Welcome!

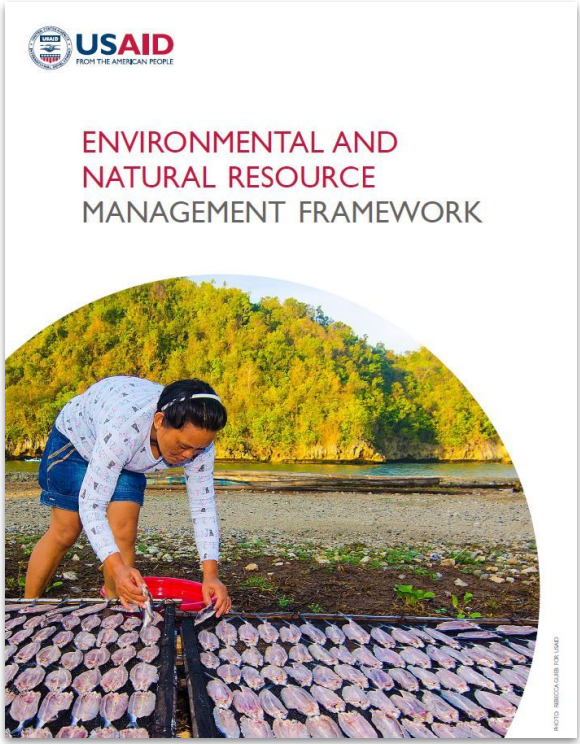
Wild Meat Learning Group Webinar

Wild meat consumer segmentation in Ho Chi Minh City, Vietnam

October 27th, 2021

This webinar will be recorded

Context: Wild Meat, One Health, and Sustainable Food Systems

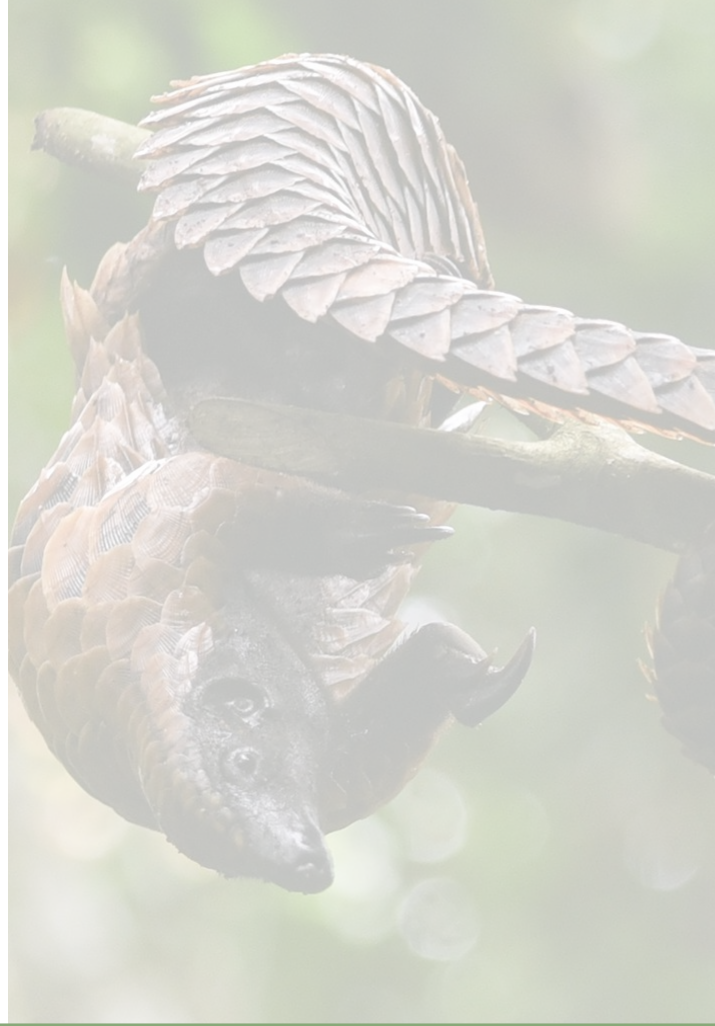


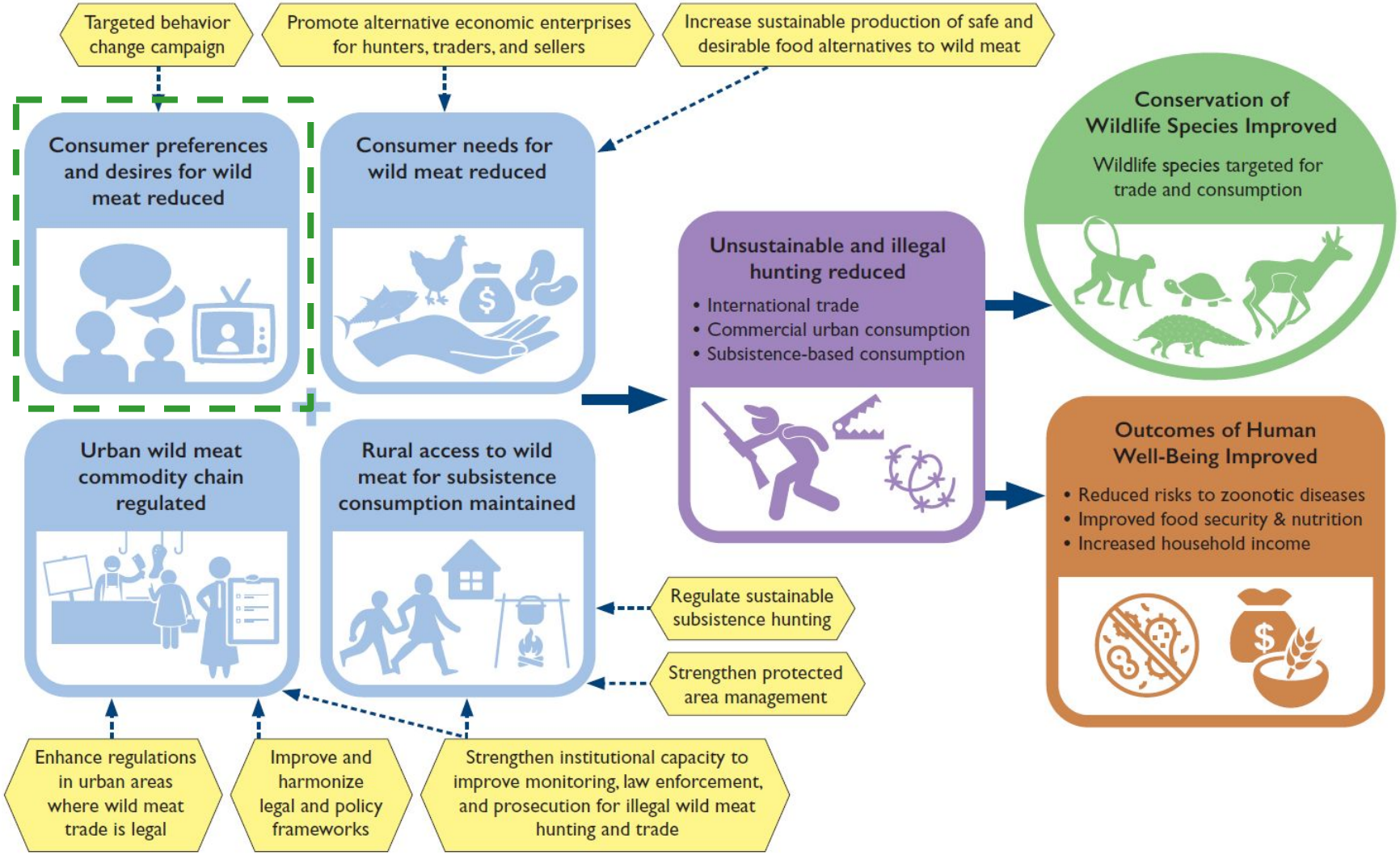
One Health
Working Group

ENRM
Sustainable
Food Systems

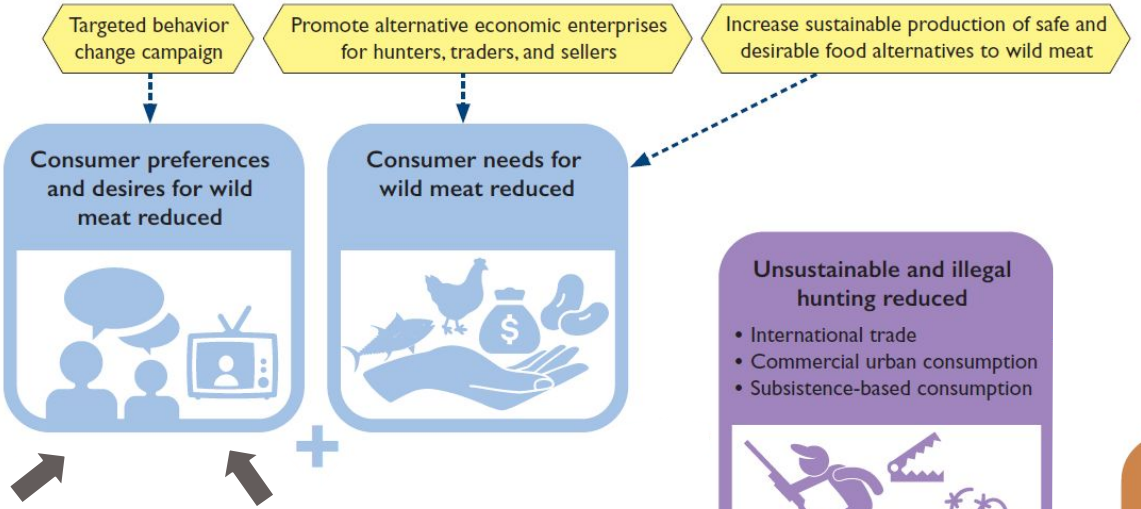
Agenda

8:00-8:15	Introduction: • Context • Theory Change • Learning Questions • Guest Speaker
8:15-8:45	[Alegria's Presentation]
8:45-8:55	Q&A Discussion
8:55-9:00	Wrap Up




Targeted behavior change campaign
Promote alternative economic enterprises for hunters, traders, and sellers
Increase sustainable production of safe and desirable food alternatives to wild meat
Consumer preferences and desires for wild meat reduced
Consumer needs for wild meat reduced
Urban wild meat commodity chain regulated
