



Question	Answer
Who is New Zealand Food Safety?	<ul style="list-style-type: none">• New Zealand Food Safety is a business unit of the Ministry for Primary Industries. It has the main responsibility for regulating the New Zealand Food Safety system, ensuring food is safe to eat and is what it says it is.
What does the strategy mean for the average New Zealander?	<ul style="list-style-type: none">• It means the average New Zealander can continue to trust that the food they buy, cook and eat every day is safe and suitable, now and into the future.• Consumers can have confidence that New Zealand Food Safety will make sure that new food, food fraud and food content will have the right rules for the food industry to follow and comply with.
What are the benefits for New Zealand from this strategy?	<ul style="list-style-type: none">• This strategy has been developed to ensure New Zealand Food Safety is ready for the future and maintains a food safety system that can be trusted by everyone, everywhere.• Consumers, industry and overseas governments will continue to see our food safety system as world-class.
Why are you consulting on this strategy?	<ul style="list-style-type: none">• While we have world class expertise in food safety, we don't have all the answers. We want to understand what you think, the key issues coming towards us and what actions you think we should take.
What will happen after consultation?	<ul style="list-style-type: none">• Feedback received during consultation will be analysed against what is already in the strategy to see what needs to be added or changed.• An action plan will then be developed to help the organisation drive forward the four priorities over the next 5-years.• The actions will help New Zealand Food Safety improve how it delivers on its role for New Zealand and New Zealanders.• The final strategy will be available on the Ministry for Primary Industries website in December.
What are the outcomes New Zealand Food Safety is trying to achieve with this strategy?	<ul style="list-style-type: none">• The outcomes are:<ul style="list-style-type: none">○ Consumers can be confident food is safe and suitable and they can make informed choices○ Māori have trust and confidence in the food safety system because we work in partnership○ Overseas governments have trust and confidence in our food system○ Producers have trust and confidence in the food system and the system supports their growth and innovation.
How will the strategy protect consumers in the future?	<ul style="list-style-type: none">• One of our roles is to provide consumers with the right information about food because the system works best when you have the information you need to make informed food choices.• To get a snapshot of what consumers wanted we held a number of focus groups. The information gathered at these has helped to develop the draft strategy. With consultation, it allows all consumers to have their say.• We want consumers to play an active role in keeping themselves healthy when choosing and consuming food. We want them to feel confident not only that the food they purchase is safe, but they know how to prepare and



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	<p>consume it safely, and the impact on their health of the food they have chosen to eat.</p> <ul style="list-style-type: none">• We continue to protect consumers by:<ul style="list-style-type: none">○ Providing more information and ensuring that information is accurate to help you understand more about food safety risks○ Creating a consumer friendly online presence that provides easy to understand information○ Establishing a continuous outreach programme to the public to build trust○ Working closely with consumers to understand what it is they need, want and expect from the food safety system.
Does the strategy look at plant based food and lab grown meat and its safety?	<ul style="list-style-type: none">• We believe that different and appropriate rules will be required in the future for non-traditional food such as plant based food and laboratory grown food.• New Zealand Food Safety will ensure the rules keep you safe while encouraging an environment of innovation. We also intend to develop campaigns to provide more information on these foods and how best to clean, cook and chill them so they are safe to eat.
Does the strategy support the government's Living Standards framework?	<ul style="list-style-type: none">• The strategy aligns with the government's broader desire to have the public sector focus on improving wellbeing of New Zealanders. This strategy will improve wellbeing by keeping our food safe and suitable.
Why has the strategy been produced?	<ul style="list-style-type: none">• It has been produced to allow New Zealand Food Safety to take advantage of emerging opportunities and work proactively to address the many challenges that will affect the food system both in New Zealand and overseas.
What is the scope of the strategy?	<ul style="list-style-type: none">• This strategy focuses New Zealand Food Safety's attention on its resources and where to apply effort on the highest value activities so that it can improve its response to challenges and opportunities in the food system.• This Strategy is not a broad government strategy covering all aspects of food (for example, agricultural production is out of scope).
What timeframe does the strategy cover?	<ul style="list-style-type: none">• The priorities are for 5-years.
What does the strategy cover?	<ul style="list-style-type: none">• The strategy covers the entire food safety system - land, soil, plants and animals - essential to sustaining higher living standards for New Zealanders and allows New Zealand Food Safety to focus on what is important at home and overseas.
How were the priorities developed?	<ul style="list-style-type: none">• In developing this strategy we have selected priorities based on what is:<ul style="list-style-type: none">○ Most essential to get right in the medium term, in order to deliver on our outcomes○ Closely aligned with what is changing in our environment○ Most within our sphere of control.



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	<ul style="list-style-type: none"> • These priorities will help us keep consumers safe and healthy, retain the trust of our trading partners and make sure our food exports continue to be sought after on the global food market. • But we need your input.
Tangata whenua and Haumarua Kai Aotearoa	
Have tangata whenua been included in the strategy?	<ul style="list-style-type: none"> • Haumarua Kai Aotearoa wants to work collaboratively to identify and advance shared outcomes with Māori. • Tangata whenua and our Treaty Partner, have a key role in the food safety system and we realise that what benefits Māori, also benefits Aotearoa.
Does New Zealand Food Safety - Haumarua Kai Aotearoa want a closer working relationship with Māori?	<ul style="list-style-type: none"> • Yes. Haumarua Kai Aotearoa will continue to engage with Māori to identify common aspirations and goals and how we can work together to advance mutual objectives. • Through consultation, we want to identify opportunities to collaborate or partner where Māori have a strong interest or Māori interests are significantly affected. This will allow us to build our internal capability and develop specific channels for on-going engagement with Māori.
Will mātauranga Māori become part of your decision making?	<ul style="list-style-type: none"> • We have begun conversations on how to incorporate mātauranga Māori into our decision-making.
Where does New Zealand Food Safety - Haumarua Kai Aotearoa stand with Māori agribusiness?	<ul style="list-style-type: none"> • Haumarua Kai Aotearoa recognises Māori agribusiness as an important part of New Zealand's economic development and with our Ministry for Primary Industries colleagues, Haumarua Kai Aotearoa is committed to supporting Māori agribusiness to grow and prosper.
Food businesses	
What involvement have food businesses had in the development of the strategy?	<ul style="list-style-type: none"> • We wanted food business to be involved in the development of the strategy and held workshops with small, medium and large business and exporters so we could understand their wants, needs and expectations. <p>They told us they wanted:</p> <ul style="list-style-type: none"> ○ More tailored support to help them navigate the rules ○ Better support to share and implement better practice amongst themselves ○ More opportunities to work with us on co-designing initiatives ○ Help in understanding their role and how to comply.
What will it mean for our rules?	<ul style="list-style-type: none"> • We are always looking at ways to simplify rules and make sure they work for everyone. We want it to be easier for food business to understand and comply with the rules. • By testing of the draft strategy we have gained a deeper understanding of what needs to be done to ensure the rules make compliance easier. The aim is to maximise benefits and minimise costs from the producer to the consumer.



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Will the strategy support regional food businesses?	<ul style="list-style-type: none">• In many regions, one in three people work in the food industry, making it a critical part of community life and regional development. The strategy supports the food industry to grow in the regions by engaging with industry to understand their varied needs.
How does it fit MPI's focus on Primary Industries?	<ul style="list-style-type: none">• MPI works to make sure the food and primary sectors build prosperity for New Zealand New Zealanders.• One of MPI's priorities is to support our world-class food safety system.