

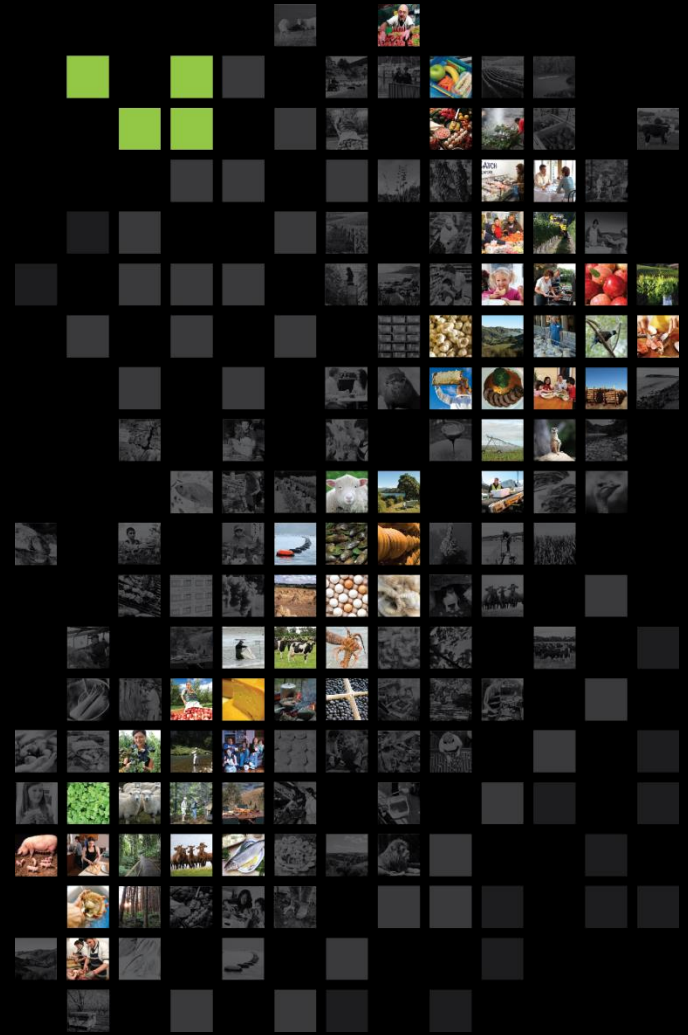
GROWING AND PROTECTING NEW ZEALAND

Ministry for Primary Industries

The New Zealand Experience Maintaining Trust and Confidence in the Face of Potentially Adverse Findings

Ivan Veljkovic, Market Access Counsellor

INOFOOD, Santiago, Chile, 2017



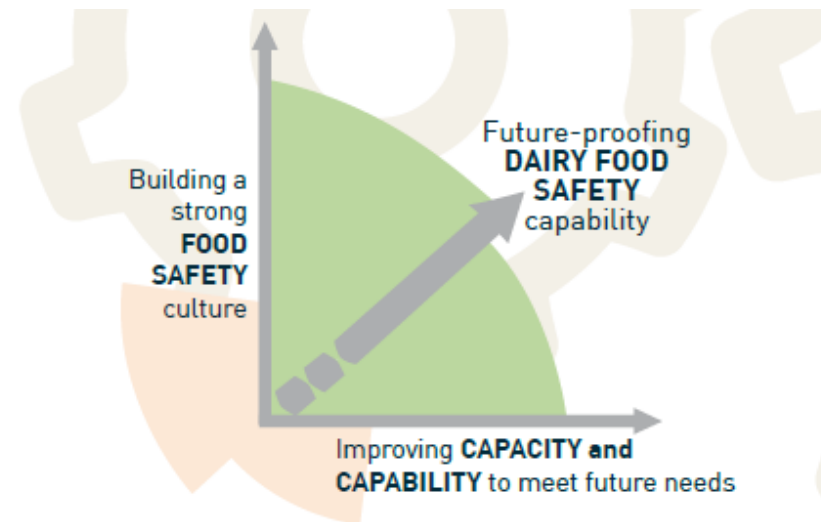
Ministry for Primary Industries
Manatū Ahu Matua