Rural access to wild meat for subsistence consumption maintained
Unsustainable and illegal hunting reduced
• International trade
• Commercial urban consumption
• Subsistence-based consumption
Conservation of Wildlife Species Improved
Wildlife species targeted for trade and consumption
Outcomes of Human Well-Being Improved
• Reduced risks to zoonotic diseases
• Improved food security & nutrition
• Increased household income
Regulate sustainable subsistence hunting
Strengthen protected area management
Enhance regulations in urban areas where wild meat trade is legal
Improve and harmonize legal and policy frameworks
Strengthen institutional capacity to improve monitoring, law enforcement, and prosecution for illegal wild meat hunting and trade

LEARNING QUESTIONS	
1a	**What are the barriers and incentives that motivate urban, peri-urban, non-subsistence demand for and consumption of wild meat?**
1b	**What behavior change approaches are effective in overcoming barriers or leveraging incentives for changing wild meat demand and consumption behavior?**
2	How effective is alternative protein substitution for subsistence-level consumption of wild meat?
3a	Where wild meat sales are legal, how effectively are regulations monitored and enforced?
3b	How effective are regulations at reducing illegal and unsustainable sale of wildlife?
4	What management systems for land and protected areas can support sustainable subsistence hunting for local communities without contributing to commercial hunting?
5	Where are the synergies between wild meat interventions and those focused on zoonotic disease, food security, and household income in USAID programming? What actions can USAID staff take to support mutually-reinforcing interventions?
6	What combination, if any, of strategic approaches are effective in achieving threat reduction and improving human well-being, and under what conditions?



