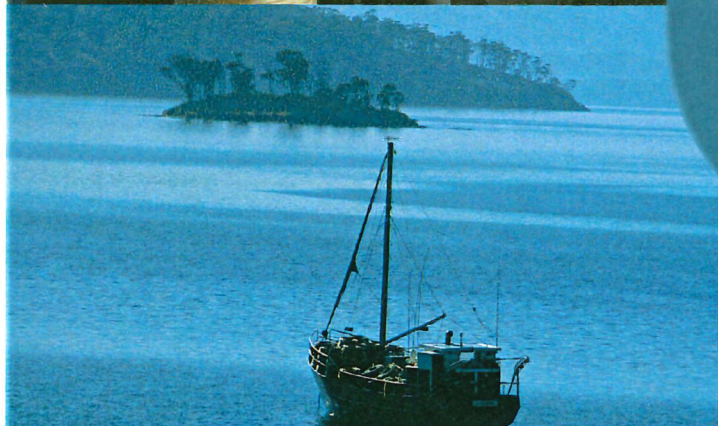


SeaQual Australia Phase 1 Final Report

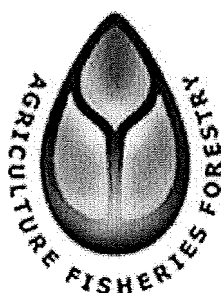


Developing a
national approach
to seafood quality

FRDC Project 1995/155

Development of a national approach to seafood quality (SeaQual Australia)

Jayne Gallagher



Project No: 95/155

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95/155 Development of a national approach to seafood quality (SeaQual Australia)

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OBJECTIVES:

- To establish appropriate mechanisms for encouraging the development of a quality ethos within the Australian seafood industry
- To identify and implement appropriate strategies to achieve agreed seafood quality goals
- To influence the development of a policy, program and regulatory environment which actively promotes and supports the uptake of quality management systems

NON TECHNICAL SUMMARY:

SeaQual was established in December 1995, as a joint initiative of the Fisheries Research and Development Corporation, the Commonwealth Department of Primary Industries and Energy (now Agriculture, Fisheries and Forestry - Australia) and the Australian Seafood Industry Council.

SeaQual was located in the Canberra offices of the Australian Seafood Industry Council and overall strategic direction of the project was provided by a broad industry based Steering Committee.

This report outlines the results achieved in the pursuit of SeaQual's objectives. Originally a four year program, SeaQual achieved all its milestones, and more, in only three years with significantly less resources than anticipated.

Several recommendations are made in relation to the operation of industry-government partnerships and the need to establish and maintain levels of resources and commitment. The need to establish and promote industry development activities early and to clarify expectations of all stakeholders are also identified as critical success factors for future projects.

SeaQual was established with an information and capacity building role, and released several innovative products and publications over the three years. These include:

- **Focusing on Quality** – an inventory of quality initiatives
- **The SeaQual Chooser** – a decision making tool to assist industry members make decisions about appropriate quality management systems

- **The SeaQual Packs** – a set of four information packages to provide focused information in the areas of food safety, meeting customer requirements, achieving export certification, and taking a whole of business approach to quality management
- **The Industry's Strategic Plan for Achieving Seafood Excellence** – establishes five key goals for achieving seafood excellence and the strategies to achieve them.

Following a review by Meyers Strategy Group to establish the basis, if any, for FRDC's continued involvement in SeaQual, tenders were sought from interested parties to establish a "single entity" to assist with focused seafood industry development activities. The first component was to comprise food safety, quality and standards development.

An industry-government partnership was established in Queensland and, with the support of other States and Territories, an R&D application was submitted to FRDC for funding. The proposal was to establish SeaQual Australia, as part of Seafood Services Australia, to build on the achievements of SeaQual focusing on implementing the Industry's Strategic Plan for Achieving Seafood Excellence.

The products and publications listed above are available from Seafood Services Australia. For up to date information on activities, products and services readers should refer to the FRDC internet site which has a hyperlink to the Seafood Services Australia home page.

KEYWORDS: Industry development, quality management, food safety

2. Background

In February 1993 the National Fishing Industry Council (NFIC) agreed that a strategic marketing plan was needed by the seafood industry. FRDC was approached for funding and was asked to take carriage of the project in collaboration with NFIC.

Work commenced in January 1994 and in June 1994 NFIC agreed to broaden the emphasis of the study in recognition of the links between marketing and other key activities of the industry. The final report, known as the FINS report identified a number of areas that needed to be addressed by the seafood industry including the development of a cohesive approach to quality management.

In July 1994 the Commonwealth Department of Primary Industries and Energy was allocated funds to undertake projects designed to underpin Australia's "Clean Food Strategy". At the same time the Commonwealth Department of Industry Science and Technology launched the Food Quality Program. The two departments (DPIE and DIST) were concerned that a strategic approach be taken to funding quality initiatives in each of the five major food producing sectors (including seafood).

Following a number of major food safety incidents in Australia and overseas DPIE prepared a discussion paper reviewing food quality management in the primary industries sector. The paper was distributed widely throughout the seafood industry for comment and input. DPIE asked each of the five major peak bodies (meat, grains, seafood, horticulture and dairy) to form industry review teams to assess the state of quality management systems in place and to develop a food quality strategic plan. DPIE indicated that resources were available to assist the process.

In addition, the Commonwealth and State Health Ministers were considering the case for mandatory application of HACCP based QA as a means for securing food safety in all food enterprises including seafood.

To address the increasingly important issue of quality and food safety, the Australian Seafood Industry Council (formerly NFIC) submitted an application to FRDC and DPIE to establish SeaQual as an industry-government partnership to fulfil an information sharing and capacity building role.

3. Need

Like many of Australia's primary industries the seafood industry must adjust constantly to changing consumer preferences and expectations and changing market conditions. The seafood industry also has to contend with changes in the availability of the resource.

Industry and governments throughout Australia recognise the need to support the continued growth of an internationally competitive sustainable seafood industry in Australia. This need has resulted in a significant increase in the pace and scope of regulatory reform and policy changes.

There are significant challenges in achieving sustainable industry development – one of the most pressing is the need to drive a cultural change which results in an industry following world's best practice in management and operations, while ensuring that there is a maximum return for the resource.

Consumers, and therefore governments are increasingly demanding assurance that the food they eat is safe. Success stories in Australia and overseas indicate that effective quality assurance systems must encompass the whole production process – including catchers aquaculturalists, cooperatives, wholesalers, retailers, processors, importers and exporters – as well as suppliers of products used as inputs along the production/distribution chain.

In an increasingly competitive world trading environment a strategic approach must be developed for the adoption of quality management systems. Information about the current status of quality management in the seafood industry is difficult to obtain while the level of knowledge and adoption of appropriate systems varies considerably between sectors and States and between individuals within sectors.

The SeaQual project was designed as an industry based mechanism to drive the development of a coordinated and strategic national approach to seafood quality which is based on a common understanding of what seafood quality means and how it can be achieved.

The intention was to develop a cohesive strategic framework within which clear action programs could be developed to benefit the whole seafood industry as well as individual operations.

3.2 Changes to Original Needs

Over the life of the project the issue of food safety became more of an imperative and therefore required more attention from SeaQual. SeaQual responded to this change by establishing an industry food safety task force to provide input to the Australia New Zealand Food Authority during the development of the proposed national food hygiene standards.

The passing of Victorian legislation mandating food safety plans in that state provided further impetus for these activities. SeaQual assisted with the establishment of SeaQual Victoria to provide a focus for assisting industry understand and comply with the new legislative requirements. Funding to assist this process was sought from the National Seafood Centre as there was no funding flexibility built into the original SeaQual project to undertake the required work.

4. Objectives

SeaQual was established in late 1995 with the following objectives:

- To establish appropriate mechanisms for encouraging the development of a quality ethos within the Australian seafood industry.
- To identify and implement appropriate strategies to achieve agreed seafood quality goals.
- To influence the development of a policy, program and regulatory environment which actively promotes and supports the uptake of quality management systems.

5. Methods

5.1 Establishment

The first priority was to establish an office and management structure for SeaQual. This included:

- Establishment of a SeaQual presence within the Australian Seafood Industry Council.
- Establishment of an industry based Steering Committee to provide broad strategic direction for the project.

5.2 Funding

FRDC and DPIE provided funding for SeaQual on a 60/40 basis. ASIC agreed to provide "in kind" support for the first two years with cash funding increasing, as FRDC and DPIE funding decreased. This was to occur over a four-year period with SeaQual becoming totally industry funded by June 1999.

One of the major outputs of the SeaQual project was to develop a basis for continuing operations after June 1999 (the end of the FRDC and DPIE funding).

5.3 Operations

SeaQual was to be undertaken in two stages.

The first involved the collection, analysis and dissemination of information about the state of quality management in the industry. Large amounts of information already existed in industry, government and research institutions. SeaQual was tasked with sourcing and condensing this information and making it widely available.

Specifically SeaQual was to develop and publish:

1. An inventory of quality initiatives
2. A seafood quality investment framework
3. A strategic plan in relation to quality management
4. A seafood industry best practice manual

The second phase was to actively communicate and promote the work of SeaQual. This was to be done by identifying existing communication channels and assessing their capacity and relevance to dissemination of SeaQual material.

Options for extension of SeaQual outcomes included:

- Articles in trade magazines and journals
- Participation in relevant trade shows
- Conducting and participating in conferences, seminars and workshops
- Establishing an internet site
- Publication and distribution of a variety of SeaQual products

One of the critical factors influencing the future involvement of industry in funding SeaQual was for its activities to be relevant to the needs of key stakeholders. It was also important for SeaQual to be in a position to influence the development of appropriate policies and programs to enable the achievement of the agreed quality goals and strategies.

To achieve this the SeaQual Manager and the Steering Committee were tasked with identifying opportunities for involvement in related activities. Priorities for these were identified with the resources required and the expected benefits to the overall SeaQual objectives determining the extent of involvement.

Activities to be considered were those which would provide direct benefits to industry as well as those which would ensure that the policy, program and regulatory environment was conducive to the development and implementation of a strategic approach to quality management in the seafood industry.

5.4 Changes to original methods

All funding partners agreed in May 1998 that the SeaQual project be fast tracked to be completed by October 1998 (instead of June 1999). All previously agreed milestones would be achieved with some changes made to the way in which these were delivered. The SeaQual Steering Committee, in consultation with key stakeholders developed an operational plan to cover the period May to October 1998.

The FRDC subsequently decided to provide interim funding from November 1998 to April 1999 to enable an independent consultant to be engaged to review and advise on their future involvement, if any, in SeaQual Phase 2. An operational plan for this period was also developed.

6. Results/Discussion

6.1 SeaQual Establishment

6.1.1 Establishment of a SeaQual presence within the Australian Seafood Industry Council.

SeaQual was established in December 1995 with the appointment of the SeaQual Manager. Office facilities and support were provided in Canberra as part of the Australian Seafood Industry Council "in kind" contribution.

A part time project officer was appointed in March 1996. The project officer was shared with another related project "Developing an Environmental Management Framework for Australian Coastal Aquaculture".

In April 1997 the project officer resigned. In October 1997 ASIC appointed a research officer who was made available for SeaQual related work (for approximately 3 days per fortnight) until February 1998.

An administrative assistant was engaged in May 1998 to assist with the implementation of the May to October 1998 Operational Plan. A book keeper was engaged for 15 hours per month.

6.1.2 Establishment of an industry based Steering Committee to provide broad strategic direction for the project.

Terms of Reference for the Steering Committee (see Attachment 1) were developed and agreed at the first meeting held in Canberra in February 1996.

Peter Dundas-Smith (Executive Director of FRDC), Glenn Hurry (Assistant Secretary of Fisheries and Aquaculture Branch, AFFA) and Nigel Scullion (Chairman of ASIC) represented the major funding bodies on the Steering Committee.

ASIC selected the remaining members:

Roy Palmer (Seafood Retailer)

Chairman of SeaQual Victoria, member of the National Seafood Centre Advisory Committee, member of the Seafood Industry Training Advisory Board, member of the Seafood Marketing Names Working Group.

Phil Walsh (Food Technologist)

Member of the AQIS Fishing Industry Advisory Council, member of the National Seafood Centre Advisory Committee

Milan Rapp (Seafood Processor)

President of the SA Seafood Processors and Marketers Association, Deputy Chairman of the AQIS Fishing Industry Advisory Council

Phil Cooper (Export Manager)

Chair of the Tasmanian Tourism Accreditation Advisory Board

Simon Bennison (Aquaculture)

Executive Officer of the Aquaculture Council of WA, director of the WA Fishing Industry Council, member of the Australian Shellfish Sanitation Advisory Committee, committee member of the Australian Aquaculture Forum, director of the FRDC Board

Hans Sidler (Supermarket Executive)

General Manager, Food Buying and Export, Woolworths Pty Ltd

Note: The notes accompanying the names of the Steering Committee were as at the completion of the project not when members were appointed.

Several changes to the Steering Committee membership occurred during the project.

Richard Roberts (Aquaculture) was originally a member of the Steering Committee but resigned in June 1997. He was replaced by Simon Bennison (see above).

The Chief Executive Officer of ASIC, ***Peter Russell*** and subsequently ***Bill Nagle*** attended as an ex officio member of the Committee

Meetings were held as follows:

February 1996	Canberra
June 1996	Canberra
December 1996	Sydney
July 1997	Melbourne
November 1997	Canberra
March 1998	Adelaide
July 1998	Canberra
February 1999	Canberra

An extraordinary meeting of the Steering Committee was held in Brisbane in November 1998 to assist with the development of the SeaQual Australia proposal (SeaQual Mark 2).

In April 1999 a final meeting of the Steering Committee was held in Sydney to discuss the draft final report. Further work was done and the Steering Committee endorsed the report for submission to the three funding partners.

6.2 Funding

In March 1998 ASIC advised FRDC and DPIE that it would not be in a position to meet its original commitments for funding SeaQual in the third and subsequent years of operation.

ASIC indicated that its members fully supported the activities of SeaQual, and cited the successful initiatives which had resulted from the groundwork laid by SeaQual. The continued funding by ASIC was always dependent on ASIC itself being able to obtain a more secure funding base eg industry levies (like most of the other primary industry representative bodies). In March 1998 it became apparent that, in line with government policy, industry levy based funding was not likely to happen and therefore funding for SeaQual was in jeopardy.

ASIC requested that the funding partners agree to "fast track" the achievement of SeaQual milestones to be completed by October 1998.

One of the anticipated outcomes for the project was that SeaQual would be fully industry funded by the end of the four year period. This was not achieved for a number of reasons including:

- The lack of an equitable funding mechanism which ensured that there were no "free riders" and that contributors were able to capture benefits commensurate with their contribution.
- The lack of secure funding for ASIC which enabled them to undertake industry development projects/programs such as SeaQual.

These issues relating to structural impediments in the structure and operation of seafood industry representation and industry development activities is not new, but it was hoped that SeaQual would be able to create the impetus to create the changes necessary to ensure funding of activities which benefit the whole industry.

There was concern that the considerable investment of industry and government via the FRDC and DPIE should not be lost, particularly as the predicted outputs from SeaQual were just beginning to be realised.

In the light of this, FRDC decided to provide additional funding for the development of a business plan which would form the basis of any further involvement in SeaQual.

Meyers Strategy Group was the successful tenderer to undertake a review of SeaQual and develop the Business Plan. Completed in August 1998, copies were provided to FRDC, DPIE and ASIC for consideration.

On the basis of the Business Plan each State and Territory was invited to submit a proposal for SeaQual Mark 2.

An R&D application was submitted for FRDC funding by the Queensland Commercial Fishermen's Organisation in partnership with the Queensland Fisheries Management Authority, the Queensland Department of Primary Industries and the Queensland Fishing Industry Training Council.

Key features of the application, which was successful, were:

- SeaQual was to remain a national program (supporting letters were obtained from organisations in most States and Territories).

- SeaQual was to be integrated with other post harvest services and programs to form Seafood Services Australia.
- Significant industry cash funding was to be provided.
- A strategic review element was included to ensure continued relevance to seafood industry development needs.

6.3 Operations

6.3.1 SeaQual Products

In February 1996, 4000 surveys were mailed to a wide range of seafood industry members. The survey was designed to obtain baseline data on the level of quality management adoption as well as gauge the level of understanding about the benefits and costs associated with quality management systems. A copy of the survey and a summary of the preliminary results is attached (Attachment 2). These were not analysed further (due to costs involved) but raw data is available for such analysis if so desired.

While a broad picture of the state of quality management prior to SeaQual, has been obtained, a more complex evaluation would need to be done to assess whether SeaQual has had any effect on the understanding and adoption of quality management systems. This is partly due to the fact that the SeaQual project was shortened and partly due to the fact that any effects would more likely be seen over the longer term. The difficulty in assessing the impact of SeaQual versus other influences can not be under estimated. The complexity and cost of such an evaluation would, at this stage, out weigh the benefits but should be considered in the future.

The following products were developed as part of the SeaQual project:

- ***An inventory of quality initiatives (Attachment 3).***
The report "*Focusing on Quality*" was published in February 1997. The inventory details quality-related initiatives and programs designed to assist seafood industry members. It provides both national and state based information. SeaQual staff undertook collation of the information with assistance from members of the SeaQual Steering Committee and government and industry stakeholders in each State.

The first edition was circulated widely through industry associations and government agencies. Feedback indicated that most users found the document user friendly and relevant to their needs.

Designed to improve collaboration on quality initiatives and to reduce "reinventing the wheel", the inventory proved difficult to keep up to date. A second draft has been in production since October 1997 but has not been published as the intention is to incorporate it with the Quality library being developed as part of the AUSEAS project. Maintenance and distribution issues will also be reviewed as part of the amalgamation.

- ***A seafood quality investment framework (Attachment 4).***

The initial development of the quality investment framework, intended to assist industry members identify appropriate quality management systems for their business, was tendered to the Queensland Department of Primary Industries (QDPI) following a selected tender process. The tender also required the development of a marketing plan to enable maximum impact. Work commenced in August 1997, with extensive consultation with industry and government stakeholders. A draft was provided to the Steering Committee in November 1997. The Steering Committee requested that further work be done and other options considered for presentation of the information.

Following an additional consultation period the draft was further refined and edited to result in the publication of the "*SeaQual Quality Chooser*". The "*Chooser*" was market tested in Victoria and South Australia before being finalised and published.

Launched in July 1998, the *Chooser*, which is provided free, has been, and continues to be, widely distributed.

The *Chooser* is supported by SeaQual Information Packs that are currently sold for \$25 each (to cover maintenance costs). The Packs, initially developed by AUSEAS, as part of the agreement with QDPI, address four themes:

- Food Safety
- Meeting Customer Requirements
- Export Certification
- A Whole of Business Approach.

Further updates and refinement of the information provided through the packs was done by SeaQual staff based on feedback from industry and government sources. The packs were updated free for one year following purchase.

- ***A strategic plan in relation to quality management (Attachment 5).***

The strategic planning process started in September 1996 with a workshop held in Canberra. A wide range of stakeholder groups were represented at the workshop which, following some additional consultation, resulted in a draft strategic plan being circulated for comment in September 1997.

The Steering Committee members undertook consultation by circulating the draft throughout their networks. The SeaQual manager circulated drafts to Commonwealth agencies. Based on the feedback on the draft a second version was developed and provided to the Steering Committee in March 1998.

A final round of consultation was undertaken with the final version being published and launch in November 1998. The plan "*The Seafood Industry's Plan for Achieving Seafood Excellence*" has been

widely distributed throughout industry and government. It is available free.

It identifies five key objectives and identifies strategies for achieving them. It also identifies roles and responsibilities of industry and government stakeholders. As such it provides an excellent basis for the development of an internationally competitive, sustainable seafood industry with the capacity to respond quickly to the rapidly changing world trade environment.

- ***A seafood industry best practice manual.***

This was not produced as a separate publication. Various sectors of the industry have developed Codes of Practice, copies of which have been collected by SeaQual and maintained in a library. People who respond to the SeaQual Chooser requesting specific information are provided with advice about relevant Codes of Practice and up to date best practice information. This approach avoids the inevitable outcome of publishing a manual that would rapidly become out of date. It also ensures that information provided is tailored to individual business requirements.

- **A trade barriers data base**

The trade barriers data base was developed by the then Department of Primary Industries and Energy and ABARE. In the original project application DPIE proposed that SeaQual manage and update the data base as required. This did not occur. The first edition of the data base was provided by DPIE on a trial basis. No information was provided on the sources for the information contained in the data base (to allow updating to occur) or on the structure of the database to allow further development. Letters were written to DPIE seeking clarification on the rights of SeaQual to distribute and update the database. This issue was not resolved.

In the event, the information contained in the database was readily available from other sources. SeaQual established links with those sources and directed enquiries there.

6.3.2 Communication Mechanisms

Significant emphasis was placed on networking with industry and governments to ensure that the work being done under the SeaQual project was widely known and to avoid potential duplication.

The Steering Committee formed a task group to examine communication needs and subsequently commissioned the Queensland Department of Primary Industries to develop a distribution/promotion strategy for the SeaQual Chooser. The strategy recommended that the distribution of the chooser be accompanied by a series of workshops to explain its use and relevance to individual situations. The funding situation precluded this from happening.

Activities aimed at promoting SeaQual products included:

- Articles in trade magazines and journals (aimed at all sectors of the industry)
- Participation in relevant trade shows including;
Catering Trade Fair (Sydney 1996, Sydney 1998)
Fine Food Australia (Melbourne 1996, Sydney 1997, Melbourne 1998)
World Fisheries Conference (Brisbane 1996)
Geelong International Seafood Festival (Geelong 1998)
Seafood Innovations (Gold Coast 1999)
World Aquaculture Conference (Sydney 1999)
- Conducting and participating in conferences, seminars and workshops including:
Outlook 96
Quality Training Seminar (Port Lincoln)
SA Oyster Growers Annual General Meeting 1998
Australian Prawn Farmers Association Conference 1998
Australian Barramundi Farmers Association Conference 1998
Abalone Conference 1998
Winning With Quality Conference 1998
Hospitality Industry Conference 1998
New Industries Conference 1998
Seafood Quality Summit 1998
- Establishing an internet site (as part of the ASIC site)
- Publication and distribution of a variety SeaQual products
- Briefing industry and government groups

The Strategic Plan development process identified the importance of having good communication mechanisms. One of the five key goals in the Seafood Industry's Strategic Plan for Seafood Excellence concerns communication and identifies a number of strategies to improve this aspect.

A SeaQual awards policy was developed to recognise industry achievements and to promote the quality ethos. A copy of the policy is attached (Attachment 8). The following awards were presented:

Queensland 1996: Woods Fisheries and Seafarm

Queensland 1997: Woods Fisheries

Western Australia 1998: Sealanes

Queensland 1998: Gold Coast Marine Hatchery

South Australia 1999: Minniribbie Yabbie Farm

6.3.3 Other Activities

During the life of the project there were significant changes in the operating environment and it became apparent that for SeaQual to survive it needed to demonstrate a capacity to respond to changing needs and priorities. Much of this was achieved by identifying additional funding sources and undertaking projects related to the overall SeaQual objectives.

The following table summarises these activities, funding agencies and relevance to SeaQual.

Table 1: Summary of other activities undertaken by SeaQual during the project

Activity	Funding Agency	Relevance to SeaQual
Developing an Environmental Management Framework for Australian Coastal Aquaculture	Environment Australia	<i>Objective 3</i> Many food safety and quality issues associated with aquaculture products can be managed through appropriate environmental management. The project identified major environmental issues and suggested a framework for dealing with those.
Towards 2000 (in conjunction with ASIC)	FRDC	<i>Objective 2</i> A strategy was needed to ensure that seafood requirements for the Olympic Games in Sydney could be supplied in appropriate quantities and quality and that there were processes in place to deal with any food safety related crisis.
Establishment of SeaQual Victoria		<i>Objective 1</i> Established by Seafood Industry Victoria with the assistance of SeaQual to provide a focus on food safety and quality issues.
A national conference "Winning With Quality"	Sponsored (see Attachment 6)	<i>Objective 2</i> Provided an opportunity to focus on the activities being undertaken by SeaQual and their relevance to achieving individual and industry wide excellence.
SeaQual Airfreight Program	DPIE (AFFA)	<i>Objective 1</i> Identified by airlines and industry as a significant quality related issue requiring immediate action. Further work on airfreight standards

Table 1: Summary of other activities undertaken by SeaQual during the project (cont.)

Activity	Funding Agency	Relevance to SeaQual
Packaging forums	National Seafood Centre	<i>Objective 1</i> Continuing problems with breakages and spillage on aircraft required collaborative effort between seafood industry, packaging manufacturers and airlines.
Residue Testing		<i>Objective 3</i> Significant issue for seafood exporters relating to certification of product.
FINS Case Studies	FRDC	<i>Objective 2</i> Demonstrated the relevance of quality and safety to the seafood industry.
AQIS 3 rd Party Auditing		<i>Objective 3</i> Achievement of ISO 9002 by 22 seafood companies under the Australian Seafood Industry Quality Assurance Program raised the issue of multiple audits and the costs on industry.
Development of Seafood Safety Guidelines for the catching, processing and retail sectors	National Seafood Centre	<i>Objective 1</i> Assist industry members (particularly those in Victoria) understand and comply with legislative responsibilities in relation to food safety.
Development of Seafood Safety Emergency Management Plan	Supermarket to Asia Ltd	<i>Objective 1</i> Crisis management planning was identified as a key issue in the Strategic Plan.
Marketing Names Committee	FRDC, AFFA	<i>Objectives 2 & 3</i> Marketing names is a significant quality and food safety issue relevant to all SeaQual activities.

Developing an Environmental Management Framework for Australian Coastal Aquaculture has since been used by the Australian Aquaculture Forum (the aquaculture industry's peak body) as the basis for developing an industry wide Code of Conduct. The Code was launched in June 1998 and has provided a basis for the development of individual sectoral based codes of practice. These all identified food safety and quality assurance as key outcomes. It is likely that other projects, including the development of an agreed environmental management standard for aquaculture, will follow.

In December 1996 over 80 key industry and government leaders attended a dinner in Sydney ***"Towards 2000"*** to discuss the issues associated with supplying huge quantities of seafood to the Olympic Games in Sydney. It was agreed that a follow up workshop/seminar should be held. This did not occur as ASIC decided that it was not in a position to support it. No other sponsor could be found. As SeaQual was not an incorporated body in its own right there was no capacity for SeaQual to be the sponsor of the project.

The ***SeaQual Food Safety Guidelines*** for the catching, processing and retail sectors were developed in collaboration with SeaQual Victoria. These have been incorporated into SeaQual Pack 1 – Food safety plan for distribution throughout Australia. Guidelines dealing with specifics of Aquaculture operations are being developed as part of SeaQual Mark 2.

Following the success of the food safety guidelines project, Seafood Industry Victoria has recently agreed to incorporate **SeaQual Victoria** to deal with food safety and quality issues and to link with SeaQual nationally. The SeaQual Victoria model is a key feature of SeaQual Mark 2, which proposes the development of State based SeaQual networks.

Further development of a national ***Seafood Safety Emergency Management Plan*** is anticipated. There was commitment given at two seminars (Sydney and Perth) held in August and September 1998 from both industry and government to continue working on this issue. Further development of the plan has been incorporated into SeaQual Mark 2.

The conference ***"Winning With Quality"*** held in conjunction with the International Seafood Festival in Geelong (October 1998) was very successful. A special edition of FRDC News was produced which provided summaries of the presentations. Significant follow up activity has occurred, including a commitment to conduct a similar conference in 1999 with SeaQual providing input to selection of topics and speakers.

Responsibility for the ***Seafood Marketing Names Working Group*** was transferred to SeaQual in December 1997. The aim was to streamline the names approval process and ensure that industry was adequately consulted in determining appropriate names. This activity will be continued under SeaQual Mark 2 with the development of an agreed seafood names standard.

Through SeaQual a working party was established to progress the issue of **residue testing** for seafood products. The working party, which comprised membership from ASIC, SeaQual, FIAC and AQIS, developed a recommendation to the industry concerning the need for a national residue survey. AQIS and BRS produced an options paper that SeaQual arranged to be independently reviewed.

A working party was also established comprising membership from AQIS, FIAC, SeaQual, Tassal, APPA and the Qld Seafood QA project to progress the issue of **AQIS third party accreditation** for ISO 9002 certified companies.

Agreement was reached by the working party on a set of auditor accreditation criteria. The documentation being used by ISO 9002 accredited companies was assessed by AQIS and, with some minor adjustments in some instances, will meet their requirements. The system was expected to be in place by July 1997. There have however been several delays in achieving this. In early 1999 SeaQual commissioned the development of a guide for companies on AQIS FPA systems to translate their system documentation to AQIS AQA arrangements. This is an essential step to achieve AQIS third party accreditation. Work on this issue will also continue as part of SeaQual Mark 2.

With additional funding from FRDC three **case studies** on quality related issues were completed:

- The Wallis Lake Fisherman's Cooperative;
- The Spencer Gulf and West Coast Prawn Fisherman's Association; and
- Mercury in Shark.

The case studies were used to illustrate the findings of the FINS study and to support the work of SeaQual by demonstrating the value of investing in quality management as well as the importance of having a good information base to back up quality related claims.

DPIE provided additional funding to establish the **SeaQual Airfreight Program** that assessed all eight major Australian airports in terms of their facilities, handling and packaging practices. This information will be published as a "Guide to Seafood Airfreight Export" and made available through SeaQual Pack 3.

Two case studies were undertaken as part of the Airfreight Program:

- The New Zealand Airfreight System
- Seafood to Japan

The case studies provided valuable input to the development of Minimum Service Standards and Through Chain Agreements. Models of these, ready for further consultation, were also developed as part of the SeaQual Airfreight Program.

With the assistance of the National Seafood Centre, two **packaging forums** were held in May and June 1997 due to continuing problems on the Australian east coast (domestic airlines) with seafood shipments.

Representatives from the seafood industry, packaging manufacturers, airlines, freight forwarders and researchers discussed issues such as:

- Box designs
- Packaging Approvals Process
- Airline Acceptance Standards
- Handling and Packaging Protocols

The report from these forums is available through Seafood Services Australia. Some significant changes to the airfreight system are likely and will be gradually introduced over the next few years. These changes will provide tangible benefits to the seafood industry in the form of better packaging and handling and in better service from those involved.