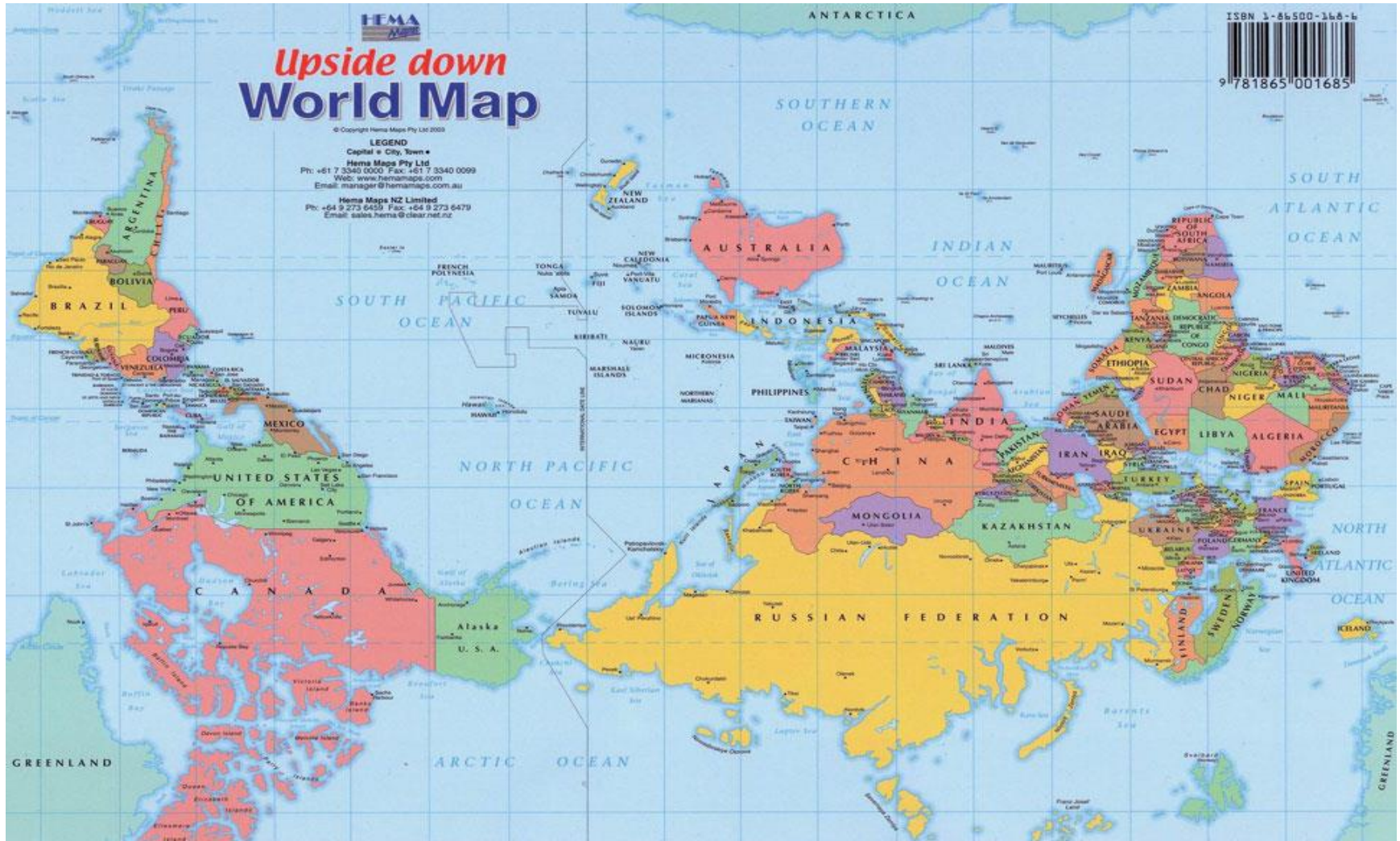
Overview

Experiences of Countries that Strengthened Systems with Culture of Safety

- About New Zealand, its economy and significance of the primary industries
- What we do to regulate ... and don't ... and how do we do this
- We, the regulators, are only part of the story
- Some recent issues we grappled with...
- ...and what did we ALL do to address issues
- What have we conclude out of these ...



New Zealand: Snapshot



New Zealand Agricultural Production

- Primary products account for 80% of NZ merchandised exports
- 95% of our dairy production is exported to over 140 markets
- 85% of our meat and seafood production is exported
- New Zealand's economy relies on our reputation for producing safe and high quality food



TOP 10 DAIRY EXPORT MARKETS

BY VALUE (MAR 2017)

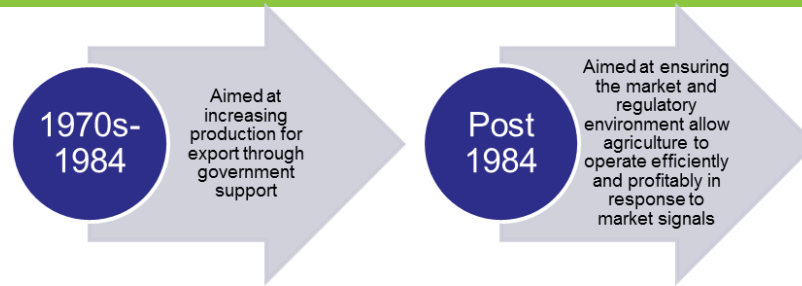
Product	NZ's share of World Production %	Share of domestic production exported
Dairy	3%	95%

Top 10 Export Destinations



DAIRY
 Continues to be New Zealand's largest export sector (\$13.6b March 2017)

Farm businesses



- Production decisions and market returns dictated by the **markets** not the government
- Sales depend on meeting **customers'** **expectations** of price and quality
- Production is **efficient**, **profitable** and **sustainable** on farms privately owned and **professionally governed** and **managed**