Learning Question #1a: What are the barriers and incentives that motivate urban and peri-urban, non-subsistence demand for and consumption of wild meat?

Learning Question #1b: What behavior change approaches are effective in overcoming barriers or leveraging incentives for changing wild meat demand and consumption behavior?

Cross-Mission Learning Groups

USAID E3/ FORESTRY & BIODIVERSITY
Conservation Enterprises
COLLABORATIVE LEARNING GROUP

USAID DDI/BIODIVERSITY
WILD MEAT
COLLABORATIVE LEARNING GROUP

USAID E3/FORESTRY AND BIODIVERSITY
Combating Wildlife Trafficking
COLLABORATIVE LEARNING GROUP

Latin America and the Caribbean (LAC) Environment
Private Sector Engagement (PSE)
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USAID
Marine Conservation and Sustainable Fisheries
COLLABORATIVE LEARNING GROUP

Latin America and the Caribbean Environment (LAC)
Combating Conservation Crime (CCC)
COLLABORATIVE LEARNING GROUP

Guest Speaker

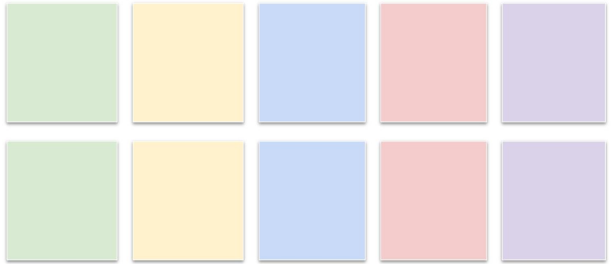
PHOTO

[Name]

Title, Affiliation

As we go through the presentation, please add any questions you may have in Slide 27

Q&A / Discussion



Wild meat consumer audience segmentation

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The Oxford Martin Programme on WILDLIFE TRADE

NATIONAL GEOGRAPHIC

SAVE VIETNAM'S WILDLIFE

Background Research

Uncovering prevalence of pangolin consumption using a technique for investigating sensitive behaviour

Published online by Cambridge University Press: **07 April 2021**

Alegria Olmedo, Diogo Veríssimo, E.J. Milner-Gulland, Amy Hinsley, Huong Thi Thu Dao and Daniel W.S. Challender

Show author details

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Background

- **Audience Segmentation:** a social marketing technique that defines subgroups within a larger audience and identifies a segment for intervention implementation.

  - Demographic variables
  - Psychographic variables
  - Behavioural characteristics

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Methods

- 400 respondents
- Intercept surveys in pedestrian areas close to wild meat restaurants
- Questionnaire based on food and restaurant satisfaction literature and existing research

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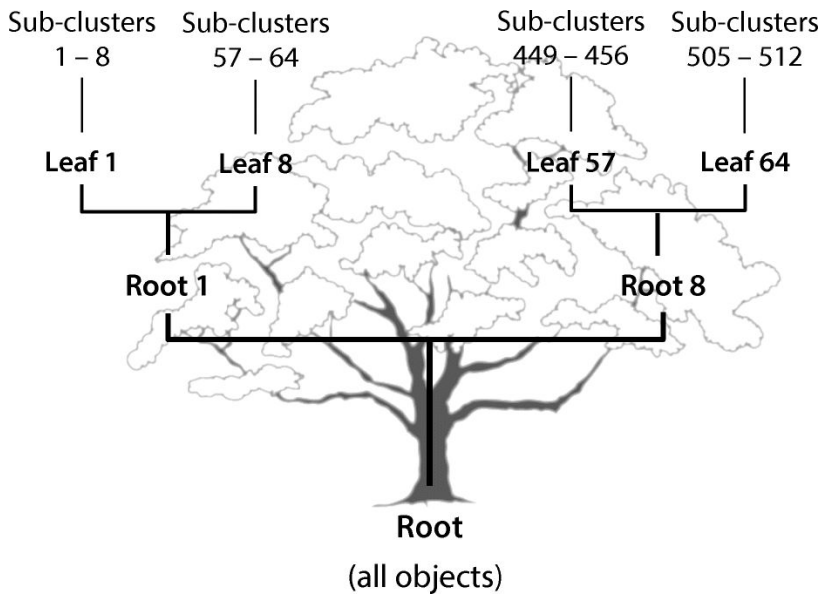
Methods