There are several opportunities for SeaQual to build on the work commenced as part of the Airfreight Program. These will be pursued as part of SeaQual Mark 2.

6.3.4 Influencing Policy and Regulatory Environment

In early 1997 the Australian and New Zealand Food Authority issued a draft **National Food Safety Standard** which potentially affected every member of the seafood production and distribution chain.

SeaQual established a taskforce comprising Phil Walsh and Roy Palmer from SeaQual and John Sealey from Seafood Training Australia to develop an industry response to the proposed standard.

SeaQual also took a high profile within the Commonwealth Government and with other peak industry bodies. SeaQual was invited to participate in a number of committees, working groups and task forces associated with food safety. These included:

- **Food Safety Campaign Group** – A cross-sectoral industry group established to promote the safe food concept. Its key achievement was to organise national food safety awareness weeks in 1997 and 1998.
- **Supermarket to Asia - Quality and Safety Working Group** – Chaired by the Minister for Primary Industries reporting to the Prime Minister's Supermarket to Asia Council. A number of taskforces were established. The SeaQual Manager was a member of the Working Group and pursued the development of a number of initiatives that assisted the achievement of SeaQual objectives. These included:
 - *Food Safety Emergency Management Planning*
 - *A national system of certifying quality management systems.*
- **National Safe Food Working Group** - Chaired by DPIE and ANZFA to coordinate Commonwealth and State initiatives (in the primary industries and fisheries portfolios) in relation to food safety. The working Group developed a National Safe Food System which was accepted by the State and Federal Fisheries and Agriculture Ministers as a sound basis for the development of food safety systems in primary industries. It is designed to complement the ANZFA food safety initiatives.

- **Fishing Industry Advisory Council** - Two SeaQual Steering Committee members are also members of FIAC which provides technical advice to AQIS and ASIC on export and quarantine matters relating to seafood. SeaQual membership ensured cohesiveness and consistency in a number of important quality related areas.

As a member of the **National Working Party on Agricultural and Veterinary Chemicals used in Aquaculture** SeaQual assisted the achievement of several important outcomes. Several compounds have now been granted exemption from registration. AQUI-S a substance used in rested harvest operations in New Zealand is the first fully registered chemical for use in Australian aquaculture. Other chemicals have since been granted minor use permits.

From a food safety and food quality perspective it is important that operators use the chemicals in an approved manner. This will be addressed in the SeaQual Food Safety Guidelines for Aquaculture.

With the establishment of Seafood Training Australia, SeaQual provided input to the development of a national seafood industry training package. A member of the SeaQual Steering Committee became a member of the **Seafood Industry Training Advisory Board** to ensure direct links between the two activities. SeaQual also chaired the Processing and Distribution advisory group charged with developing agreed competency standards. SeaQual will continue to be involved in these activities.

7. Benefits

A number of benefits are discussed above (in part 6 of this report). Table 2 (below) details SeaQual activities and products and the target sector.

Benefits associated with these activities and products will accrue progressively as individual businesses and other stakeholder groups access and use them.

The policy and regulatory activities have raised the awareness, particularly within government agencies, of the seafood industry and issues concerning quality and safety. This has provided benefits to industry through consideration of these issues in the development of policy, programs and regulations impacting on the industry.

At an individual business level many of the SeaQual products provide benefits in assisting industry members understand and comply with food safety regulatory requirements. For those who wish to do more than meet the regulatory requirements, SeaQual has been able to provide advice and assistance in identifying their quality management needs.

At a strategic whole of industry level the *Seafood Industry's Strategic Plan for Achieving Seafood Excellence* provides a blueprint for all stakeholders to ensure that policies programs and regulatory activities are

targeted at achieving common goals. The plan outlines, for the first time, the respective roles and responsibilities for key stakeholder groups. Implementation of the plan will provide benefits to the Australian community generally, as well as ensuring a sustainable, profitable industry, by helping to ensure the availability of safe quality seafood that meets their requirements.

Table 2: Summary of Benefits related to SeaQual activities

Target Sector	Activity/Product
All	<ul style="list-style-type: none"> • Focusing on Quality (QA Inventory) • SeaQual Chooser (QA Investment Framework) • SeaQual Pack 1 • SeaQual Pack 2 • SeaQual Pack 4 • Seafood Industry Strategic Plan for Achieving Seafood Excellence (Strategic Plan) • National Classification Framework for Quality Systems • Mercury in Shark Case Study • ANZFA Food Safety Standards • Development of Seafood Safety Emergency Management Plans
Production	<ul style="list-style-type: none"> • Wallis Lake Case Study • Spencer Gulf Case Study • Environmental Guidelines for Australian Coastal Aquaculture • Registration of Chemicals for Aquaculture • Technical assessment of AQIS/NRS proposal • Development of a National Safe Food System
Export	<ul style="list-style-type: none"> • SeaQual Pack 3 • AQIS 3rd Party Auditor Accreditation • Airfreight Project
Wholesale/ Retail	<ul style="list-style-type: none"> • Packaging Forums • Development of a National Safe Food System
Processing/ Distribution	<ul style="list-style-type: none"> • Packaging Forums • Development of a National Safe Food System

8. Further Development

8.1 The Need for Adequate Resources

The difficulty in achieving the SeaQual milestones with the staff resources originally allocated can not be understated. The need to find additional project funding to enable to attract a suitable person for the SeaQual Project Officer created difficulties as it provided potential distractions to the achievement of the SeaQual objectives. During the project the ASIC Chief Executive Officer resigned with the duties being

assumed by both the SeaQual Manager and Project Officer. Despite the best intentions and efforts by all parties this also resulted in some dilution of effort towards the achievement of SeaQual milestones.

Concerns were expressed by the Steering Committee early in the project that the resources allocated were not sufficient to achieve the milestones and objectives of the project to the level required to achieve future industry support. This issue was raised also by the consultants engaged by the FRDC to review SeaQual. The consultants recommended that if SeaQual was to continue that at least two people should be employed full time and that its intended activities be realistically costed and resourced.

8.2 The Role of Steering Committees

The terms of reference for Steering Committees need to be clearly stated and understood by all involved. This is particularly important in relation to accountability and responsibility issues. For SeaQual to be successful the importance of having strong industry ownership was recognised. The Steering committee was established to assist with this and to ensure that SeaQual activities remained relevant to industry needs.

It became apparent during the project that the role of the Steering Committee was not clear and in fact changed significantly over time. The SeaQual Steering Committee comprised industry volunteers who provided their time free of charge. The cost of this to individuals can be very high particularly as the members were asked to take on additional roles (on other committees and working groups). The individual members on the committee were very committed to SeaQual and its potential benefits for industry development.

The reporting relationships between the Committee, the Principal Investigator, the applicant and the funding bodies were not clear. This in turn added to the complexity of communications between the project and the industry and government stakeholders.

To address these issues the following recommendations are made on behalf of the Steering Committee:

- a) The applicant and the funding bodies should brief all committee members at the commencement of the project. At this time everyone should be shown the funding application and be aware of what the project goals and objectives are, and what commitment and responsibility is required from the committee members.
- b) Empower committee members to get the job done.
- c) In the event of dispute the committee's advice should be conveyed to all parties (funding bodies and applicant). Such advice and subsequent negotiation should ensure that the committee is involved in all decisions which effect the project and all matters are transparent.

- d) The stakeholders should give due consideration to appointing a Chairman from outside their ranks to avoid any possible conflicts of interest.
- e) When a project is identified stakeholders must determine the appropriate make up of the committee and whether paid or voluntary support is required.

These recommendations have been incorporated into the design of SeaQual Mark 2.

8.3 The Need for Promotion

The need for up front promotion of projects such as SeaQual can not be overstated. Funds were not included in the project for such promotion as it was assumed that strong industry commitment existed and would provide the promotion required.

There were many expectations as to what and when SeaQual was to deliver and achieve. Promotion at an early stage of the project would have clarified these expectations and provided information about time lines and actual products that would be delivered. Up front promotion also provides an opportunity to identify early adopters and potential change agents, an important success factor in change programs such as SeaQual.

SeaQual Mark 2 has recognised this need with significant effort and funding directed to the area of promotion.

8.4 The need for industry leadership and stakeholder involvement

The review of the Food Quality Program administered by the Commonwealth Department of Industry, Science and Technology identified strong industry leadership as a critical success factor. This issue was also recognised in the original SeaQual application.

The involvement of the peak industry body ASIC was assumed to provide the industry leadership required for the success of SeaQual. However the successful delivery of SeaQual outcomes required the existence of "grass roots" industry champions as well as the support of peak industry bodies (at the national and state levels).

The success of SeaQual Victoria illustrates this point. The involvement of all sectors of the production/distribution chain, the efforts of local industry leaders as well as a productive relationship with the peak industry bodies were significant factors in the successful development and trialing of the SeaQual Food Safety Guidelines for Seafood harvesting, processing and retailing.

A key aspect of SeaQual Mark 2 is the establishment of State based SeaQual networks. These networks will be driven by "local" industry leaders and will address priority issues at that level. SeaQual Australia

will act as a facilitator for these networks and will provide the strategic framework for achieving outcomes. SeaQual Australia Mark 2 also has significant industry cash contribution demonstrating strong commitment and leadership.

8.6 The need for flexibility and capacity to respond

It was clear from the start of the SeaQual project that the policy and regulatory environment was changing rapidly. The project was not established in a way which would enable resources to be diverted to emerging high priority issues. It is important for future industry development projects, which involve cultural and behaviour change (responding to changes in the operating environment) to have the flexibility and capacity to respond. How this is achieved will need to be considered on a project by project basis.

9. Conclusion

It is important to build on successes and maintain the momentum created through the activities undertaken during the SeaQual project.

Consumers will continue to create the impetus for the implementation of the National Food Safety Standards and legislation is being planned and/or implemented in several states. Work commenced in developing food safety guidelines and in conducting food safety risk assessments needs to continue.

The SeaQual project made significant progress in achieving the objectives set for it and in many ways achieved far more than was envisaged. Seafood businesses will benefit from continued improvement of the information products and other activities developed as part of the SeaQual project. What is needed now is a cohesive approach to enabling industry members to capture those benefits.

The work of SeaQual will continue as FRDC project 99/357 "Establishing Seafood Services Australia: Stage One Seafood Quality Management and Seafood Safety – SeaQual Australia".

Appendix 1: Intellectual Property

There are no issues relating to intellectual property.

Appendix 2: Staff

Name	Position	Period
Jayne Gallagher	Manager, SeaQual (full time)	4 December 1995 to 31 March 1999
Michael Milligan	Project Officer (part time)	March 1996 to April 1997
Diane Montgomerie	Project Assistant (10 hours per week)	15 May 1998 to 31 March 1999

12. Attachments

Attachment 1: Steering Committee Terms of Reference

Attachment 2: SeaQual Quality Management Survey

Attachment 3: Quality Inventory

Attachment 4: Quality Chooser and SeaQual Packs

**Attachment 5: Seafood Industry's Strategic Plan for
Achieving Seafood Excellence**

Attachment 6: Winning With Quality Conference



Attachment N

SeaQual Steering Committee - Terms of Reference

To provide strategic advice and guidance to the SeaQual project manager to enable achievement of the project milestones.

To assist in promoting the project to industry and government and in publicising achievements.

To facilitate access to appropriate people and information to assist achievement of project milestones.

To encourage the establishment and development of appropriate links to other relevant projects and initiatives.

To give effect to outcomes and priorities identified through the SeaQual project.

Current Initial Membership:

- | | |
|-----------------------------------|-----------------------------|
| * Nigel Scullion | * Milan Rapp |
| * Richard Roberts | * Phil Cooper |
| * Roy Palmer | * Phil Walsh |
| * SeaQual Project Manager | * Peter Dundas Smith (FRDC) |
| * Alison Turner (DPIE) | * Simon Bennison |
| * Glenn Hurry | * Hans Sidler |

Operational Details:

Meetings:

Meetings will be held in Canberra, usually in conjunction with the Fishing Industry Advisory Committee (AQIS consultative committee). This is expected to result in two or three Canberra meetings per year. Additional phone hook-ups will be held if required.

The project team will regularly liaise with steering committee members to ensure that they are kept informed on progress.

Travel:

Reasonable travelling expenses will be met from project funds and will be agreed with the project manager in advance. There are no sitting fees payable. Airfares will be reimbursed at the 3 day advance purchase economy rate, members can supplement this if a higher class of travel is desired.

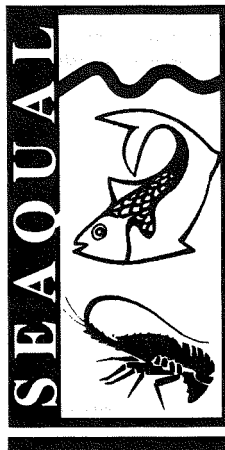
Membership:

The Steering Committee comprises a maximum 7 industry members plus, while funded by the Commonwealth, 1 member from FRDC and 1 member from DPIE. The Chair of the Steering Committee is to be an industry member.

AUSTRALIAN SEAFOOD INDUSTRY COUNCIL

SeaQual

INVENTORY OF QUALITY INITIATIVES



Survey to Establish the Status of Quality Management in the Seafood Industry

The purpose of the SeaQual survey is to establish the status of quality management systems in the Australian seafood industry. By quality management systems we are talking about the procedures in place to ensure that products meet **all** the requirements of the marketplace.

Using the confidential information we obtain from the survey we intend to:

- analyse the extent to which quality management systems have been or are being adopted throughout the whole industry;
- identify factors which determine the level of quality management required and produce an easy-to-use guide to help work out which system is best for you;
- work out industry wide priorities for quality management - how can we avoid a major food safety incident and how can we increase consumer confidence in our product;
- assist those companies who want to access the expertise and funds to develop and implement quality management systems.

We will also start to identify examples of "best practice". The best practice examples will be widely publicised as part of our strategy to improve consumer confidence in Australian seafood. If you have any ideas or issues you would like to talk to us about, please drop us a line or phone us. We would be pleased to hear from you.

Please return your completed survey to:

REPLY PAID 127

A.S.I.C.

Unit 1, Protech House

6 Phipps Close, Deakin ACT 2600

Question 4. Your quality management system

4.1 Please indicate the approach to quality management currently used in your business and the level you would like to attain in the future (2 years and 5 years from now).

	Current	In 2 yrs	In 5 yrs
a) Operators are trained on the job, supervisors check work, but no records are kept.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) All staff have training in hygiene and sanitation, are trained in and passed for carrying out tasks, the finished product is checked by supervisors, and few records are kept.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) All likely health, safety and customer requirements have been considered and included in the process controls but are not formally documented. Some records are kept.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) As for c) but system is documented and formal records are kept. (HACCP) <i>Could your system be described as a HACCP system? (tick if yes)</i>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) As for d) but externally audited, perhaps by AQIS. <i>Could your system be described as an FPA or AQA system? (tick if yes)</i>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) A totally integrated QMS covering areas in addition to production such as purchasing and sales. (eg. ISO 9002)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4.2 Do you consider QMS to be valuable to your operations? Yes ☐ No ☐

4.3 If yes, in what way do you consider QMS to be valuable?

- ☐ Achieve or maintain price premiums
- ☐ Initial and/or on-going access to markets
- ☐ Maintenance or expansion of market share
- ☐ Avoidance of potential food safety problems
- ☐ Enterprise survival
- ☐ Improved cost effectiveness of the business
- ☐ Other

4.4 If not, why not?

- ☐ Costs outweigh the benefits
- ☐ Requires specialist knowledge which I don't have
- ☐ Takes up too much time
- ☐ Customers don't recognise quality
- ☐ The market doesn't pay for quality
- ☐ There are other priorities
- ☐ Other

Question 5. Government assistance

5.1 Have you received any Government assistance associated with your QMS?

Yes ☐ No ☐

5.2 If so, what type of assistance have you received?

- ☐ Business planning
- ☐ QMS implementation
- ☐ Training
- ☐ Other

Question 6. More information

Would you like more information and assistance in developing and implementing a QMS?

Yes ☐ No ☐

If yes, please fill out the contact details on the back of this form and we will provide further information.

SeaQual

- INVENTORY OF QUALITY INITIATIVES -

The Australian seafood industry is a major contributor to our economy and it is recognised internationally as a supplier of high quality seafood's. In 1994-95, Australia's commercial seafood production was valued at almost \$1.7 billion, with over \$1.4 billion of this being exported.

In order for the Australian seafood industry to maintain its international competitiveness, it must be able to adjust to changing consumer preferences, consumer expectations, market conditions and availability of resources. In recognition of this, the Australian Seafood Industry Council, the Department of Primary Industries and Energy and the Fisheries research and Development Council have collaborated to develop SeaQual; a project designed to benefit the seafood industry and wider community by increasing the rate and spread of adoption of quality management systems.

The principal objectives of SeaQual are to identify, implement and expand on existing quality management strategies to achieve agreed seafood quality goals; and to encourage governments and industry to develop policies and programs which build on existing systems and create an industry wide quality management ethos.

Through the adoption of quality management systems, industry members have gained in various ways; the foremost being through increased product value. Other benefits have included improvements in the cost efficiencies of individual enterprises, enhanced access to markets, the maintenance or expansion of market share, enterprise survival and the avoidance of potentially damaging food safety problems.

SeaQual will play an important role in establishing mechanisms for communication and cooperation, defining the roles of government and industry and reducing impediments in the export chain by coordinating initiatives in markets at an early stage. Through SeaQual, industry will be able to provide a seafood industry perspective and actively work with all members of the seafood distribution chain, as well as with governments to improve Australia's capacity to supply quality product.

If you would like information regarding the development and implementation of Quality Management Systems for the Seafood Industry, or you are seeking assistance, please provide your current contact details below.

Company/Department _____
Contact Name _____
Address _____
Town _____
State _____ **Code** _____
Phone _____ **Fax** _____

Please return your completed survey to:

REPLY PAID 127

A.S.I.C.

Unit 1, Protech House

6 Phipps Close, Deakin

ACT 2600

SeaQual Survey - Preliminary Results

Whilst the results of the SeaQual survey have yet to be finalised and professionally analysed, the following results are quite apparent from the responses. The results are broken into two parts, the first relating to what Quality Management Systems are currently in place within the various sectors, and secondly, what is the attitude to Quality Management Systems, and why.

In the survey respondents were asked to indicate the approach adopted to quality management in their business. These approaches are listed below. We have added the term 'Level' for the purposes of this paper only.

Type A QMS: Operators are trained on the job, supervisors check work, but no records are kept.

Type B QMS: All staff have training in hygiene and sanitation, are trained in and passed for carrying out tasks, the finished product is checked by supervisors, and few records are kept.

Type C QMS: All likely health, safety and customer requirements have been considered and included in the process controls but are not formally documented. Some records are kept.

Type D QMS: Same as Type C but system is documented and formal records are kept (HACCP)

Type E QMS: As for Type D but externally audited, perhaps by AQIS

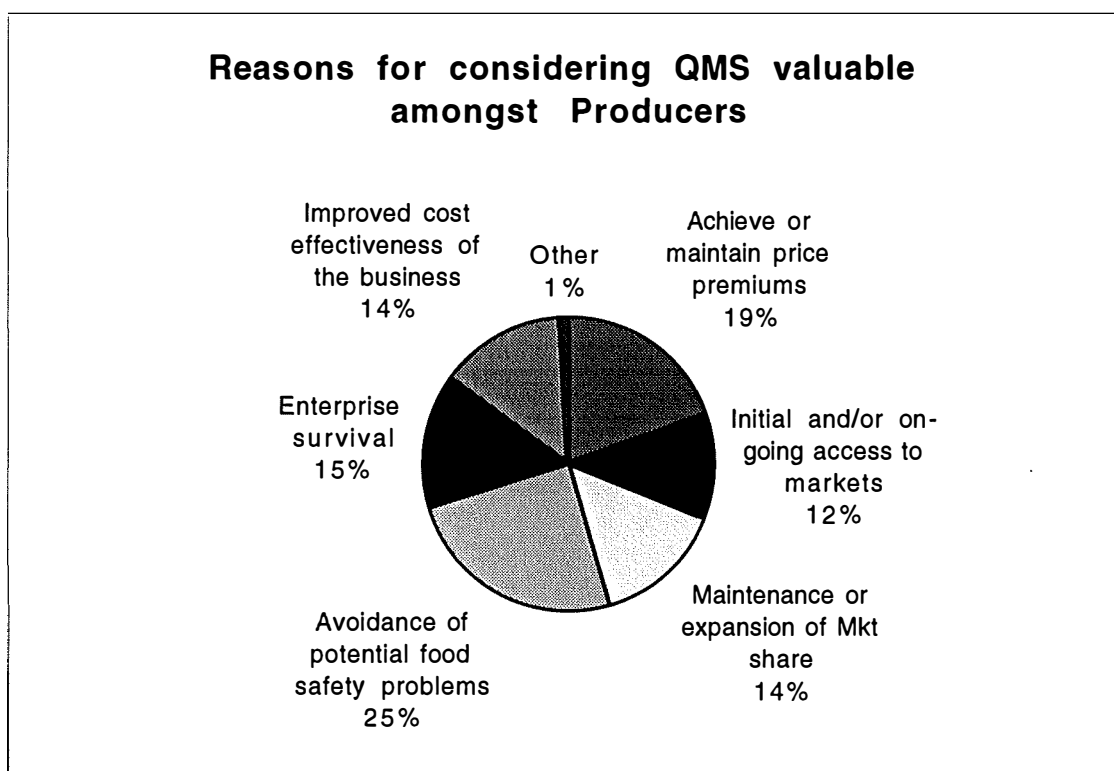
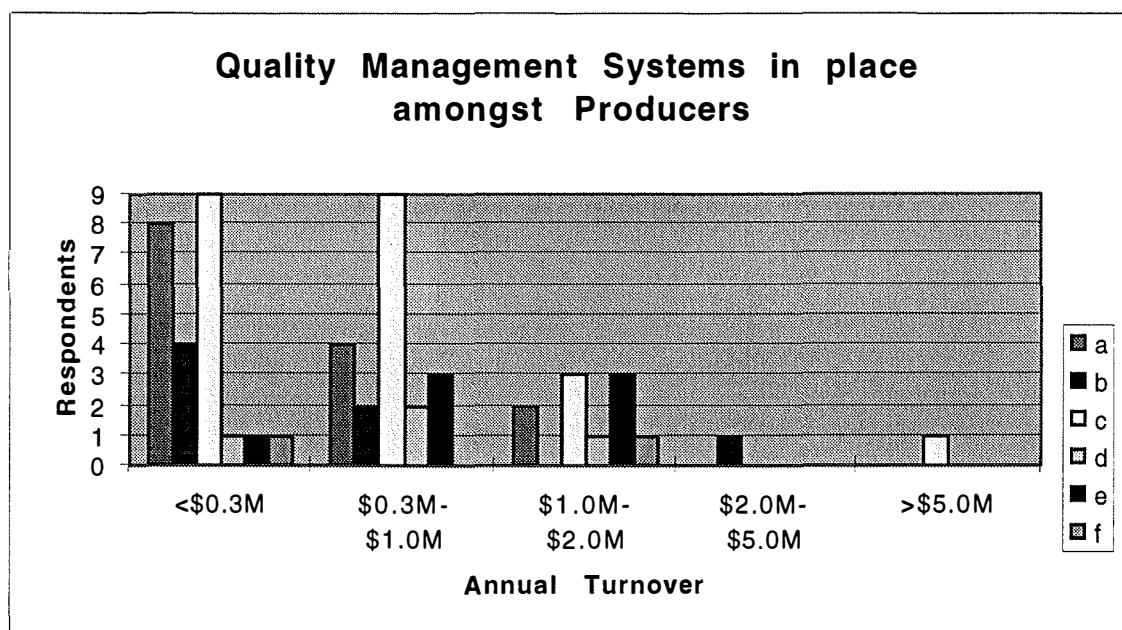
Type F QMS: A totally integrated QMS covering areas in addition to production such as purchasing and sales. (Eg ISO 9002)

Producers

Producers had no consistent approach to the level of QMS in operation in their business. Certainly Type C QMS was the most apparent response in producers with turnovers up to \$1M per annum. Amongst those producers with under \$0.3M turnover, there was almost equal proportions of those with Type C and those with Type A quality management systems.

Attitudes of producers towards QMS was very positive with 76% believing that QMS was valuable to their operations. One of the most important reasons identified for this belief was the perception that QMS was important in order to achieve or maintain price premiums. In addition to this belief, producers readily identified that QMS was essential to avoid the potential of food safety problems.

Amongst those producers who considered that QMS was not valuable to their operations, the majority believed that the costs outweighed the benefits, and a belief that the market does not pay for quality. This perception was also shared amongst some producers who did see the value in QMS.

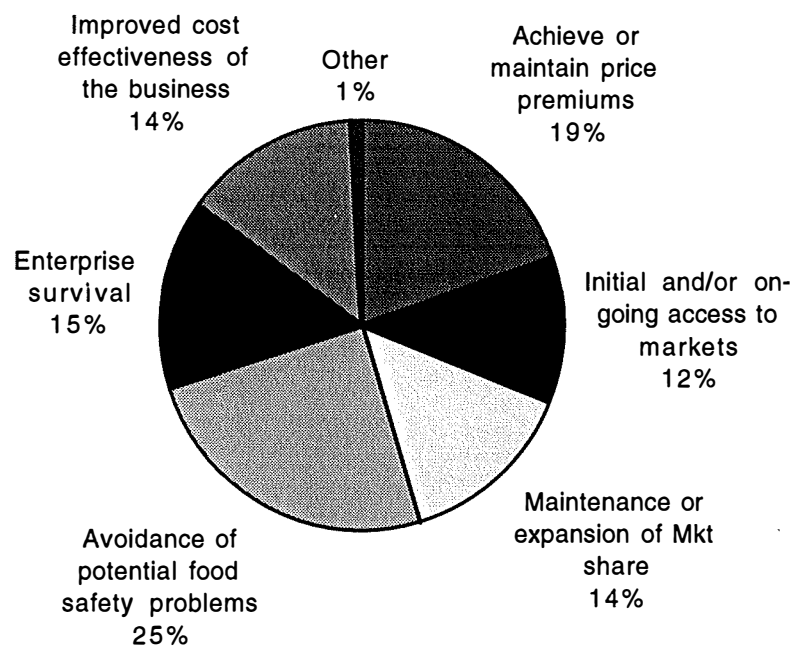


Producer/Processors/Wholesaler/Retail

Producers who were involved in all sectors of the industry did not have any consistency in the level of QMS in operation in their business. Certainly there were those who had adopted Type D, but there many others, particularly at the lower end of the turnover range, that had a different levels from those other enterprises within the same turnover range.

Attitudes to QMS were positive with 74% of respondents seeing the value of QMS in their operations. When asked to identify the reasons for considering QMS valuable, respondents gave a more diverse response than other groups. Avoidance of potential food safety problems was still seen as the number one reason for considering QMS to be valuable, but it was closely followed by the belief that QMS was important to achieve or maintain price premiums, and gaining access to markets.

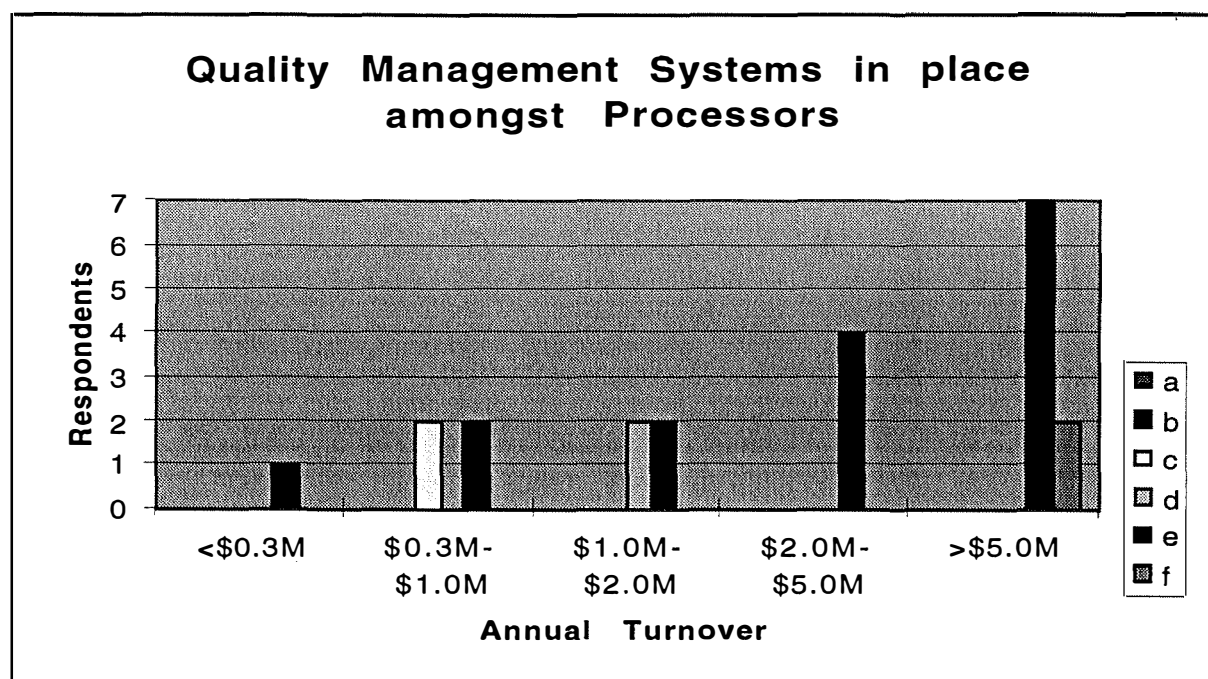
**Reasons for Considering QMS valuable amongst
the group involved in the
Producer/Processor/Wholesale/Retail sector.**



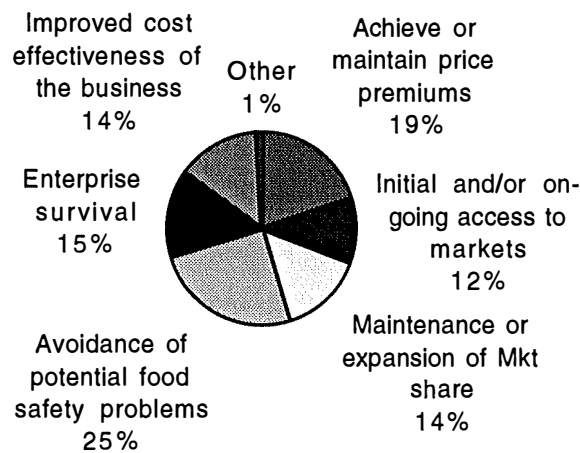
Processor Only

Processors generally had a high level of QMS in operation. Generally Processors had Type D QMS and above in place. Correspondingly though, they had the second lowest level of positive reaction to the value of QMS. Just under 70% saw value in QMS with 30% indicating that they saw no value in QMS. Positive perceptions were based on seeing QMS as a means to avoid potential food safety problems and essential for enterprise survival. Processors rated QMS as valuable for enterprise survival higher than any other sector's rating.

