



Murang'a County Government

DAMIPEL - MUFPP Actions – Markets, Livelihoods and Enterprise Enablement

MUFPP Actions – DAMIPEL Function: Partnerships and Private Sector Engagement

| Action No., Action and Objective | Core Activities |
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| 11. Regulate Food Marketing <i>Objective: Protect public health and promote sustainable diets through responsible marketing.</i> | <ul style="list-style-type: none"> Review and harmonize county regulations governing food and beverage marketing Restrict marketing of unhealthy foods and beverages to children in public spaces and media Promote responsible food labelling and consumer information standards Engage private sector actors through voluntary codes of practice aligned to public health goals Enforce compliance through inspections and penalties where necessary |
| 30. Public Procurement for Food <i>Objective: Use public purchasing power to realize the right to food and support local producers.</i> | <ul style="list-style-type: none"> Review procurement policies to prioritize local, seasonal, and sustainably produced food Integrate dietary guidelines and food safety standards into procurement specifications Structure procurement contracts to be accessible to smallholders, cooperatives, and SMEs Link public institutions (schools, hospitals, care centers) to local supply chains • Monitor procurement outcomes in terms of nutrition, farmer income, and local economic impact |
| 31. Public Markets Support <i>Objective: Strengthen inclusive, well-regulated markets as anchors of local food systems.</i> | <ul style="list-style-type: none"> Upgrade public markets with adequate water, sanitation, waste management, and storage facilities Improve market layout and services to support smallholders, informal traders, women, and youth Strengthen market governance structures and management capacity Facilitate linkages between markets and local producers through aggregation and logistics support Promote markets as spaces for local diets, cultural exchange, and community interaction |
| 36. Food Use-Not-Waste Policies <i>Objective: Prevent food waste through policy, standards, and recovery before disposal.</i> | <ul style="list-style-type: none"> Review and amend county regulations to embed a "food use-not-waste" hierarchy (prevention → reuse → recycling) Develop standards on cosmetic grading, portioning, and expiration labelling to reduce avoidable waste |

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| | <ul style="list-style-type: none"> • Establish formal protocols for food recovery, donation, and redistribution in collaboration with CSOs and the private sector • Incentivize businesses to adopt waste-reduction and surplus-donation practices • Monitor compliance and waste reduction outcomes through market and institutional reporting |