Regulatory Philosophy

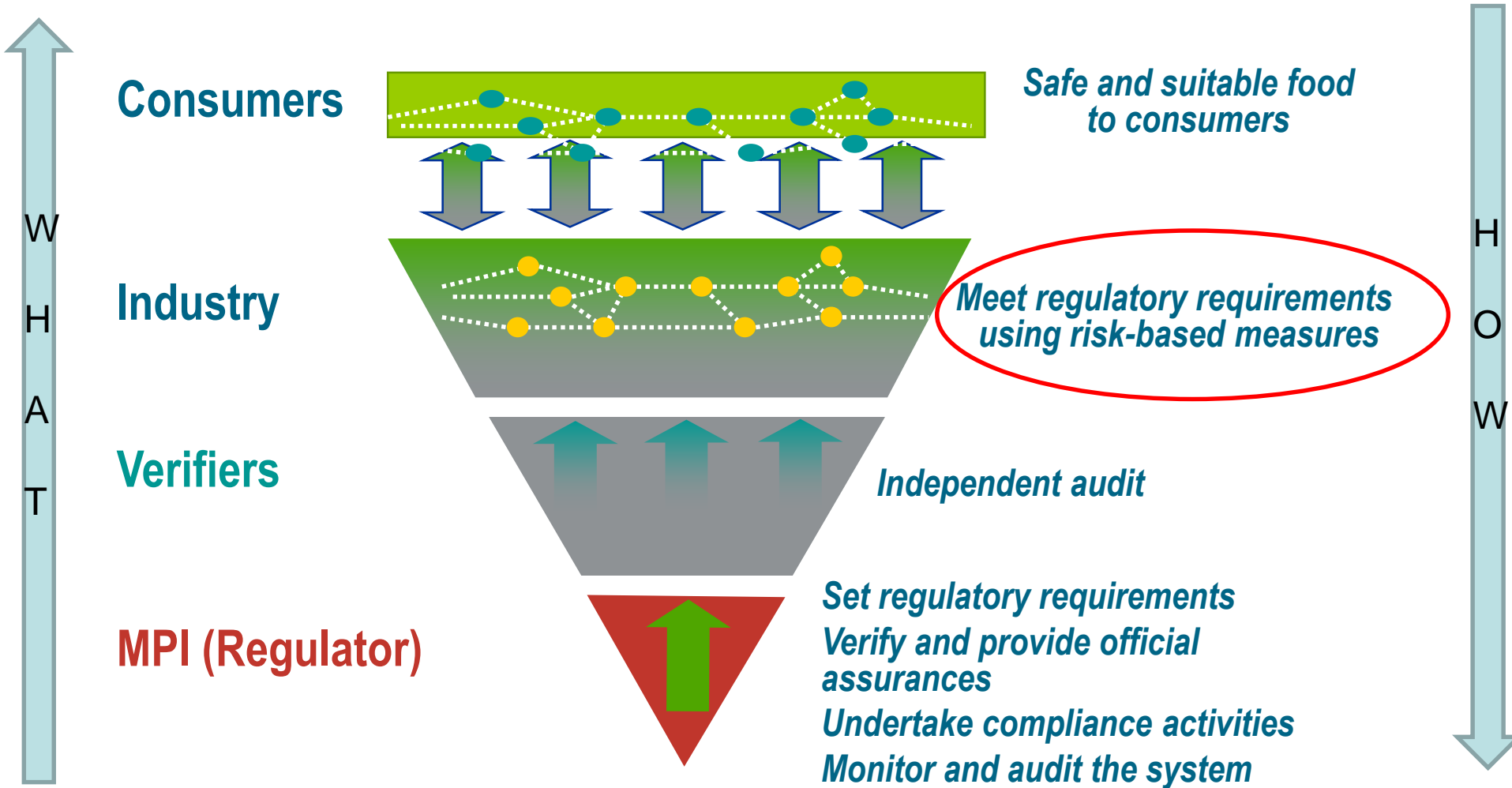
Legislative Principles:

- Whole of supply chain assurances (farm to fork)
- Outcome focussed risk-based standards
- MPI approved HACCP-based Risk Management Programs
- Emphasises Industry taking responsibility
- MPI ensures appropriate level of independent verification

Objectives

- Manage risks to human and animal health
- Ensure products are fit for their intended purpose
- Facilitate market access

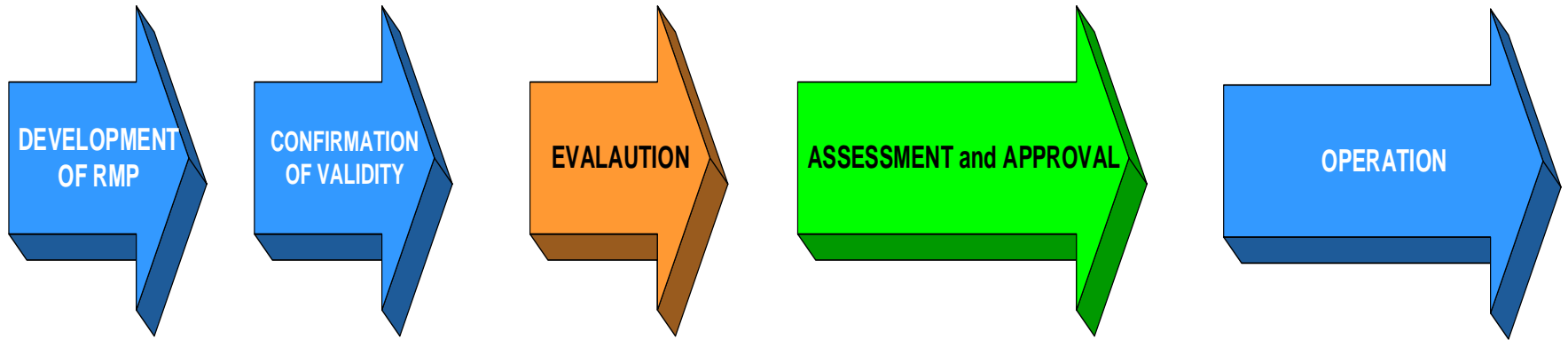
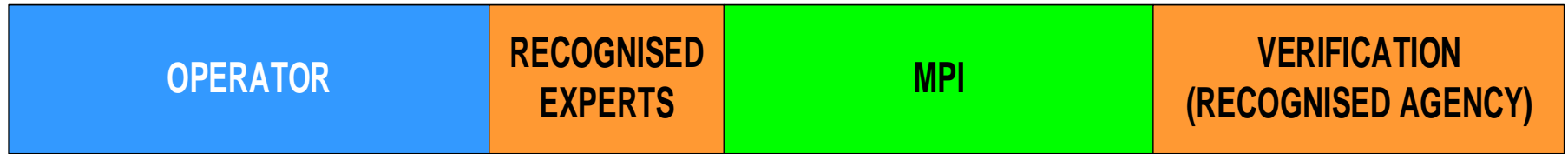
Policy underpinning the food safety system



Risk Management



Risk Management Programme Development Process



MPI SYSTEMS AUDIT TEAM – AUDITING OF THE SYSTEM
Continued monitoring for gaps and opportunities