With regards to the negative perceptions of QMS, the highest rated comment was "that there are other priorities" with the comment "costs outweigh benefits" receiving less than 50%, the lowest of all sectors



Reasons for considering QMS valuable amongst Processors

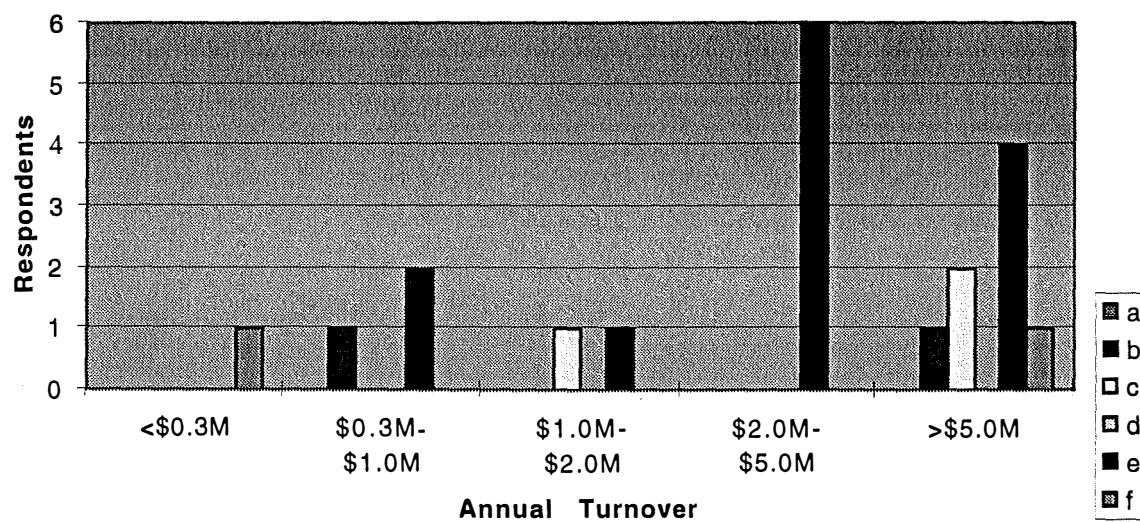


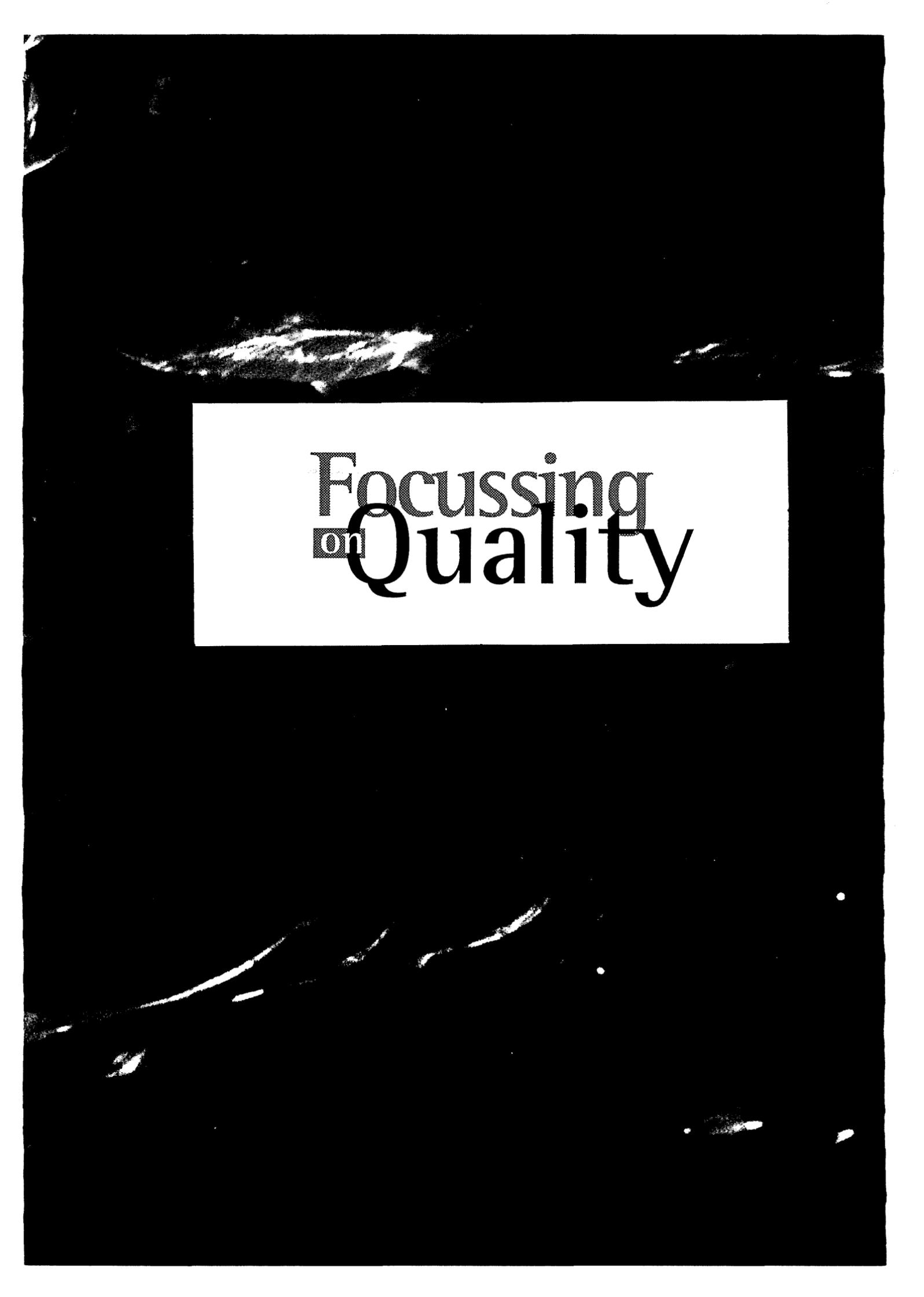
Processor/Wholesaler/Retail

For those processors that are also involved in wholesale and retail operations, the spread of QMS was similar to those that were only processing. Enterprises in the \$2.0 to %5.0M per annum (p.a) group, all had Type D QMS in operation.

The attitude towards QMS was even more positive within this sector than with those who were processors only. 82% of producer/wholesalers were positive about QMS, with 100% identifying the avoidance of potential food safety problems as a basis for their belief in the value of QMS. Achieving or maintaining price premiums was also seen as an important element in the value of QMS. Again, amongst those who did not see the value in QMS, the belief that the costs outweighed the benefits, and that the market doesn't pay for quality were identified as the main reasons. Again there was some overlap between those who saw the benefits and those who didn't with regards to the concern that the market doesn't pay the price for quality.

Quality Management Systems in place amongst those involved in the Processor/Wholesale/Retail sector





Focussing
on Quality

Focussing on Quality



An inventory of programs and initiatives
for the assistance of
those involved in the Seafood Industry

This publication has been produced as part of the SeaQual project, which is a co-operative program between the Australian Seafood Industry Council (ASIC), the Fisheries Research and Development Corporation (FRDC) and the Department of Primary Industries and Energy (DPIE).

Comments on the material contained within and advice of any omissions will be most welcome. The aim is to produce a comprehensive guide to programs and initiatives focussing on quality which have been implemented at Federal, State and Local Government levels, as well as initiatives undertaken by industry itself, for the benefit of those involved in the Seafood Industry.

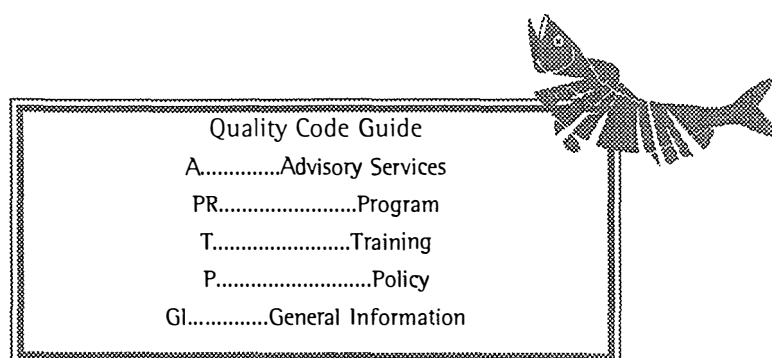
Comments may be forwarded to:

Michael Milligan
Australian Seafood Industry Council
Unit 1, Protech House,
6 Phipps Close,
DEAKIN, ACT, 2600

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Introduction

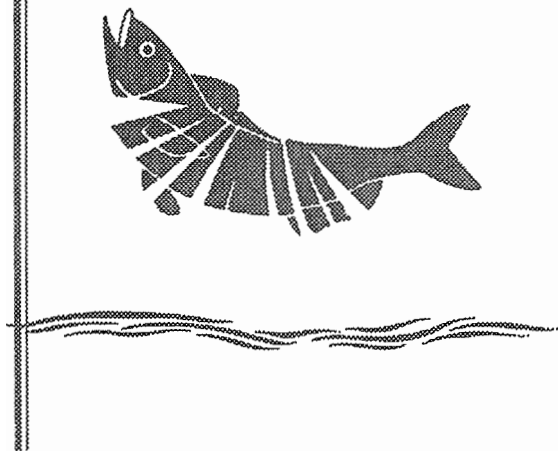
This inventory has been produced as part of the SeaQual project. The project is described in detail under the National Initiatives Section, but in short it is a program designed to assist the seafood industry both focus upon and improve their quality management systems. SeaQual is run by industry for industry. It is important that we all work together to pool the experiences and lessons learnt to ensure that the industry as a whole continues to enjoy a reputation for quality product.

This inventory is designed to assist those in the industry who want to know what programs and assistance they can access to improve or build upon their quality management systems.

The inventory will be updated regularly to ensure that program information and contact details are up to date. We would welcome your comments on the inventory, especially if you are aware that details have changed.

We hope that you find this inventory useful and informative.

Jayne Gallagher
SeaQual Project Manager.



National Quality initiatives

At the National level, there are many Commonwealth Departments, Agencies and Statutory Authorities which are keen to assist industry focus on quality. The Commonwealth's role in this area relies mainly on its interest in promoting international trade, and the positive perception of Australian industry overseas. To this end, there are a variety of programs and information available from the Commonwealth to assist people looking to enter the export market.

The following are the main program and information services available to industry.

Quality Initiative

SeaQual

Quality Code

PR, A

Organisation

ASIC, DPIE, FRDC

Further information

Jayne Gallagher,

Manager SeaQual

A.S.I.C.

Tel: 06- 281 0383

Fax 06-281 0438

SeaQual is a joint initiative of the Australian Seafood Industry Council, the Department of Primary Industries and Energy and the Fisheries Research & Development Corporation. Initial funding is for four years commencing at the end of 1996.

The objectives of SeaQual are to:

- identify, implement and expand on existing quality management strategies to achieve agreed seafood quality goals; and
- encourage governments and industry to develop policies and programs which build on existing systems and create an industry-wide quality management ethos.

One of the key reasons for establishing SeaQual is to act as a link between and within various sectors of the industry in order to ensure that there is minimal duplication. It also facilitates access to expertise, funding and training in relation to quality management systems.

People in the seafood industry know that there is a myriad of Federal and State legislation as well as a range of policies and programs which impact on them particularly in relation to food safety. SeaQual will work with governments to simplify the regulatory systems and to ensure that policies and programs are relevant to and provide benefits to the seafood industry as a whole.

Major activities to be undertaken by SeaQual during the first four years include:

- the development of a quality management inventory (this publication);
- the development and implementation of a pragmatic seafood quality strategic plan;
- the development of a guide for industry to assist in determining an appropriate level of quality management;
- establishment of an information service;
- undertaking specific project work related to quality management;
- dissemination of information relating to seafood trade barriers and work with governments to remove those most impacting on the industry; and to
- provide input to the establishment of research and development priorities associated with seafood quality.

These activities are well underway.

Quality Initiative

SeaQual Survey of Quality Management

Quality Code
GI
Organisation
ASIC
Further information
Michael Milligan,
Project Officer
A.S.I.C.
Tel: 06-281 0383
Fax: 06-281 0438

The purpose of this survey is to establish the status of quality management systems in the Australian seafood industry. A separate survey of the food service sector (caterers, restaurants, take aways etc) is being undertaken to determine their perception of the state of quality in the Australian seafood industry.

Using the information obtained we intend to:

- analyse the extent to which quality management systems have been or are being adopted throughout the whole industry
- identify factors which determine the level of quality management required and produce an easy-to-use guide to help work out which system is best for you
- work out industry wide priorities for quality management - how can we avoid a major food safety incident and how can we increase consumer confidence in our product
- identify examples of industry "best practice".

Surveys forms are currently being collated and analysed. A short report will be available by December 1996.

Quality Initiative

Australian Seafood Exports: Airfreight Program

Quality Code
PR, GI, A
Organisation
ASIC, DPIE,
PSM Consulting Group Ltd
Further information
Jayne Gallagher, A.S.I.C.
Tel: 06-281 0383
Fax: 06-281 0438

Fresh chilled and live seafoods are high value export products which maximise financial returns in much the same way as many other foods are highly processed. In the seafood industry value adding may actually require minimal processing with a much greater reliance on handling, packaging and transportation to maintain product quality (and value) from harvest to end user.

A vital requirement of this form of value adding is the ability of air-freight transportation systems to hold, load and deliver products to market. For this to occur in a planned and assured way, a better understanding of the needs and requirements of each link in the chain has to be developed.

Under this innovative program the Australian Seafood Industry Council, in partnership with Pacific Seafood Management Consulting Group and the Department of Primary Industries and Energy will, amongst other things:

- undertake an audit of facilities and handling practices at eight major airports from the perspective of meeting the needs of the seafood industry; and

- document two case studies with the aim of developing model through chain “quality agreements”

Financial assistance has been provided by the Department of Primary Industry and Energy and through the involvement of all industry sectors involved in the transport and export of seafood significant contributions will be made by industry.

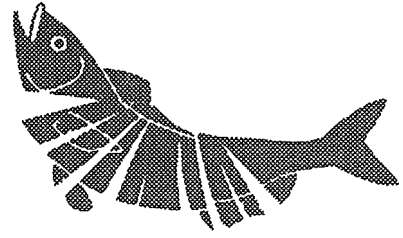
Through this program we will, where ever possible, take appropriate actions to address identified impediments. In addition “user friendly” manuals will be produced to provide guidance in:

- the use of the airfreight systems (for example a list of facilities available at major airports and through major freight forwarders); and
- the development of individual quality agreements.

Information gained through the program will be used to assist industry training activities and provide R&D funding agencies with a sound basis for the prioritisation of related research and development needs.

The initial activities of the program are expected to take between 18 months and 2 years to complete.





Quality Initiative

Australian Seafood Industry Education Network

Quality Code

T

Organisation

ASIC

Further information

Bob Miller

South Australian

Fishing Industry

Council

Tel: 08-8303 2785

ASIEN is a group of key industry representatives involved in vocational training at State, Territory and National levels in all sectors of the seafood industry.

ASIEN is an ASIC initiative set up to:

- develop and coordinate a structured national approach to curriculum development and training provision for the Australian seafood industry; and
- implement appropriate strategies to influence the directions and funding of seafood industry training.

Funding has been provided by the Fisheries Research and Development Corporation for a project titled: ASIEN Delivering Research and Development Outcomes through training.

The objectives of the project are to:

- extend R&D results to the Australian Seafood Industry through a structured national approach to curriculum development & training.
- to develop and implement appropriate strategies to influence the directions and funding of Australian seafood industry training.
- to establish funding mechanisms for the ongoing operation of ASIEN

Opportunities exist through ASIEN to ensure that the delivery of training relating to quality and quality management is coordinated and meets the real needs of industry. A brief description of some of the quality related training and development opportunities is provided as part of this inventory.

Quality Initiative

Curriculum and Learning Resource Catalogues

Quality Code
T
Organisation
Australian Seafood
Industry Education
Network (ASIEN)
Further Information
Bob Miller ASIEN
Tel:08-830 32784

As at the end of September, a preliminary Working Draft was released, which attempts to provide details on all Aquaculture and Commercial Fishing Education Courses from short Courses, through to Certificate and Diploma courses. The Curriculum Catalogue provides details of each course, modules covered in the course, any entry requirements and accreditation status and contact details for the institution.

The Curriculum Catalogue provides details on the following quality related courses:

Aquaculture:

Diploma in Aquaculture
Certificate II/Traineeship in Aquaculture (Fin Fish)
Certificate II/ Traineeship In Aquaculture (Shellfish)
Introduction to Aquaculture (Fin Fish)
Mariculture Farm Hand Traineeship
Certificate III in Occupational Diving (AS 2815. Part 2 restricted)
Certificate in Tropical Aquaculture
Certificate in Vocational Education (Aquaculture)

Commercial Fishing:

Certificate in commercial Fishing (Deckhand)
Commercial Fishing (Wild catch) Traineeship
Short course in Coxswain Skills
Certificate in Deckhand Operations (Commercial Fishing)
Short course in Elements of Shipboard Safety
certificates I - IV in Fishing Operations
certificate in Marine Studies: Fishing Operation; Engineering
Certificate in Maritime Studies (Coxswain)
Certificate in Maritime Studies (Master 5/Skipper 3)
Short course in Master Fisherman's Licence

Seafood Processing and Sales:

Certificates II/III in Customer Service (Seafood products)
Customer Service (Seafood Products) Traineeship
Seafood Handling and processing Traineeship
Seafood handling and processing career Start Traineeship/
Certificate II

The Learning Resources Catalogue provides a detailed bibliography of books papers and articles covering topics from Aquaculture, Aquatic Insects through to Packaging of Seafood Products, Seafood Handling and Seafood Quality. It is a very comprehensive literature catalogue.

Quality Initiative

Certificate in Seafood Retailing Course (in preparation)

Quality Code

T

Organisation
South Australian
Fishing & Seafood
Industry Skills Centre
Inc

Further information

Lara Damiani
Ph: (08) 303 2780
Fax: (08) 303 2791

This training program was developed by the New Zealand Seafood Industry Training Organisation and adapted for use in Australia by the South Australian Fishing and Seafood Industry Skills Centre Inc. It is distance learning training course and designed to be self paced with the assistance of an accessible tutor. On completion of the certificate people will be able to:

- keep seafood at the highest possible quality for the longest possible time
- act as an adviser to the people who enter the shop
- help customers make buying decisions
- increase sales, which in the long run will increase profits for the retailer



Quality Initiative

Seafood Handling School

Quality Code

T

Organisation
University of Western
Sydney Hawkesbury

Further information

Mr Nick Ruello
Ruello & Associates
Ph: (02) 817 4652
Fax: (02) 879 6501

This three day course is currently conducted once a year on site at the Hawkesbury Campus of the University of Western Sydney. It is also available to be conducted "in-house" at your location and convenience. The course is hands on and covers the handling processing and packing of seafood to meet customer requirements. It is suitable for people working in any area of seafood handling, processing, marketing, wholesalers, fish farmers, distributors and retailers or inspection in government and/or industry.



Quality Initiative

Australian Prawn Promotion Association (APPA) Five Year Plan

Quality Code
A, GI

Organisation
Australian Prawn
Promotion Association
(APPA)

Further information
Charles Willoughby
Executive Officer, APPA
Unit 1, 6 Phipps Close
Deakin ACT 2600
Ph: (06) 281 7220

The APPA five year plan has marketing of sea caught prawns underpinned by quality. To achieve this it is proposed that all APPA members' trawlers will operate to a Code of Practice which details product standards, hygiene and food safety (eg SO2) controls, packaging freezing etc.

In addition land based APPA members are being encouraged to adopt formal quality systems, particularly ISO 9002. As part of this APPA assisted Raptis to develop their ISO 9002 system by providing funds to engage consultants familiar with ISO requirements.

APPA have recently secured funding from the Food Quality Program (operated by the Commonwealth Department of Industry Science and Tourism) which, with matching funds from industry, will enable more rapid progress with the two main objectives. Trawlers from Shark Bay will be involved in the development and application of the Code, with an extension to South Australia later this year. Guidelines for ISO 9002 will be prepared and training offered to processors wishing to take up ISO 9002 certification. A key to this is the incorporation of AQIS requirements into the ISO framework and, as a minimum, joint auditing with AQIS.



Quality Initiative

Centre for Food Technology

Quality Code

A

Organisation

Centre for Food
Technology

Further information

Seafood Program Leader
Centre for Food
Technology
19 Hercules St
HAMILTON Qld 4007

The Centre for Food Technology (including the former International Food Institute of Queensland) undertakes product and process development, technical analysis, quality assurance and research and development for the food industry on a fee-for-service basis. The Centre offers Australia's largest group of post-harvest seafood researchers and consultants.

It is based in Hamilton in Brisbane and has collaborative links with CSIRO and research centres and universities throughout Australia. The Centre provides an at-call, seafood technical and marketing advisory service known as the Australian Seafood Extension and Advisory Service (AUSEAS) and houses the National Seafood Centre (see separate listing) which is a shared initiative with the Fisheries Research and Development Corporation.

Quality Initiative

National Seafood Centre

Quality Code

A

Organisation

Fisheries Research
and Development
Corporation

Further information

Ian Wells
Commercial Manager
National Seafood
Centre
19 Hercules St
HAMILTON Qld 4007
Ph: (07) 3406 8595
Fax: (07) 3406 8677

The National Seafood Centre was created in 1993 as a joint project by the Fisheries Research and Development Corporation and the Queensland Department of Primary Industries. The charter of the NSC is to foster value adding and product development within the post harvest sector of the Australian seafood industry by funding relevant research and development activities.

Applications are typically received from processors, research institutions and industry consultants to undertake small project work. These projects are generally completed within one year and have demonstrated potential to add value to Australia's marine resources.

Key quality related projects funded by the NSC include:

<i>Project Number</i>	<i>Title</i>	<i>Investigator/s</i>
92/125.13	A model quality assurance program for red spot whiting based on the Clarence River Fishermen's Co-op facilities	D.Milne/A. Kritz
92/125.20	Development of an automated oyster grading and counting line	M. White

Quality Initiative

Australian Seafood Industry Quality Assurance Project

Quality Code

A

Organisation

DIST

Further Information

Dr John Sumner
M & S Food Consultants
Pty Ltd

92/125.23	Effect of pre-harvest fasting and modification to post-harvest handling on the quality of farmed southern bluefin tuna	B. Goodrick
92/125.25	Seafood container standards program	T. McColl-Jones
92/125.30	Making the Most of the catch: A forum for Industry	A. Bremner

Applications are accepted throughout the year.

This project has been funded through the Commonwealth Department of Industry Science and Tourism's Food Quality program (see below).

It originally involved five sectors

- farmed prawns
- wild caught prawns
- reef fish
- spanner crabs
- mullet

Some 25 companies are progressing towards achievement of ISO 9002 accreditation. As at November 1996, two companies have received their accreditation and several others are getting close.



Quality Initiative

Making the Most of the Catch

Quality Code

GI

Organisation

Centre for Food
Technology

Further Information

Seafood Program Leader
Centre for Food
Technology
19 Hercules St
HAMILTON QLD 4007
Ph: (07) 3268 8555
Fax: (07) 32687532

Held in Brisbane on 25,26 and 27 July 1996 this conference concentrated on post harvest practices, processes and products, on obtaining the highest returns through maintenance of quality and on total catch utilisation. Speakers from researchers and industry covered the following broad themes:

- marketing of seafoods
- transport and packaging
- product characterisation
- process and waste utilisation
- raw and live material
- quality perspectives
- technology transfer

Several papers were delivered relating to Seafood Quality, and those papers and the remainder of the conference proceedings should be available shortly.



Quality Initiative

Australian Food Marketing Centre

Quality Code

A, GI

Organisation

Victoria University of
Technology

Further Information

Faculty Of Business
VUT
(03) 9688 4000

The Centre is a unit within the Faculty of Business at the Victoria University of Technology. The centre is focussed on developing and promoting Australian food products for export. The centre is currently involved in a marketing research project which is examining the use of natural compounds such as extract polyphenols for the preservation of fish.



Quality Initiative

FishMAD – The National Seafood Consumption Survey

Quality Code

A

Organisation

Fisheries Research and
Development

Further information

Manager
AUSEAS
19 Hercules St
HAMILTON Qld 4007

A national seafood consumption study was undertaken in 1990-91 with funding from the Fisheries Research & Development Corporation. It represented the largest review of the chain of distribution ever undertaken in Australia.

The study assessed, among other things, the level of fish and seafood consumption in Australia, where consumers purchase or would like to purchase their fish and seafood, how fish and seafood is cooked and prepared by consumers, concerns consumers may have with fresh and frozen fish, and problems other sectors (eg retailers, food service) have with fish and seafood.

The results of the survey are available in two forms

- a summary report; and
- raw data on disk (FishMAD)

The summary report prepared by PA Consulting Group provides an overall picture of the findings and makes some recommendations on the sorts of initiatives which could be pursued by the Australian seafood industry generally to take advantage of some opportunities.

FishMAD (short for Fish Market Analysis Database) offers all the information collected in the National Seafood consumption survey plus updates from an ongoing market survey. For individual subscribers, Fish MAD can undertake specific product and market analysis, conduct market surveys, or prepare special reports to nominated specifications. A copy of FishMAD is available separately for \$400 (includes a search program).



Quality Initiative

Australian Seafood Extension & Advisory Service (AUSEAS)

Quality Code

A

Further Information

Stephen Thrower,
Manager
AUSEAS
19 Hercules St
HAMILTON Qld 4007

AUSEAS was established to provide the Australian seafood industry with access to relevant and up to date information and technology. Funding is provided by the Fisheries Research and Development Corporation and the Queensland Department of Primary Industries and Energy. Revenue is also generated through its fee-for-service activities.

The resource base available spans material from all over the world and extends back over several decades. This is important because solutions to today's problems can be found by searching old material. In addition to reacting to issues raised by individual industry members AUSEAS also plays a proactive role in searching and scanning Australian and overseas journals to ensure that we are as up to date as possible. AUSEAS is currently preparing specific interest information packs. Initial topics will include food safety and smoking fish. Suggestions for additional topics are always welcome.

Quality Initiative

Australian Seafood Catering Manual

Quality Code

A, GI

Organisation

AUSEAS

Further Information

Manager, AUSEAS
19 Hercules St
HAMILTON Qld 4007

The Australian Seafood Catering Manual was developed for the food service industry. It provides a range of information about some of the most popular species of fish and seafood commonly available in Australia. Colour photographs of the whole fish and where possible fillets are included as well as information about seasonality, quality considerations, cooking ideas and suggested wines.

The original print run, which comprised two volumes, has sold out. Volume one has been reprinted and a limited number are still available. Work is currently underway to develop other "stand alone" products from the manuals including a seasonality chart.



Quality Initiative

Seafood Seasonality Chart

Quality Code

A, GI

Organisation

Queensland

Department of
Primary Industry
(QDPI)

Further Information

Francene Brown
QDPI's Agribusiness
Marketing Services
(07) 3239 3233

Following on from the success of the Seafood catering manual, the team at QDPI in co-operation with the FRDC are developing a Species Seasonality Chart. The chart is a response to demand for better awareness of seasonality by the food service, retail, export and distribution sectors.

Covering both aquaculture and wild caught seafood, the chart will indicate the periods of chief availability for different species and also include overall production information.



Quality Initiative

Fine Fare Australia Program

Quality Code

A, GI

Further Information

Rowena Gould
AUSTRADE
Sydney NSW 2000
Ph: (02)390 2940

Fine fare Australia is an integrated marketing campaign that is designed to give exporters the benefit of a uniquely recognisable brand.

The scheme requires that the participants demonstrate their commitment to quality, and the scheme strives to develop a readily recognisable and distinguishable assurance of quality; by integrating, rather than duplicating, the marketing activities undertaken by Federal, State, Regional and Industry bodies, in co-ordination with individual suppliers and a professional management team.

The scheme is focused exclusively on developing exports of Australia's 'Super Premium Produce', which comes primarily from small to medium sized producers from all product sectors and regions. Inclusion in the program will be determined initially by each company's ability to consistently produce food and/or beverages of the highest quality. The basis for inclusion in the Program will be on the 'culinary excellence' of the produce alone.

The brand has been established with the support of several Federal Agencies; Austrade, the Department of Primary Industry and Energy; and the Department of Foreign Affairs and Trade.

Quality Initiative

Australian Shellfish Sanitation Control Program

Quality Code

PR, A

Organisation

Co-operative program
between Federal and
State government
agencies

Further information

Peter Franklin, AQIS
(06) 272 3933

The Australian Shellfish Sanitation Control program (ASSCP) was introduced in 1984 with the primary objective of protecting shellfish consumers from contaminated shellfish by controlling the commercial harvesting of exported shellfish. Australian shellfish that are harvested, processed and shipped in accordance with the ASSCP can be exported to a number of foreign markets including European Union, Japan, Singapore and the United States. The ASSCP covers all edible species of molluscan bivalves such as oysters, clams, cockles, scallops (except when the consumed product is only the adductor muscle), pipis and mussels, either shucked or in the shell, fresh or frozen, whole or in part or processed. However, the ASSCP does not include spat.