- Two-step cluster analysis in SPSS
- Clusters = segments
- Exploratory analysis
- Optimal result: few but large clusters



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Results

- Profession
- Education
- Income
- Age

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Results

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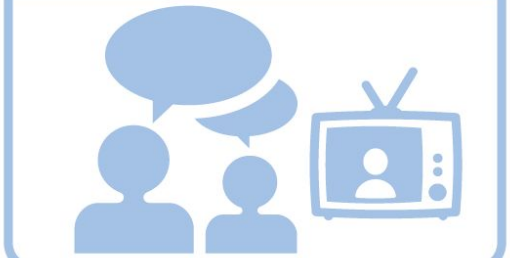
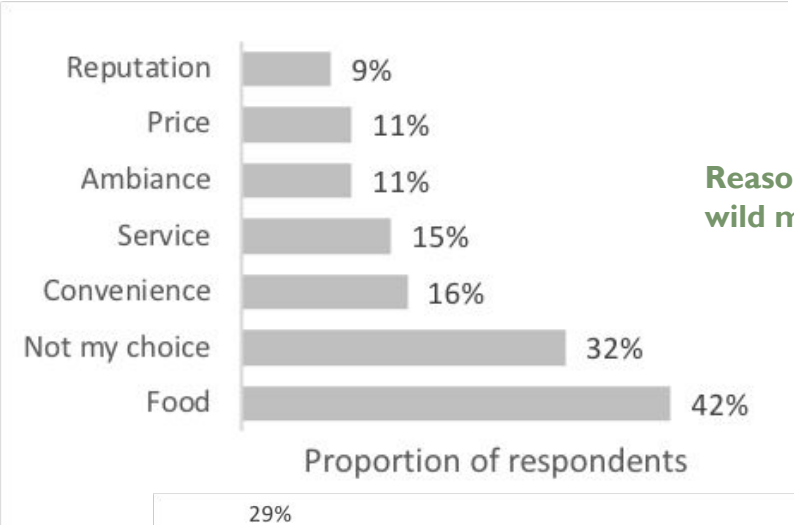
Learning Questions

Learning Question 1a:
What are the barriers and incentives that motivate urban and peri-urban, non-subsistence demand for and consumption of wild meat?