COMPANY RESIDUE CONTROLS AND MONITORING
MPI NATIONAL CHEMICAL RESIDUE MONITORING PROGRAMMES

COMPANY MICROBIOLOGICAL CONTROLS AND MONITORING
MPI INDEPENDENT VERIFICATION PROGRAMS

Risk Management Programmes

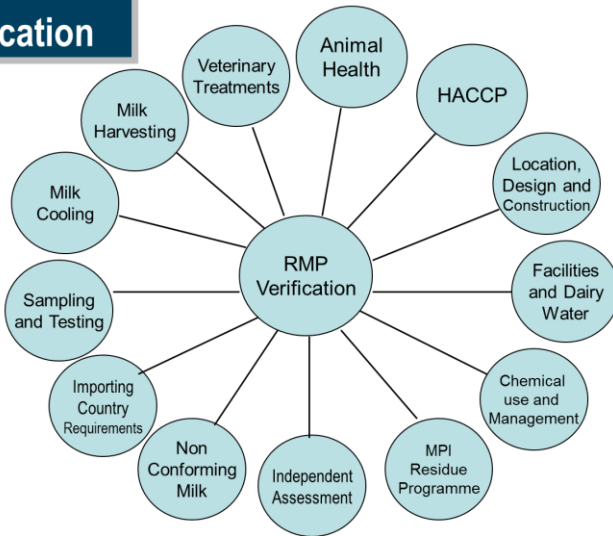
Principle: food business are responsible for showing how they ensure the food they produce is continuously safe

- HACCP-based Risk Management Programs (RMP)
- Companies must work within the scope of the RMP as validated by them and approved by MPI
- Companies are responsible for producing safe and suitable food and both controlling and reporting to MPI any non-conforming product
- Independent verification checks compliance and monitoring programmes confirms continued product acceptability