The administrative responsibilities for the management of molluscan shellfish resources (wildstock and aquaculture) and sanitation controls are shared by federal and State government agencies. ASSCP is therefore administered as a co-operative program by Federal and State government agencies. The Australian Quarantine and Inspection Service administers the sanitation controls for the post harvest processing and handling of shellfish exports. In general, State and local government agencies administer the management of the shellfish resources, the sanitation controls for shellfish growing areas (including sanitary survey and classification), harvesting controls and the post harvest processing and handling of shellfish that are harvested and consumed in Australia. Coordination of the ASSCP as a national program is achieved through the forum of the Australian Shellfish Sanitation Committee (ASSAC). ASSAC has a membership consisting of representatives from federal and state government agencies and the Australian bivalve molluscan shellfish industry.



Quality Initiative

National Industry Extension Service

Quality Code

PR, T

Organisation

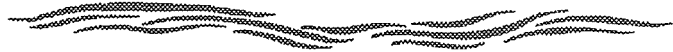
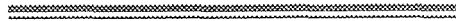
AusIndustry

Further Information

AusIndustry Hotline

1800-623-700

The Office of AusIndustry's National Industry Extension Service (NIES) is a network of business information, referral and advisory services established by the Commonwealth, State and Territory Governments to help businesses improve their efficiency and international competitiveness in manufactured goods and traded services. NIES is a contact point that will refer people to the best sources of information and assistance on matters such as up-to-date techniques in management, production and technology. It also provides business planning services and helps diagnose a firm's opportunities and problem areas. NIES does not provide financial assistance, such as loans and loan guarantees, but for eligible businesses it may subsidise the cost of employing expert consultants.



Quality Initiative

Best Practice Demonstration Program

Quality Code

PR

Organisation

Department of Industrial

Relations (DIR)

Further Information

DIR

(06) 243 7333

The Australian Best Practice Demonstration Program, administered by the Department of Industrial Relations in association with the Australian Manufacturing Council Secretariat, is a Commonwealth initiative to help Australian companies to achieve world class levels of performance.

The Best Practice Program has two main elements.

- Provision of funding for projects within enterprises (selected on competitive bidding basis) which are designed to accelerate the implementation of international best practice. These are used as role models by the program for demonstration purposes. No new project funding is available.
- Dissemination throughout Australian industry of information that will assist and encourage the adoption of best practice. Demonstration activities include seminars and workshops, 'how to' guides, case studies and other publications.

Quality Initiative

Food Quality Program

Quality Code

PR

Organisation

AusIndustry

Further Information

Food Quality

Committee

Secretariat,

AusIndustry

Ph: 06 276 2273

Fax: 06 276 2203

The Food Quality Program aims to accelerate the uptake of formal quality assurance and a quality management culture within the food industry. It assists groups of enterprises in developing quality strategies particular to their needs, and also in adopting quality as a marketing tool and a means of improving efficiency. The program is funded to June 1997.

The program comprises two main elements.

- Grants Scheme provides grants on a competitive basis to the industry to assist it develop and implement quality strategies which enhance export competitiveness, strengthen links between growers, processors and retailers, and offer industry-wide benefits.
- Funds are directed to groups of firms for common project resources, such as facilitators, training programs, and diagnostic and technical consultancies. The program is specifically concerned with fostering Quality Assurance linkages in the food chain from 'paddock to plate', and complements other Commonwealth programs funding quality uptake by individual enterprises.

Who is eligible?

All sectors of the food industry, including growers, processors, storage, transport and distribution, are eligible to apply for a grant under the program. Expressions of Interest (Eoi) for funding are invited biannually. The Eoi is the first stage of a two stage competitive selection process. Preference is given to proposals which address as an integral component the quality needs of groups of through-chain enterprises in meeting the requirements of lead export buyer(s) and which introduce and/or complement national standards.

While the program is directed at the export sector, it may also assist domestic retail chains proposing projects with significant spin-off benefits for the export sector. Similarly, the program's focus on formal assurance schemes will not preclude assistance to proprietary quality programs which assist demonstrably in meeting the objectives of the program.

The Seafood industry has directed benefitted through the programs funding of:

- the Australian Prawn promotion Association's Quality Program and
- the Australian Seafood Industry Quality Assurance Project.

Details for both projects are contained in this document.

Quality Initiative

International
Food Quality
Benchmarking
Study titled

'A Customer
Focus to
Food Quality'

Quality Code

PR

Organisation

AusIndustry

Further Information

Food Quality Committee

Secretariat,

AusIndustry

Tel: (06) 276 2148

The report 'A Customer Focus to Food Quality' establishes both the case for, and the directions for change in the Australian food industry's approach to quality. Copies of the report can be obtained by telephoning AusIndustry.



Quality Initiative

Clean Food Production Program

Quality Code

PR

Organisation

DPIE

Further information

(06) 272 3933

The Clean Food Production Program had limited funding to provide grants to support industry initiatives promoting Australia as a source of clean high quality foods by assisting primary industry to improve performance of production of clean high quality foods. Financial assistance was provided to assist primary industries to adopt quality assurance systems which enabled the production of safe clean food for both the domestic and export markets

Under this program the Quality Improvement Model Framework was developed and used as the basis to guide funding decisions. The Quality Improvement Model Framework is:

1. To encourage industry to take ownership and responsibility for quality.
2. Take a paddock to plate approach to quality improvement.
3. Obtain greater coherence of approaches between sectors.
4. Ensure that product quality and delivery arrangements meet customer requirements, particularly given the opportunities arising in Asia.
5. Ensure the role of Government in quality is clearly understood by industry.
6. Ensure that minimum food safety standards are appropriate and in place for each sector.
7. Ensure enterprises adapt quality assurance programs that can meet food safety and changing market requirements.
8. Develop systems that allow product identification and trace back right down the chain so individual enterprises reap the rewards for good quality and pay the price for poor quality.

The seafood industry received two grants under this program:

- SeaQual (see below for more details)
- Australian Seafood Exports: Airfreight Program (see below for more details)



Quality Initiative
**The Prime
Minister's
Study,**

**“Removing
Impediments
to the
Export of
Perishable
Produce” –
December
1995**

Quality Code
R,GI

Organisation

DPiE, DOT, PM&C

Further information

(For Copies of the
Executive Summaries)

Jayne Gallagher,
Manager, SeaQual,
Australian Seafood
Industry Council
Tel: 06- 281 0383
Fax 06-281 0438

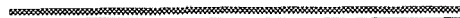
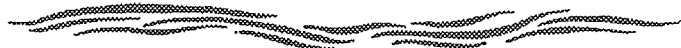
The time critical nature of perishable produce means that a break-down in the export freight chain often results in spoilage of the product. This is a critical issue with respect to maintaining the quality of Australia's live and fresh chilled seafood exports.

In 1995 the then Prime Minister, Paul Keating, commissioned a study to identify significant impediments in Australia's storage distribution and transport systems to the major expansion of exports of perishable products, particularly to the Asian region. It was conducted by a working group comprising officials from the Departments of Transport, Prime Minister and Cabinet, and Primary Industries and Energy. Submissions were received from a number of seafood companies and organisations and subsequent consultations were held with key stakeholder industries (all sections of the export chain).

The report identifies five key areas where improvement is possible:

1. Poor market intelligence and export planning with perishable produce industries.
2. Lack of information exchange, coordination and collective action by the five sectors involved in the export of perishables – producer, exporter, forwarder, transport provider and buyer.
3. Poor understanding of the special handling requirements of perishable produce by sectors dealing with export freight.
4. Lack of logistics and freight planning across Australia which is constraining Australia's ability to make the best use of its freight options, including land and sea as well as air.
5. Inefficient utilisation of airfreight space due to poor planning and coordination amongst exporters, freight forwarders and airlines.

A number of recommendations have been made to address these issues. These recommendations are to be considered in the context of the “SuperMarket to Asia” program (see below for more details).





Quality Initiative

Development of a National Food Hygiene Standard

Quality Code
A, GI
Organisation
Australia New Zealand
Food Authority
Further Information
ANZFA
PO Box 7186
Canberra Mail Exchange
ACT 2610
Ph: (06) 271 2222
Fax: (06) 2712278

ANZFA is responsible for developing, varying and reviewing standards for food available in Australia and New Zealand and for a range of other functions including coordinating national food surveillance and recall systems, conducting research, assessing policies about imported food and developing codes of practice with industry.

In October 1994, the National Food Authority released a discussion paper entitled 'Safe Food handling Australia'. The paper discussed the elements involved in the supply of safe food for consumers and proposed four measures:

1. Development of national food hygiene legislation to replace State hygiene regulations and which would be incorporated into the Food Standards Code.
2. Food business to develop and implement food safety plans detailing the specific points in the operation which need regular monitoring to maintain food safety.
3. Food handlers to receive appropriate training.
4. Development of appropriate documentation, including codes of practice and guidelines, to supplement the proposed food hygiene standards.

The National Food Authority, which is now known as The Australian New Zealand Food Authority has recently issued a proposal to incorporate these points into a new national food hygiene system which will apply to all businesses covered by the Food Standards Code, and is seeking comments by mid December 1996.

For more information and a copy of the discussion paper, please contact the ASIC office.

Quality Initiative

Sydney Fish Market Seafood Awards

Quality Code
A, GI
Organisation
Sydney Fish Market P/L
Further Information
1800-623-700

The Sydney Fish Markets awarded their first Seafood Awards in 1996 at a gala dinner in Sydney.

(Further details to come)



Quality Initiative

Videos

Quality Code
A, GI
Organisation
Various
Further Information
Jennifer Ward
ASIC
06-281 0383

The Australian Seafood Industry Council (ASIC) is steadily compiling a video library of productions which focus on quality.

Some of these titles are listed below:

Quality is the Bottom Line

Produced by the Sydney Fish Market Pty Ltd. It is available from the Sydney Fish markets Pty Ltd directly on 1800-623-700

Rock Lobster Handling Video and Handbook

Produced by Richard Stevens for the Western Australia Fishing Industry Council. It was produced with financial assistance from the Fisheries R&D Corporation. A copy is available from the ASIC office or contact WAFIC directly on (06) 244 2933

Agribusiness Programs

Produced by the Marketing and Business Service, Agribusiness branch, Department of Primary Industries and Energy. Copies can be obtained by phoning (06) 272 5253.

Managing Quality

Produced by AusIndustry Agribusiness program, the video is the second in a set of three videos on the topic of "Three keys to Success in Agriculture". Copies of the video can be obtained by calling Agribusiness Branch, Department of Primary Industries and Energy on (06) 272 5253

Quality Initiative

Evaluation of Factors Influencing Prices of Domestic Seafoods

Quality Code

R

Organisation

ABARE and Ruello &
Assoc.

Further Information

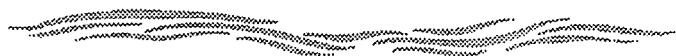
Perry Smith
ABARE
06- 272 3933

This study is being undertaken by ABARE and Ruello and Associates, with assistance from the Fisheries Research and Development Corporation and the Sydney Fish Market Pty Ltd, is undertaking a project to establish the relative importance of factors on prices paid at auction for selected species on the Sydney Fish Market (including the impact of changes in the levels of supplies on that market; and the influence of quality attributes of products.

Of particular importance is that the project results will provide some analysis of the potential benefits of quality assurance and grading. The assessment of quality is being undertaken on 9 major seafood products (including 5 South East Fishery quota species). Quality assessments are being made on the market floor and include the following criteria;

- size grading
- icing
- appearance/quality (including colour, eyes, scale loss, flesh colour, texture and smell)

The project commenced in November 1995 and is to continue for 12 months.



Quality Initiative

Australian Quality Council

Quality Code

A, PR

Organisation

Australian Quality
Council

Further Information

AusIndustry
Hotline 1800-623-
700

The Australian Quality Council is a membership based, not-for-profit organisation. It is recognised by the Commonwealth Government as the peak body for the strategic development and deployment of recognised, leading edge Quality principles and practices.

Products and Services Provided:

Foodlink: The Foodlink program is designed to develop a continuous improvement culture that will improve business performance and implement an appropriate Quality Assurance System for the mutual benefit of all stakeholders. Foodlink is promoted with SQF 2000 in some States. (See below for details) the Seafood Industry has not participated in this program to date.

Australian Quality Awards Assessment Criteria: A framework to assist organisations to achieve superior performance. the criteria are applicable to all organisations, large and small, public and private, whatever their purpose. They are designed for use in self-assessment of performance as well as for application and evaluation of the Awards.

Business growth through Quality: This program provides small and medium enterprises with an approach to quality that is drawn from the Australian Quality Awards criteria, including quality assurance, while allowing enterprises to achieve an externally certified quality system, compatible with ISO 9002, at a low cost and appropriate to clients needs.

Quality Initiative

Foodlink

Quality Code

PR

Organisation

Australian Quality
Council

Further Information

Bill McBride

The Foodlink program is designed to develop a continuous improvement culture that will improve business performance and implement an appropriate Quality Assurance System for the mutual benefit of all stakeholders.

The program is typically delivered to clusters of 10 producers and allows for 2 people from each business to attend.

Each business pays a fee of \$2,500 (covering 2 participants). Fifteen four hour training modules form the core of the program. training is done at times and venues to suit the group. On average, it takes about thirty weeks to complete the training.

The training material have been based on:

The Australian Quality Award Criteria

The elements of ISO 9002

HACCP and food safety requirements

During the training period, participants develop their quality system to suit their own needs with the guidance of an accredited facilitator.

A third party quality audit is included at the end of the program (included in the fee), allowing the business to be quality certified to a standard such as SQF 2000TM. An audit to ISO 9002 can be arranged for an additional fee if required.

Participants can expect to see measured and sustainable improvement in business performance in areas such as

- productivity
- waste reduction
- product quality
- inventory reduction
- competitiveness
- profitability
- improved links through the chain.



The following programs are of a general nature and may be of assistance to the industry:

BizHelp is a new, easy-to-use, computer-based guide to assist organisations involved in advising small- and medium-sized businesses. It provides information on Commonwealth, State and Territory Government industry support measures and selected private sector programs.

ASIC has the database installed in the Canberra Office and can access the Database for you by calling the office on 06-281 0383

The BizHelp software package is updated quarterly and is suitable for 386 or better personal computers with Windows. The usual BizHelp annual subscription charge is \$200. A multi-user licence covering 10 or more work stations costs \$2000 a year.

There is also an Internet version available, known as BizHelp Online, which is available at a reduced subscription rate. The address is:

<http://bizlink.ausindustry.org.au>

Quality Initiative

BizHelp

Quality Code

A, GI

Organisation

AusIndustry

Further information

AusIndustry Hotline

1800-623-700

Quality Initiative

Business Networks Program

Quality Code

PR

Organisation

AusIndustry

Further information

AusIndustry Hotline

1800-623-700

The Business Networks Program is designed to encourage businesses to form networks so as to cooperate in areas of strategic business activity. Networking has the capacity to enable businesses to develop joint solutions to common problems that might be beyond the capabilities of a single enterprise, and to exploit mutual strengths in resources, equipment and markets.

The assistance package available is structured to support network formation through three stages of evolution feasibility of the network concept, development of a business plan, and operation of the network. Assistance can be accessed through accredited network brokers operating from within selected organisations or in private consultancies.

Quality Initiative

Aus-Industry- Agribusiness programs

Quality Code

PR

Organisation

DPIE

Further information

Agribusiness Programs

Rural Division

Department of Primary

Industries & Energy

Canberra ACT 2600

Ph: (06) 272 3933

The 1996/97 Federal Budget announced that this particular program was winding down with no new projects being funded.

Therefore, whilst not accessible anymore, the program has assisted many in the seafood industry. The Agribusiness Programs aimed to enhance the international competitiveness of Australia's agricultural and related industries by providing practical assistance to industry/grower groups and agribusiness enterprises. Assistance was principally provided through the provision of grants to enable access to professional services, the adoption or development of modern business and marketing practices.

Typically, grants were provided for 50% of a project's total cost, although up to 75% funding was considered for projects with industry-wide or national benefits. Grants were not repayable and were paid sequentially on the completion of milestones.

The Agribusiness Program has funded the following quality related projects for the Seafood Industry, detailed overleaf.

<i>Date</i>	<i>Project Name</i>	<i>Project Description</i>
1995	Air Bridge to Asia	The project is aimed at exploring, documenting and implementing new initiatives in the movement of air freight particularly perishable products from Tasmania.
1994	Southern Ocean Seafoods	Installation of formal quality controls in the capture, tanking, transportation and packaging of NSW live abalone exported to Asia.
1994	Mossman Central Mill Co -	Implement a Quality Assurance Prawns leading to ISO 9000 certification.
1994	OYSA Ltd-Quality Assurance	Implementation of QA manual for SA oyster producers (OYSA Ltd).
1994	Aust. Prawn Promotion Assoc.	Preparation of an annual operating plan/ 5 year plan and a strict code of practice for catching, handling, processing, packaging/transport of prawns.
1993	Tasea Enterprises	To develop and implement quality standards to maintain and improve the quality of Tasmanian pacific oysters



State & Territory based **Quality** initiatives

There are many State and Territory Government initiatives that can assist industry to focus on quality and implement quality assurance systems. The schemes and programs available obviously differ from State to State, so we have tried to ensure that all the major programs available in each State and Territory are included here. Again, if you are aware of a program or some form of industry assistance which is not mentioned here, please let us know so that we can ensure it is included in the final release.

Quality Initiative

NSW Oyster Industry Strategic Plan

Quality Code

P

Organisation

Oyster Farmers'
Association of NSW
Ltd

Further information

Mr Richard Roberts
President, Oyster
Farmers' Association
of NSW Ltd.
Ph: (044) 716 004

NSW production of Sydney Rock Oysters peaked in the mid 1970s at about 15 million dozen per annum. Today production is now about 9 million dozen per annum. In dollar terms this represents a fall in value from about \$49 million to about \$27.6 million. Production values are still declining due to a number of factors. Notwithstanding this decline it still represents the largest aquaculture sector in NSW and is a significant employer in regional areas.

A strategic plan is being developed under the guidance of a joint industry government steering committee. The strategic plan will replace the current adhoc approach to industry development and management with a holistic approach. The plan will address and make recommendations on the following issues:

- Policy Directions
- Government Administration of the Industry
- Industry Structure and Adjustment
- Export Market Characteristics and Development Potential
- Availability and Adoption of New Technology and Industry Best Practice Procedures
- Legislation
- Investment Banking and Insurance Industry Requirements
- Quality Assurance Parameters
- Implementing, monitoring and reviewing the plan.

Addressing quality assurance in such an integrated manner should assist the industry to further develop the NSW Shellfish Quality Assurance Program and adopt protocols and quality parameters which will be necessary to secure both domestic and potential export markets.



Quality Initiative

Production of “Fishnote”

Quality Code GI

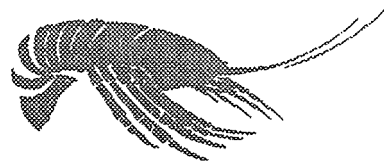
Organisation

NT Dept of Primary
Industry and Fisheries

Further Information

DPI&F, Darwin,
Tel: (089) 994321

Fishnote No.19 for example concerns “Edibility Characteristics of Fish Species from Northern Territory Waters” This note provides a quick reference guide to the edibility characteristics of 22 Fish species captured in NT waters. It provides an identification aid to the species in both its raw and cooked state along with additional comments regarding taste and flavour and important issue to consider when cooking.



Quality Initiative

Seafood Cooking Courses

Quality Code

T, A

Organisation

Sydney Seafood
School

Further Information

The Fish Line
(02) 9552 2180

The Sydney Seafood School conducts a large number of seafood cooking courses. Courses cover Sushi, Middle Eastern, Vietnamese, French, Laksa, Thai, Spanish Tom Yam Goong, Mauritian and Japanese. There are also a variety of more generalised courses in cooking seafood and some courses specifically designed for children.

The Seafood School also runs tours around the Sydney Fish Markets to demonstrate how seafood is traded via the computerised auction system in one of the worlds largest seafood markets.

Quality Guide Charts

Quality Code

GI, A

Organisation

The Master Fish
Merchant's Association of
NSW

Further Information

Sam Gordon, MFMA
(NSW) (02) 9552 1611

The Master Fish Merchants Association produce a handy A4 Quality Guide chart on Chilled Fish, Chilled or Thawed Fillets and Chilled Crustaceans. Each Chart covers essential quality aspects such as Colour, Smell, Flesh, Texture, Damage, Skin Gloss, Slime, Carapace, Scales and membrane Transparency. The Chart then details the essential quality features that indicate whether the Fish, Fillet or Crustacean should be regarded as being of 'Very High Quality' or 'High Quality' right through to 'Very Low Quality'.

For example, the 'Very High Quality' characteristics of Chilled Fish include the following:

Chilled Fish - "Very High Quality" characteristics

Eyes	Eye clear, black stands out from head, surface of the eye is convex.
Body Colours	Bright
Skin Gloss	Intact. High Gloss
Smell	No "fish" smell
Gill Colour	Gills bright pink/red. No Slime
Flesh Texture	Firm and elastic (springs back quickly on pressing)
Flesh damage	No rips, tears, bruises
Scales	All scales intact
Gut Wall	Lining of gut wall and all membranes transparent.

These characteristics can be compared to those of “Very Low Quality”:

Chilled Fish - “Very Low Quality” characteristics

Eyes	Eye opaque/brown/dissolving. Severely sunken
Body Colours	Body colours dark - not visible
Skin Gloss	Large areas of skin missing - flesh visible and falling away.
Smell	Pronounced “off” odour.
Gill Colour	Gills brown/putrid
Flesh Texture	Flesh falling away from carcass. very soft and squishy
Flesh damage	Carcass badly distorted, cut, torn.
Scales	Almost all scales missing.
Gut Wall	Lining of gut wall falling away. Membranes grey/brown and slimy, rotting/putrid.



Quality Initiative

OYSA Quality Management Plan

Quality Code
PR, A
Organisation
OYSA Limited
Further Information
Manager, OYSA Ltd

The South Australian oyster industry has expanded rapidly since its first harvest in 1991. In 1992 the industry identified a number of critical success factors and set about addressing these. One of the major outcomes was the formation in 1994 of OYSA Limited which is a public unlisted company comprising about 50 oyster growers responsible for about 90% of the State's production.

OYSA's charter is to develop interstate and overseas markets whilst maintaining quality standards and practices. OYSA recognised early on the value of having a formalised Quality Assurance Program to:

- maximise safeguards for handling and delivering product to OYSA customers;
- minimise potential hazards to the product;
- educate the grower shareholders on the benefits of quality assurance for their individual farms and OYSA Limited;
- link with State, Commonwealth and international quality standards and initiatives

With the assistance of Agribusiness Programs and the South Australian Centre for Manufacturing OYSA embarked upon a quality assurance program comprising the following elements:

- Total Quality Management workshops for the OYSA board and the manager
 - a generic quality assurance manual for grower shareholders
 - quality assurance systems, procedures and manuals for OYSA Ltd
 - quality assurance workshops for grower stakeholders
-



Quality Initiative

Seafood Value Adding Strategy (Victoria)

Quality Code

P

Organisation

Victorian Fisheries

Further information

Karen Campbell Ph (03)

9412 4656

Fax (03) 9412 4623

A report commissioned by Victorian Fisheries in 1995 to provide a basis for further examining Victoria's fishing industry and identify opportunities to add value to the industry. It compares handling and education practices in similar industries, identifying successful initiatives from those industries which have potential for adaptation for the fishing and fish processing industries.

The report also looks at a number of marketing issues, including factors which influence the efficiency of domestic and export marketing arrangements, the interaction between fisheries management and seafood marketing, the potential of quality assurance programs and the role of promotion. Several recommendations are made for consideration by the Victorian fishing and fish processing industries and other stakeholders.

A revised draft has just been issued and copies can be obtained by calling Victorian Department of Fisheries directly.

Quality Initiative

Victorian Shellfish Sanitation Control Program

Quality Code

PR

Organisation

Victorian Fisheries

Further information

John Garnham, Marine

Habitat Policy Officer ,

Phone (03) 9412-4396

Fax (03) 9412-4623

Victorian Fisheries has run a monitoring program since 1987 to detect toxic and other problem algal species in Port Phillip Bay, waters off Flinders and Bass Strait scallops. Samples are taken every two weeks from specific sites to detect for problem algal species in the water and concentrations of toxins in shellfish tissue. If toxin concentrations in tissue go over safe levels then commercial and recreational harvesting of shellfish in the affected areas are temporarily closed until these concentrations return to safe levels. The program provides both national and international health accreditation for the export of shellfish.

Quality Initiative

**W.A.
Shellfish
Sanitation
Control
Program**

Quality Code

PR

Organisation

WA Fisheries

Further information:

Details yet to be provided



Quality Initiative

**N.S.W.
Shellfish
Sanitation
Control
Program**

Quality Code

PR

Organisation

NSW Fisheries

Details yet to be provided



Quality Initiative

**S.A.
Shellfish
Sanitation
Control
Program**

Quality Code

PR

Organisation

Further information

Details yet to be provided



Quality Initiative

**QLD
Shellfish
Sanitation
Control
Program**

Quality Code

PR

Organisation

Further information

Details yet to be provided



Research and Development

Quality Initiative: Various

Quality Code: R & D

Organisation: The Fisheries Research and Development Corporation

Further Information: FRDC Tel:(06) 285 4485

The Fisheries Research and Development Corporation's operational objective is:

"To maximise the contribution of FRDC-funded R&D to increase the economic, environmental and social benefits to the fishing industry and the people of Australia."

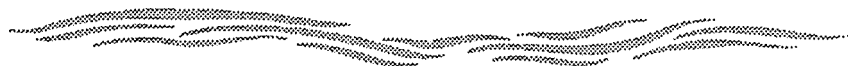
An important element of this approach is to focus on Quality, whether it be in the production, harvesting or processing sectors. The FRDC regards Quality Assurance as an integral part of all of its programs. In addition the Corporation's commitment to quality is evidenced by its adoption of an internal Total Quality Management system as its operating philosophy.¹ It has also registered its intent to achieve quality certification to Standards AS/NZS ISO 9002:1994.

The Corporation's investment in quality-related projects is considerable, and an outline of all current and past projects that focus on quality or have it as an integral element in the project objectives are listed at Attachment 3.

In 1994-95 the FRDC funded projects to the value of \$10.8 million, and managed projects to the value of \$29.2 million². This represented a leverage rate of 1:1.7 in 1995/96.³

The list of projects funded by the Corporation, at Attachment 3, also reveals that both the Corporation and its predecessor, the Fishing Industry Research and Development Council have made major investments in quality related projects.

Some of the projects funded have had a major impact on industry. These projects are discussed below.



Investing in Quality - FRDC's Major Projects

<i>Project N^o</i>	<i>Organisation</i>	<i>Title of project & objectives</i>
96/382	Australian Seafood Industry Council Ltd	<p>FINS Case Study-Wallis lake Fishermen's Cooperative</p> <p>To research and document the efforts of Wallis Lakes Cooperative to improve the quality and identification of their products specifically relating those efforts to the FINS planks.</p>
96/384	Australian Seafood Industry Council Ltd	<p>FINS Case Study- Spencer Gulf and West Coast Prawn Fishermen's Association</p> <p>To research and document the efforts of the Spencer Gulf and West Coast Prawn Fisherman's Association to improve the quality and identification of their products specifically relating those efforts to the FINS planks</p>
96/338	QDPI	<p>Extending high quality shelf-life of seafood products</p> <p>Concerned developing package types for various species & ascertained microbiological soundness of the concept, as well as investigating the safety & shelf-life in order to determine industry standards.</p>
95/155.01	FRDC	<p>Development of a national approach to seafood quality (SeaQual Aust). See main report for details of SeaQual</p>

<i>Project #</i>	<i>Organisation</i>	<i>Title of project & objectives</i>
94/159	ASIC	National Aquaculture Search Conference
95/077	Aquaculture Council of Western Australia (Inc)	<p>Code of Practice for the yabby industry.</p> <p>A major objective of this programme is to develop a quality standard through the Western Australian industry which will have National application.</p>
95/118	Australian Bureau of Agricultural and Resource Economics	<p>Evaluation of factors influencing prices of domestic seafoods.</p> <p>To evaluate the importance of handling & quality attributes to prices paid at auction on the Sydney Fish Market auction for selected species</p>
95/122	CSIRO Division of Oceanography	<p>Nutritional Value of Australian fishes: Oil, Fatty Acid and Cholesterol Composition of Edible Species</p> <p>A comprehensive analysis of the nutritional value of Australian Fish and will be published with the planned Handbook of Australian Seafood - A Guide to Whole Fish and Fillets.</p>
94/137	FRDC	<p>Fish marketing names - Publication of Edition 3</p> <p>Production of a third edition of this highly valuable book.</p>

<i>Project #</i>	<i>Organisation</i>	<i>Title of project & objectives</i>
94/119	University of Tasmania	<p>Quality and safety assurance in marine finfish products - a pilot study</p> <p>This project aims to assess the efficiency of currently recommended hygiene and decontamination procedures as well as determining the prevalence of parasites in fish of different ages and whether geographical location influences prevalence.</p>
94/104	Technisyst Group	<p>National Oyster consumption study and marketing study</p> <p>This project focused on the national marketing & consumption of Flat Pacific and Sydney rock oysters.</p>
93/248	SA Fishing Industry Skills Centre Inc	<p>Quality control workshop and development of quality manual for SA</p>
93/212	Mojo Australia Pty Ltd	<p>Fishing Industry Marketing Strategy</p> <p>This project focused on developing a fishing industry marketing strategy, which is known as the FINS report. It provides a clear agreed direction for Government and all segments of the industry from source to consumer.</p>



<i>Project #</i>	<i>Organisation</i>	<i>Title of project & objectives</i>
93/194	Pearl Producers Association	<p>Cultured pearl classification equipment development.</p> <p>Developed & built for the Australian Pearl Industry an appropriate & convenient instrument to classify pearl quality.</p>
92/143	QDPI	<p>Publication of a seafood catering manual</p> <p>The Seafood Catering manual aims to assist the food services sector to improve the quality of seafood served, increase the cost effectiveness of seafood, promote information on underutilised species & encourage the usage of import replacement species.</p>
92/126	Australian Bureau of Agricultural and Resource Economics	<p>Electronic marketing of fisheries products</p> <p>Assessed the feasibility of adopting electronic marketing of fisheries products on the domestic market.</p>
92/132	Tasmanian Jumbo Oysters Pty Ltd	<p>Harvesting and value adding wild pacific oysters for Australian & export markets</p> <p>Undertook a major investigation into the quality of oysters with regards to meat condition, shell appearance and compliance with the Tasmanian Shellfish Sanitation Program.</p>



<i>Project #</i>	<i>Organisation</i>	<i>Title of project & objectives</i>
92/125.32	QDPI	<p>Improving packaging technology, survival & market options for kuruma prawns</p> <p>Developed improved transportation systems for kuruma prawns so as to improve overall quality</p>
92/125.33	Ruello & Associates	<p>Handling and value adding farmed barramundi</p> <p>Examined handling processing and distribution of farmed barramundi which identified key weaknesses & highlighted major opportunities for improvement.</p>
92/125.23	Emily Krstina Pty Ltd	<p>Effect of pre-harvest fasting and modifications to post-harvest handling on the quality of farmed southern bluefin tuna</p> <p>Investigated changes to husbandry techniques in order to identify ways to improve tuna quality.</p>
92/125.20	Seafood Technologies Pty Ltd	<p>Development of an automated oyster grading & counting line</p> <p>Commissioned the production of a prototype machine in a oyster processing factory.</p>

<i>Project #</i>	<i>Organisation</i>	<i>Title of project & objectives</i>
92/125.17	Cockburn Sound Professional Fisherman's Association	<p>Improvement in post harvest handling and marketing strategy for blue manna crabs</p> <p>Involved the identification and evaluation of potential niche markets for blue manna crabs as well as identifying the best options for handling, holding and packaging of the crabs.</p>
92/125.13	NSW Fishing Industry Training Council	<p>A model Quality Assurance program for red spot whiting based on the Clarence River Fishermen's Cooperative facilities</p> <p>Implemented a QA program in the Co-operative.</p>
91/084	Yann, Campbell, Hoare & Wheeler	<p>Survey of value added fish and seafood processors</p> <p>Surveyed the industry to include in the National Seafood Consumption Study.</p>
91/071	QDPI	<p>Transportation and post-harvest handling of ocean caught prawns destined for live export</p> <p>Looked at methods to facilitate the live export of brown tiger prawns by devising land and sea transportation systems</p>



Appendix

one

Quality Assurance Programs and what they all mean

The following Quality Assurance Programs are discussed in this section:

FPA • AQA • HACCP • SQF2000 • ISO9002 • ISO14000

Food Processing Accreditation (FPA) System

FPA is a quality assurance based inspection system. The exporter proves to AQIS that they have control of the process, rather than AQIS having to inspect the final product. The responsibility for process control lies with the company, and AQIS then conducts audits of plant hygiene, process control and other requirements of the orders.

