

## Consumer-Driven Approaches to Food Safety in Bangladesh: Lessons from Japan

**Mohammad Khurshed Alam\***

Research, Institute for Rural Community and Life, Kawagishi-naka, Okaya city, Nagano, Japan

**Keiko Yoshino**

Department of Agricultural Economics, Tokyo University of Agriculture, Sakuragaoka, Setagaya-city, Tokyo, Japan

**Rie Miyaoura**

Department of Agricultural Economics, Tokyo University of Agriculture, Sakuragaoka, Setagaya-city, Tokyo, Japan

**Fumie Takanashi**

Department of Agricultural Economics, Tokyo University of Agriculture, Sakuragaoka, Setagaya-city, Tokyo, Japan

**Keisuke Nakakubo**

Department of Agricultural Economics, Tokyo University of Agriculture, Sakuragaoka, Setagaya-city, Tokyo, Japan

### Abstract:

Bangladesh faces significant food safety challenges due to its reliance on agriculture and informal markets. While the government and development partners have initiated various programs, consumer awareness and engagement remain critical for sustainable improvements. Japan, on the other hand, has made remarkable progress in food safety through strong consumer initiatives. This study examines (a) the current status and challenges of agro-food safety in Bangladesh and (b) explores adaptable lessons from Japan's consumer-driven food safety practices.

The research combines a comparative survey of 400 respondents in Bangladesh's capital region (conducted February–March 2024) with semi-structured interviews involving consumers, producers, traders, government officials, and experts. Japanese consumer movements were analyzed through secondary data. Findings reveal that 47% of Bangladeshi consumers are highly concerned about food safety, yet only 19% consistently check product labels, and just 9% trust the national food inspection system. Health concerns, chemical-free options, and freshness drive demand for organic products. Notably, 50% of surveyed consumers expressed strong interest in learning from Japan's food safety practices, particularly in technology (33%) and inspection systems (30%).

## International Conference on 2025

26<sup>th</sup> – 27<sup>th</sup> June 2025

The study highlights differing levels of consumer awareness, behavior, and trust between the two countries, offering insights into how Bangladesh can adopt Japan's participatory approaches to enhance food safety governance.

### **Keywords:**

Agro-food safety, consumer initiative, Bangladesh, Japan, food security, organic food.