

New Zealand Regulatory System – Farm To Fork

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New Zealand Ministry of Agriculture and Forestry
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Ministry of Agriculture and Forestry
Te Manatū Ahuwhenua, Ngāherehere



Te Pou Oranga Kai O Aotearoa



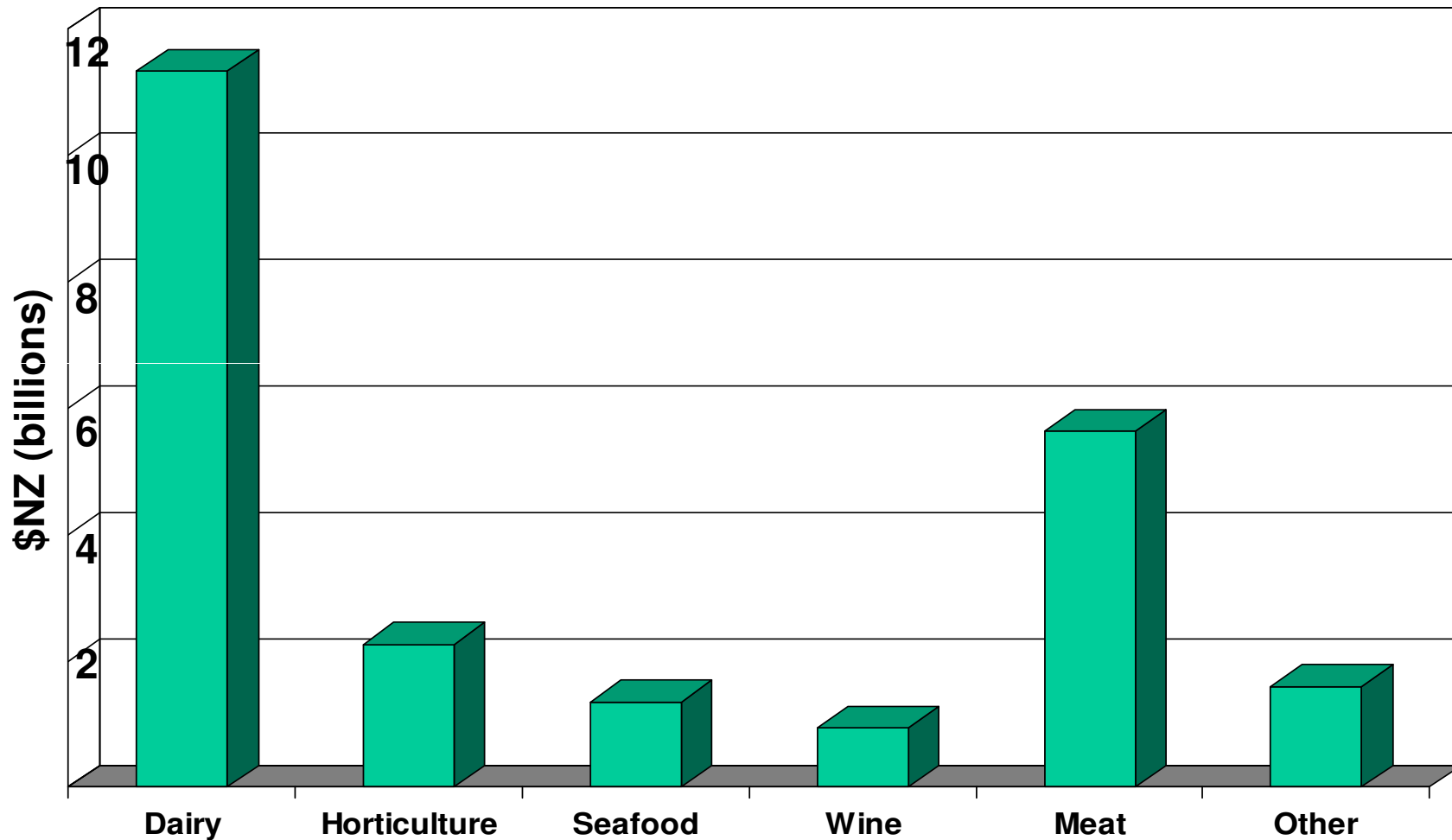
Importance of food to New Zealand





Food and Agriculture are New Zealand's largest business....we try harder – we have to.