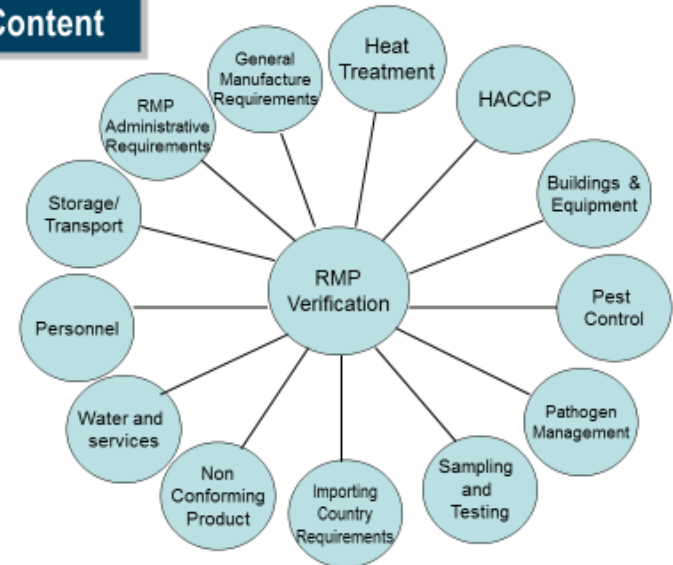


Farm and Manufacturing Dairy Operations

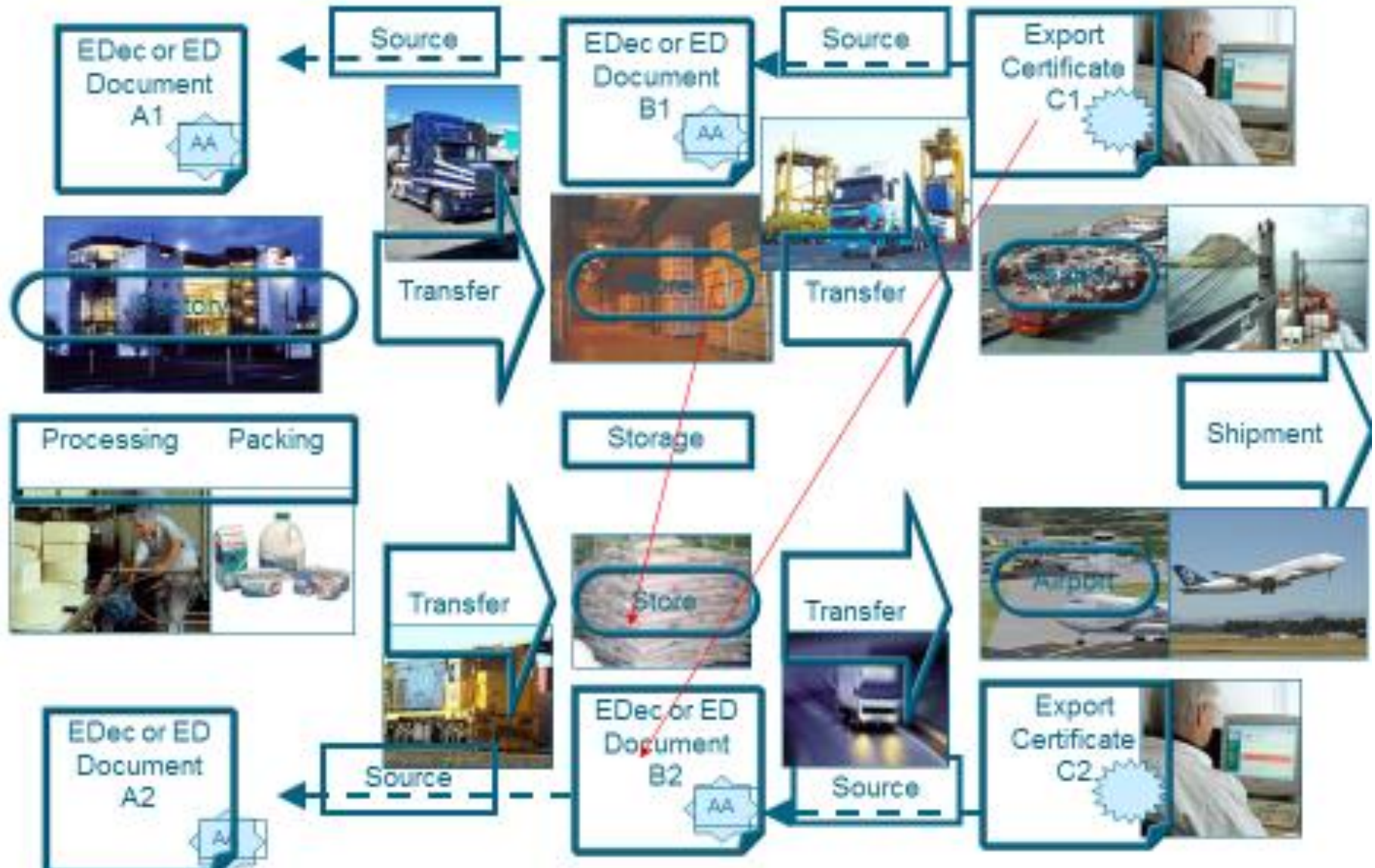
Farm RMP Verification



Manufacturing RMP Content



Back and Forth Product tracing and extensive use of eCert



Food Safety Culture

- *An alignment of values and behaviours with respect to food safety from senior management through to front-line staff.*
- *Led from the top and driven down throughout the organisation.*
- *Supported through collaborative partnerships across the sector including regulators, industry, education organisations, research institutes and consumers.*

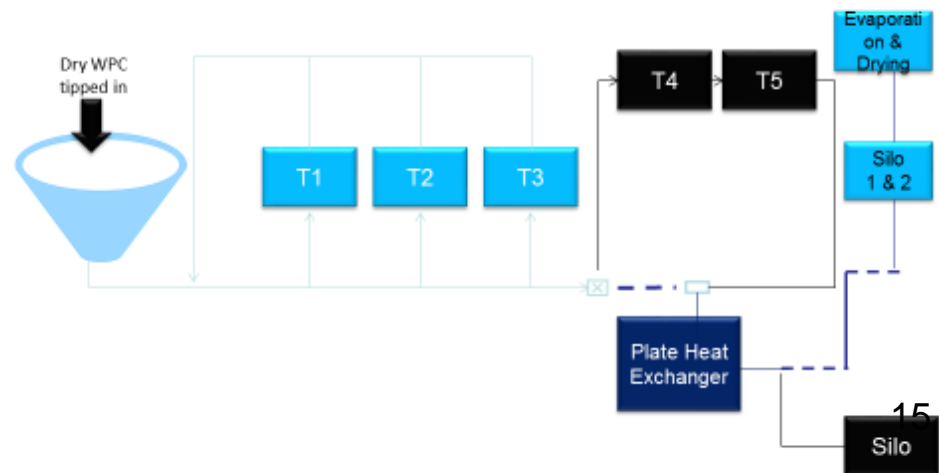


**In spite of the best intentions and endeavours
things can go wrong ...**

WPC 80 Incident – The Event



- WPC rework process using temporary process equipment (cleaned and hygiene checked with acceptable results)
- Months later elevated levels of sulphite-reducing clostridia in nutritional powder followed by unusually high SRC levels in reworked WPC80 and no issues with the original WPC product and product manufactured using the standard equipment .
- An investigation undertaken and eventually concluded that the non-standard transfer equipment were the source of contamination



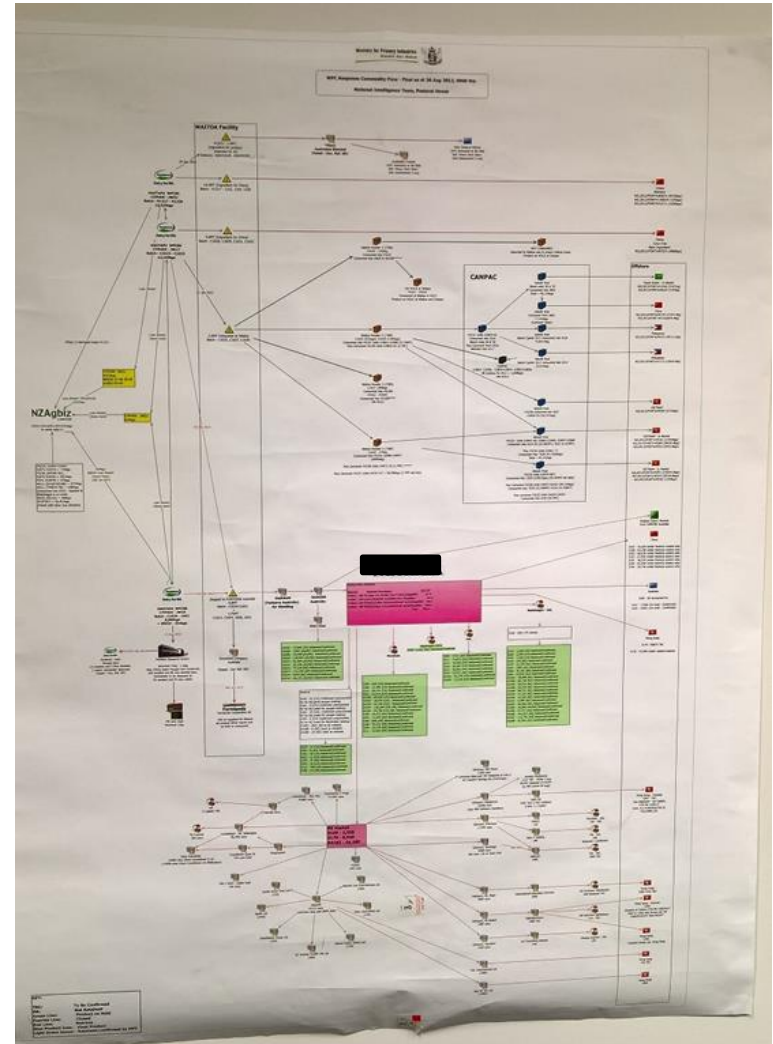
Compound the Issue: Testing

- Screening tests couldn't exclude *Clostridium botulinum*
- Decision to set up a mouse bioassay test
- This test produced a tentative positive pressing the alarm button
- Protects the consumers - company notified the customers
- MPI notified