The company must prepare process control documentation. This includes details of the food to be prepared, and the processing operations carried out. This is in the form of a Process Flow Chart, a Hazard Analysis Critical Control Point (HACCP) table (see below for more information), and a declaration that the occupier will comply with its documentation. AQIS inspects the company for compliance with its process control documentation.

Exporters are audited by AQIS at a frequency determined by

- The risk category of the product they produce (high, medium or low).
- The structural standard that is maintained in the premises.
- Their performance against the requirements of the orders eg the standard of hygiene, process control compliance.

The FPA system offers exporters flexibility in clearance of product from Australia, as exporters under this system may sign their own export permits.

This system is simpler than the Approved Quality Assurance arrangement (described next) to develop and implement.



Approved Quality Assurance (AQA) Arrangements

AQA is an alternative inspection arrangement between AQIS and the export establishment. The company must have a fully documented quality system in place and undertake the inspection function previously performed by AQIS. The aim under this arrangement is to refine the quality system so that defective product is minimised or eliminated. As in FPA, under this system exporters may sign their own export permits.

The company's quality system must ensure that only product that meets AQIS' (and the importing country) requirements is exported. The system must be effective, operational, and fully documented in a Quality Manual.

The Quality Manual describes the quality system and all processes that assure the quality of the product, including policies, procedures, controls and documentation. The system includes:

- Raw material control.
- Process control (including HACCP tables).
- Finished product control.
- Hygiene and sanitation procedures.
- Pest control.
- Equipment maintenance.
- Calibration.
- Documentation control.
- Internal audit procedures.

AQIS desk audits the Quality Manual and then conducts a site audit to ensure the quality system is in place and effective. AQIS usually conducts two audits per year of the whole documented quality system.

Prior to the introduction of FPA and AQA inspection systems, exporters were required to have an export permit (form EX28) signed by an AQIS authorised officer.

Under FPA and AQA inspection systems, an Export Clearance Notice (form EX222 Export Clearance Declaration) can be used by exporters instead of an export permit. This form can be signed by the exporter and enables the processed food to clear Australian customs.

The exporter nominates Authorised Signatories to sign EX222's. They are employees of the export establishment who have been approved by AQIS.

Some importing country governments insist upon having certain product certification before goods are allowed entry. AQIS can provide certificates to satisfy such importing country authorities.

Through the knowledge gained about the factory via the FPA or AQA inspection system, AQIS can supply such certificates when requested.

Both FPA and AQA Audits incur a cost to the exporter. At present the costs of Audits under both Approved Quality Assurance (AQA) arrangements and Food Processing Accreditation cost about \$60 for the first half hour, and \$30 for subsequent quarter hours



Hazard Analysis and Critical Control Point system (HACCP)

The HACCP system identifies specific hazards and measures for their control to ensure the safety of food. HACCP is a tool to assess hazards and establish control systems that focus on prevention rather than relying mainly on end-product testing.

The HACCP system uses a system of preventive controls for every specific product and process. It clearly defines practices under which plant staff prevent hazards from occurring and ensures that there are procedures to monitor and audit the practices (to make sure they work as intended). It is a partnership between management and staff to ensure that the product produced is safe for the community and safe for your bottom line.

There are many positive benefits in using a HACCP system such as;

- Improving the Quality Control of the production process and, as a management tool, provides the best control over the safety of the product leaving your premises.
- Encourages employees to take a pro-active part in quality maintenance; this brings out personal pride in what they are doing and increases employee participation and job satisfaction, and the HACCP process is a strong educational tool.
- Aids inspection by regulatory authorities and promotes international trade by increasing confidence in food safety.

What is involved in developing a HACCP Plan? The first thing in developing a HACCP system is ensuring that there is a commitment to it from the management. Without the support of top company officials such as the owner, director or CEO, HACCP is not likely to become a company priority or to be effectively implemented. The second thing is to ensure the work-force can be committed, HACCP requires a team approach. Once you are committed, you can start to develop a HACCP system.

The HACCP system involves preparing an effective HACCP plan for every different product, therefore if you have 3 different product lines and processes in one plant, you will need to make 3 plans.

The HACCP Plan itself is the written document that describes and defines the procedures to be followed for ensuring the safety of a product or process, and is developed by applying the principles of HACCP:

The 7 principles to an effective HACCP Plan:

- I. Conduct an analysis of all possible Food Safety Hazards that are likely to occur in your processing operation - based on the species being processed and the process used, and analyse the risks related to those hazards;
- II. Determine Critical Control Points in the process, at which a failure of some sort could make food unsafe if proper Control is not exercised;
- III. Establish Critical Limits to the parameters of the process associated with each identified CCP - that is, boundaries that are used to judge whether an operation is producing safe products;
- IV. Set up Monitoring Procedures to keep track of how the process is performing at each Critical Control Point;
- V. Put a Plan in place, to ensure that Corrective Action is taken quickly whenever monitoring procedures show that there is a problem or loss of control at any Critical Control Point;
- VI. Set up Verification and Review Procedures to ensure that your HACCP system is working effectively;
- VII. Establish an effective system of Keeping Records to document every aspect of the system and how it is working (to satisfy regulators, importers, etc. that you are operating your plant in accordance with HACCP principles).

N.B: Remember that a 'hazard' is defined as a biological, chemical or physical agent or factor with the potential to cause an adverse health effect

The HACCP plan should list all of the hazards that may reasonably be expected to occur at each step from primary production, processing, manufacture, and distribution until the point of consumption.

Examples of hazards are:

- Biological hazards which include pathogenic microbes (parasites, bacteria, viruses), toxigenic plants and animals, and products of decomposition (histamine).
- Chemical hazards which include, among others, natural toxins, pesticides, cleaning compounds, veterinary drug residues (antibiotics), heavy metals, and unapproved food and colour additives.

- Physical hazards which include objects - such as bones, metal fragments, glass, and stones - that may cut the mouth, break teeth, cause choking, or perforate the alimentary tract.

The HACCP plan should also include control measures which are actions and activities that can be used to prevent or eliminate a food safety hazard or reduce it to an acceptable level. Control measures for Biological Hazards, for example, may include Time/temperature control, thermal processing, cooling and freezing, fermentation and/or pH control, addition of salt or other preservatives, drying, source control (eg: obtaining raw materials from non-contaminated sources) and hygienic practices.

The third major element of a HACCP plan includes the identification of Critical Control Points (CCP) which is a step at which control can be applied to prevent or eliminate a food safety hazard or reduce it to an acceptable level. The main consideration is that the control measure should be a property of the product at a particular step, or a feature of the process being carried out at that step, that can be measured and can be manipulated and controlled

These are the three central elements to a HACCP system. Identifying the Hazard, identifying what needs to be done to remove or reduce the hazard and identify the point at which the measure can be applied to eliminate or reduce the hazard. The other elements like monitoring, recording and reviewing are all essential supports to the three central elements.

In conclusion a HACCP system will help you to:

- identify potential hazards to the production of safe food
- determine where and when they are most likely to occur
- take necessary steps to prevent them from happening, or to correct them if they do occur



SQF2000

Several States are actively promoting a Quality Assurance system called SQF2000TM.

The SQF2000 Quality Code is not a replacement for ISO9000 Quality Standards, but rather is a Quality Code based on HACCP principle and designed especially for the food industry. SQF2000 can stand alone or it can provide a stepping stone for those businesses wanting to progress to ISO because all the work done in meeting SQF 2000 requirements will form a very solid framework for progression to the ISO9000 Standard.

The SQF2000 Quality Code has received support from organisations such as Clean Food Marketing Australia, The Pork Council of Australia, the Australian Horticultural Council, The Australian Quality Council, The WA Food Centre, the Meat and Allied Trades Federation of Australia, DPIE Agribusiness funding, SGS Quality Assurance Services, NZ Ministry of Agriculture and Fisheries and Woolworths Australia.

The SQF Quality Code focuses on the following elements:

1. Commitment
 - 1.1 Quality Policy
 - 1.2 Organisation
 - 1.3 Training
2. Suppliers
 - 2.1 Purchasing
 - 2.2 Purchasing data
 - 2.3 Raw material Inspection
3. Control of production
 - 3.1 Process Control
 - 3.2 Corrective Action
 - 3.3 Handling, Storage, Packaging and Delivery
4. Inspection and Testing
 - 4.1 Inspection, Measuring and Test Equipment
 - 4.2 Inspection and Test Status
 - 4.3 Internal Audits
5. Document Control and Quality Records
 - 5.1 Document Control
 - 5.2 Quality Records
6. Product Identification and Traceability
 - 6.1 General

For Further information on SQF2000, please contact Paul Ryan, Department of Agriculture WA on (09) 322 7141.

The ISO Standards

What is ISO?

ISO refers to the International Organisation for Standardization. It is an international non-government body which prepares technical Standards for Voluntary use around the world. ISO operates on a consensus principle (see below) and is the largest and most broadly based forum for the preparation of international technical standards.

ISO was established in 1947 and its activities include standardisation in the broadest sense, covering all subjects except those dealt with by the IEC (International Electrotechnical Commission which is a similar body to ISO but focuses on electrical safety issues). It is based in Geneva and operates on the basis of one country one vote, with each country represented by the respective national standards body of that country. In Australia's case, Standards Australia is the ISO member representing Australia. Standards Australia was a founding member of ISO.

How are international standards prepared?

Preliminary Stage (1)

This is the stage where new work is proposed and accepted into the work program of a committee. A new work proposal is normally submitted via a national member of ISO and is put to a vote of the committee concerned. It is accepted by majority approval provided at least five countries agree to take an active role in the work. The voting period (if by correspondence) is three months.

Preparatory Stage (2)

The preparatory stage covers the preparation of a working draft (WD). This draft may be based on material from any source, and may be developed by a working group of persons nominated by participating members. The preparatory stage produces the first committee draft (CD)

Committee Stage (3)

At the committee stage, comments from national members are obtained, considered and acted upon. A CD is circulated for comment for three months, and the results may lead to a further CD or, when a consensus is reached on the content, to the issue of a draft at the inquiry stage.

Inquiry Stage (4)

This is when the draft is sent to all national members for comment and voting on the suitability of the draft for consideration as an international Standard. The inquiry draft is termed a Draft International Standard (DIS). The voting period is five months, and the draft is approved if at least two thirds of the participating members are in favour and not more than quarter of the total votes are negative.

Approval Stage (5)

Successful completion of the inquiry stage means that the draft, modified as needed in the light of comments received, is submitted for vote as a Final Draft International Standard (FDIS).

The Draft is promptly circulated to all members for a two month voting period, and votes must be explicit: yes, no or abstain. Qualifying comments with a yes vote are not acceptable at this stage, but reasons are obviously necessary if voting negatively. The voting criteria are the same as stage four, and abstention or negative votes without reasons are not counted.

Publication (6)

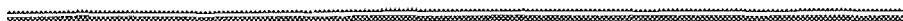
A successful FDIS ballot leads to publication of the International Standard by ISO.

What ISO standards are relevant to the Seafood Industry?

There are two ISO standards that are relevant to the Seafood Industry. The first relates to production process and is referred to as ISO 9000.

ISO 9002 is a Quality System model for quality assurance in production and installation, and addresses the prevention, detection, and correction of problems during production and installation.

The other ISO standard that is applicable to the seafood Industry, as well as many other industries is ISO 14001. This Standard concerns quality environmental practice and requires an Environmental Policy to be in existence within an organisation which includes reference to all relevant Environmental Legislation affecting the organisation, how it is being complied with and how the organisation continues to improve its environmental practices.



ISO 9002

ISO 9002 is the standard applicable to producers/processors who are involved with the production of seafood. It involves a comprehensive approach to the companies processes, staff and training, review and improvement mechanisms and the like. Whereas HACCP focuses on the hazard elements of the production process, ISO is broader because it involves all elements of the companies practices.

The elements of ISO 9002 are as follows.

Elements of ISO 9002	
Management Responsibility	Quality system principles
Contract Review	Document Control
Purchaser Supplied Product	Purchasing
Product Identification & Traceability	Process Control
Inspection, Measuring & Test Equipment	Inspection & Testing
Inspection & Test Status	Statistical Techniques
Corrective & Preventative Action	Quality Records
Internal Quality Audits	Training
Handling, Storage, Packaging & Delivery	Servicing
Control of Nonconforming Product	

As can be seen from the above, the ISO Standard is an all-encompassing review of the companies practices to ensure and guarantee quality and consistency in product and service.

In order to achieve certification to ISO 9002, an organisation must undergo a series of audits and comprehensively review their practices and procedures. Below is an outline of the certification process that is undertaken by companies seeking accreditation.

The Certification Process

Irrespective of which company you choose to assess your system(the companies are listed below), the process which they use is virtually the same:

Stage 1: Application

Each certification body has an information pack which includes cost structure and types of services offered. After you've seen information on a few companies it's best to interview two or three at your premises. You can find out whether they've assessed companies similar to yours and also gauge how well you'll be able to get along with them. Remember, you'll be paying them at least \$10-15,000 to do the certification, so it's best to find out where your money's going.

The initial interview is free, but, when you've decided on a certification body there is a formal contract to sign and a down payment to make.

Stage 2: Pre-assessment (soft audit)

Most companies offer an optional soft audit where they will carry out a quick appraisal of your documentation and also your system. After this stage you (and they) will have a much better picture of how well your system will fare when the final assessment is carried out, for which firm dates can now be made.

Stage 3: Document review

Documentation, quality manuals etc are assessed by an on-site visit and a dialogue begun to help the assessor better understand your system. After the document review you will know whether:

The scope of your system is meeting the standard for which you're applying.
You're satisfying all the regulatory requirements which underpin your business.
The date for final assessment is realistic.

The interim between document review and assessment is used to fix any problems with documentation. Note that the document review doesn't even attempt to examine how effectively your system works, only whether it broadly conforms with the scope of the standard which you hope to attain.

Stage 4: Assessment visit

This is the stage which demonstrates how well your company is conforming with the standard in operational terms. The assessors observe systems in action and interview your personnel to judge whether they know their job. If the assessors find major deficiencies or

nonconformities in the system each becomes the subject of a Corrective Action Request (CAR) which must be rectified within a specified time and for which a follow-up visit is required. If no major deficiencies are found the system is approved and the certification company issues a Certificate of Approval which is valid for a period of 3 years subject to your company satisfactorily maintaining the system at ensuing audits.

Certification Bodies

National Association of Testing Agencies
Aosiete Generale de Surveillance
Lloyd's Register of Quality Assurance
Quality Assurance Services
TELARC
Det Norske Veritas
Bureau Veritas Quality International



The ISO 14000 Standard

After the success of the ISO 9000 standard, the ISO has moved to develop a single standard covering quality environmental practice.

ISO14001 requires an Environmental Policy to be in existence within the organisation, fully supported by senior management, and outlining the policies of the company, not only to the staff but to the public. The policy needs to clarify compliance with Environmental Legislation that may effect the organisation and stress a commitment to continuous improvement. Emphasis has been placed on policy as this provides the direction for the remainder of the Management System.

The preparatory review and definition of the organisation's environmental effects is not part of a ISO14001 Assessment, however examination of this data will provide an external audit with a wealth of information on the methods adopted by the company. The preparatory review itself should be comprehensive in consideration of input processes and output at the site. This review should be designed to identify all relevant environmental aspects that may arise from existence on the site. These may relate to current operations, they may relate to future, perhaps even unplanned future activities, and they will certainly relate to the activities performed on site in the past (i.e. contamination of land).

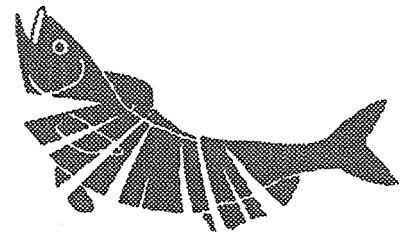
The initial or preparatory review will also include a wide-ranging consideration of the legislation which may effect the site, whether it is currently being complied with, and perhaps even whether copies of the legislation are available. Many of the environmental assessments undertaken already have highlighted that companies are often unaware of all of the legislation that affects them, and being unaware, are often not meeting the requirements of that legislation.

The company will declare its primary environmental objectives, those that can have most environmental impact. In order to gain most benefit these will become the primary areas of consideration within the improvement process, and the company's environmental program. The program will be the plan to achieve specific goals or targets along the route to a specific goal and describe the means to reach those objectives such that they are real and achievable. The Environmental Management System provides further detail on the environmental program. The EMS establishes procedures, work instructions and controls to ensure that implementation of the policy and achievement of the targets can become a reality. Communication is a vital factor, enabling people in the organisation to be aware of their responsibilities, aware of the objectives of the scheme, and able to contribute to its success.

As with ISO9000 the Environmental Management System requires a planned comprehensive periodic audit of the Environmental Management System to ensure that it is effective in operation, is meeting specified goals, and the system continues to perform in accordance with relevant regulations and standards. The audits are designed to provide additional information in order to exercise effective management of the system, providing information on practices which differ to the current procedures or offer an opportunity for improvement.

ISO14000 standards cover:

- environmental management systems
- environmental auditing
- environmental performance evaluation
- environmental labelling
- life-cycle assessment
- environmental aspects in product standards



Similarities and Differences Between ISO 14000 and ISO 9000

Similarities

ISO 14001 shares the same concept as ISO 9000, in providing generic requirements for a management systems approach to a specific function of an organisation. Whereas ISO 9000 deals with an organisation's Quality Systems, ISO 14001 deals with an organisation's Environmental Systems. Common or similar elements to both programs include:

- Policy
- Management Review
- Corrective / Preventative Actions
- Document Control
- Records
- Internal Audits
- Training
- Organisational Structure

Differences

Whereas ISO 9000 is designed to focus on customer requirements, ISO 14001 addresses the needs of a broad range of interested parties - shareholders, the public at large, employees, environmentalists, governmental and regulatory agencies, etc. Concepts and issues unique to ISO 14001 are as follows:

- System for compliance with existing Environmental Legislation and Regulations
- Conformance to Industry Codes of Practices
- Continual Improvement and Pollution Prevention
- Identification of Relevant / Significant Environmental Aspects
- Identification of Objectives and Targets
- Emergency Preparedness and Response
- Communications regarding Environmental Aspects

Appendix

two

The Australian Quarantine Inspection Service

The information contained in these pages is an edited version of an AQIS publication available on the Internet. AQIS has several publications available on the Internet which will be of interest to those involved in the seafood industry. These publications include:

What you need to know to Export Processed Foods (Fish Dairy, Eggs and their products)
AQIS and the Export Process
Manual for Control of Listeria in Registered Establishments Processing Fish for Export

These publications are available directly from AQIS or via the Internet at URL:
<http://www.dpie.gov.au/aqis/homepage.html>

The Role of AQIS

AQIS has the dual role of providing consumer protection and facilitating trade by providing a sound, scientifically based and cost effective quarantine and inspection service. Without this service market access for Australian food products to many countries would be impeded.

AQIS performs the following functions:

- Inspecting and certifying food products for export.
- Assisting export of Australia's agricultural and fisheries products by providing information and services to exporters.
- Contributing to the development of national policies on food standards.
- Inspecting imported foods.
- Facilitating importation of animals, plants and related products, while maintaining protection against the entry and spread of exotic diseases and pests.
- Reacting to any outbreak of exotic pests, diseases or weeds.

AQIS regulates most, but not all, food exports (fish, dairy produce, eggs, meat, dried fruits, fresh fruit and vegetables and some processed fruit and vegetables) and all food imports.

All countries recognise AQIS as the 'competent authority' for importation purposes to their countries. This means being an impartial monitor of food safety and legality, to ensure that Australian food exports are of an internationally accepted standard. AQIS therefore facilitates the export of Australian agricultural food products by providing information, inspection and certification to meet overseas country requirements. It fulfils Australia's commitments under international obligations and treaties, including fitness for human consumption, wholesomeness and truth in labelling.

What legislation do I need to be aware of when dealing with AQIS?

Those involved in the Seafood Industry need to be aware that 'Processed Foods' for export purposes are defined as: Fish finfish, crustacean, molluscs, live fish, aquatic reptiles, and fish products where fish is the major component. (this does not include products which are not for human consumption). These 'Processed Foods' are "prescribed goods", under the Act and exporters need to be aware of the following legislation:

The Export Control Act 1982: This Act provides control over the export of primary produce and provides for the fundamental powers of inspection (by AQIS). The Act holds the power to prescribe goods in regulations. It can also prohibit the export of goods unless certain conditions are complied with. It creates the power for making regulations and orders, and the powers of inspection and delegation. It includes penalties, protection of authorised officers (inspectors) and issuing of certificates to meet importing country requirements.

Export Control (Orders) Regulations: These regulations provide the Minister of the Department of Primary Industries and Energy with the power to create and enforce "Orders".

Prescribed Goods (General) Orders: These orders cover the administrative areas of legislation that are common to all the export food commodities, including, requirements for registration of establishments, trade description requirements, packaging requirements and export permits. These orders cover all prescribed goods, namely: animal food, dairy produce, offal, eggs, egg products, fish, game meat and products, grain, Halal meat, meat and meat products, pharmaceutical material, plants and plant products, poultry meat and products and rabbit meat and products.

Export Control (Processed Food) Orders: These orders detail specific standards for the preparation of fish dairy and egg commodities. The Orders include:

- Structural requirements - standards of hygienic construction for the factory; eg walls, floors, equipment etc.
- Operational standards for the running of the factory; eg. temperature control, hygiene procedures.
- Product standards - microbiological, physical, and chemical standards for various products.
- Systems of inspection - inspection frequency, documentation requirements .
- Trade descriptions - weight declarations, labelling requirements.

How can AQIS help me to get into the Export Market?

AQIS provides assistance to exporters through their Export Facilitation Officers. These Officers are an important initial contact for potential exporters. They help exporters get their product into overseas markets. They can also provide advice and assistance regarding Australian export and overseas country requirements. The officers will also assist with other queries by making sure that they are referred to the appropriate body to ensure the exporter receives the right information.

AQIS can also assist exporters through providing advice and training to help exporters develop and implement quality assurance programs (see APPENDIX 2 for a description of the various quality assurance programs)

AQIS can also assist through their discretion to reduce or waive fees in very special circumstances. AQIS can, for example, make special arrangements when an exporter is trying to enter a new market. However this is a discretionary power which is used only in rare cases.

For further details of these assistance schemes, contact your regional Export Facilitation Officer

Victoria/Tasmania

Graham Murphy
AQIS
PO Box 30
World Trade Centre
MELBOURNE VIC 3005
Phone 03 611 0160
Fax 03 614 3646

Queensland

John Anderson
AQIS
GPO Box 778
BRISBANE QLD 4001
Phone 07 246 8709
Fax 07 246 0879

South Australia/Northern Territory

Glen Martin
AQIS
PO Box 63
PORT ADELAIDE SA 5015
Phone 08 3059713
Fax 08 3059825

Western Australia

Garry Garreffa
AQIS
PO Box 1425
CANNING VALE WA 6155
Phone 09 311 5437
Fax 09 455 4145

New South Wales

Fred Lloyd
AQIS
Locked Bag 6
MASCOT NSW 2018
Phone 02 364 7255
Fax 02 364 7240

Appendix

three

Australia's Food Laws

Following is a list of the statutes in each of the States which are relevant to those selling or manufacturing seafood products

Western Australia

Health Act 1911

Health (Food Hygiene) Regulations 1993

Health (Adoption of the Food Standards Code) Regulations 1992

Various Local Government Authority Health by-laws.

South Australia

The SA Food Act 1985 covers four areas of food legislation:

Composition (ingredients, residues, additives)

Labelling

Hygiene of premises and personnel, and

Prevention of the sale of unfit food.

The SA Food Hygiene Regulations 1990 supports the SA Food Act 1985 on hygiene and unfit food.

Tasmania

The Tasmanian Public Health Act 1962 covers:

Labelling

Composition and analysis (ingredients, residuals and additives)

Hygiene and personal premises

Offences in connection with the sale of unfit food, use of unfit premises etc.

The Act is supported by the Food Hygiene Regulations 1977.

New South Wales

The NSW Act 1989 generally follows the National Health and Meat Research Council (NHMRC) Model Food Act. It operates in conjunction with the Food (Standards) Regulation 1989 which was replaced on September 1, 1995 and the Food (General) Regulation 1992.

The Act creates offences in relation to the sale of food in the State, in particular:

Food composition (Standards, safety, purity etc);

Labelling and advertising; and

Food handling.

Queensland

Food legislation administered in Queensland includes:

Food Act 1981 (currently under review);
Food Standards Regulation 1994; and
Food Hygiene Regulations 1989.

The Food Act 1981 sets out basic administration and enforcement provisions and prescribes offences and penalties in connection with the sale and preparation of food.

The Act also sets out general labelling requirements. More specifically, the Act regulates all aspects of food preparation, processing, handling, packing, labelling, serving, supplying, storage, transport and sale.

The Food Hygiene Regulations 1989 prescribe for, among other things:
Structural specifications for food stores;
conduct and personal hygiene of workers;
food handling and storage requirements;
conditions for licensing of persons and registration of premises.

The Food Standards Regulation 1994 adopts the Food Standards Code.

Northern Territory

The principle Northern Territory food safety legalisation consists of the:
Food Act 1986 (based on the NHMRC Model Food Act);
Food (Administration) Regulations 1995;
Food (Interim Provisions) Regulations 1986; and
Food Standards Regulations 1988.

Australian Capital Territory

The ACT's legislation includes:
Food Act 1992;
Public Health (Sale of Food and Drugs) Regulations 1928; and
Public Health (Eating House) Regulations 1928.

Victoria

In Victoria, the law regarding the wholesomeness, purity, preparation and sale of food is contained in the Food Act 1984. Among other things the Act gives effect to Australian Food Standards developed by the NFA. The Act also makes it an offence for any person to sell, prepare for sale or pack any food that is unfit for human consumption or that is adulterated.

Take your Pick! – the Seafood Quality Chooser



... to help you to decide on
the quality management
system that you need for
your business



Winning through quality in the seafood industry



"The real reward was seeing the changes in our company. We have been able to keep the same crews, so staff turnover is down. We got to know our customers and now sell direct, whereas we used to sell through agents. We had a positive response from the buyers. Our whole team tries to supply a consistent product delivered exactly on time. Our new quality system underpins everything we do. To cap it off,

last year we were finalists in the Premier's Export Awards and we got an Industry Award for attaining our ISO 9002 certification."

Sandy Wood-Meredith, Managing Director, Wood Fisheries

"In an international market, we achieve premium prices for our salmon. Our company is accredited to the (international) ISO 9002 standard. We're continually educating our people, we record many statistics, we review and change our procedures as required, and everyone on our team is always striving for continuous improvement. That's why we have maintained our position as a market leader."

Shirley Gibson, Quality Manager, Tassal Ltd



"We export live prawns. We are the first live prawn farm in the world to be accredited. The advantages of QA? Where do I start — there have been so many! It helped us get organised. It helped us streamline our procedures by eliminating unnecessary steps. And it really showed in our product. And customers noticed. Our prices in Japan used to be 25% lower than the prices the Japanese producers got. Now, we have closed the gap."

Rocky Point Prawn Farm received the Premier's Export Award and the Qld-Japan Chamber of Commerce Award for excellence in export agribusiness.

Serena Zipf, Director, Rocky Point Prawn Farm



The four choices

When you turn over the page, you'll see there are questions centred on four themes:

1. food safety
2. requirements of specific buyers
3. export certification
4. a whole-of-business approach

These will help you to choose the theme — maybe more than one — that you need to know more about.