Food Exports



NZ Industry



New Zealand & World Agricultural Production and Exports



- 3% of world dairy production but 33% of world dairy exports
- 7% of world sheepmeat production but 50% of world sheep exports
- 1% of world beef production and 7 % of world beef exports
- 80% of world venison exports



Food Chain - Legislation



Primary Production

Primary Processing

Secondary Processing

Domestic Sale

Animal Products Act 1999

ACVM

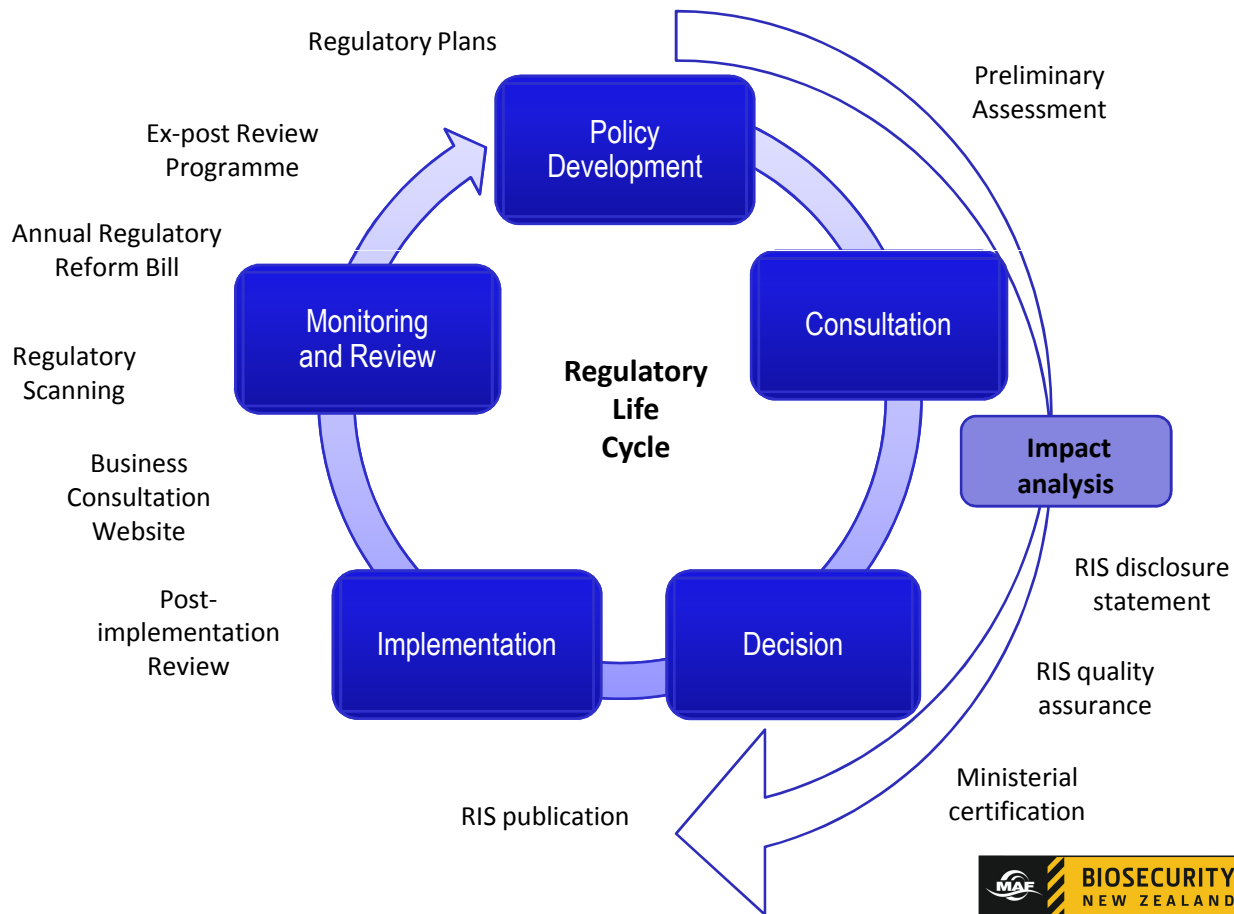
Food Act 1981



Regulatory Cycle



Government Statement: Better Regulation, Less Regulation



Animal Products Act 1999



Object of the Act

- Manage risks to human and animal health from animal material and products
- Facilitate market access

Scope

- All animal products
- Several points for exemptions / inclusions

Exclusive Ambit

- Primary processing of animal products



Animal Products Act 1999



Risk Management System

- Risk management programmes
- Regulated control scheme
- Official certification (govt to govt) rules
- Recognised agencies and persons
- Duties



Risk Management Programmes



What is an RMP?