Reasons for eating at a wild meat restaurant

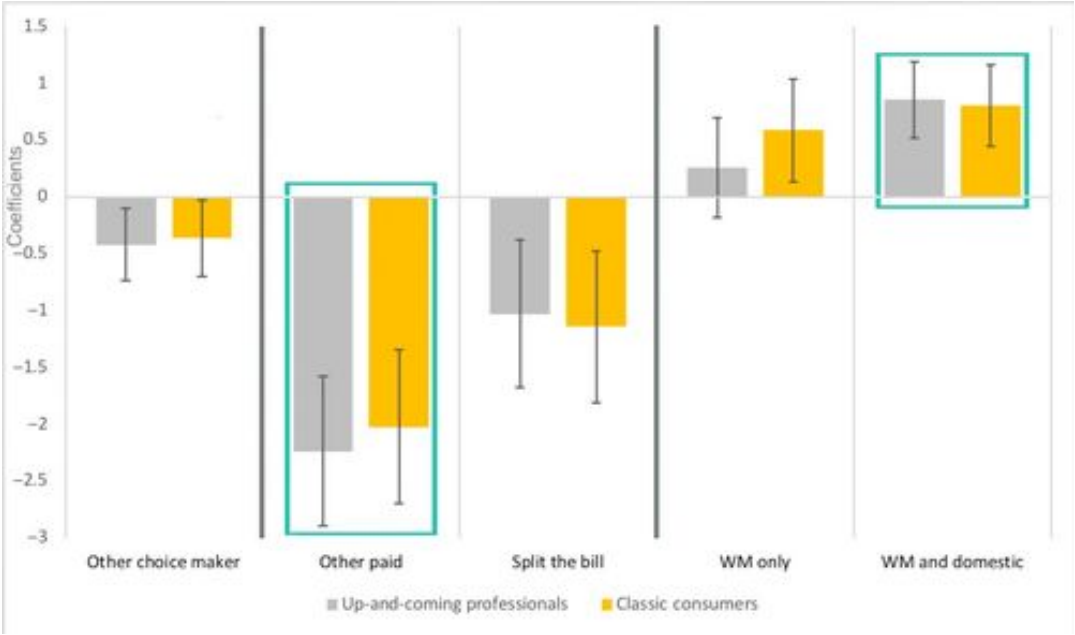
Food attributes most valued by respondents

Follow-up Focus Group Discussions

- "Special"
- "Exciting"
- "Out of the ordinary"
- "Change taste"

Results

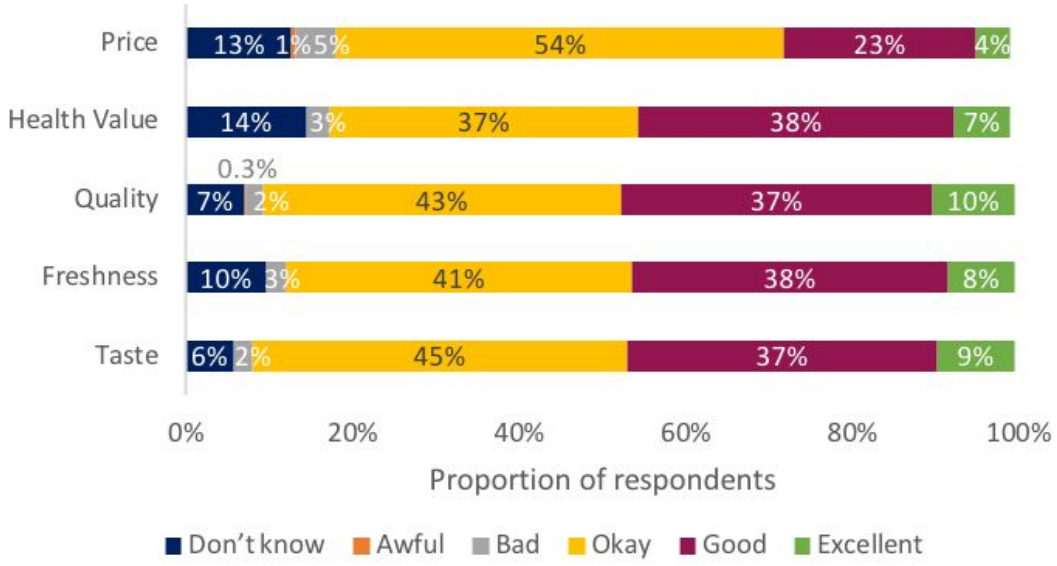
- Multinomial regression
- Agency to choose the restaurant
- Ability to pay
- Likelihood of ordering wild meat



Learning Questions

Learning Question #1b: What behavior change approaches are effective in overcoming barriers or leveraging incentives for changing wild meat demand and consumption behavior?

