

## Strategy on a page

New Zealand Food Safety 2019-2024

### WHAKATAUKI

Ko tāu rourou, Ko tāku rourou, Ka ora ai te iwi  
By sharing your food basket with my food basket the people will thrive

### OUR VISION

**New Zealand food:** trusted and recognised by everyone, everywhere

### OUR GUIDING PRINCIPLES

**Manaaki** – caring for others

**Whanaungatanga** – collaboration and relationships

**Ngā Manukura** – visible leadership

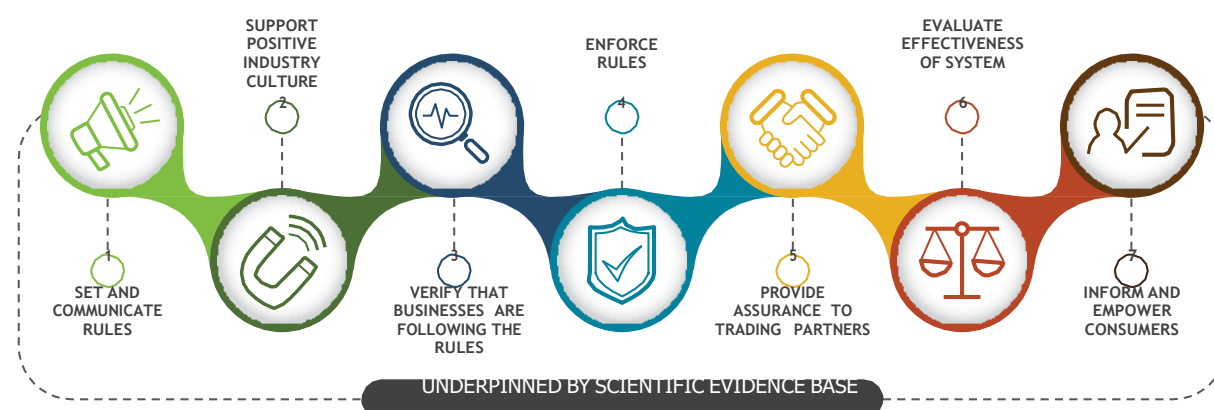
**Mana** – integrity/authority

**Kaitiakitanga** – guardianship of the food system

### OUR PRIORITIES

1. We will ensure New Zealand's world class food safety system remains robust
2. We will proactively support consumers to make informed food choices
3. We will actively contribute to new thinking in international forums
4. We will work in genuine partnership with Māori
5. We will be innovative and forward-looking in meeting new challenges

### OUR FUNCTIONS ACROSS THE FOOD PROCESS



## New Zealand Food Safety

Haumaru Kai Aotearoa



## New Zealand Food Safety Action Plan

as at December 2019



Firstly we will: December 2019 to June 2021

Next we will: July 2021 to June 2024

Publicly release a robust set of performance measures and reporting framework for New Zealand Food Safety/Haumaru Kai Aotearoa, with particular focus on regulatory aspects of food safety and food suitability

Review the performance measures to ensure that outcomes and key performance indicators remain fit-for-purpose.

Include performance milestones that will support a robust performance based culture throughout New Zealand Food Safety/Haumaru Kai Aotearoa.

Identify the rules which are the most difficult to understand, accept and implement by food businesses, and co-design solutions that are fit-for-purpose and address compliance barriers.

Create and publish refreshed guidance for industry to assist their design and implementation of food safety plans, taking into account changes in the commercial environment.

Review fees, charges and levies that are of the greatest concern for food businesses in terms of transparency, equity and proportionality.

Guide food businesses in how to validate innovative food technologies, especially in supporting flexible ways to achieve required food safety outcomes and determining the equivalence of alternative measures.

Develop a programme to improve consumer safe food handling and preparation practices, building from the 'Clean, Cook, Chill' campaign.

Put in place more effective methods of engaging with consumers on their preferred food choices, informed by undertaking social science research.

Implement more user-friendly ways to engage, educate and communicate information to consumers on the possible presence of hazards in their food, including newly emerging pathogens.

Develop best practice for informing consumers of the possible presence of allergens in their food.

Build consumer focused web content that contain authoritative and easy to understand information.

Create an emerging food safety risks function, to systematically scan and respond to new threats, identify drivers of unsafe and/or fraudulent industry behaviour, and respond to changes in trade.

Co-ordinate with emerging risk systems of other national agencies and international organisations (such as the World Health Organisation and the Food & Agriculture Organisation) in detecting new threats, and act collaboratively in their prevention.

Gather new food safety and suitability insights through increased data analytics capability.

Review and increase our engagement with overseas governments and international standard setting organisations, so that New Zealand Food Safety/Haumaru Kai Aotearoa builds stronger food control networks and ensures that New Zealand interests are best reflected in international standards.

Prioritise involvement with and leadership opportunities in Codex and the Food & Agriculture Organisation as the basis of the New Zealand Food Safety/Haumaru Kai Aotearoa standard-setting and review programme.

Increase our engagement in international forums developing guidelines for managing non-food safety characteristics of food in trade, such as authenticity and sustainability of the food supply chain.

Collaborate with te iwi Māori to identify where mātauranga Māori and traditional food safety practices deliver the same outcomes as regulatory requirements.

Engage with te iwi Māori to identify how we will work together on mutually beneficial goals.

Work with te iwi Māori on how New Zealand Food Safety/Haumaru Kai Aotearoa can support 'by Māori, for Māori initiatives' on food safety and food-related matters.

Explore how New Zealand Food Safety/Haumaru Kai Aotearoa could provide greater direct engagement with te iwi Māori in the regions.

Refresh our Campylobacter action plan, develop prioritised risk-based measures for improved control of Campylobacter throughout the food chain from the farm to the consumer, and monitor progress against a new risk reduction target for human illness.

Investigate other priority foodborne risks in New Zealand including emerging microbiological hazards and allergens, and implement appropriate controls.

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