- Documented programme developed by company
- Manages known biological, chemical and physical hazards
- Wholesomeness
- Truthful labelling
- Products 'fit for intended purpose'
- Competence requirements



WHEN A RMP IS NEEDED



- Primary processors (e.g. slaughter and dressing).
- Dairy processors (farm dairies and all export production).
- Secondary processors requiring official assurances (e.g. meat products).



Scope

Authorities and Responsibilities

Product Description

Fitness for intended purpose

Process Description

Identification of risk factors:

- Hazards (human, animals)
- Risks to wholesomeness,
- Risks from false or misleading labelling

Control of risk factors

Provision for verification

(Processor's - unique requirements)

Documentation and records



What's In A RMP



RMP Responsibilities

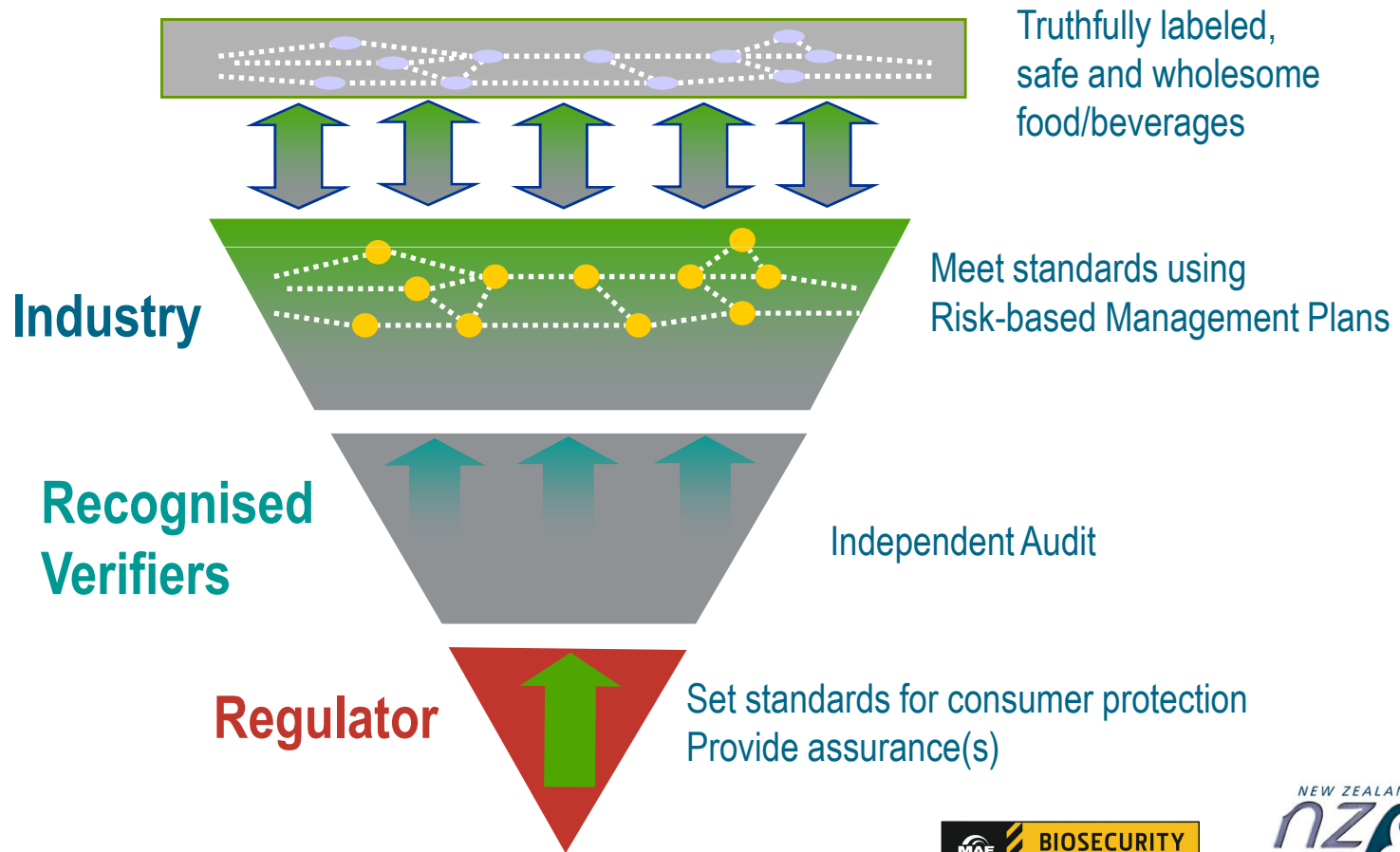


Who?