Traceability challenges

- The rework that has caused issues has happened sometime before the issue has been identified
- The key player in the midst of replacing an old with a new inventory management system
- The potentially problematic WPC80 has already been in a wide circulation and already used to produce a number of various dairy products sold domestically and internationally
- Major undertaking to trace and recall ensuing products, some of them already outside New Zealand
- ...and WE DID IT



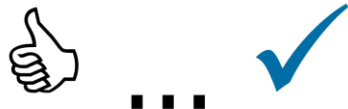
Closure

- Later testing by two government laboratories in the United States concluded the samples were harmless *C. sporogenes*, not potentially fatal *C. botulinum*.
- Dairy Interim Measures

Ready, Fire, Aim

- Ongoing changes to the system

Ready, Aim, Fire,



Some Learnings

- Standard operating procedures are important
- Timing and sequence of reporting is important - getting accurate and complete information through the organisation out is a paramount
- Reliance on a single screening method despite its limitations is dangerous.
- Use of a laboratory for food safety testing that is neither recognised by the regulator nor accredited for the work undertaken can mislead the decision makers
- Traceability, traceability, traceability
- The decision making has to be centred the food safety – first and foremost
- Messaging and risk communication is as important as the action undertaken



Operation Concorde

The multi-agency response to a food blackmail attempt in New Zealand.

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The Threat

- Two letters sent in November 2014;
- One New Zealand's largest milk processor
- A second to a farmers' representative group
- Threatened to contaminate infant milk formula with the toxic pest control agent unless its use was stopped in New Zealand by late March 2015



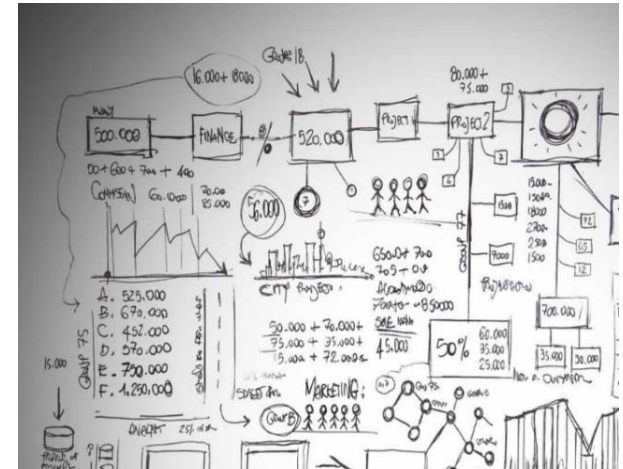
Whole of Government Response with Objectives

1. Protect consumers
2. Activate consumer vigilance as the final layer of security
3. Minimise consumer concern
4. Encourage New Zealanders to provide any useful information to support the Police investigation
5. Maintain confidence in our food safety system
6. Avoid disruption to trade while protecting consumers



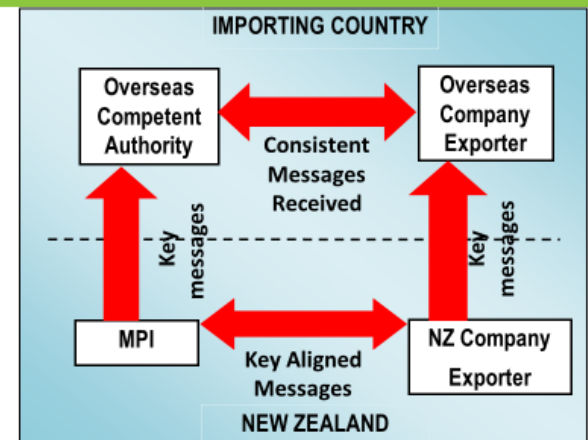
In a nutshell

- Assessed vulnerabilities
- Planned for every contingency
- Developed new test method and conducted 150,000 tests
- Carefully brought stakeholders into the event
- Adjusted messaging as the response developed
- Maximized opportunities to provide accurate, rapid, consistent, and comprehensive information to consumers and overseas regulators



New Zealand Government
Food Protection

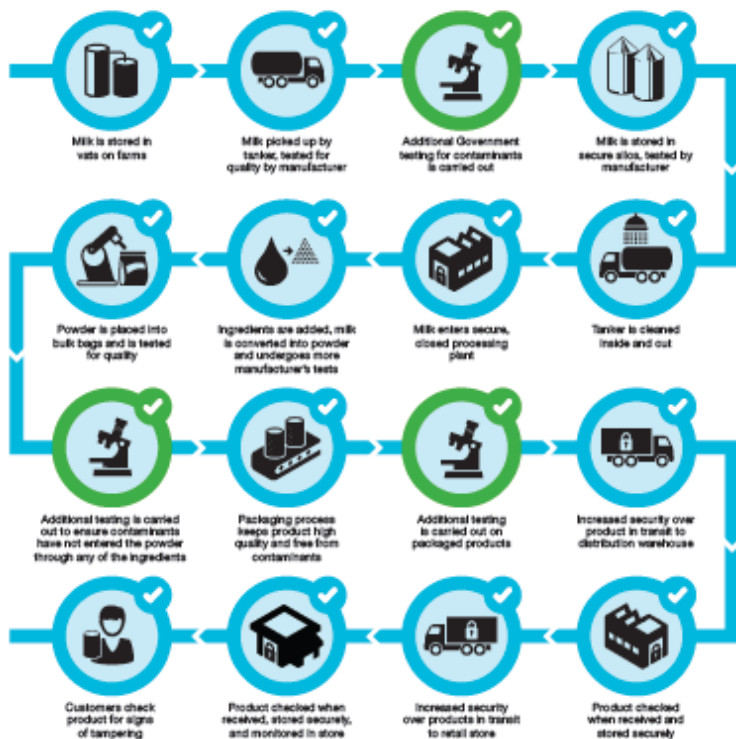
International Communications





Infant and other formula products, protected at every stage

The Ministry for Primary Industries has added additional testing to an already strong food safety system. When New Zealand infant formula and other formula products are on shelves in New Zealand, you can be sure they are high quality and have been made and tested using secure, world-class systems.



