLECTION

- Two moderators
- Multidisciplinary Research Team: Epidemiologist, Global Health Expert and Anthropologist
- Introduction and verbal consent at the beginning of each session
- Discussions and Questionnaires
- Participants were assigned a number to maintain anonymity and confidentiality
- A discussion map was used

# A Study of African Wild Meat Consumption in the Netherlands – Discussion Guide





## METHODS: LIMITATIONS

- Sample size
- Ghanaian participants originated from one region of Ghana
- Possibility of an Underestimate/Overestimate

African Focus Group Results - Data Compilation 2018-2019		Percentage	Rounded off Percentage
Age			
18-29	1	0.035714286	4%
30-50	5	0.178571429	18%
51-65	17	0.607142857	61%
65-80	5	0.178571429	18%
Total	28		
Participant			
Ghanaian	28/28		
Gender			
Female	13	0.464285714	46%
Male	15	0.535714286	54%
Total	28		
How long have you lived in the Netherlands?			
< 1 year	2	0.071428571	7%
5-10 years	3	0.107142857	11%
11-25 years	5	0.178571429	18%
26-35 years	14	0.5	50%
36-50 years	4	0.142857143	14%
Total	28		
How often do you travel to your country of origin?			
Less than once a year	9	0.333333333	33%
1-2 times a year	14	0.518518519	52%
More than 2 times a year	4	0.148148148	15%
Total	27		



# METHODS: DATA ANALYSIS

- Audio recorded
- Transcribed
- Note-taking to record nonverbals
- Independent observer
- Open sourcing/Axial coding

## Open Sourcing/Axial Coding

### Steps taken:

- Know your biases and standpoints going into the research project
- Identify social, economic and personal characteristics that may impact the way you present your data
- Initial Coding – memo-ing- re-coding
- Initial coding – go back – change/break-down coding
- Analyses is an iterative and ongoing process
- Look for cause-effect themes
- How is data interpreted and represented? Grounded codes.
- Avoid cherry-picking

### Coding key

<b>Pink</b>	Luxury Item/Status symbol
<b>D.Blue</b>	Willingness to Pay (WTP)/ Bushmeat Price Comparison - Ghana vs. Netherlands
<b>Yellow</b>	Drivers of the demand (e.g. Taste, culture, strength, nutrition)
<b>Green</b>	How to avoid infection / Health considerations
<b>Purple</b>	Generational changes in bushmeat consumption
<b>Red</b>	Species
<b>Orange</b>	Local Demand & Trade Routes/Methods of Acquiring meat locally
<b>L.blue</b>	Methods of hunting

# SUMMARY OF FINDINGS

- There is a local demand for African Bushmeat in the Netherlands \*
- African bushmeat is a status symbol item \*
- There is a high Willingness to pay (WTP) \*
- Health perceptions -African bushmeat vs locally sourced meat \*
- Culture and Food Preparation - Taste \*
- Species
- Hunting Methods
- Generational Changes

\* Description of demand/Incentives

# RESULTS: LOCAL DEMAND

- Discussions included the different amounts of time it takes for bushmeat to be delivered and the costs involved
- Individual imports vs organized trade
- 84% of respondents state that they acquire bushmeat from friends or a local butcher (questionnaire)
- ~ 8% bring it over themselves (when adjusted for none answers)
- Discussions across all focus groups indicated that there is no intention to stop consuming African bushmeat
- 17% of respondents eat bushmeat  $> 10$  times a year

