

STRATEGY ON A PAGE

OUR VISION

New Zealand food can be trusted by everyone, everywhere

THE OUTCOMES WE ARE FOCUSED ON

Māori have trust and confidence in the food safety system because we work in partnership

Consumers can be confident that food is safe and suitable, and they can make informed choices

Overseas governments have trust and confidence in our food safety system

Producers have trust and confidence in the food safety system and the system supports their growth and innovation

We also contribute to broader social and economic outcomes working with others to improve the lives of New Zealanders

OUR GUIDING PRINCIPLES

- 01 We put consumers first
- 02 We listen and we engage
- 03 We are fair and proportionate
- 04 We are outcome driven
- 05 We make evidence-based decisions
- 06 We are open and transparent
- 07 We build the capability of our people
- 08 We work with others and get the job done

THE FUNCTIONS WE PERFORM



OUR PRIORITIES FOR THE NEXT FIVE YEARS

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



HAVE YOUR SAY ON THE DRAFT STRATEGY

Your feedback will help New Zealand Food Safety develop a strategy that will allow it to maintain a food safety system that can be trusted by everyone, everywhere and help them focus on what is most important.

We want to hear your views:

We want to know what you think about our four priorities and the drivers for change. To make it easy we have developed material to help you.

There are a number of ways you can learn more and provide your feedback. Visit: www.mpi.govt.nz/NZFS-strategy, and check out:

- The full version: A strategy for New Zealand Food Safety
- The consultation document
- The drivers for change infographic
- Building a Māori and Crown partnership
- Question and answers
- Or email newzealandfoodsafetystrategy@mpi.govt.nz and ask a question

Making your submission

Email your feedback on the New Zealand Food Safety Strategy by 5pm on 27 September 2019 to newzealandfoodsafetystrategy@mpi.govt.nz

How you can make a submission:

- There is a template for your submission.
- You can complete an online survey and leave your feedback
- While we prefer email, you can post a written submission to:

A strategy for New Zealand Food Safety
New Zealand Food Safety
PO Box 2526
Wellington 6140
New Zealand.

What to include

- A strategy for New Zealand Food Safety
- your name and title
- your organisation's name (if you are submitting on behalf of an organisation, and whether your submission represents the whole organisation or a section of it)
- your contact details (such as phone number, address, and email).

Submissions are public information

Please note, that any submission you make becomes public information. People can ask for copies of submissions under the Official Information Act 1982 (OIA). The OIA says we have to make submissions available unless we have good reasons for withholding them. That is explained in sections 6 and 9 of the OIA.

Tell us if you think there are grounds to withhold specific information in your submission. Reasons might include that it's commercially sensitive or it's personal information. However, any decision MPI makes to withhold information can be reviewed by the Ombudsman, who may tell us to release it.

MPI may post all or parts of any written submission on its website. We'll consider that you have consented to its publication, unless clearly stated otherwise in your submission.

New Zealand Food Safety

Haumaru Kai Aotearoa



A strategy for New Zealand Food Safety Summary

September 2019



BACKGROUND

We need your feedback on our draft priorities and the drivers for change.

Every day over 4.9 million New Zealanders use our food safety system - buying food to cook or eating out. That food needs to be safe to consume and people need to know what they're eating is what it says it is. A further 40 million people around the world consume our food, and they also expect it to be safe and suitable. Our role is to ensure that the New Zealand food safety system delivers on these expectations.

New Zealand Food Safety needs a strategy that will position it as a leader in food safety systems so it is able to meet the growing pressures the food safety system is under. By looking forward, we will be able to strike a good balance between delivering results today and acting on opportunities that will deliver results tomorrow.

We already have a robust system that protects our consumers, is trusted by trading partners, and underpins our economy. To maintain this we must have a clear direction, define what we need to do to anticipate changes in our environment, how and when to amend rules, use technology, and at the same time, fulfil customer demands.

We want to understand the needs, wants and expectations of consumers, industry and sector partners.

We need to continue to build these conversations so that we fully understand what New Zealanders and New Zealand businesses want from the food safety system.

The valuable knowledge gained during consultation will help New Zealand Food Safety develop a strategy that will best meet the needs of New Zealanders.

