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1.0 Introduction,

Food choice and consumption is an intricate subject influenced by several factors (Costello, Tarrega, & Bayarri, 2010; Guerrero, Colomer, Guardia, Xicola, Clotet, 2000) including food hygiene and standards, food allergens, chemicals and pesticide residues, use of additives, synthetic flavours and colours (Wilcock, Pun, Khanona & Aung, 2004; Kidd, 2000). The decision on what to eat and where to eat would have been much easy if humankind had continued in the hunter-gatherer ways of life which guaranteed at least food safety if not food security (Gupta, Dudeja, & Minhas, 2016). An important segment of food source for urban dwellers in developing countries is street food (Pang & Toh, 2008). Despite the importance of this food source, there are concerns over safety and the nutritional value of street foods. Most of the concerns have centred on the vendors and their knowledge of food safety and hygiene and ineffectiveness of food safety regulations and monitoring (Alimi, 2016; Cortese, Veiros, Feldman, & Cavalli, 2016; Khairuzzaman, Chowdhury, Zaman, Al Mamun, & Bari, 2014; Liu, Zhang, Zhang, 2014; FAO, 2010, 2012; Pang & Toh, 2008; Toh & Birchenough, 2000) and the infrastructure in place to support the vendors to ply their trade hygienically and sanitarily.

Vendor practices and environmental concerns are just one side of the problems confronting street food vending in most developing countries. Subratty, Beeharry and Chan (2004) proposed that there are constraints on the ability of most local authorities to ensure the safety of street food vending due to several factors prominent among which is the large small units of vendors involved with the trade making it difficult to license and regulate their activities. There is also the problem of underfunding and under-resourced staff making it difficult for local authorities to regulate the trade. The result is cutting corners and bribe-taking, which leads to entrenchment of food safety abuses (Apaassongo, Aidoo, & Ohene-Yenkyera, 2016; Laryea, 2000)

Consumers in developed countries are more concerned about health issues related to the intake of food (Smed & Jessen, 2005). Most consumers in developing countries on the other hand may have some awareness of food safety issues, which only becomes clear after major outbreaks of foodborne illnesses (Asiegbu, Lebelo, & Tabit, 2016) but are not too bothered

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