After that you can fax an order to SeaQual for an information kit — called a *SeaQual Pack* — covering your choice/s.



Who should get involved?

SeaQual helps people and organisations move up to quality management. If you're involved in producing, handling, distributing and selling seafood — including such diverse activities as freight forwarding, catering and wholesaling — quality management can give you a very competitive edge!

Which system is best for you?

Choosing the quality system that is best for you depends on factors like the size and nature of your enterprise, and your business objectives. This *Seafood Quality Chooser* helps you to consider the important elements of your business before making your choice.

What do I need?

Before you invest in quality management, you need to ask why you want to have a quality system. The best motivation is wanting to make more profit and to improve your market share. Quality management brings changes that improve processes and products, reduce costs and "value-add" in the market. But introducing them requires a measure of will-power. You will need the motivation to persist — with help where necessary — on each management process.

Is it worth it?

The final result is well worth the effort. Most people who have been through the process agree that in our competitive environment, "quality management is not an add-on: it's the *key* to success in business today".

1 Food safety plan

Even if you already give food safety a high priority, consider these statements

Tick in one box only against each question ☒

	Yes	Maybe	No
I thoroughly understand food safety hazards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I know where the potential food safety hazards are in my business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have procedures to control those hazards and minimise the risk of food poisoning, and I follow them	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have records that keep track of my product and help me keep it safe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My records are available for checking by authorities outside my business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My team members are trained in my procedures for food safety; they follow the procedures; and they understand their responsibilities and the reasons for them	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I know who my suppliers are, and where their product comes from.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In a food safety emergency I can trace my product	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If I have questions about the safety of my product, or if there is a food safety incident, I know who to contact	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I meet all requirements of the new National Food Hygiene Standard.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

All "yes" boxes ticked? – I produce food that is safe to eat!

→ Now go to step 2

Any "no" or "maybe" boxes ticked? – I need SeaQual Pack 1 to prepare a food safety plan

→ Now tick against "SeaQual Pack 1" on the clipboard at right, then go to step 2

BE PREPARED!

Under the proposed National Food Hygiene Standard, all food businesses in Australia will need to have an approved food safety plan. If you're in doubt, order SeaQual Pack 1 now!

2 Requirements of specific buyers

If you want to supply customers who have set requirements (e.g. supermarkets and hotel chains), consider these statements

	Yes	Maybe	No
I know all of my customers' requirements for my product and service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have focused my procedures on my customers' requirements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I know how to package my product so that it reaches my customers in peak condition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My team members are trained in my procedures for meeting the specific requirements of my customers; they follow the procedures; and they understand their responsibilities and the reasons for them	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have regular discussions with my customers to check (in detail) that I am meeting all their requirements for product and service quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I keep records that my customers can check	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can supply my customers with information about my products and services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If I can't answer my customers' questions, I know where to find the answers for them	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

All "yes" boxes ticked? – My customers get what they ask for!

→ Now go to step 3

Any "no" or "maybe" boxes ticked? – I need SeaQual Pack 2 to help me focus better on my customer's requirements

→ Now tick against "SeaQual Pack 2" on the clipboard at right, then go to step 3

3 Export certification

If you want to export to other countries, consider these statements

	Yes	Maybe	No
I know what the importing requirements are for my target markets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I meet these requirements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I know and understand the export regulations for Australian seafood exports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I meet the standards required by AQIS's Processed Food Orders and AQIS has registered my premises for export	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have an export-approved food safety system in operation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I keep records and have them available for audit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I know how to package my product so that it reaches my customers in peak condition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People who transport my product know how I want them to handle it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My team members are trained in my procedures for export; they follow the procedures; and they understand their responsibilities and the reasons for them	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

All "yes" boxes ticked? – My customers get a safe product that meets Australia's food export regulations!

→ Now go to step 4

Any "no" or "maybe" boxes ticked? – I need SeaQual Pack 3 to help me with exporting

→ Now tick against "SeaQual Pack 3" on the clipboard, then go to step 4

4 Whole-of-business approach

If you want a quality focus throughout the whole of your business, consider these statements

	Yes	Maybe	No
There is a commitment to quality management throughout my enterprise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I keep track of changes inside and outside my business e.g. competitors, tariffs, exchange rates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can respond to those changes and maintain or improve my profitability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My procedures are focused on my customers' requirements for quality, service and price, and I follow them	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I know quickly if my customers' requirements are not met	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have agreements with my suppliers of goods and services that outline my requirements, and I monitor my suppliers' performance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My team members are trained in my procedures for quality management; they follow the procedures; and they understand their responsibilities and the reasons for them	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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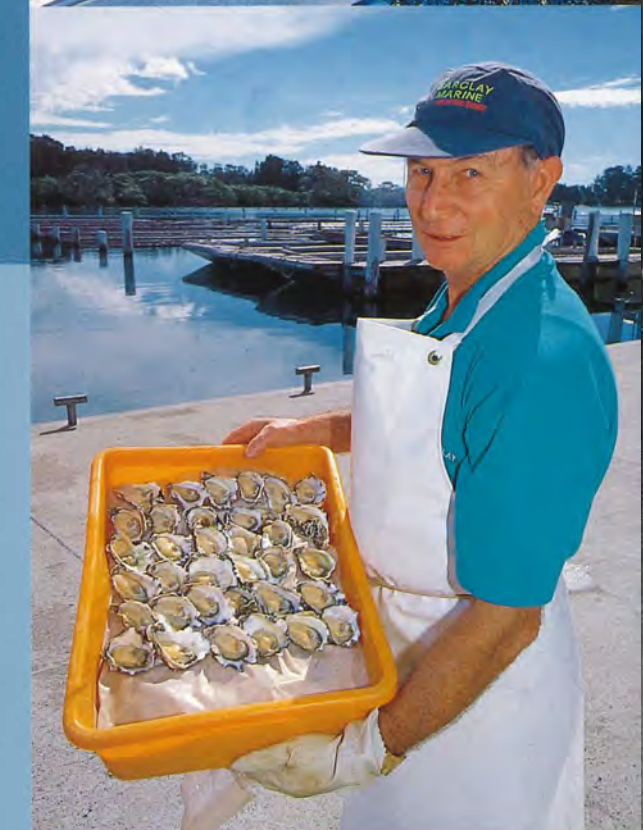


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APEC Canberra workshop

In August, Australia hosted a highly successful APEC workshop in Canberra over five days. This first APEC Workshop on the Food/Drug Interface considered the different approaches in the region to the regulation of products that variously fall into the categories of foods, medicines or those that are neither food nor medicine such as, dietary supplements, herbal infusions and traditional Chinese medicines.

The workshop was opened by the Parliamentary Secretary to the Minister for Health and Aged Care, Senator the Hon. Grant Tambling who outlined the recent Australian reforms for the control of complementary medicines.

Twenty-six experts from regulatory agencies in 16 APEC member economies took part. Australia was represented by Dr Fiona Cumming, Director of the Office of Complementary Medicines, and Ms Janine Lewis, ANZFA's Principal Nutritionist. The workshop was arranged by Sue May and Natalie Craig-Vassiliadis of ANZFA's Regional Projects Unit

continued next page



Participants at the APEC Forum

From the Managing Director's desk

APECworkshop

At a time when ANZFA is very heavily pressed with other commitments, it may seem a little strange that we are also heavily engaged in the conduct of a major, international training workshop for senior regulators in other countries in our region. While part of the objective of this workshop is to encourage and assist other countries, this is an initiative which has the potential to benefit Australia and New Zealand as well.

The major purpose of the workshop was to facilitate a consistent international approach to the regulation of products around the food/drug interface — those foods which have, or may have, special health benefits and those medicines which have much in common with foods.

Currently inter-country differences between regulatory systems and standards seriously impede international trade in food. The more closely we are able to work with other countries, the greater the probability that standards and requirements will be identical, or at least similar, across countries. Such similarity greatly increases the access of Australian and New Zealand

foods to those other markets. Equally, it helps to ensure that foods which we would wish to bring in from other countries will be likely to meet our regulatory requirements without undue costs or delays.

In addition to this, those other countries participating in the seminars will reap the benefit of further development of their own food regulatory systems.

For Australia, these workshops are both topical and timely. Over the past year, there have been a number of fundamental reforms in Australia to accommodate complementary health care within the traditional health care system. The Therapeutic Goods Administration played a key role in this seminar. In this process, some things are not negotiable. Public health and safety must remain paramount. Quality must be assured through the use of good manufacturing practices. There must also be accuracy in labelling to ensure that consumers are not misled by unfounded promises about the efficacy of products.

I'd like to acknowledge the considerable encouragement and support ANZFA has received from the Australian Department of Industry, Science and Resources,

AUSAID and the Department of Foreign Affairs and Trade as well as AusAid.

Genetically modified foods

Over the past month there has been a great deal of work done by the staff of ANZFA and of State, Territory and New Zealand health portfolios to develop advice to ministers on aspects of GM food labelling. In addition, an independent consultant has been engaged to undertake a cost study on the impact of various labelling and related measures on the food industry.

Discussions have been held with key stakeholder groups in New Zealand and Australia to talk about the options under consideration. This will help to ensure that the advice which goes to ministers is adequately informed about the views of consumer and public health groups as well as the various food industry sectors.

IAN LINDENMAYER
MANAGING DIRECTOR



Dioxin contamination — update on import restrictions

On 19 August the Australian import restrictions were strengthened on cattle, pig and poultry products (including egg products) from Belgium. All import restrictions on Belgian dairy products and other foods containing milk fat were lifted.

We were informed that the European Commission's Standing Veterinary Committee declared invalid all previous certification issued by the Belgian Authorities that had been based on the tracing of contaminated dioxin feed.

We acted immediately on this information by asking the Australian Quarantine and Inspection Service (AQIS) to strengthen the current 'hold and test' restrictions for Belgian egg yolk as well as cattle, pig and poultry food products, containing greater than 2% animal fat, in line with the new Commission decision.

AQIS has been asked only to accept new certification issued on the basis of the testing of individual consignments. This effectively

means that consignments without test results will be returned to Belgium or held while the tests for dioxin contamination are carried out.

We believe only two consignments from Belgium, one of smoked cheese and one of dried egg yolk, have entered Australia on invalid certificates. We have now traced these products and they were not affected by the dioxin contamination.

We have also evaluated a comprehensive dossier produced by the Belgian Government reporting full dioxin test results for milk and dairy products. These data confirm that dairy products and foods containing milk fat were not affected by dioxin contamination.

We have, therefore, asked AQIS to lift all import restrictions on dairy products and other foods containing milk fat.

We will continue to monitor and review the situation, as further information becomes available.

APEC Canberra workshop *continued*

and conducted by a professional facilitator, Mr Rob Brennan.

Experts from countries such as China, Singapore, South Korea, Indonesia and Vietnam, where traditional medicines form part of the culture and the daily routine, had discussions with experts from countries such as Canada, Australia and New Zealand, where there is a history of stronger reliance on westernised health care and regulated pharmaceuticals.

Participants greatly enjoyed the highly interactive approach that resulted in an outcomes report generated by the participants themselves.

The Canberra workshop provided the first step for the exchange of information to increase transparency. Regional trade in these products is underpinned by administrative and regulatory requirements. Regulators and manufacturers need to know what a country's requirements are before they can comply. This sharing of information is essential to facilitate trade in safe products.

The second workshop will be held in Bangkok from 28 November to 3 December and will build on the outcomes of the Canberra workshop as well as further work that

will be undertaken between the two workshops. The intention is to develop a series of proposals for consideration by APEC committees in the year 2000. These proposals will focus on the steps that can be taken to facilitate trade. Agreement on principles for good regulatory practice for these products would go a long way to ensure that consumers have confidence in the safety of such products and have ready access to useful information about them.

The two workshops were made possible by funding from an APEC account which is funded by Japan. Funding was also provided by the Australian Agency for International Development (AusAID) under the APEC Support Program. ANZFA is grateful to these two sources of funding without which the workshops would not have been conducted.

The workshops arose out of a paper initiated by ANZFA and presented jointly by Australia and New Zealand to the APEC Sub-committee on Standards and Conformance in 1997. The paper proposed that APEC should play a part in establishing an integrated approach to enhanced food control systems in the region. The two Workshops on the Food/Drug Interface were put forward as an example of such an approach.

Up-to-date

Food standards

Call for submissions — applications

You are invited to present written submissions to ANZFA, including the potential regulatory impact on consumers, industry and government, by 27 October 1999.

- Use of BCDMH as a Processing Aid (A393)
- Energy Drinks (A394)

Food Standards Code

The latest edition of the *Food Standards Code*, incorporating amendments up to 44, is now available. To purchase your copy please contact the publishers.

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New Australian office helps ensure safety of genetically modified products

ANZFA is responsible for determining the safety of foods produced using gene technology. In Australia, other Federal bodies are responsible for determining the safety of genetically modified commodities used in producing products other than food.

The Therapeutic Goods Administration is responsible for therapeutic goods, the National Registration Authority is responsible for agricultural and veterinary chemicals and the National Occupational Health and Safety Commission assesses all industrial chemicals. If a genetically modified product is to be imported or exported, it must meet the requirements of the Australian Quarantine and Inspection Service and the Australian Customs Service.

Like ANZFA, these regulatory bodies have specific objectives used when they examine a new product — the primary one being to protect public health and safety.

Other issues which should be examined in gaining a complete picture of the effects of the new technology, such as environmental

issues, may fall outside the mandate of some of these agencies. It is also critical to ensure that the full range of products using gene technology are examined and nothing can 'fall between the cracks' of the different agencies involved.

The Interim Office of the Gene Technology Regulator (IOGTR) came into existence, within the Therapeutic Goods Administration of the Department of Health and Aged Care in August pending the establishment of a permanent Office by July 2001.

The new office will complement but not duplicate the work being done by the different agencies to provide a rigorous, transparent and accountable decision-making system for the commercial release of genetically modified products.

The IOGTR will continue to seek advice from the Genetic Manipulation Advisory Committee, an expert committee that advises on the scientific safety aspects of

GMOs and from Environment Australia for all environmental aspects.

ANZFA will retain full responsibility for assessing and regulating food produced using gene technology.

In announcing the new system, Minister for Health and Aged Care, Dr Michael Wooldridge, said, 'there are enormous benefits to be gained from gene technology, but we have to make sure we get the safety aspect right.'

'These new arrangements will help safeguard human health and the environment while allowing us to capture the maximum benefit of gene technology for the Australian community, industry and the environment.'

Note:

In New Zealand the role of approval of genetically modified products for commercial release is undertaken by ERMA.

ANZFA attends risk communication workshops

Many government agencies and business are recognising the importance of public participation and health risk communication in decision making. Public concerns over an issue can sometimes be frustrating for agencies or businesses because these concerns may not be solved by merely meeting extensive scientific and legal criteria.

So how does an organisation work to achieve public or stakeholder support and acceptance for issues that have significant public concerns? Also, what is an acceptable decision? What are the policies, attitudes and skills that need to be developed and learned? These were some of the topics discussed in this popular U.S. workshop which was given to ANZFA staff in Canberra this September by two experts from the US Environmental Protection Agency (USEPA), Captain Alvin Chun, a US public health officer assigned to USEPA, and Mr Arnold Den.

In kicking off the workshops, the workshop leaders immediately engaged the participants to show the benefits and work needed to build trust and potential support. Throughout the program, they used real stories and video examples to debate and discuss how seemingly difficult situations could be turned around.

To drive the point home, the participants were put in difficult role play situations and asked to prepare and respond. Through these experiences, they learned both the benefits that could be achieved and the hard work that is needed to carry out these practices.

The workshops, which were also attended by other agencies, sparked new ideas and received high marks. Reactions from those who attended reflected the positive reception: 'Thanks guys... Given us plenty of food for thought!', 'Potentially very useful...', 'Very challenging', 'Seemingly bad situations can be changed to positive involvement' and 'Enjoyable, informative'.

Captain Chun and Mr Den enjoyed working with and getting to know the people at ANZFA. 'You've got many dedicated and fine people in ANZFA. We're very happy that we could share some ideas which people found to be useful. These ideas often involve change, and a thorough understanding that change is a long-term commitment to learning by an entire organisation. We wish ANZFA every success in their endeavours,' they said.

For additional information on the workshop, you can email: chun.alvin@epa.gov.



NZ MAF visit

On 1 and 2 September a delegation from the New Zealand Ministry of Agriculture and Forestry met with ANZFA in Canberra to discuss a number of trans-Tasman issues.

The delegation was headed by Andrew McKenzie, Group Director MAF (second from the right) and consisted of Steve Hathaway, Director, Program Development, Tim Knox, Director, Dairy and Plant Products, Tony Zohrab, Director Animal Products, Carole Inkster, Team Leader, MAF Policy, Neil McLeod, National Adviser, Market Access and Roger Cook, National Adviser Food Microbiology. They are pictured here with Richard Souness, Carolyn Smith, Steve Crossley, Fiona Jolly, Ian Lindenmayer and Marion Healy from ANZFA.

From the Chief Scientist, Dr Marion Healy

The review of maximum permitted concentrations (MPCs) of cadmium in food ended in September this year with the gazettal of the MPC for peanuts — the final food under consideration. The gazettal finalised a review that had been initiated in 1994 in response to requests to revise MPCs that had been established during the 1980s when insufficient data was available to establish practicable and justifiable MPCs.

MPCs were revised using risk based approaches to protect public health and safety, while fulfilling the international trading obligations of Australia and New Zealand. They also had to be reasonably achievable using sound primary production and natural resource management practices.

In considering appropriate MPCs for cadmium, ANZFA used the internationally accepted benchmark for the safe level of exposure established by the World Health Organization. A cadmium intake of 70 micrograms for a 70 kg person is considered to be a safe level of intake over a lifetime of exposure. This is set well below the lowest level at which there has been actual damage identified to the health of a person from long term consumption of cadmium

ANZFA estimated the exposure of the Australian and New Zealand populations to cadmium through diet by integrating commodity survey data with consumption data derived from national nutrition surveys. This approach demonstrated that the average total dietary intake of cadmium is between 5 to 7 micrograms/day/person, well

below the internationally accepted safe level of 70 micrograms/day/person. ANZFA also used the data to estimate the intake of cadmium for various age groups as well as for high consumers of individual foods.



This approach also determines the contribution of individual commodities to cadmium dietary exposure. Analyses of the cadmium levels in food commodities indicates that while foods such as cocoa and offal have high concentrations of cadmium, these foods are consumed in relatively low amounts and contribute approximately 7% and 2%, respectively, to total dietary cadmium. Conversely, while the concentration of cadmium in some commodities is relatively low, these commodities contribute significantly to the total dietary cadmium if consumed in sufficiently high quantities. This is well exemplified by potatoes; the median cadmium concentration for potatoes is 0.04 mg/kg although potatoes contribute approximately 45% of dietary cadmium intake.

Estimates of dietary exposure to cadmium were determined initially using information from the 1983 National Dietary Survey and, more recently, from the 1995 Australian National Nutrition Survey that became available in 1998. In general, results obtained using the two sets of survey data were very similar.

The MPCs for cadmium were revised for a range of foods during 1997; the one exception was peanuts for which additional work was undertaken. It has now been confirmed that peanuts contribute less than 3% of the dietary intake of cadmium. Thus, the extremely small increase in dietary cadmium that may result from the revised MPC will have no adverse health impact. The revised MPC for cadmium in peanuts was gazetted on 2 September and finalises the revision of cadmium MPCs.

The current MPCs for cadmium in food are listed in Standard A12 of the Food Standards Code. Further information on the revision of the MPCs for cadmium can be obtained from ANZFA's Information Officer or ANZFA's websites at www.anzfa.gov.au or www.anzfa.govt.nz.

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What is ANZFA?

The Australia New Zealand Food Authority (ANZFA) is a partnership between ten governments: the Federal, State and Territory governments of Australia and the New Zealand Government. It is a statutory authority under Australian Commonwealth law and an independent, expert body.

ANZFA is responsible for developing, varying and reviewing standards for food available in Australia and New Zealand and for a range of other functions including coordinating national food surveillance and recall systems, conducting research, assessing policies about imported food and developing codes of practice with industry.

ANZFA staff include toxicologists, microbiologists, food technologists, nutritionists and a range of professionals who provide legal, communications, policy and administrative advice.

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Food Industry Recall Protocol



Food Industry Recall Protocol

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PART ONE

Guidelines for conducting a food recall

Introduction

This publication is a guide for carrying out food recalls. It explains what should be done when, in the interest of public health and safety, food products should be removed from supply or use by consumers. Having an up-to-date food recall plan is essential to any food safety program for a business operating in the food industry.

Food products can also be the target of isolated, post-production or post-sale tampering or contamination. This may be accompanied by extortion demands or it may be intended to cause adverse publicity or economic harm for a supplier or retailer. In these circumstances any decision to recall the product should be made only after full consultation with the Police, the relevant health authorities and the manufacturer, supplier or retailer of the products. Widespread recall may be totally inappropriate.

Sponsors of food products regularly withdraw stock from sale for other lesser reasons such as the expiry of use-by or 'best before' dates. This circumstance is not dealt with in this document.

2

The Food Industry Recall Protocol has been agreed to by the food industry and Commonwealth and State and Territory health authorities. The Commonwealth and State and Territory governments each nominate an officer and a deputy through whom information relating to product recalls is to be directed. Overall responsibility for coordination of food recalls normally lies with the Australian (Commonwealth) coordinator, who is an officer of the Australia New Zealand Food Authority.

Parts of the Protocol may also be used by sponsors to disseminate emergency information if a product has been distributed nationally.

Definitions

Withdrawal

A product may be withdrawn from sale for two reasons:

- because of a quality defect that does not pose a potential risk to public health and safety — this is not discussed in this document;
- before an official recall, stock may be withdrawn from sale pending further investigation — if a risk to public health and safety is established, the product must be recalled.

Recall

A recall is defined as 'action taken to remove from sale, distribution and consumption foods which may pose a safety hazard to consumers'.

Such action may be taken if there is a reasonable probability that use or consumption of the food would cause adverse health consequences or death; examples are the presence of *Clostridium botulinum*, *Salmonella* spp., *Listeria monocytogenes*, toxic chemicals and harmful foreign bodies. Action may also be taken if the product has serious defects that pose a potential health risk; examples of this are goods that are incorrectly labelled or are adulterated.

There are two alternatives for remedial action:

- permanent removal of the unsafe products from the market or from use;
- temporary removal of the unsafe products from the market, followed by rectification of the problem and a return to the market.

Levels of recall

There are three levels of recall: wholesale, retail and consumer.

A wholesale recall involves recovery of the product from wholesalers, distribution centres and importers.

A retail recall involves recovery of the product from supermarkets, grocery stores, hospitals, restaurants and other major catering establishments, gyms, retail outlets such as take-aways and health food stores.

A consumer recall is the most serious and most extensive type of recall; it involves recovery of the product from consumers.

Australian coordinator

The Australian coordinator is a Commonwealth officer of the Australia New Zealand Food Authority.

State and Territory coordinators

A State or Territory coordinator is the senior food officer (or their deputy) of the health authority in the particular jurisdiction.

Sponsor

A sponsor is the person, business or company having primary responsibility for the supply of the product in Australia, such as an importer. The sponsor may also be the manufacturer of the product. There may be more than one sponsor for a particular recall.

With the exception of extreme circumstances, recall action should never be initiated before the sponsor of the product has been notified and consulted.

Stages of the recall procedure

The objective of the Food Industry Recall Protocol is to facilitate the efficient recall of food products which may pose a safety hazard to consumers. There are eight main stages in the recall procedure:

- development of a product recall plan;
- notification and initiation of a recall;
- notification of the Commonwealth and State and Territory Ministers responsible for consumer affairs and fair trading;
- collection of the information needed to determine the level of recall;
- determining the level of recall;
- recall letters, paid advertisements and media releases;
- product recovery;
- follow-up action.

These stages are described in Sections 1 to 8. Section 9 deals with sponsors' responsibilities; Section 10 deals with the coordinators' responsibilities.

Part Two of this document is a reference for essential action and includes contact details for the Australian and State and Territory coordinators of the Food Industry Recall Protocol; and Commonwealth and State and Territory Ministers responsible for consumer affairs and fair trading.

1 Developing a Product Recall Plan

Objectives

A product recall needs to achieve three main objectives as soon as possible.

- Stop the distribution and sale of the affected product.
- Inform the public and the appropriate authorities of the problem.
- Effectively and efficiently remove from the marketplace any product which is potentially unsafe.

This Food Industry Recall Protocol is designed to make it easier to take action. It details an established procedure to follow and clearly defines the roles of the key personnel. It is a reference document providing essential information.

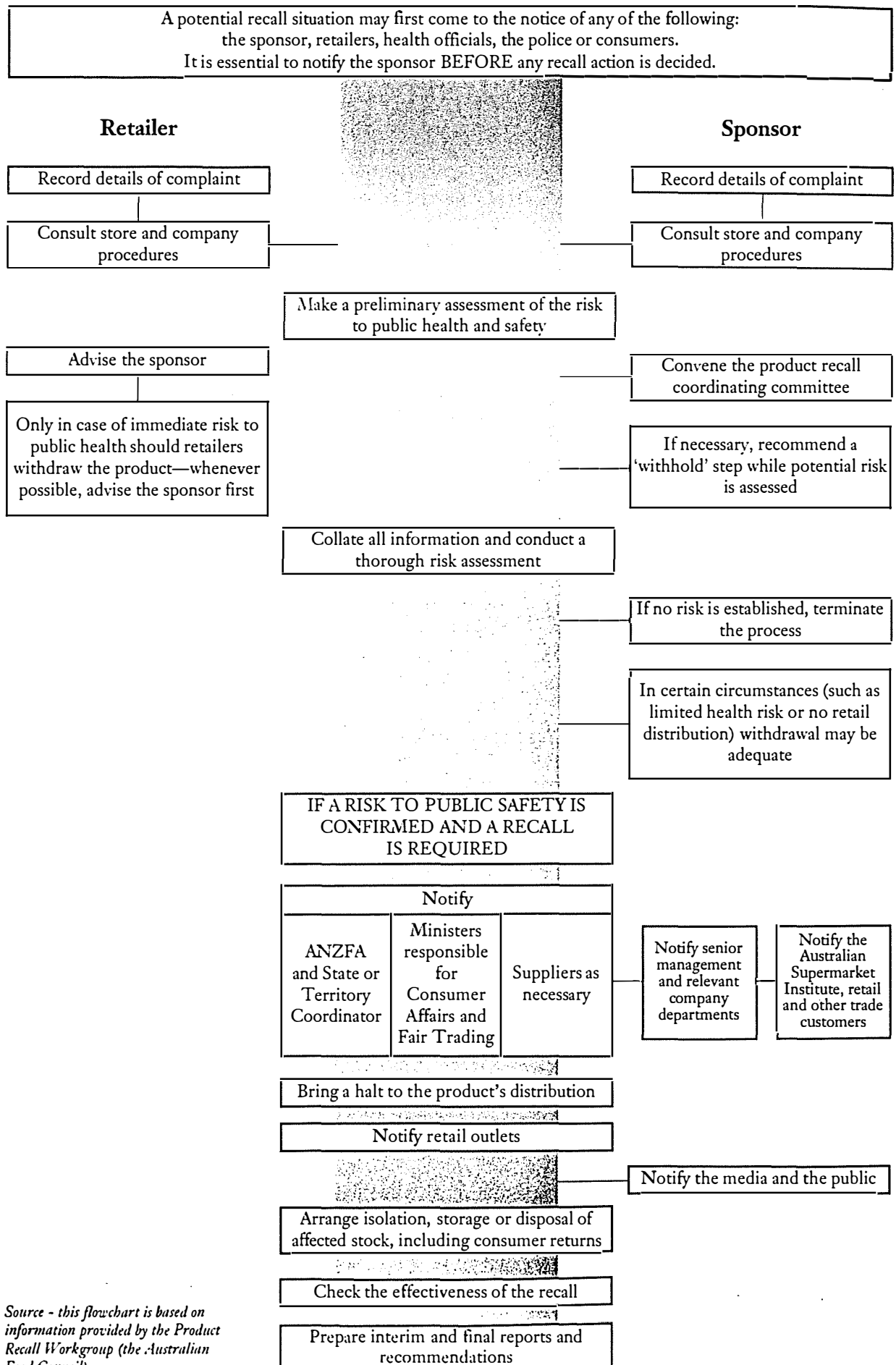
Sponsors may lodge a copy of their product recall plans with the Australian coordinator at the Australia New Zealand Food Authority and the health authorities of the State or Territory in which they are operating. These documents are, however, often long and relate only to the sponsor concerned, so the health authorities encourage lodgment only of the following details:

- company name;
- contact names and positions;
- contact address, 24-hour telephone and fax numbers;
- food types dealt with by the sponsor and the brands involved.

Procedure

Each product, each sponsor and each recall situation differs so it is not feasible to recommend a detailed, standard procedure. Each sponsor must develop its own procedure, to accommodate its own particular structure and activities. The procedure must, however, include the steps illustrated in Figure 1.

Figure 1 Procedure for a food recall



Four important matters need to be dealt with in the product recall procedure: hazard assessment; the level of the recall; the recall committee members and their responsibilities; and the mechanics of notification.

Hazard assessment

Detailed guidelines should be developed to help those involved assess the risks and determine their response to the problem. A full product recall has ramifications for government, industry and consumers: it is critical that all the necessary information is obtained and thoroughly analysed before a decision is made to initiate such a recall.

The level of recall

The level of recall should be in accordance with the definitions of wholesale-level, retail-level or consumer-level recall — as described in the introduction.

Recall committee members and their responsibilities

Senior management personnel should be nominated to represent the principal areas involved in a recall. Typically, a recall committee would have the following members:

- the recall coordinator (ideally the company's senior technical executive);
- the managing director;
- the head of public relations;
- the head of warehousing and distribution;
- the head of purchasing.

In small companies the committee may consist of just one or two people, each having a number of responsibilities.

The responsibilities of each committee member should be clearly defined in the product recall — the recall coordinator is to notify the Australian coordinator at the Australia New Zealand Food Authority; the head of public relations is to prepare a media statement; and so on.