What?



Regulatory model



Recognised Agencies & Persons



- Agencies & persons recognised to act as agents for government
- Verification and other functions, eg evaluation of RMPs, verification of export requirements
- Have legal duties under the Act
- Must meet requirements



Duties



- Certain persons under APA have duties
 - Includes RMP operator, exporter, recognised person
- Act sets out obligations of those persons
- Offence not to meet duties

Duties of RMP Operator



- Do not contravene Animal Products Act, regulations or specifications
- Provide adequate resources to ensure product is fit for intended purpose. This includes:
 - Trained competent staff and supervision
 - Suitable premises / equipment
- Allow access to recognised persons
- Notify Director General of change of verifier



Legislation



Animal Products
Act



Regulations



Specifications and Notices



Industry Standards / Guidance



Exports



New Zealand
Standard



Export Requirements



Country-specific
market-access
requirements
(OMARs)



Specifications



- Provide technical detail or give effect to the Act
- Act and Regs must go through Cabinet – long process
- Are made by Director General, subject to adequate consultation



Animal Products Act 1999 - Tools



- Director General and officer powers
- Seizure, power to interrupt
- Privileged statement
- Recall of product
- Directions by Director General
- Declarations as to supply
- Movement controls



Animal Products Act 1999 - Administration

- Right of review
- Cost recovery
- Penalties and enforcement
- Consultation, notices, regulations etc

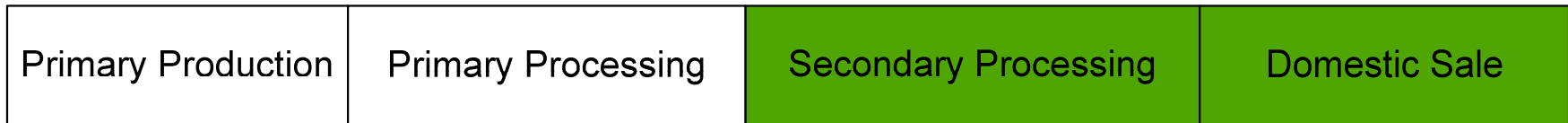
Offences and Penalties



Offences	Co. Fine	Ind. Fine	Jail
Endangerment	\$500,000	\$100,000	5 years
Deception	\$500,000	\$100,000	5 years
Sale non-complying. Product	\$500,000	\$100,000	2 years
Present non-complying product for processing	\$100,000	\$20,000	-
Non-registered export	\$300,000	\$50,000	-
Failure to comply	\$100,000	\$20,000	-



Food Chain - Legislation



Food Act 1981



- Food for sale on the New Zealand market
- Safety and suitability for New Zealand consumers
- Applies to all food imported for sale
- No adequate provision for official certification
- Complete review of Food Act underway to be more outcome-focused



Food Act - Domestic Focus



Food for sale on local market:

- Safety
- Suitability

for New Zealand consumers

Controls on Imported Food:

- Safety
- Suitability

for New Zealand consumers

Implementing standards
e.g. border checks

Surveillance to
generate
country sanitary status

Response in the case of
importation of unsafe and
unsuitable food

Investigations of complaints,
may lead to prosecutions.

Domestic food processing and sale of all food, including:

- Restaurants
- Food service industry



Food Act 1981 – Food Safety Programme



- What is a Food Safety programme?
 - Written programme to manage food safety
 - Covers all stages in production of food
 - HACCP must be applied
 - Approved by MAF
 - Audited by independent approved person
 - Not much different than RMP under APA



Food Act 1981- Tools



- Food standards / emergency food standards
- Investigation of complaints
- Analysis of statutory samples
- Director General privileged statements
- Recall of product
- Seizure of product
- Prosecutions