For more information: Call 0800 008 333
Email: info@foodprotection.govt.nz
Visit: foodprotection.govt.nz
twitter: [@nzfoodprotect](https://twitter.com/nzfoodprotect)



How to tell if a package has been tampered with

There are several measures, which protect New Zealand infant formula and other formula products. There are existing stringent quality and food safety tests, as well as additional testing for contaminants carried out by both the Ministry for Primary Industries and manufacturers. To further protect the products, infant formula and other formula products are usually sold in tamper-evident packaging, which is designed to help you see if someone has opened or interfered with the packaging.

Cans

Cans usually have a plastic lid, foil seal with pull tab, and in some cases, a clear plastic film.

Check the seal, sides and base of the can for:

- tears
- rips
- holes
- other punctures
- significant bulging



Sachets

Sachets usually come in a cardboard package with individual sachets inside.

Check the box for:

- unusual holes
- tears
- rips

Check sachets for:

- breaks
- tears
- swelling
- abnormal bulges
- holes
- leaks when shaken or squeezed



Bottles

Liquid products can be sold in bottles with foil seals, plastic screw top lids with a tear-off tab, and in some cases a clear plastic film.

Check the seal, sides and base for:

- tears
- rips
- holes
- other punctures
- significant bulging around seals or of the bottle itself



What to do if you suspect you have a tampered product

Do not use products you think may have been tampered with. Do not throw the product or its container away. Keep handling to a minimum and hold the item in areas a person would not normally touch. For example hold a container by the base at the very bottom. Don't put the item in a plastic or paper bag as this can destroy evidence such as fingerprints. Use a clean cardboard box slightly larger than the item for storing and transporting it. **Report it to NZ Polioe by calling 0800 723 665 or take it to your local Polioe station.**

For more information: Call 0800 008 333
Email: info@foodprotection.govt.nz
Visit: foodprotection.govt.nz
twitter: [@nzfoodprotect](https://twitter.com/nzfoodprotect)

Media and Retailers



Source: ONE News



stuff national World Business Tech Sport Entertainment Life & Style Travel Missing

parenting incorporating **PRCIS**

Life Pregnancy Little Kids Big Kids Family Life Mom's Life

New Zealand Government Food Protection To know what to look for, click here.

Greer Berry: Don't threaten our babies

GREEN BERRY

Last updated 17:42, March 10, 2015



As I sit here typing one-handed, my other hand expertly holds a bottle containing infant formula that my son is gulping down at an impressive rate.

I have begun my feeding as we begin the weaning process and in doing so, the thousands of mothers across the country, I have introduced a super-healthy-though formula to his diet.

When this afternoon's news broke that there had been a threat to formula, I will admit - I hesitated for about half a second.

And then I had up the bottle, scooped in the milky goodness, and quaffed the charge of the life-giver.

When you become a mother, everything that happens in your day-to-day life is conducted through a series of risk management decisions.

A tip in the car? His capsule buddies are tested. A stroll out in the sun? His hat is on, and the cream cover shields him from sun. Putting him down for a nap in his nest? Cribbing hazards are removed from his reach.

life & style headlines

Know any great deals following All you need to know about what Name can do anything... even give reviews Encouraged by the Prime Minister Kids want you to talk about are the most delicious that combine Coffee company saves fight World's oldest beer with a twist Greer Berry: Don't threaten our babies Short-term air-entrainment gone for you This week we're celebrating with... A family album with a difference Meet the author... A book to be proud of

New Zealand Government Food Protection To know what to look for



Have information about the

Plenty of influential support

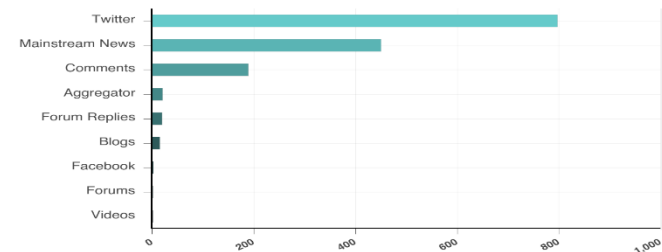
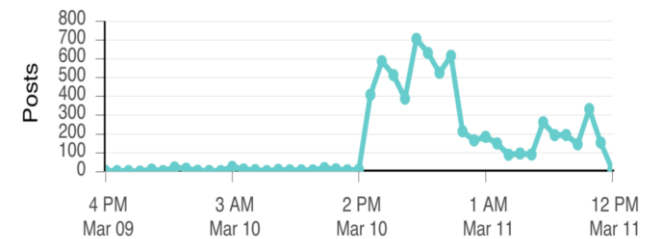


JoGoodhewMP retweeted
peter gluckman @PeterGluckman · Mar 10
Parliamentary Commissioner of the Environment's informative report on the use of 1080 in New Zealand;
pce.parliament.nz/assets/Uploads...

A screenshot of the Plunket New Zealand Facebook page. The page header shows the name "Plunket New Zealand" and navigation options like "John", "Home", and "Find Friends". The main post is dated March 10 and has 1,633 likes and 1,009 shares. The post text reads: "The safety of you and your baby is everyone's priority in response to the blackmail threat to contaminate #NZFormula or infant formula. We have been advised any risk is very low and to reduce the risk even further please check all formula products for signs of tampering. For guidelines about doing these checks go to www.foodprotection.govt.nz". Below the text is an image of a blue can of "ORIGINAL Infant" formula and its lid. The page also shows a "Happy Father's Day" banner, "UPCOMING EVENTS" (including a Facebook Chat), "NOTES" (including "Good in the hood 2014" and "Z Energy - Good in the Hood"), and "POSTS TO PAGE" (including comments from Rosie Rayner, D'Arcie Ley, and SKIP Single Mums AWC).