# RESULTS: STATUS SYMBOL & WILLINGNESS TO PAY

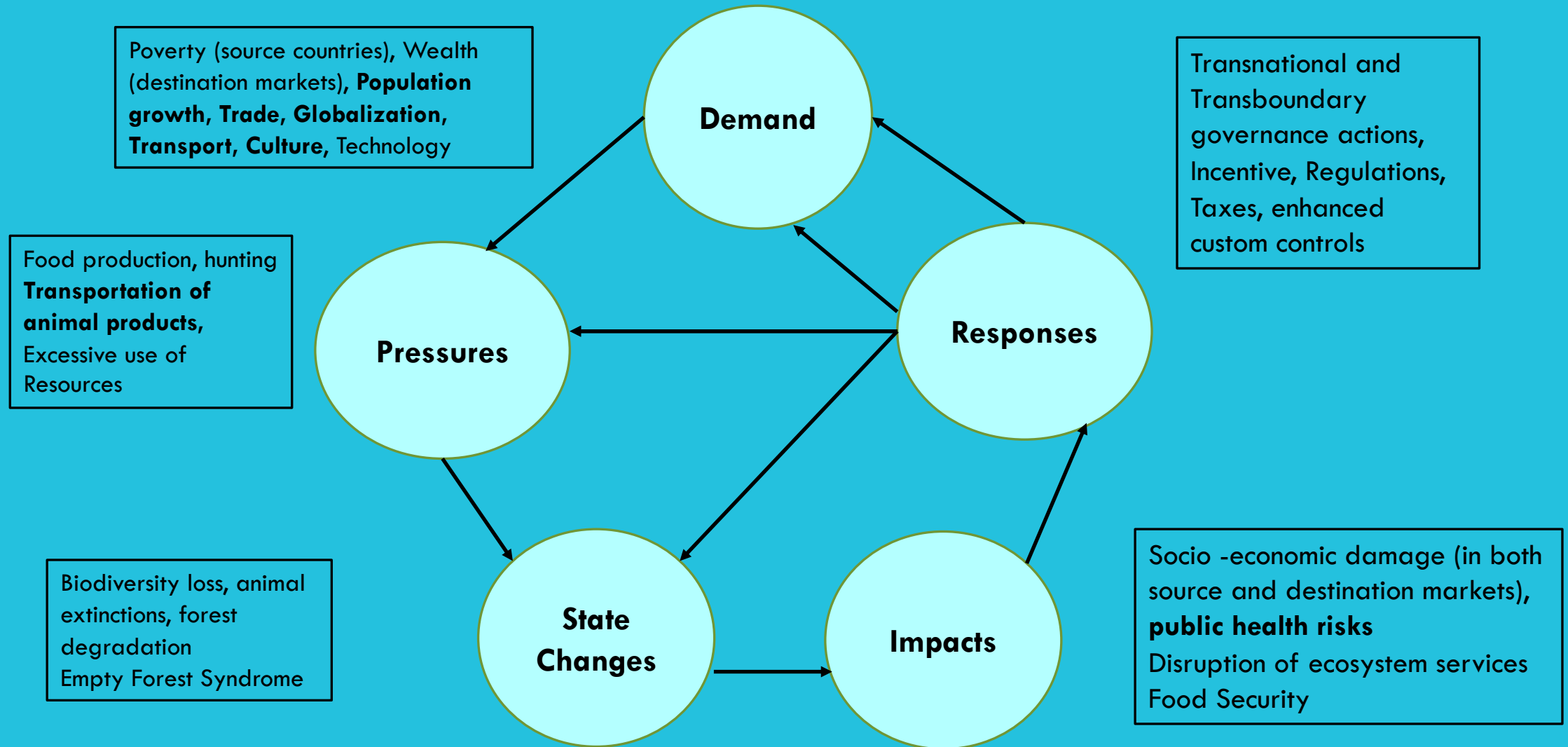
- Participants describe that serving Akrantie, large cane rat, for friends and family is a symbol of prestige and gives them a sense of pride
- Price may not reflect how endangered a species may be
- A upward trend in prices?
- The participants described how to balance the purchase of ABM with the budgeting that takes place to ensure that the rent and bills can also be paid
- African bushmeat vs local meat
- African bushmeat vs European sourced wild meat

# RESULTS: HEALTH PERCEPTIONS

- The risks that may exist from possibly contaminated meat are outweighed by the perceived nutritional value of African wild meat
- Tastes differ between participants who prefer meat that is smoked/very dry and those who prefer a pink center
- Uncertainty about where the meat is sourced and how it is killed —poison, formaldehyde
- Perceptions of health risks associated with hunters who find dead carcasses in the forest



# DISCUSSION



Modified DPSIR Diagram  
Kristensen, 2004

# LESSONS LEARNED

- A demand exists for African bushmeat in the Netherlands
- Misconceptions about the drivers of a local demand for African wild meat in western countries
- Health considerations may be a major driver of bushmeat consumption in western countries
- There is a very low perceived risk of disease
- An Underestimation of the demand for African wild meat, throughout the EU, is likely

# NEXT STEPS: RESPONSE

- An EU assessment of the local demand for unregulated African meat in all EU member states
  - An economic analysis of willingness to pay (WTP)
- Execution of an EU sponsored collaborative study on the quantity and quality of unregulated African meat imports into EU member states
- A coordinated effort from all appropriate Ministries, Health Agencies, Customs and the private sector

