

Abstract:

The levels of air pollutants are increasing in many 'megacities' of the developing world. Air pollution can both the yield and nutritional quality of crop plants, and is also a major source of particulate contaminants that can accumulate at toxic levels in the edible portion of crop plants grown in urban and peri-urban (UPU) areas. This paper presents new knowledge on the impacts of UPU environmental pollution and on food safety attributes of the vegetable marketing systems in India. It reports results of market studies in Delhi and Varanasi, and of a study of consumer perceptions and awareness of food safety hazards. Conclusions concern the potential for market-mediated quality assurance methods and the need for targeting the urban poor in creating public awareness of hazard levels and mitigating procedures.