The mechanics of notification

Notification has two aspects: notifying the distribution network and clients; and notifying the public.

Procedures for notification of the distribution network and clients should detail methods for stopping distribution and sale, for storing the recovered product safely, and for isolating and disposing of the product.

In the case of notifying the public, the procedure should detail which forms of media are to be used and how contacts are to be informed. Public notification is essential if the product in question is offered for sale at the retail level.

Other procedural considerations

Included in the procedural documentation should be essential reference information such as the following:

- a list of telephone contacts — for company personnel, Commonwealth and State and Territory health authorities and media contacts;
- a list of suppliers, distributors and clients;
- blank media releases;
- the Food Recall Notification Form — see Part Two.

2 Notification and Initiation of a Recall

A recall may be initiated as a result of reports referred to sponsors or coordinators from a variety of sources — manufacturers, wholesalers, retailers, medical practitioners, government agencies (for example, the police or a health authority) and consumers. A recall of goods manufactured overseas may also be initiated by reports appearing in overseas bulletins and similar publications of health authorities or as a result of information received directly from such authorities. Where a public health and safety risk exists State and Territory legislation can require that the product in question be recalled and that public warning statements be issued.

Specific information such as the following is essential to make a proper assessment of the risk to consumers and, if a risk exists, the action appropriate to the situation:

- the seriousness of the fault or complaint and its safety implications;
- whether more than one report of contamination has been received;
- the likelihood of contamination in the manufacturing process;
- the size and distribution of the batch;
- whether the complainant has already involved police, health officials or media.

A State or Territory coordinator should forward to the Australian coordinator information on a potential hazard, including comments from the sponsor, any opinions on the risk to public health and safety, and the action proposed by the State or Territory. The Food Recall Notification Form is shown in Part Two; it can be used to report problems to a coordinator or a health authority, or both. In urgent cases this information should be provided by telephone, but it must then be confirmed in writing.

When the need for a recall has been established, additional information is required so that an effective recall strategy can be devised. Section 4 provides a summary of the information required.

3 Notification of the Commonwealth and State and Territory Ministers Responsible for Consumer Affairs and Fair Trading

Safety-related recalls, as defined in this document, involve the risk of death, illness or injury to a person or people. Section 65R of the *Trade Practices Act 1974* requires that sponsors recalling products for safety-related reasons notify the Commonwealth Minister for Consumer Affairs in writing within two days of initiating the recall.

The notification must state that the goods are subject to recall and set out the nature of the defect in, or dangerous characteristic of, the goods. The notification should be addressed to:

The Minister for Consumer Affairs
Consumer Affairs Division
Department of Industry, Science and Tourism
40 Allara Street
CANBERRA ACT 2600
Telephone 02 6213 6092
Facsimile 02 6273 1992

The penalties for failing to notify the Minister are severe: a corporation can be fined up to \$10,000 if convicted of a breach of section 65R; an individual involved in a breach can be fined up to \$2,000 or imprisoned for up to 12 months.

Section 65F(7) of the Act provides that, where goods which have been exported are recalled, a company is required to notify in writing, as soon as practicable, overseas recipients of the recalled stock. That notification must state that the goods are subject to recall and, if the goods contain a defect, have a dangerous characteristic or do not comply with a prescribed consumer product safety standard, set out the nature of the problem or, in the last case, the nature of the non-compliance.

The company must provide a copy of the overseas notification letter(s) or telex(es) to the Minister for Consumer Affairs within 10 days of sending them. The penalties for breaches of section 65F are the same as those for breaches of section 65R.

Section 65F(1) of the *Trade Practices Act 1974* empowers the Minister for Consumer Affairs to order a supplier to recall goods which will or may cause injury to any person if it appears to the Minister that the supplier has not taken satisfactory action to prevent the goods causing injury. The Minister's recall order will stipulate the manner and timing of the recall.

The Minister may also require that the supplier inform the public and clients of the defect in or dangerous characteristic of the goods, of the circumstances in which the use of the goods is dangerous, and of safe procedures for disposing of the goods. If appropriate, the Minister may also order the supplier to repair or replace the goods or provide refunds to consumers and clients within a specified period.

If goods create an 'imminent risk of death, serious illness or serious injury', section 65L of the *Trade Practices Act 1974* allows the Minister to order an immediate recall of the goods. If the safety risk is not imminent, the supplier has the opportunity to discuss the Minister's order at a conference before the Australian Competition and Consumer Commission.

It is a criminal offence for a supplier to continue to supply goods subject to a compulsory product recall order made by the Minister for Consumer Affairs under section 65F(1) of the *Trade Practices Act 1974*, or to otherwise breach the conditions of a compulsory product recall. The penalties are severe: a corporation can be fined up to \$200,000; an individual can be fined up to \$40,000.

Inquiries about the recall provisions of the *Trade Practices Act 1974* should be directed to the Assistant Director, Safety Policy, at the Consumer Affairs Division of the Department of Industry, Science and Tourism — phone 02 6213 6092.

In order to advise the Minister that a recall has been completed satisfactorily, the Consumer Affairs Division, in consultation with the Australia New Zealand Food Authority, may conduct a food recall audit. Suppliers should therefore ensure that adequate documentary evidence and other written records are maintained in connection with recalls.

The Consumer Affairs Division has produced two booklets that may be useful: *Product Safety Recalls* and *Consumer Product Standards, Bans and Recalls*. They are available from all offices of Consumer Affairs.

It may be necessary to notify the Minister responsible for fair trading in the States and Territories where the product was distributed. Contact details are provided in Part Two. For further information, contact the Consumer Affairs Division, of the Department of Industry, Science and Tourism.

4 Collection of the Information Needed to Determine the Level of Recall

The sponsor should gather all the information called for on the 'Food Recall Notification Form', including details of the product, its distribution and the action proposed. Similarly, the Australian coordinator should make available to the sponsor all the relevant information that is available. Some of the information — for example, details of batch sizes, distribution chains and the quantities distributed — will be known only to the sponsor and it is important that it be readily accessible. Early and comprehensive notification of the Australian coordinator will allow for a speedy and efficient recall.

As might be expected, the information required relates principally to the product and the problem.

10

The product

The following product-related details are required:

- product name and description, including package size and type;
- batch or serial number;
- use-by date or 'packed on' date (where relevant);
- Australian sponsor and contact telephone number;
- quantity of the batch, date and amount released;
- national distribution;
- overseas distribution of any exported product.

The problem

The following problem-related details are required:

- name and telephone number of the person reporting the problem;
- date of the report;
- nature of the problem;
- number of similar reports received;
- results of tests and other investigations on suspect or other samples.

Other relevant information

The following details would also be useful:

- availability for investigation of suspect sample or other samples;
- type of hazard and assessment of risk;
- action proposed by the sponsor;
- proposed recall level.

Some of the information provided to the Australia New Zealand Food Authority may be commercially sensitive or private in nature. If this is the case, the Authority should be told. Except where disclosure is specifically authorised by section 39 of the *Australia New Zealand Food Authority Act 1991*, confidentiality of information deemed to be ‘confidential commercial information’, as defined in section 3 of that Act is maintained by the Authority.

Because the Australia New Zealand Food Authority is a Commonwealth authority it is subject to Commonwealth government administrative laws, which means that its actions are open to public scrutiny. The Freedom of Information Act 1982 makes provision for public access to certain documents in the Authority’s possession. The Authority is required to provide access to documents in its possession unless the documents sought are within an exception or exemption specified in the Freedom of Information legislation; for example, where it is necessary to maintain confidentiality to protect the private and business affairs of people and organisations to whom the information relates.

Similarly, State and Territory health authorities are subject to government administrative laws and requirements: if these authorities are a sponsor’s first point of contact the sponsor should inform them if it is supplying ‘confidential commercial information’.

5 Determining the Level of Recall

The level of a recall is to be determined by consultation between the sponsor, the Australian coordinator and, where appropriate, the State or Territory coordinator. In determining the recall level, the principal factors to be considered are the significance of the risk (if any), the channels by which the goods have been distributed, and the extent of distribution. Again, expert advice may be needed to determine the seriousness of the hazard.

There are three levels of possible recall — wholesale, retail and consumer — as described in the introduction.

Strategy

Companies should develop a product recall strategy to enable them to conduct an efficient and effective recall of goods at the consumer, retail or wholesale level.

Although each recall is unique, a number of factors common to all recalls should be considered in the development of a strategy; for instance, the possible nature of the defects that may occur in the product, the incidence of complaints, consumer safety, distribution networks, recovery procedures, the market at which the product is aimed, resources for remedial action, and the availability of alternative products.

The strategy should clearly detail the following:

- the recall objectives;
- mechanisms for identifying and defining the potential hazard;
- the communications system and the recovery system to be used in recalling the product;
- a process of hazard assessment;
- draft designs for media releases.

To implement the recall the steps summarised in Section 1 should be used. When notifying the Australian coordinator the sponsor should provide information about the company's recall strategy.

6 Recall Letters, Paid Advertisements and Media Releases

Recall letters, faxes and telexes

Initial notification for recalls should be done by telephone and followed up with written communication. Recall letters to be sent to distributors and overseas importers should include a factual statement of the reasons for the recall of the product, plus specific details that will allow the product to be easily identified.

Where possible, the text of the recall letter should be agreed with the Australian coordinator before the letter is sent. The letter, which may be sent by mail, fax or telex should be sent as soon as possible after negotiation with the Australian coordinator; it must be sent within 48 hours of initiating the recall.

Heading

The heading should be 'Food Recall'.

Composition of text

The text of the letter should provide information about each of the following:

- the name of the product;
- the package size and a description of the packaging;
- the batch or serial number;
- other details necessary for fool-proof identification;
- the reason for the recall, nature of the hazard and the effects of consumption;
- the need to identify and quarantine the product;
- the method of recovery (or disposal, if appropriate) or product correction to be used;
- a request to retain the letter in a prominent position for one month in case stock is in transit;
- distribution of the product;
- company contacts, including telephone and fax numbers.

If public safety is at issue and distribution is limited, the information just listed may be given by telephone and then confirmed in writing.

If recalled stock has been distributed to a limited number of retailers or distributors and there is reason to believe that the product may have been further distributed to other distributors or retailers, the recall letter should include the following statement:

"If any of the recalled stock has been further distributed by you to other distributors or retailers please immediately let those distributors or retailers know of the recall. Please then telephone the nearest company office shown below so that we can make contact with the distributors or retailers supplied by your company. Long-distance callers may reverse charges."

Paid advertisements

If the recall is to the consumer level, or to the retail level and all retail outlets cannot be identified, advertisements paid for by the sponsor are to be placed in the daily print media of each State and Territory in which the product may have been distributed.

Choice of print media

The choice of print media should be made in consultation with the Australian coordinator and the coordinators in the appropriate State and Territory health authorities. The Australian coordinator has a list of the main newspapers in each State and Territory (see Part Two). In addition, consideration should be given to the need to inform ethnic and regional newspapers.

Size

Double-column and 10 centimetres deep is the minimum size for advertisements, which should be enclosed in a diagonally hatched border, preferably with the internationally recognised safety triangle in the top left-hand corner (see Part Two).

Position

It is important that, wherever possible, recall advertisements appear in the front pages of daily print media. If this is not possible they should appear in the first half of newspaper. The classifieds section is not suitable.

Text

The text of the recall advertisement should be submitted to the Australian coordinator for confirmation before it is sent for publication.

Heading

The heading should be 'Food Recall'.

Composition of text

The text of the recall advertisement should provide information about each of the following:

- the name of the product;
- the package size and a description of the packaging;
- any other details necessary for fool-proof identification;
- the reason for the recall;
- the need to identify and quarantine the product;
- the method of recovery (or disposal, if appropriate) or product correction to be used;
- if the hazard to the consumer is serious, a description of possible clinical symptoms and advice to consult a medical practitioner, if desired.
- company contacts including telephone and fax numbers.

Media release

To ensure the widest possible dissemination, and to cover both electronic and print media, sponsors undertaking a voluntary recall should consider issuing a media release. The media release should contain the same information as the paid advertisement and should be developed jointly by the sponsor, the Australian coordinator and the relevant State or Territory coordinator. Again, consideration should be given to informing ethnic and regional media. Expert advice from a medical practitioner or other specialist may be required.

The sponsor's telephone number should be given to allow 24-hour access to further information.

Media releases are intended to bring the problem to consumers' attention as quickly as possible: there may be a delay of several days in the publication of a paid advertisement.

Figure 2 Example of a food recall advertisement

FOOD RECALL (1)

CHICKEN SUPREME DIP COMPANY (2)
CHICKEN DIP 250gm
USE BY DATE 25/6/98

The Chicken Supreme Dip Company is conducting a voluntary recall of the above product as a precautionary health measure. Tests have detected Salmonella bacteria. (3)

The Chicken Supreme Dip Company is working with health authorities on the problem. (4)

The recall applies only to the product with the nominated size and use by dates. Customers should not consume the product. Any consumers concerned about their health should contact their doctor. (5)

Customers are asked to return the product to the point of purchase for an immediate full cash refund. (6)

We apologise for any inconvenience. (7)

For further information please call 1800 808 966 (8)

The Chicken Supreme Dip Company
 2 Sydney Road
 SYDNEY NSW 2000

(1) Type of Recall

(2) Name, Size and Description of Product

(3) Reason for Recall

(4) Identify
 (5) Quarantine
 (6) Disposal
 (7) Hazard

(8) Company Contact Details

7 Product Recovery

Products may be recovered by returns to supermarkets, returns via distribution chains or direct returns from consumers. The product should be returned to a central site or, in the case of a widely distributed product, to major recovery sites. The recovered product must be stored in an area that is separated from any other food products. Accurate records must be kept of the amount of recovered product and the codes of that product.

After recovery, a product may be corrected or reprocessed if it is fit for human consumption. If it is unfit for human consumption and is stored in an isolated country area it may be destroyed or denatured under the supervision of the store management or the local health authority. If the product is stored in a metropolitan area it must be destroyed or denatured under the supervision of the State or Territory health authority.

Post-recall reporting

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One month and two months after the implementation of a recall the sponsor should provide the Australian coordinator with an interim and a final report respectively on the recall. The reports are to contain the following information:

- a copy of the recall letter (or fax) to customers;
- the circumstances leading to the recall;
- the action taken by the sponsor, including any publicity, with names of newspapers in which advertisements appeared;
- the extent of distribution of the relevant batch in Australia and overseas;
- the result of the recall (quantity of stock returned, corrected, outstanding, and so on);
- the method of disposal or otherwise of recalled stock, with certificates of destruction;
- action proposed for the future to prevent a recurrence of the problem;
- any difficulties experienced in conducting the recall;
- whether any government agencies or industry organisations helped with the recall and, if so, what written information they provided.

This information can be used for modifying recall procedures and practices.

The interim and final reports give information about the effectiveness of the recall and form the basis of reports to State and Territory coordinators and to the Consumer Affairs Division of the Department of Industry, Science and Tourism. If the reports are unsatisfactory, further recall action may have to be considered.

The effectiveness of recall action

To be effective, recall notification must reach as far as the product has been distributed. The effectiveness of the recall is assessed on the basis of the amount of product received as a proportion of the amount of product that left the sponsor, while taking into account the retail turnover of the product.

8 Follow-up Action

In addition to assessing the effectiveness of a recall, it is necessary to follow up by investigating the reason for the recall and taking action to prevent a recurrence of the problem.

On completion of a recall, the sponsor is requested to provide details of proposed action to prevent a recurrence of the problem that gave rise to the recall. Where the nature of the problem and appropriate remedial action are not apparent, the Australia New Zealand Food Authority will investigate and, in some cases, in conjunction with the Consumer Affairs Division of the Department of Industry, Science and Tourism, might audit the recall process. The sponsor will receive advance notice of this so that it can assemble the relevant records.

Action in response to the audit will be taken by the Consumer Affairs Division of the Department of Industry, Science and Tourism in conjunction with the Australia New Zealand Food Authority. This might involve for example, a review of the product.

9 Responsibilities of Sponsors

Sponsors have the following general responsibilities in relation to food recalls:

- to maintain records and establish procedures that will facilitate a recall. Records should be in a form that can be quickly retrieved;
- to initiate the action for implementing a recall.

Records

In accordance with the principles of good manufacturing practice, sponsors should keep records for the products they manufacture. The record-keeping system should have three important characteristics:

- contain complete and up-to-date histories of all batches of products, from starting materials to the finished products;
- allow for determination of the use and disposal of all starting materials and bulk products;
- provide adequate details of customers to whom the end product has been sold or distributed.

Specific provisions apply to the keeping of records for products falling into the following categories under Standard A2 of the Australian Food Standards Code:

- very short life foods, — complete records relating to manufacture should be kept for at least one year after the expiry date of the batch;
- short life foods, — complete records relating to manufacture should be kept for at least one year after the expiry date of the batch;
- longer life foods, — complete records relating to manufacture should be kept for at least one year after the expiry date of the batch;
- foods with a minimum durable life of over 2 Years, — complete records relating to manufacture should be kept for at least five years after the date of manufacture.

All sponsors should maintain records of complaints received about a product subject to recall. Complaints should be assessed by competent personnel and suitable action should be taken. The assessment of each complaint and the action taken should be shown in the sponsors' records.

To expedite a recall whenever necessary, all records should be readily available and easy to follow.

Sponsors' recall procedures

As noted, sponsors should develop procedures for recall action that are tailored to their own operations. All senior personnel should be familiar with their responsibilities in connection with a recall and with the records system for products.

Pre-recall

Where assessment of a food product suggests that a recall may be necessary, the sponsor is encouraged to initially contact the relevant local council or State or Territory health authority.

Recall

The sponsor has prime responsibility for implementing the recall and for ensuring compliance with the recall procedure at its various stages. Nevertheless, no recall, regardless of level, should be conducted without consultation with the health authorities concerned and without agreement on the recall strategy.

In cases of serious potential risk to consumers, company personnel may need to immediately disseminate information about the recall. This may include telephone advice to quarantine stock pending recall or possible recall: such advice should be based on the agreed text of the recall letter, fax or telex, which must always be sent as confirmation of oral advice (see Section 6).

Company representatives (technical and sales representatives) may be used to recover stock that is subject to recall, providing the requirements of State and Territory food regulations are met and suitable recall letters are sent.

In the case of a recall where the product was distributed to retail outlets, unless complete and accurate distribution lists are available the sponsor should insert, as quickly as possible, paid and approved advertisements in the daily newspapers of each State and Territory in which distribution may have occurred.

For a recall from consumers, the sponsor should insert, as quickly as possible, paid and approved advertisements in the daily newspapers of each State and Territory in which distribution may have occurred. The sponsor should also prepare a recall letter for distribution to wholesalers and retailers after discussing the text with the Australian coordinator.

Sponsors are also required to notify overseas businesses of recall actions that affect them.

Sponsors should advise wholesalers of a recall. A recall can involve wholesalers in considerable time and expense in issuing credit notes, handling returned stock and forwarding replacements.

As explained in Section 7, the sponsor should provide the Australian coordinator with an interim report and a final report of the recall.

10 Responsibilities of the Coordinators

Australian coordinator

The responsibilities of the Australian coordinator in relation to a food recall are as follows:

- provide copies of the Food Industry Recall Protocol to all food sponsors on request;
- immediately advise a sponsor of all food recall notifications of that sponsor's products that may necessitate a recall. All available information is to be provided in order to facilitate investigation by the sponsor;
- liaise with the coordinator in the State or Territory of manufacture of a product subject to recall and liaise with and inform the other State or Territory coordinators to inform them of the recall;
- liaise with the sponsor and provide advice and assistance in relation to letters, advertisements and recall strategies. Sponsors will be informed of actions being taken by the coordinator in advising third parties (such as the Australian Defence Force, the Australian Supermarket Institute and the Australian Food Council);
- in recalls involving consumers, and where the risk warrants it, liaise with the sponsor and relevant State and Territory coordinators to prepare a statement for immediate use by the media (possibly including ethnic and regional media). This is done to bring the problem to consumers' attention as quickly as possible since there may be a delay of several days in newspapers' publication of paid advertisements. Media statements are worded so as to minimise public alarm;
- where necessary, liaise with officers of the Consumer Affairs Division of the Department of Industry, Science and Tourism and officers of the Department of Primary Industries and Energy;
- where exported Australian-made foods are subject to recall, liaise with the sponsor in order to determine
 - the recall strategy for the exported goods;
 - the form of advice about the recall to be given to health authorities in the importing countries;
- forward copies of sponsors' recall reports and related papers to the Consumer Affairs Division of the Department of Industry, Science and Tourism at the conclusion of the recall campaign;
- maintain detailed records of individual recalls and an electronic database containing summaries of recalls;
- prepare summaries of all recalls for review at meetings of the Australia New Zealand Food Authority.

In the case of imported foods, the coordinator will liaise with the importer of the goods and the Australian Quarantine and Inspection Service will liaise with the exporter of the goods. A risk assessment will then be made by a panel consisting of members of the Australia New Zealand Food Authority and the Australian Quarantine and Inspection Service and other parties as necessary.

State and Territory coordinators

The States and Territories are responsible for monitoring the efficiency of recalls of potentially hazardous foods.

State and Territory coordinators are responsible for passing on product reports and recall action information to the Australian coordinator, for liaising with the Australian coordinator on recalls proposed in their State or Territory, and for supervising and monitoring on the effectiveness of recalls.

Any matter reported to a State or Territory coordinator should be notified to the Australian coordinator without delay if, in the opinion of the State or Territory coordinator, recall may be a possibility. Sponsors' advice on a proposed recall must also be forwarded (preferably by telephone) to the Australian coordinator.

State and Territory coordinators are to provide details of consumer-level recalls to other relevant organisations in their jurisdiction.

The coordinator of the State or Territory in which the head office of the sponsor is located will check regularly to determine the proportion of affected goods recovered or corrected and to obtain details of any further concerns.

At the conclusion of a recall, the local health authority may be asked to oversee the destruction of the recalled product and issue a statement certifying that the product has been destroyed to the satisfaction of the State or Territory health authority.

PART TWO

Conducting a food recall: a reference for essential action

RECALL FLOWCHART

**You think you have a food problem.
WHAT DO YOU DO?**

CONTACT

the sponsor.
Responsibility for all aspects of a recall lies primarily with the sponsor.

The sponsor should contact the relevant State or Territory health authority and ANZFA to determine if a recall is required. You will need the following details: batch and code numbers; use-by or 'best before' dates; the size of the product; and distribution and quantity records. You also need to think about how to dispose of the recalled product. (page 30).

**YOU HAVE TO RECALL.
TAKE THESE STEPS.**

Contact the Australian Supermarket Institute and other relevant food industry organisations

STOP production and distribution of the affected product.

CONTACT distributors (wholesale, retail and other trade customers) of the affected product by phone and follow that with a fax.

PLACE ADVERTISEMENTS in newspapers (ANZFA and health authorities can help with the wording of the advertisement). Also think about a media release. Note that press advertisements can take two or more days to be published.

See the Pro forma letter for distributors on page 26.

See the list of newspapers on page 27.

See the example of a press advertisement on page 28.

Within two days of initiating a recall you have to **INFORM**, in writing, the Federal Minister of Consumer Affairs. It may also be necessary to inform the relevant State or Territory department responsible for fair trading.

See the Pro forma letter on page 29.

See the list of contacts on page 30.

Arrange isolation, storage and disposal of affected stock (page 16).
Check the effectiveness of the recall (page 16).
Prepare interim and final reports and recommendations for ANZFA (page 16).
Implement a course of action to prevent a recurrence of the problem (page 17).

Food Recall Notification Form

AS SOON AS POSSIBLE PLEASE COMPLETE AND FAX THIS
FORM TO ANZFA'S FOOD RECALL COORDINATOR ON
02 6271 2278

DATE _____

Company contact _____

Address _____

Telephone _____ Fax _____

SPONSOR _____

FOOD TYPE _____

Brand name _____ Product size _____

Date marking _____ Batch code _____

Quantity of product affected _____

NATURE OF HAZARD _____

Has any testing been done? _____

If yes, results _____

LEVEL OF RECALL

Wholesale ☐

Retail ☐

Consumer ☐

DISTRIBUTION

Australia ☐ _____ Overseas ☐ _____
(please identify which States or Territories) (please identify which countries)

ACTION PROPOSED AND ACTION TAKEN _____

DISPOSAL OF PRODUCT

(What do you want done with the affected product?) _____

OTHER RELEVANT INFORMATION _____

Notification to Distributors and Customers

PLEASE CONTACT BY PHONE AND FAX ALL YOUR DISTRIBUTORS AND CUSTOMERS AND GIVE THEM THE FOLLOWING INFORMATION

Distributors' name and address

PRODUCT RECALL

[Your company name] is conducting the following product recall.

The product involved is [name of the product, size of the product, use-by date, batch code and all other information that will identify the product].

Consumers are being advised that the above product is being recalled because [the reason for the recall].

As a precaution we are recalling all supplies of the product with the above identification. Consumers have been asked to return the purchased product. They will receive a refund.

If any of the recalled stock has been distributed by you to other distributors or retailers please immediately inform those distributors or retailers of the recall. Then telephone the company office (shown below) so that we can make contact with the distributors or retailers supplied by your company. Long-distance callers may reverse charges.

Please hold the recalled product in an isolated and secure area.

We apologise for the inconvenience.

[YOUR COMPANY NAME, ADDRESS AND CONTACT NUMBERS]

[DATE]

Major Australian Newspapers

		Telephone:	Fax:
National	The Australian	02 9288 3000	02 9288 2250
	The Australian Financial Review	02 9282 4003	02 9282 3137
Canberra (ACT)	The Canberra Times	02 6280 2173	02 6280 4884
Sydney (NSW)	The Sydney Morning Herald	02 9282 4002	02 9282 1748
	The Sun Herald	02 9282 4001	02 9282 3332
	The Daily Telegraph	02 9288 2000	02 9288 2308
	The Sunday Telegraph	02 9288 2000	02 9288 2308
Melbourne (VIC)	The Age	03 9601 2014	03 9670 4167
	The Sunday Age	03 9600 4211	03 9670 1329
	The Herald Sun	03 9292 2000	03 9292 2141
	The Sunday Herald Sun	03 9292 2000	03 9652 2770
Perth (WA)	The West Australian	08 9482 3111	08 9481 0956
	The Sunday Times	08 9326 8100	08 9321 5089
Brisbane (QLD)	The Courier Mail	07 3252 6011	07 3252 6687
	The Sunday Mail	07 3252 6011	07 3252 6689
Adelaide (SA)	The Adelaide Advertiser	08 8206 2000	08 8206 3622
Hobart (TAS)	The Hobart Mercury	03 6230 0667	03 6230 0766
	The Launceston Examiner	03 6322 0222	03 6334 7327
Darwin (NT)	The Northern Territory News	08 8944 9900	08 8981 8392

You should also consider the need to inform ethnic and regional newspapers.

To place advertisements simultaneously

In a telephone directory you will find, listed under 'advertising agencies' or 'media information &/or services', companies that can:

- help you with placing your advertisement.
- help you with acquiring a short-term, emergency 1800 number.

Correct as at 30 September 1997

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(1)

**CHICKEN SUPREME
DIP COMPANY
CHICKEN DIP 250gm
USE BY DATE 25/6/98**

(2)

(2) Name, Size and Description of Product

The Chicken Supreme Dip Company is conducting a voluntary recall of the above product as a precautionary health measure. Tests have detected Salmonella bacteria.

(3)

(3) Reason for Recall

The Chicken Supreme Dip Company is working with health authorities on the problem.

(7)

- (4) Identify
- (5) Quarantine
- (6) Disposal
- (7) Hazard

The recall applies only to the product with the nominated size and use by dates. Customers should not consume the product. Any consumers concerned about their health should contact their doctor. (4, 5)

(4, 5)

Customers are asked to return the product to the point of purchase for an immediate full cash refund. (6)

(6)

We apologise for any inconvenience.

For further information please call
1800 808 966

(8)

(8) Company Contact Details

The Chicken Supreme Dip Company
2 Sydney Road

SYDNEY NSW 2000

Letter to the Minister

**PLEASE FAX A COPY OF THIS LETTER TO THE FEDERAL
MINISTER FOR CONSUMER AFFAIRS**

**IT MAY ALSO BE NECESSARY TO ADVISE THE STATE OR
TERRITORY MINISTER RESPONSIBLE FOR FAIR TRADING**

Federal Minister for Consumer Affairs
[and State or Territory Minister responsible for fair trading if necessary]

Dear Minister

RE: NOTIFICATION OF PRODUCT RECALL

In accordance with section 65R of the *Trade Practices Act 1974*, we wish to inform you of a product recall.

Nature of product

[Provide information that will help identify the product — for example, product name, size, batch and code numbers, and use-by date, type of product (such as confectionery, meat or milk.)]

Nature of the defect

[Say what the problem is; for example, bacteria or foreign matter.]

Action taken or proposed

[Say what you have done or are going to do. For example.

- We have notified the manufacturer of the product and relevant government authorities.
- We have notified all retailers known to have purchased the product.
- We are in the process of recovering the product from identified outlets and consumers.
- We are going to do a consumer-level recall.
- We have scheduled press advertisements to appear in the (name of newspaper or newspapers) on (date).]

Should you require any further information please contact us on [telephone number].

Yours sincerely

[YOUR COMPANY NAME AND ADDRESS]

[DATE]

CONTACT DETAILS FOR MINISTERS RESPONSIBLE FOR CONSUMER AFFAIRS AND FAIR TRADING

IT IS A LEGAL REQUIREMENT TO NOTIFY THE FEDERAL MINISTER
FOR CONSUMER AFFAIRS OF ALL FOOD RECALLS.

