**Introduction**

Submission Form

New Zealand Food Safety is focused on the future and how it will continue to meet the needs of New Zealanders and the many millions of consumers around the world who buy New Zealand food. Right now significant change is happening across the global food safety system and New Zealand’s world-class food safety system must be agile and resilient so it can protect consumers, be trusted by trading partners, support New Zealand food business and continue to underpin our economy.

Your feedback on this draft strategy is crucial to New Zealand Food Safety successfully delivering on its vision: New Zealand food can be trusted by everyone, everywhere.

In particular, we are interested in how you view the things that are rapidly changing our environment – the drivers for change - and how you think the priorities we are proposing for the strategy, will allow us to maintain a robust food safety system.

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| **Once you have completed this form**  Email to: [newzealandfoodsafetystrategy@mpi.govt.nz](mailto:newzealandfoodsafetystrategy@mpi.govt.nz)  While we prefer email, you can also post your submission to:  A strategy for New Zealand Food Safety  New Zealand Food Safety  PO Box 2526  Wellington 6140  New Zealand |

**Submissions must be received no later than 5pm, Friday 27 September 2019.**

**Submitter details:**

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| Name of submitter  or contact person: |  |
| Organisation (if applicable): |  |
| Email: |  |

**Official Information Act 1982**

All submissions are subject to the Official Information Act and can be released (along with personal details of the submitter) under the Act. If you have specific reasons for wanting to have your submission or personal details withheld, please set out your reasons in the submission. MPI will consider those reasons when making any assessment for the release of submissions if requested under the Official Information Act.

Significant changes are happening across the global food safety system and many are happening at speed.

There are pressures on food production, such as food through online channels and app-based platforms, and globalised supply chains introducing a greater potential for food contamination. People are more interested in eating new foods, in new ways and regulators are focussing on consumer expectations while strengthening food safety regimes.

We have identified the following changes that are affecting the food safety system:

* The beginning of the food production process (pressures on natural resources and the impact of climate change)
* How we process our food (complex supply chains and new production methods)
* The demands on the regulator (how we use data and understand our customers’ diverse needs)
* Consumers eating different food (changing food preferences and consumption behaviours)
* The international trading environment (desire for international unity in standards and increased trade complexity)

1. These changes will affect how we produce food in New Zealand. Some of the impacts will be positive while others will be undesirable.

How can New Zealand Food Safety work with industry and others to maximise or minimise these effects?

Utilise research done by others to inform decisions making.

Repurpose overseas project data so it fits within the New Zealand context.

Work with industry to share resources and come up with new methods to harness positive changes.

Work with the science community to harness technology to help minimise the change.

Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Please explain why:

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We are proposing to focus on four priority areas to focus our effort in response to these changes. The four priorities are:

* We will ensure New Zealand’s world-class food safety system remains robust in responding to future challenges.
* We will proactively support consumers to feel confident making choices about food.
* We will lead new thinking in international forums to expand our international influence.
* We will be an intelligence led business that proactively prepares for the future.

2. Please choose what priorities New Zealand Food Safety should focus on over the next 5 years?

We will ensure New Zealand’s world-class food safety system remains robust in responding to future challenges.

We will proactively support consumers to feel confident making choices about food.

We will lead new thinking in international forums to expand our international influence.

We will be an intelligence led business that proactively prepares for the future.

Please explain why:

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3. Are there any other priorities that should be considered? Why?

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4. To continue to have a world-class food safety system, it needs to be agile and robust.

What gaps should we be looking to close?

More tailored support for food businesses.

A better balance between innovation and following the rules.

Consumers understanding how the rules are set / Rules consumers can understand.

Fewer rules for food businesses.

Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Please explain why:

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5. We think the system works best when consumers have the information they need to make informed food choices.

What types of food safety information would you find useful?

Allergies

Use by/best before dates

Safe food practices

Nutritional value

Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. As a consumer, how do you want to receive information about food safety?

Email

Food shows

Labels

Newspapers

Online (e.g. website)

Radio

Social media

Supermarkets

Telephone (hotline)

TV programmes / Advertisements

Please explain why:

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7. Are there any other ways you would want to get information about food safety? Why?

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8. The trading environment is shifting and our role in shaping this helps to safeguard New Zealand’s reputation and getting New Zealand food to overseas markets.

What do you think we should do to protect and increase our influence overseas?

Being part of more international food and science forums.

Lead international food standard setting.

Set rules at home that safeguard our food for the world to eat.

More consistent rules across countries.

Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Please explain why:

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9. Food advances and innovations/technologies affect every part of the food supply chain.

What do you think needs to be done to foster innovation while keeping food safe and suitable?

More government funding for research and development.

More information about innovations (e.g. lab-grown meat).

Different rules for food businesses who provide new food.

Support and advice for food innovators on how to follow the rules.

Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Please explain why:

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10. Is there anything not in the strategy that should be? Why?

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**General comments**

If you have any general comments or suggestions, please let us know.

*For example: thoughts on the strategy including reasons for your views, any changes you would suggest and why.*

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