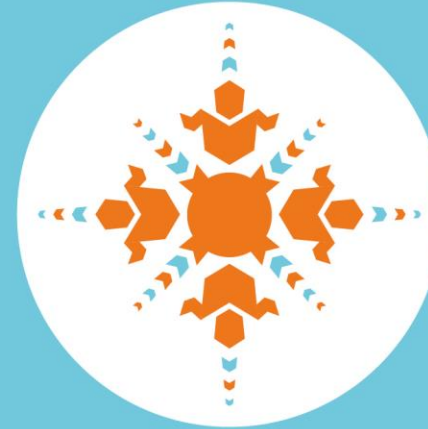




New Zealand Food Safety  
Ministry for Primary Industries  
Manatū Ahu Matua

# NZ Food Safety

LECTURE SERIES 2019



23 September 2019, Auckland

# Welcome

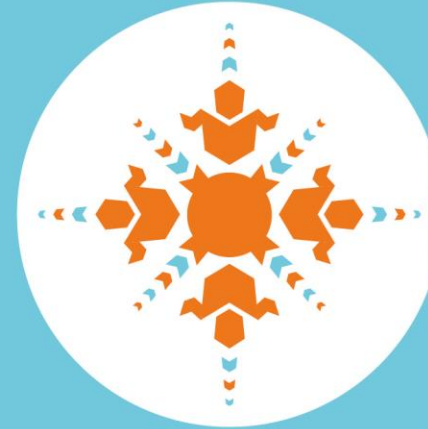
# Trust in the food safety system for different segments of society



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LECTURE SERIES



Nadine Tunley

# Nadine Tunley

Organic,  
Conventional,  
GMO free,  
OMAR's,  
ICPR's

"Every day, over 500 New Zealanders  
get food poisoning..."

*What do you do to keep your food safe?*

*What does this make you wonder about  
the food that you buy?*



# Does Trust in Food Safety systems mean the same for different segments of society?



**What is a Food Safety System?**



**Segments of Society?**

New Zealand

International

# Food Safety Systems





# Segments of Society





# International Food Scare Brief History

► **1981: Spanish Tainted Oil** – 1,200 people die Colza oil sold as a substitute for Olive Oil

**1986: Mad Cow Disease (BSE)** – In 1996 it became clear it could be transmitted to humans, presenting as Creutzfeldt-Jakob disease. WHO says there has been 224 case between 1996 to 2011 mainly in Britain.

**1990: Benzene tainted Perrier** – Mineral Water 160 million bottles worldwide recalled

**1999: Chickengate** - dioxin, a highly carcinogenic substance, is discovered in feed for poultry and livestock in Belgium, contaminating the whole food chain. The scandal leads to the resignation of two Belgian ministers and costs Belgium €650 million as consumers shun industrially produced eggs and chickens

**1999: Coca-Cola recall -**

In June, 1999 several countries withdraw millions of bottles of soft drinks made by US-based beverage giant Coca-Cola after around 100 people fall ill in Europe after drinking its products. The drinks are subject to a blanket recall for several days in Belgium and Luxembourg, and partially withdrawn in the Netherlands and France. The cause of the sickness is discovered: bad quality carbonic gas used in a Belgian factory and fungicide employed to treat wooden pallets in a French factory. The company, criticised for poor management of the incident, admits responsibility

**2003: 30 Italians** were hospitalised after drinking bottled water contaminated with bleach or ammonia, which police suspected had been injected under the plastic caps.



# Closer to home

## ► 2008 - The Melamine scandal

In 2008 Fonterra subsidiary SanLu milk powder was found to have melamine contamination.

China reportedly found melamine in milk powder produced by more than 20 companies and hundreds of thousands of children are estimated to have been affected, with six dying. SanLu was seen as the main culprit.

## 2012 - The DCD issue

In September 2012 Fonterra found traces of dicyandiamide (DCD), an agricultural chemical, in its dairy products.

The DCD product was withdrawn from the market by fertiliser companies. Levels of contamination were low and Fonterra and Government officials reassured consumers there was no risk to health

## 2013 - The Botulism Scare

Tests on a Fonterra whey protein indicated the possible presence of a bacteria that can cause botulism.

There followed months of testing, trade bans by some countries including Russia, emergency trips to reassure the crucial China market – and elsewhere – by Fonterra executives and Prime Minister John Key and product recalls by Danone and Nutricia.

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# Contamination, Communication and Confidence