Food Act 1981 – Joint Food Standards



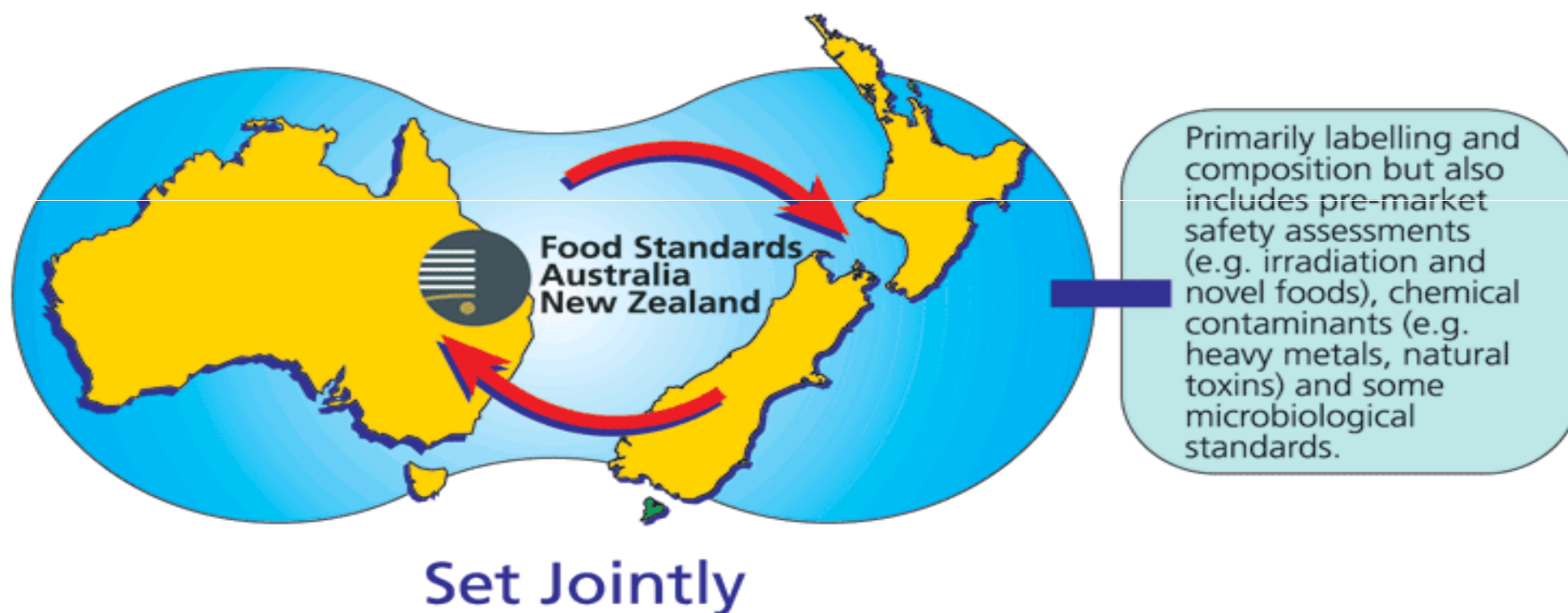
- Set by FSANZ (Food Standards Australia New Zealand)
- Joint arrangement between the two countries
- Essentially same standard applies in New Zealand and Australia
- Trans-Tasman Mutual Recognition arrangement



Australian Relationship



Joint Food Standards



Food Act 1981 – Joint Food Standards



Primarily food composition and labelling

- Also chemical contaminants, some micro standards, pre-market safety assessments
- MAF implements and enforces the requirements in New Zealand



NZFSA's Risk Management Framework

Reflects three components of risk analysis

- **Risk assessment** – scientifically based process consisting of hazard identification, characterisation, exposure assessment and risk characterisation
- **Risk management** – weighing options, selecting and implementing appropriate control options
- **Risk communication** – exchange of information and opinions (consultation) concerning risk between all parties throughout the process

Makes public health goals more explicit

Intelligence Gathering



- Scan for emerging hazards in food
- Assess potential to impact New Zealand consumers
- Information feeds into our own risk assessment
- Findings link to:
 - monitoring
 - consideration for the “high risk” foods list
 - liaison with other Authorities if necessary (e.g. melamine)





Te Pou Oranga Kai O Aotearoa

Official Assurances and Health Certificates



Principles Applied



- Exporters of animal products registered
- All processors of animal products for export:
 - Registered
 - Operating under a Risk Management Programme
 - Are subject to regular performance-based verification



Application for Official Certificates



- Supporting information required will vary based on food type
- Applicant must make certain official declarations
- MAF E-cert system used
- Online application for certificates
- Arrangements in place with a number of Authorities to receive/access information electronically



International Recognition



New Zealand Food Control Standards recognised through:

- Treaties
- Equivalence determinations (EU, Australia)
- Free trade agreements
- Memorandum of Understanding

Advantage is that Importing countries can:

- have a high level of statistical confidence that food of New Zealand origin will meet requirements
- redirect resources to the foods of real concern



FoodSmart



Objective – reduce incidence of food borne illness

(FoodSafe has an industry focus)

- Social & economic impact \$162million/year (ESR study 2010)
- 12 Deaths
- 18,000 cases reported
- 170,000 estimated NOT reported
- Over 500 cases/per day
- 50% estimated to be in the home setting



FoodSmart



Designed for Consumers who are the last line of defence and a different approach required

Industry = rules = legislation/food control plans/compliance & enforcement

Producer

Processor

Retailer

Consumer = a choice to act in a safe manner



FoodSmart



FoodSmart = A brand with a behavioural “call to action”

Clean. Cook. Chill

- 3 core behaviours
 - food handling, preparation and storage
- Specific actions under each
- Correct behaviours = reduce likelihood of a range of illnesses
 - Campylobacter, Salmonella, Listeria, norovirus etc



Domestic setting = kitchen & outdoor

New Zealand lifestyle – summer high temperatures and outdoor living/recreation

The choice of safe behaviour is competing against:

- Time constraints
- Lack of knowledge/skill transfer
- Kiwi “she’ll be right” attitude to risk

FoodSmart



Audiences

- High risk audiences “YOPI” compromised immunity so food safety crucial (very young, frail elderly, pregnant, immunologically suppressed)
- High volume audience – household food purchasers/ meal preparers. Influencers on YOPI
- Ethnic audiences – Maori/Pacific (food/hosting important cultural focus, unique cooking methods)
- Lifestyle audiences – wild game hunting & seafood collection



Delivery Channels

- Advertising (TV, magazines, etc)
- Annual events
 - FoodSmart Summer
 - Celebrity chef food safety messages
 - School lunchbox promotion
- Community Events
- Partnerships
- Website – information and resources- constantly updated for season and incidents)

FoodSmart



Food safety - Windows Internet Explorer provided by MAF

http://www.foodsmart.govt.nz/food-safety/

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Information for... Go

Tips

Food recalls

Foodborne illnesses

High risk foods

Hunting, collecting, fishing & homekill

Food complaints

avoid getting sick
Includes recalled food, and food that you've caught yourself.

http://www.foodsmart.govt.nz/food-safety/

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You are here: [What's in our food?](#) > [Chemicals, nutrients, additives & toxins](#) > [Food labelling](#) > [Genetically modified food](#) > [Organic food](#)

W
fo

Get informed about what you're eating, so you can make the right choice for you and your family.



http://www.foodsmart.govt.nz/whats-in-our-food/

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Food s

Tips to help you from eating food, and food that you've caught yourself.

- Overview
- Specific food allergens
- Identifying allergens in food
- Eating safely with an allergy
- Food intolerances

http://www.foodsmart.govt.nz/allergies-intolerances/

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Food safety

Tips to help you avoid getting sick from eating food. Includes recalled food, and food that you've caught yourself.

Overview
Food for fundraising and promotions
Starting a small business selling food



http://www.foodsmart.govt.nz/producing-food-for-sale/

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Tips to help you avoid getting sick from eating food. Includes recalled food, and food that you've caught yourself.

- Overview
- Bringing in food to sell
- Bringing in food for yourself
- Taking food to the EU
- Sending food to the US
- Taking food to and from the Pacific islands
- Taking NZ honey overseas

http://www.foodsmart.govt.nz/bringing-food-in-out-of-nz/

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FoodSmart



Changing Environment

- **NZ Food Safety Authority merged back into MAF**
- **Government policy – from Labour led (social welfare focus) to National led (self sufficiency focus)**
- **Budget reductions “more for less” mandate**
- **FoodSmart programme review identified need for:**
 - Better consumer understanding – their motivations and barriers to behaviour
 - Better linkages of activities to objectives
 - More targeted activity
 - Effectiveness monitoring – information on message awareness, understanding, credibility and ACTION taking



Foodsmart



Measuring success

1. Continued large demand for information and materials from consumers, public, public health units and schools
2. Reduction in foodborne illness due to Foodsmart?
3. Research underway to measure levels of awareness and behaviour change to determine a social marketing best practice approach
4. In the current environment, this assessment is essential to justify the level of continued funding.



We are all trying to manage risk...





Some risk we can't control

