



SAFE FOOD FROM PADDOCK TO PLATE



Food
Authority

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The new
state of
business

MINISTER'S FOREWORD



FOOD IS BIG BUSINESS IN NSW

The NSW food industry operates in a competitive international market and contributes a total \$113 billion to the NSW economy each year.

Competing consumer demands in the food industry means constantly finding ways to satisfy the local market as well as grow export markets. It is vital that NSW keeps up with the demographics that are driving wide ranging dietary changes.

Effective food safety and food quality management underpins confidence in Australia's food industry, and the Food Authority makes an important contribution to ensuring food safety in NSW.

The NSW Government's Food Strategy shows our plan and vision for this important industry over the next six years.

Our goal is to make sure that food businesses contribute to NSW's economic growth and prosperity by reducing foodborne illnesses and delivering superior-quality food to local and international consumers.

We recognise the challenges of rising obesity rates in NSW. We focus on delivering simple menu and nutritional information through initiatives such as the Health Star Rating system on packaged foods and the 8700 kilojoule labelling campaign in fast food outlets. In addition, the NSW Food Authority provides food safety information in nine key languages: Arabic, Chinese (simplified and traditional), Greek, Japanese, Korean, Thai, Turkish, Vietnamese and English to ensure consumers are provided with the information and tools they need to be better informed about their daily food choices.

Mitigating the risk of foodborne illnesses caused by food supply processes and food quality is central to ensuring food safety.

The NSW Food Authority trains food retailers in safe food handling to minimise outbreaks of salmonellosis, and we work with a number of sectors to ensure safe on-farm production processes.

The NSW Government will:

- support international trade and investment, which has created 14,000 jobs and generated \$4.4 billion in investment
- invest \$100 million each year in research and development (R&D) to support agriculture, fisheries and biosecurity
- work with NSW universities, research development corporations and cooperative centres to promote R&D for safer food.

Over the next six years, the NSW Government will work with industry across the supply chain to grow markets domestically and to foster the export of safe, reliable, high-quality food products while maintaining low compliance costs.

The Hon. Katrina Hodgkinson MP
Minister for Primary Industries



\$113 BILLION FOOD INDUSTRY IN NSW



55,000 FOOD BUSINESSES



128,000 EMPLOYED IN THE FOOD SERVICE SECTOR

CHALLENGES

- ✗ Too much red tape for small business and industry
- ✗ Low awareness of quality nutritional information for consumers
- ✗ Variable skill in safe food practices in NSW food services
- ✗ Administrative burden for small businesses to easily operate in the food retail sector
- ✗ Non-licensed businesses low rate of compliance
- ✗ Seasonality and climate variation impacts to sustainable food supply

ACHIEVEMENTS

- ✓ Streamlined administration processes and removed \$6 million in costs
- ✓ Nutritional labelling on menus and front of pack enabling consumers to make informed food choices
- ✓ Increased skill through training in safe food handling and animal welfare
- ✓ Improved customer service through online 24/7 access for 15,000 online licence applications
- ✓ 94% compliance across all industry sectors
- ✓ NSW leads in safe, sustainable, healthy, premium food and food products



OUR VISION FOR THE FUTURE

FOOD SAFETY, CONFIDENCE AND CERTAINTY ACROSS THE SUPPLY CHAIN

**\$4.5
MILLION**
in red tape
reduction over
the next 6 years.

95%
compliance by
NSW businesses
with food safety
requirements.

20%
of packaged
products in NSW
supermarkets
use the Health
Star Rating.

30% reduction
in foodborne
illnesses caused
by Salmonella,
Campylobacter
and Listeria.

75%
of NSW retail
food services in
Scores on Doors.

1.5%
per annum average
increase in the
NSW Gross
State Product.