1. Promoting alternatives



Rating of food attributes

Learning Questions

Alternatives must be:

- "Out of the ordinary"
- "Special"
- Serve to "change taste"
- Pair well with more expensive drinks
- Restaurants must offer VIP room

Learning Questions

Learning Question #1b: What behavior change approaches are effective in overcoming barriers or leveraging incentives for changing wild meat demand and consumption behavior?

2. Enforcing the law

- Availability
- Restaurants
- Consumers

BARRIERS

Thank you

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Huong Thi Thu Dao and Daniel W.S. Challend

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RESEARCH ARTICLE | Open Access

Who eats wild meat? Profiling consumers in Ho Chi Minh City, Vietnam

Alegría Olmedo, Diogo Veríssimo, Daniel W. S. Challender, Huong Thi Thu Dao, E. J. Milner-Gulland,

First published: 19 April 2021 | https://doi.org/10.1002/pan3.10208

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Cross-Society Special Feature

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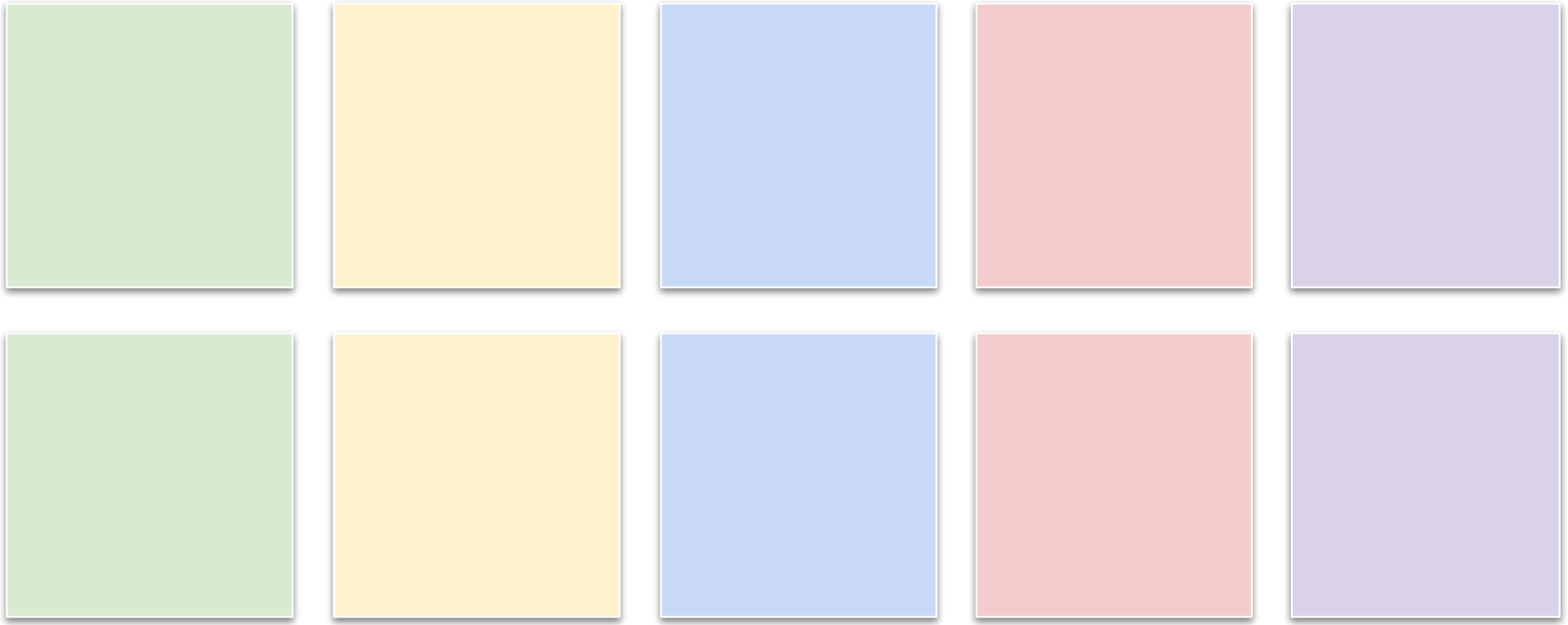
Q&A / Discussion



Thank you!