THE FOOD SYSTEM

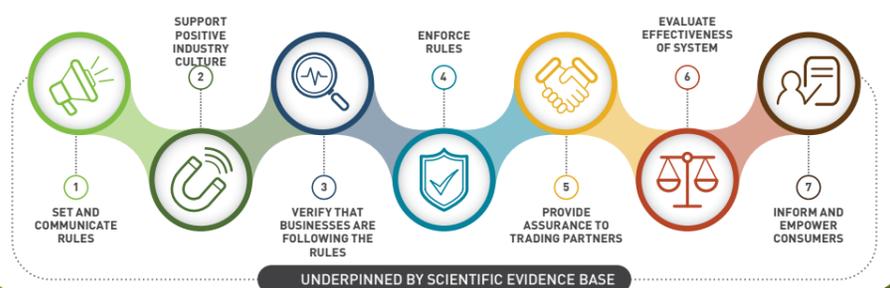


WHAT WE ARE TRYING TO ACHIEVE

New Zealand Food Safety is a business unit of the Ministry for Primary Industries. It regulates the New Zealand Food Safety system. At New Zealand Food Safety we want food to be safe to eat and in the right condition for its intended use.

Regulation of the food safety system is critical to protecting the health and wellbeing of consumers here and overseas, and to guard the reputation of New Zealand food. We are constantly looking at the food safety risk of products being created and the potential for harm to consumers.

OUR FUNCTIONS ACROSS THE FOOD PROCESS



STRATEGIC PRIORITIES

To address emerging issues and respond to system challenges, four priorities will provide focus for New Zealand Food Safety to achieving its outcomes for New Zealand and New Zealanders.

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

The way we grow, produce, buy and consume food is changing. We think that a robust food safety system is key to navigating these changes.

Over the next five years, we will work with industry to address issues that inhibit innovation without compromising safety so that the food safety system remains robust and can respond to changes. We will also measure our own performance, promote best practice food safety rules with food businesses and make sure the co-regulatory model works well for everyone.

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

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

Over the next five years we will work with consumers to find the right approaches for communicating information about what is in food and make sure they have access to factual and reliable information to enable them to make good decisions. We will also create a consumer-friendly digital presence that contains easy to understand information for consumers.

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

The trading environment is shifting. Our role in proactively shaping this environment will be more important than ever.

Over the next five years we will promote our science and regulatory expertise while building networks to support our international reputation so our food products reach more markets. At the same time we will identify ways we can continue to be active participants in international food and science communities.

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

Food-related advances and innovations affect every part of the food supply chain. We think our food safety system needs to anticipate these developments.

Over the next five years we will grow and develop our intelligence capability by establishing the technical capability and capacity to undertake long term horizon scanning. This will allow us to prioritise our long term work based on insights. We will develop the skills to engage directly with consumers and build our capability to engage in a culturally appropriate way with Māori consumers and business owners.

These priorities and our action plan will allow us to keep consumers safe and healthy, retain the trust of our trading partners and support our food exports on the global food market.

HAVE YOUR SAY

Right now, the world's food safety systems are under pressure. In response, New Zealand Food Safety has developed a draft strategy that is focused on how it performs its role in the future. We would like your feedback on this strategy and have developed a number of questions for you to answer. More information can be found on www.mpi.govt.nz/NZFS-strategy.



Significant change is happening across the global food safety system and it affects everyone – from the producer to the consumer.

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?
2. Please choose what priorities New Zealand Food Safety should focus on over the next 5 years?
3. Do you have any alternative priorities that should be considered? Why?
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?
5. We think the system works best when consumers have the information they need to make informed food choices. As a consumer how do you want to receive information about food safety? Why? What other things are you interested in?
6. 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?
7. 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?
8. Is there anything not in the strategy that we should be? Why?

You can provide feedback multiple ways and can find out how on the back of this document.

The outcomes we are working to achieve

- Māori have trust and confidence in the food safety system because we work in partnership.
- Consumers being confident food is safe and suitable and they can make informed choices.
- Overseas governments having trust and confidence in our food system.
- Producers have trust and confidence in the food safety system and it supports their growth and innovation.