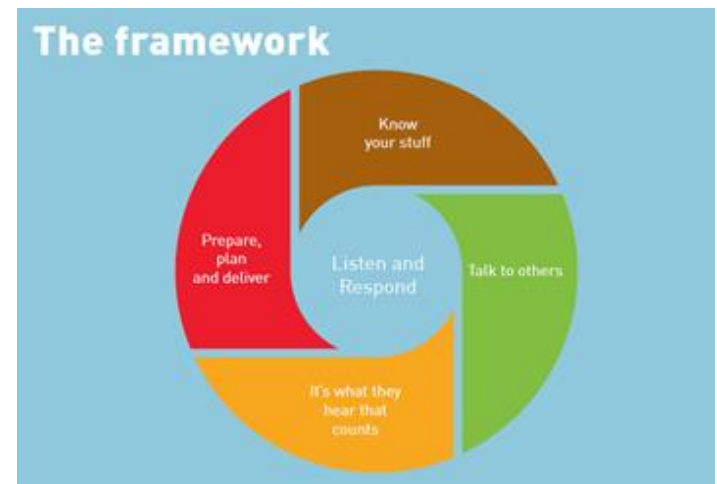
MPI commitment

- MPI utilised science expertise to develop tests and worked closely with the industry and tested tens of thousands of samples.
- MPI committed 22,000 hours over 9 months and other agencies 7,000 hours
- Total cost of the response to the government was NZ\$4M (US\$2.8M) and at least NZ\$30 millions in testing to the industry



Consumers protected and Reputation intact

- Consumers were protected
- New Zealand remains a trusted supplier of safe food both domestically and internationally
- Our reputation was not negatively affected
- No adulteration actually ever occurred
- The perpetrator is in jail



Lessons learned

- Preparedness and Planning can always improve and need to be rehearsed
- Working closely with industry
- Working across government agencies and trading partners
- Communications and media Management



Conclusions

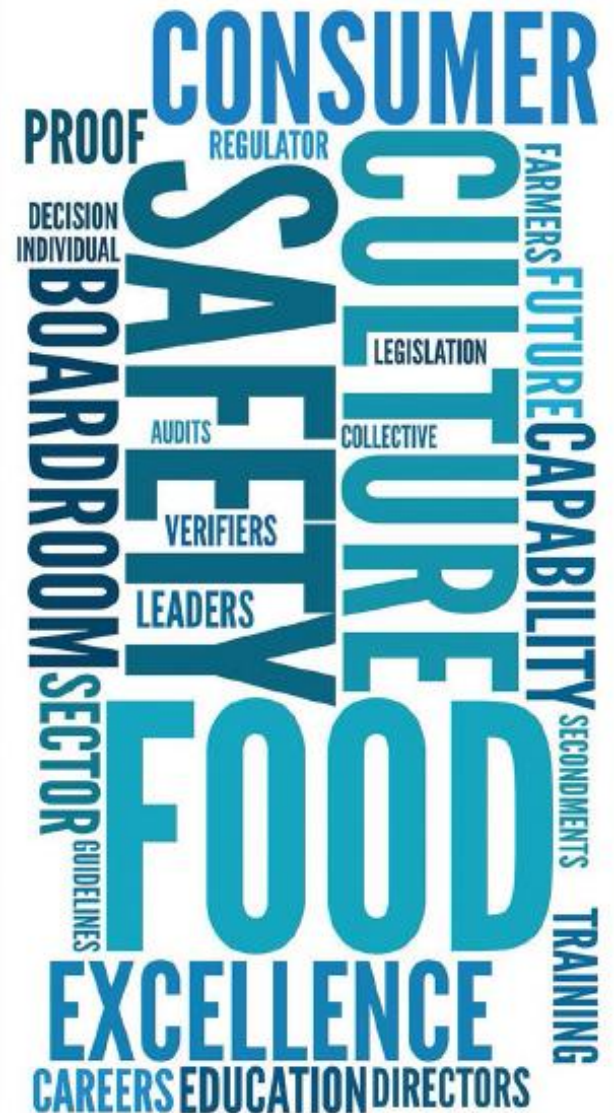
- Access to safe food is the right of every consumer in every nation. The economic imperatives further raise the stakes.
- Managing risk across the supply chain requires a lot of checks and balances all the way through
- Furthermore, it is not just about having mechanisms to prevent an event but also how to respond when an extraordinary event occurs



Conclusions

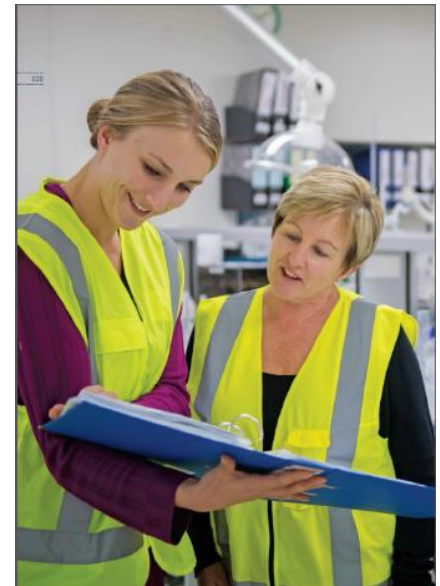
New Zealand's regulatory and industry food safety systems are assisted by:

- Extensive expertise across the supply chain
- Drive for excellence and pride in doing a good job
- Clear and deliberate planning
- Developed systems to empower participants across the supply chain
- Developed systems to monitor compliance and mechanisms to address issues



Conclusions

- Before or after extraordinary event occurs - everyone has a role to play – officials, farmers, scientists, teachers....
- Commitment of all players in the supply chain to do the ‘right thing’
- Outcome based regulations able to support systems adapting to change and to respond to challenges
- Continuous learning is a paradigm for individuals, businesses/regulators and the whole system



...and more on the Food Safety Culture at the DCWG finding in the afternoon session

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THANK YOU