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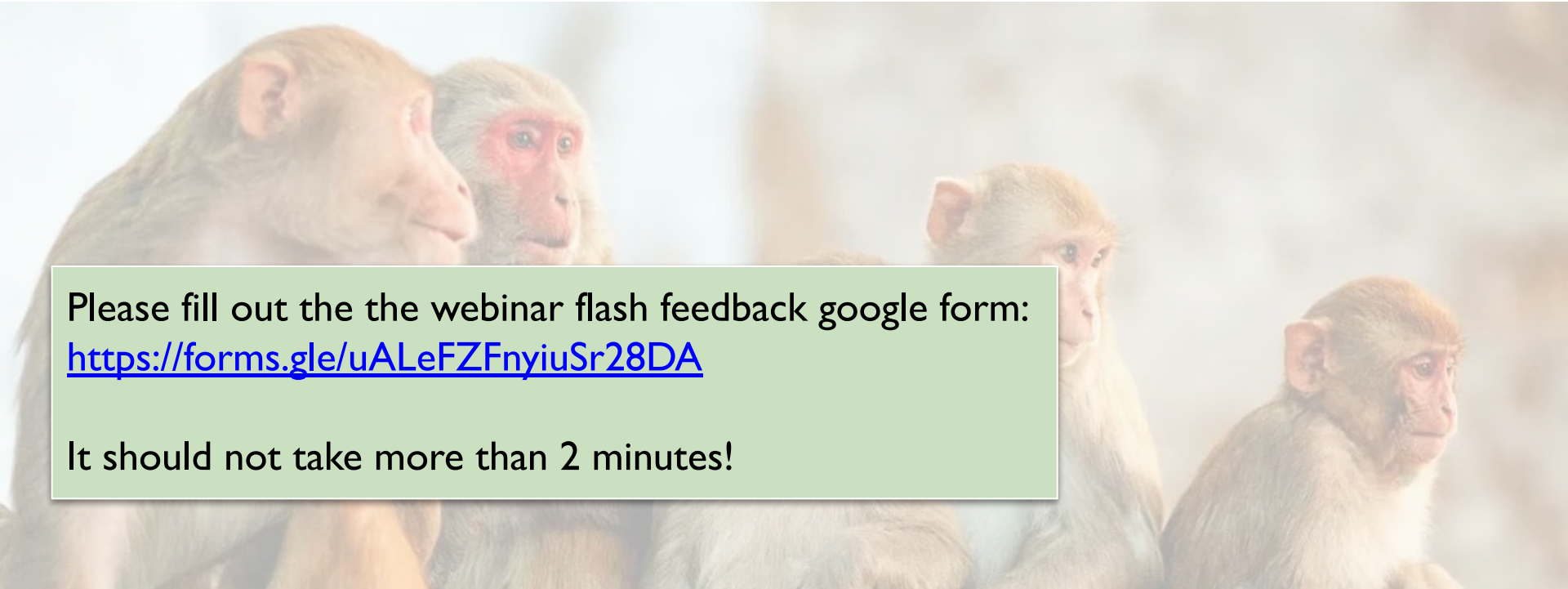

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https://forms.gle/uALeFZFnyiuSr28DA

It should not take more than 2 minutes!

Join USAID's Combating Wildlife Trafficking Learning Group for a 2021 Virtual Learning Exchange

September 21
Demand Reduction

October 19
Transboundary Cooperation

November 16
Gender and Communities

December 14
Strengthening the Judiciary

Each event will feature speakers from USAID and partners, with shared lessons learned about strategic approaches, discussions on the latest evidence, and opportunities to identify action plans for implementing learning. Learning briefs on each topic will also be developed and shared widely.

Join us on Tuesdays at 9am EST. Contact Megan Hill, DDI/EEI/BD for more information (mhill@usaid.gov).