Federal Minister for Consumer Affairs
Consumer Affairs Division
Department of Industry, Science and Tourism
40 Allara Street
CANBERRA ACT 2600
ph 02 6213 6092 fax 02 6273 1992

IT MAY ALSO BE NECESSARY TO ADVISE THE RELEVANT MINISTER
IN THE STATE OR TERRITORY IN WHICH THE PRODUCT IS
DISTRIBUTED. FOR FURTHER INFORMATION, CONTACT THE
CONSUMER AFFAIRS DIVISION

30

State Minister for Fair Trading
Dept of Fair Trading
NSW Consumer Affairs Agency
PO Box 972
PARRAMATTA NSW 2124
ph 02 9895 0111 fax 02 9689 1484

State Minister for Fair Trading and
Business Affairs
Department of Justice
GPO Box 123A
MELBOURNE VIC 3001
ph 03 9627 6000 fax 03 9627 6007

State Minister for Fair Trading
Ministry of Fair Trading
PO Box 1344
OSBORNE PARK WA 6916
ph 08 9222 0696 fax 08 9244 3750

State Minister for Consumer Affairs
Office of Consumer Affairs
GPO Box 3111
BRISBANE QLD 4001
ph 07 3239 6113 fax 07 3239 0415

State Minister for Fair Trading
Office of Consumer and
Business Affairs
GPO Box 1719
ADELAIDE SA 5001
ph 08 8204 9777 fax 08 8204 9763

State Minister for Fair Trading
Office of Consumer Affairs
GPO Box 1244J
HOBART TAS 7001
ph 03 6233 4567 fax 03 6233 4509

State Minister for Fair Trading
Office of Consumer Affairs and
Fair Trading
GPO Box 1722
DARWIN NT 0801
ph 08 8999 6141 fax 08 8999 6260

State Minister for Fair Trading
Consumer Affairs Bureau
PO Box 4903
KINGSTON ACT 2604
ph 02 6207 0730 fax 02 6207 0724

Minister for Consumer Affairs
Ministry of Consumer Affairs
PO Box 1473
WELLINGTON NEW ZEALAND
ph 0011 64 4 474 2750 fax 0011 64 4 473 9400

Correct as at 30 September 1997

CONTACT DETAILS FOR THE AUSTRALIAN AND STATE AND TERRITORY COORDINATORS

The contact details for the Australian coordinator are as follows:

The Food Recall Coordinator
Australia New Zealand Food Authority
PO Box 7186
CANBERRA MC ACT 2610
ph 02 6271 2610 fax 02 6271 2278

The contact details for State and Territory coordinators are as follows:

Food and Nutrition Section
NSW Health Department
PO Box 798
GLADESVILLE NSW 2111
ph 02 9816 0269 fax 02 9816 0345

Food Program
Department of Human Services
GPO Box 4057
MELBOURNE VIC 3000
ph 03 9637 4094 fax 03 9637 4477

Environmental Health Services
Health Department of
Western Australia
PO Box 8172
Stirling Street
PERTH WA 6849
ph 08 9388 4909 fax 08 9382 8119

Food Services
Queensland Department of Health
GPO Box 48
BRISBANE QLD 4001
ph 07 3234 0952 fax 07 3234 1480

Food Section
South Australian Health
Commission
PO Box 6
Rundle Mall
ADELAIDE SA 5000
ph 08 8226 7107 (24 hrs) fax 08 8226 7101

Environmental Health Unit
Department of Community and
Health Services
GPO Box 125B
HOBART TAS 7001
ph 03 6233 3753 fax 03 6233 6620

Program Directorate, Environmental
Health
Territory Health Services
PO Box 40596
CASUARINA NT 0811
ph 08 8999 2979 fax 08 8999 2700

Public and Environmental Service
ACT Health and Community Care
Frewin Place
SCULLIN ACT 2614
ph 02 6205 1700 fax 02 6205 1705

Food and Nutrition
New Zealand Ministry of Health
PO Box 5013
WELLINGTON NEW ZEALAND
ph 0011 64 4 496 2360 fax 0011 64 4 496 2340

Correct as at 30 September 1997

Best Practice can help you achieve maximum return for your raw material.

And help enhance the profitability of your business.

The recent Australian Seafood Industry Quality Assurance (QA) Project produced easy-to-follow Best Practice Manuals for five seafood sectors: farmed prawns, wild-caught prawns, mullet, spanner crabs and reef fish.

The manuals are designed to help if you decide to implement a HACCP*-based quality assurance system for your business. They will also help if you decide to have your QA system certified to an international standard such as ISO9002.

*HACCP = Hazard Analysis Critical Control Point

COST

\$14 each or \$48 for the series of five. All prices include postage.

1. Harvest, processing and transport of farmed prawns
2. Catching and handling of live reef fish
3. Catching and handling of spanner crabs
4. Catching and processing of wild-caught prawns
5. Catching and processing of mullet

Quantity

PAYMENT

By **Cheque** or **Money Order** only. Please make payable to:

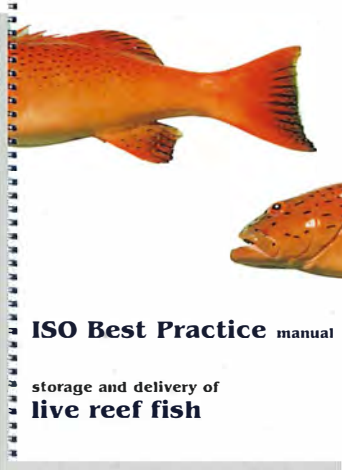
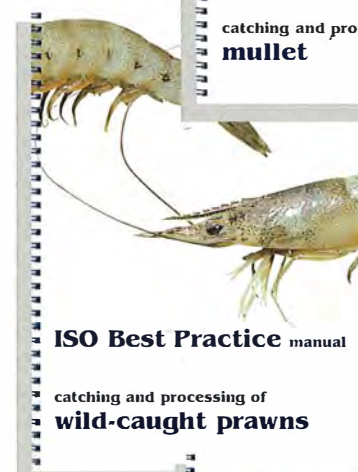
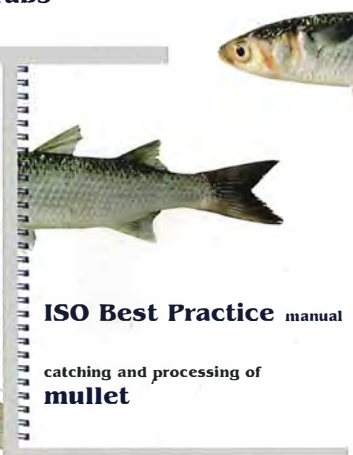
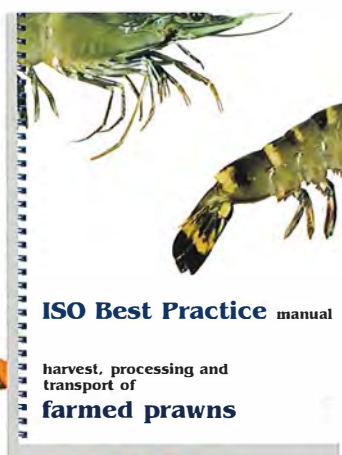
QCFO Seafood QA
PO Box 392
CLAYFIELD QLD 4011
Telephone: (07) 3262 6855

DELIVERY DETAILS

Name: _____

Address: _____

The Australian Seafood Industry QA project is a shared initiative of the Department of Industry Science & Tourism, the Queensland Commercial Fishermen's Organisation, the Australian Prawn Farmers Association, the Queensland Seafood Marketers' Association, the Centre for Food Technology and the Queensland Department of Primary Industries.





Seafood Training Australia State/Territory Industry Training Contacts

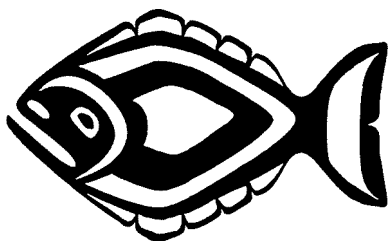
SA	Mark Cody	EO, SA Seafood & Fishing ITC PO Box 3058, PORT ADELAIDE SA 5015	08 8303 2784 Ph 08 8303 2791 fax
Qld	Murray West	EO, Qld FITC PO Box 414, Roma St, Qld 4003	07 3225 1854 ph 07 3225 1800 fax
NT	Paul Polotnianka	Executive Officer, NT FITAB PO Box 4870 DARWIN NT 0801	08 8981 0056 ph 08 8981 0060 fax
Tas	Rory Bryne	Executive Officer, Tas FITB 2A Gladstone St, HOBART TAS 7000	03 6233 6442 ph 03 6223 2780 fax
WA	John Maddams	C/- WAFIC PO Box 55 MT HAWTHORN WA 6016	089 244 2933 ph 089 244 2934 fax 0411736222 m
NSW	Eric McCarthy	Executive Officer, NSW FITC PO Box 247 PYRMONT NSW 2009	02 9692 0635 ph 02 9660 7753 fax
Vic	John Sealey	Chair, Fishing Sector, Vic PITAB PO Box 88 PORTLAND VIC 3305	03 5523 2906 ph 03 5523 3852 fax

What is SeaNet?

SeaNet is a service for the Australian seafood industry that aims to provide easy access to information and advice about environmental best practice in our commercial fisheries.

The primary objective of SeaNet is to work with the fishing industry to minimise the catch of non-target species and to promote the adoption of environmental best practices by the industry.

Bycatch control is an increasing issue for fishers and the community. SeaNet will work with fishers to assist the implementation of effective, practical and cost effective solutions.



Where's the money coming from?

Funds for SeaNet come from the Natural Heritage Trust via two sources, the Fisheries Action Program (administered by Agriculture, Fisheries and Forestry Australia) and the Marine Species Protection Program (administered by Environment Australia).

Funds have been made available for two years but FENA is currently working on obtaining additional funding sources to enable the service to be ongoing.

Just what is an extension service?

For many years the farming sector had a bridge between farmers and research scientists. This bridge recognised that it was not possible to get a scientist to talk to every farmer about new techniques or products and neither was it necessary.

The extension of research relies on those who know enough about both the research program and the practical realities of farming (or in the case of SeaNet, fishing).

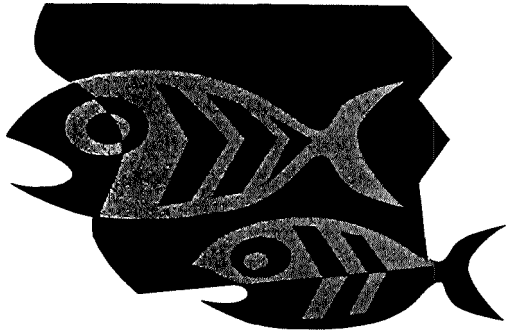
However extension is more than just a one way street. No research is perfect and local conditions may require a modification to how it is applied. Enabling ideas from fishers to be passed back to researchers for testing and/or comment helps fine tune research for local application.

How will SeaNet operate?

SeaNet will employ extension officers (through Ocean Watch) and they will have a home base at an industry office in the State in which they are located.

Each extension officer will have one or more projects to work on and these are chosen in consultation with the industry association and research providers. The officer will work closely with a research scientist on the project(s) chosen.

For fishers, involvement with SeaNet is voluntary and there is no charge but we hope you are willing to freely contribute your time and expertise.



Who is behind SeaNet?

SeaNet is delivered by a coalition of groups called the Fisheries Extension Network Australia (FENA). The members are the Australian Seafood Industry Council (ASIC), the Australian Marine Conservation Society (AMCS) and Ocean Watch Australia. Ocean Watch is the body administering SeaNet.

ASIC is the peak body for the commercial seafood industry in Australia whilst Ocean Watch is a non-profit company funded by the NSW commercial seafood industry to promote the management of fish habitats and sustainable fisheries. The AMCS is Australia's largest marine conservation group.

How can I get involved?

SeaNet currently employs two extension officers who work on some Commonwealth and State fisheries and there are plans to employ two more. To find out the fisheries in which extension officers are currently involved the contact details are provided below.



Want more information?

Contact the main SeaNet office at:

Locked Bag 247
Pyrmont NSW 2009
Ph: 02 9660 9969
Fx: 02 9552 3574
E-mail: oceanwch@geko.net.au

Or call your State's industry council or peak representative body to get the contact details for the person that may be in your State.



**A service to the
Australian seafood
industry delivered by
the Fisheries Extension
Network Australia,
funded by the Natural
Heritage Trust**

**Locked Bag 247
Pyrmont NSW 2009
AUSTRALIA
Ph: 02 9660 9969
Fx: 02 9552 3574**

Everyone wants our commercial fisheries to be ecologically sustainable.

Especially commercial fishers.

Public expectations of what is ecologically sustainable are changing, rapidly.

Keeping up on new methods, new gears and new techniques can take a great deal of time.

Wouldn't it be better if the latest information came to you? Straight off the research boat, so to speak?

And wouldn't it be better if there was more two-way liaison between fishers and researches?

Many fishers have wanted an extension service like this for years.



SEAFOOD TRAINING AUSTRALIA

'From Boat to Belly' a Chain Approach to Quality, Safety and Hygiene for the Australian Seafood Industry

'From Boat to Belly' is a 28 minute Super VHS video, produced by Seafood Training Australia to promote safe seafood handling practices throughout all sectors of the Australian Seafood Industry – catching, aquaculture and processing and distribution.

Safe seafood handling is a critical issue for the Industry, recognised by the Australian and New Zealand Food Authority and the Department of Human Services (Victoria) which recommended that Hazard Analysis Critical Control Point processes be adopted. Recent changes to the Victorian Food Act 1994 (and similar changes planned for all states and territories) will require mandatory competency based training for all food handlers. 'From Boat to Belly' will be a valuable resource for the Industry and training providers.

A particular challenge for the Industry is the large proportion of the workforce (about half) who experience some difficulties with the English language, either because it is not their first language or because of general problems with literacy and numeracy.

The video is available in the three languages most spoken in the home by Seafood Industry employees - Greek, Vietnamese and Cantonese, as well as English.

The video is accompanied by a users' guide which provides ideas for how to use the video in different workplace situations. The video and users' guide will be available from State and Territory Industry Training Advisory Bodies and State Fishing Industry Federations from late September 1998.

**For further details, contact Seafood Training Australia on
02 6281 0383 (phone) or 02 6281 0438 (fax).**

WHEN WILL THE FOOD SAFETY REFORMS TAKE EFFECT?

The proposed food safety standards are likely to become law next year (2000) – but will take effect over a period of 6 years. This staggered approach will give businesses the time they need to comply with the new requirements.

The standards are just one part of a bigger package of major reforms which will change the way Australians think about the safety of the food we produce, sell and eat.

Because these ground-breaking reforms involve many different interested parties (including all Australia's Governments, the food industry and consumers) they cannot be finalised without a lot of careful consultation. Before the standards can take effect, two major government bodies must approve the package - they are the Council of Australian Government (COAG) and the Australia New Zealand Food Standards Council (ANZFSC)*.

If approved, the standards will be adopted into Australia's Food Standards Code. The four new standards will then replace the hundreds of existing State, Territory and local government hygiene regulations.

As the next step in this process, at the end of this year, COAG will consider the food safety standards and a number of other food regulation reforms. If COAG signs off on the reforms, ANZFSC will approve them at its first meeting in 2000.

The first standards to come into effect will be *Food Safety Practices and General Requirements, Food Premises and Equipment, and Interpretation and Application*. The fourth standard, Food Safety Programs, will take effect gradually over 6 years. i.e., if the standards are approved by ANZFSC in 2000, by 2006, they will apply to all food businesses. Governments will announce when each of the standards come into effect.

In the meantime, ANZFA and the State and Territory Health Ministries are doing all they can to provide accurate and up to date information about the progress of the reforms to everyone who could be affected by them. This fact sheet is part of that process.

* COAG is the council of the Prime Minister and State and Territory leaders.

* ANZFSC is the Ministerial Council that makes decisions on food standards and is made up of the Commonwealth, State, Territory and New Zealand Health Ministers.

30 July 1999.



CHECKLIST FOR POTENTIAL FOOD RECALLS

The following is a checklist to consider when discussing a potential food recall:

Description of product. _____

What is the problem? _____

<u>Source of Product</u>	Yes	No	Not Applicable
1. Have you contacted the manufacturer/supplier of the potentially affected product?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. For imported product has the overseas manufacturer been contacted by the Australian sponsor?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 <u>Evidence of Hazard</u>			
3. How many reports of the potential hazard?			
- 1 report	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- 2 reports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- 3 or more reports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Does the medical/engineering evidence (opinion) support the view that the product 'will or may cause injury'?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Is the medical/engineering evidence (opinion) supported or in dispute?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Is there an established link between the product (or failure of the product) and potential injury?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Have there been cases of injury reported?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Have you contacted your State Health Authority Recall Officer to advise of potential recall?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- have any health authority personnel sighted the potentially affected product?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Is the product intended to be used directly, or likely to be used directly, by a consumer?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- or is it for manufacturing purposes?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Yes

No

Not Applicable

10. Has the product been tested for contamination?

☐ ☐ ☐

- Are you satisfied that the tests have been conducted correctly?

☐ ☐ ☐

- Are the test results conclusive?

☐ ☐ ☐

- Is the product available for independent analysis?

☐ ☐ ☐

Distribution

11. Is the potentially affected product:

- In retail stores?

☐ ☐ ☐

- Or contained at wholesale level?

☐ ☐ ☐

12. Is withdrawal of the product an option

(before an official recall, stock may be withdrawn from sale pending further investigation — if a risk to public health and safety is established, the product must be recalled)

☐ ☐ ☐

13. How many States and Territories will be affected?

NSW

☐ ☐ ☐

ACT

☐ ☐ ☐

QLD

☐ ☐ ☐

VIC

☐ ☐ ☐

TAS

☐ ☐ ☐

SA

☐ ☐ ☐

NT

☐ ☐ ☐

WA

☐ ☐ ☐

14. What is the quantity of potentially affected product? _____

15. How long has product been in the marketplace?

- less than 3 months

☐ ☐ ☐

- 3 - 6 months

☐ ☐ ☐

- 6 - 12 months

☐ ☐ ☐

- greater than 12 months

☐ ☐ ☐

Consultation with Other Parties

16. Is there a need to consider a teleconference between the affected State and Territory health authorities

☐ ☐ ☐

- or with industry?

☐ ☐ ☐

17. Do the police need to be involved?

☐ ☐ ☐

18. Is there any more additional information?

☐ ☐ ☐



55 Blackall Street PO Box 7186
 Barton ACT 2600 Canberra MC ACT 2610
 Australia Australia
 Ph: 61 26271 2222 Fax: 61 2 6271 2278
 www.anzfa.gov.au

FOOD RECALL ACTION OFFICERS

TELEPHONE	WORK PHONE	FACSIMILE
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Co-ordinator: Australian New Zealand Food

Authority Switchboard:

02 6271 2222

Weekend & After Hours Number:

0412 166 965

Ms Kelly Crouch	02 6271 2610	02 6271 2278
Ms Ann Naco	02 6271 2227	
Mr Steve Crossley	02 6271 2624	

NSW Department of Health

Mr John McMahon	02 98 16 0269	02 9817 7596
Mr Bill Porter	02 9816 0599	

Victorian Department of Health

Mr Brian Cusack	03 9637 4094	03 9637 5212
Dr Graham Rouch	03 9637 4100	

Queensland Department of Health

Mr Michael Smith	07 3234 0952	07 3234 1480
Mr David Larkins	07 3234 0953	

South Australian Health Commission

Weekends & After Hours Number	08 8226 6338	
Mr Stephen Sowter	08 8226 7125	08 8226 7102
Mr Brian Delroy	08 8226 7121	

Western Australian Department of Health

Mr Ian Doughty	08 9388 4943	08 9382 8119
Mr Kim Leighton	08 9388 4909	

Tasmanian Department of Health

Mr Eric Johnson	03 6233 3753	03 6233 6620
Mr David Coleman	03 6233 3203	

Territory Health Services, Northern Territory

Ms Tracy Ward	08 8999 2965	08 8999 2526
Mr Xavier Schobben	08 8999 2756	

Australian Capital Territory Health & Community Care

Mr Barry Lynch	02 6205 1700	02 6205 1705
Mr Andrew Kaye	02 6205 1700	

New Zealand Ministry of Health

Mr Jim Wilson	0011 644 4962360	0015 544 4962340
Mr Derek Buckland	0011 644 4962120	

AFFA/AQIS

Mr Edward Klim	02 6272 5507	02 6272 5697
Mr Peter Maples	02 6272 5419	02 6272 3682

Consumer Affairs Division - Department of
 the Treasury - on behalf of the Minister for
 Financial Services & Regulation

Ms Kerry Ashbolt	02 6263 2747	02 6263 2830
Mr Raphael Cicchini	02 6263 3983	
Mrs Gloria Hobbs	02 6263 2730	

New national food safety laws

... what they involve and how businesses can comply

The Australia New Zealand Food Standards Council (ANZFS), which sets Australia's food standards, is considering national food safety reforms.

ANZFA has submitted four food safety standards to ANZFS, following the Council decision in 1995 to review food laws. ANZFS is expected to decide in July whether the standards, which introduce a new focus on keeping food safe, will become law. Under them, businesses in all sectors of the industry will have to achieve food safety outcomes - a reversal of much of Australia's current, prescriptive food legislation.

This fact sheet addresses how the standards might affect small to medium sized food businesses, family-run concerns and charities, community and volunteer groups.

Special provisions may be made so charitable and community organisations can run fundraisers without formally meeting many aspects of the standards. State and territory governments have agreed to work with ANZFA to assist charitable and community organisations understand the requirements.

Who will the new laws affect?

Like current state and territory food law and associated regulations, the new laws will apply to any business involved in handling and selling food.

Why change Australia's food safety laws?

There are many benefits in a national, uniform approach to food safety.

Some current food law is more than half a century old and hasn't kept pace with food safety practices. If ANZFS agrees to the draft standards, they will replace old laws. The focus will swing to keeping food safe, preventing problems before they can develop and reducing outbreaks and the growing long-term risk of foodborne illness.

What responsibilities do food businesses have under the present laws?

Currently, all commercially handled food must comply with state and territory food law. Food businesses are legally responsible for ensuring that their products are safe. Unsafe food can cause severe health problems - even death.

Will the new laws change that responsibility?

No. The new laws are designed to ensure food businesses are aware of the danger of unsafe food. While the majority of businesses observe practices that ensure Australia's reputation as a supplier of safe food, some unintentionally create hazards that may cause foodborne illness. The new laws will put the onus on them to lift their products and premises to the high standards observed by the rest of the industry.

What are the new standards?

ANZFS is considering four standards:

Interpretation and Application - sets out provisions applying to the operational standards

Food Safety Programs - requires food businesses to develop and comply with a food safety program if they identify one or more hazards in their food handling

Food Safety Practices and General Requirements - requires food businesses to:

- observe specific practices in relation to food handling, cleaning, sanitising and personal hygiene to ensure that food is safe and suitable;
- notify the relevant authority of their business and the nature of its output;
- provide a mechanism for food recalls; and
- ensure their staff and supervisors have the skills and knowledge in food safety commensurate with their work activities.

Food Premises and Equipment - sets design and construction requirements for food premises and transport.

What will food businesses have to do to comply with the standards?

To meet the requirements of the standards, anyone selling food must:

- comply with laws outlining essential food safety practices including sanitation and



pest control, personnel hygiene, maintenance of premises and equipment and transportation and storage;

- ensure people working with food have appropriate skills and knowledge of food hygiene and safety ... people already in the food industry who meet current laws should have a clear understanding of these practices;
- lodge business details with (notify) the relevant health authority to enable speedy contact if a serious safety problem is identified in the food handled by a business;
- have in place an appropriate food recall system; and
- identify and control potential hazards before they become a problem, using a framework set out in the new laws.

Will all this be required immediately?

No. ANZFA proposes the new laws will be introduced over a six year period. Food businesses should be following essential food safety practices within twelve months of the new laws' introduction.

Food Safety Programs, won't come into effect until a year after the other standards. Over the next two years, high risk businesses will have to show that they meet the requirements of essential food safety practices through a food safety program. Medium risk businesses will have four years to develop and implement a food safety program and low risk businesses, six years.

What else will be needed?

The need for further action will depend on the degree of risk involved in a food business. Businesses will have to check for hazards not controlled by food safety practices - such as failing to monitor and thereby missing significant temperature fluctuations in equipment. If further hazards are detected, businesses will need to set control points in the processes that are part of their food safety program.

What are the potential costs for a food business?

Some businesses may have to invest in food safety and hygiene educational resources. Low cost videos and food safety training kits are available through industry training bodies and associations to help a business with good food handling practices.

Packages available for less than \$200 can help a business implement a food safety program. Good management of food safety issues need not be expensive but costs will be greater for businesses that fail to comply with the standards.

State and local governments set charges associated with regulation and enforcement. A business may be charged for inspection of its premises and some local councils are expected to charge for licensing and registration.

Will people handling food need special training?

While supervisors or managers will be required to have knowledge and skills in food safety and be able to pass them on to their staff, formal training is not compulsory. If staff understand the basics of food safety and hygiene, they will not need training. No business will need a certificate of competency for workers.

If needs, staff can improve their skills in several ways:

- in house training and/or supervision;
- courses provided by some local councils;
- advice from Environmental Health Officers;
- formal training courses; and,
- resources from industry training councils and peak industry associations.

Need more information? Contact—

Publications Officer
ANZFA Canberra, PO Box 7186
Canberra MC ACT 2610
Tel: (02) 6271 2241
Email: info@anzfa.gov.au

Office Administrator
ANZFA Wellington, PO Box 10559
The Terrace, Wellington 6036, New Zealand
Tel: (04) 473 9942
Email: nz.reception@anzfa.gov.au

For practical information about food safety, contact your local council's environmental health officer (EHO). Information papers on food hygiene and safety can be found on the ANZFA website: www.health.gov.au/anzfa





ANZFA
Australia New Zealand
Food Authority

TE MANA WHAKARITE KAI MO AHITEREIRIA ME AOTEAROA
55 Blackall Street
Barton ACT 2600
Australia
Ph: 61 26271 2222
PO Box 7186
Canberra MC ACT 2610
Australia
Fax: 61 2 6271 2278
www.anzfa.gov.au

FOOD RECALL REPORT

Please find over the page an updated Food Recall Action Officers list correct as at 26/2/99.

For the period 1 January 1998 to 31 December 1998 there has been 21 food recalls compared to 62 for the corresponding period last year.

A breakdown of the recalls is as follows:

1 Jan '98 - 31 Dec '98

6	- Foreign matter contamination
5	- Micro/bacterial contamination
4	- Processing malfunctions
3	- Labelling issue
2	- Transportation contamination
1	- Contamination threat

Breakdown of Food Recalls for the Last 5 Years

Month	94	95	96	97	98
January	1	2	2	3	2
February	2	6	3	4	3
March	4	8	2	5	2
April	2	3	6	10	1
May	2	2	3	11	0
June	1	6	7	5	3
July	1	4	5	7	0
August	4	1	5	4	3
September	2	3	2	4	1
October	1	3	3	3	4
November	2	5	4	4	1
December	3	2	1	2	1
Total	25	45	43	62	21

Please note the following contact changes for the Minister responsible for Consumer Affairs:

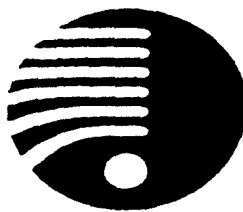
The Hon Joe Hockey, MP
Minister for Financial Services & Regulation
Consumer Affairs Division
The Treasury
Parkes Place
PARKES ACT 2600

Phone: (02) 6263 2747
Fax: (02) 6263 2830

**HOPE YOU HAVE
A SAFE & HAPPY EASTER**

For further information please contact:
The Food Recall Coordinator
(Ph) 02 6271 2610
(Fax) 02 6271 2278

5 March 1999



ANZFA
Australia New Zealand
Food Authority

Would you like to go on our database to receive
regular updated food recall action officer lists
(approx 3 times per year)

Yes ☐ No ☐

Would you like a copy of the current version of
the Food Industry Recall Protocol (Dec '97)

Yes ☐ No ☐

If you do, please complete this form and send it to:

The Food Recall Coordinator
Australia New Zealand Food Authority
PO Box 7186
CANBERRA MC ACT 2610

(T) 02/6271 2610

(F) 02/6271 2278

Name:	
Company Name:	
Address:	
Telephone Number:	
Fax Number:	
Type of Company	<input type="checkbox"/> Consultant <input type="checkbox"/> Exporter <input type="checkbox"/> Importer <input type="checkbox"/> Manufacturer <input type="checkbox"/> Retailer <input type="checkbox"/> Wholesaler <input type="checkbox"/> Other
Type of Food:	
Brands:	



Service Charter 1998



ANZFA and its Partners

Everyone needs food and we all expect our food to be safe. While governments cannot guarantee absolutely the safety of all food, it is their role to develop a framework that promotes the delivery of safe and healthy food by the food industry and the provision of adequate information to consumers. The Australia New Zealand Food Authority (ANZFA) is a partner in the food management framework for Australia and New Zealand.

An effective food management framework and a reputation for safe food is also vital to the competitiveness and survival of the food industry which is one of the major industries and export earners in Australia and New Zealand.

Who we are

ANZFA is a statutory authority operating under the *Australia New Zealand Food Authority Act 1991*. ANZFA works with a Council of Health Ministers: the Australia New Zealand Food Standards Council (ANZFSC), to develop and maintain laws and systems which regulate food in Australia and New Zealand. The Parliamentary Secretary to the Australian Commonwealth Minister for Health and Family Services has executive responsibility for ANZFA.

ANZFA has a part-time Chairman, a Managing Director and seven other members, two of whom are nominated by the New Zealand Government. Members are appointed for their expertise in one or more of the following fields: public health, food science, human nutrition, food production or retailing, consumer rights and public administration. Special purpose members may also be appointed as required. ANZFA employs scientific, legal, policy and administrative staff in its Canberra and Wellington offices and contracts other expertise as required.

For further information about ANZFA see the booklet *Introducing the Australia New Zealand Food Authority*.

What we do

ANZFA, in cooperation with the Australian Commonwealth, State and Territory Governments and the New Zealand Government, develops food standards and other regulatory measures for Australia and New Zealand. Food standards are published in the *Food Standards Code* once they are approved by ANZFSC. The Authority is currently reviewing the *Food Standards Code* to deliver food regulations which are consistent, easier to interpret, less prescriptive, more generic, and fewer in number. This review is scheduled for completion by the end of 1999.

In Australia, ANZFA also does the following:

- Coordinates surveillance of food available in Australia.
- Coordinates food product recalls in cooperation with the States and Territories.

- Conducts research on matters that may be included in a food standard.
- Undertakes food safety education initiatives in cooperation with the States and Territories.
- Develops Codes of Practice for industry on any matter that may be included in a food standard.
- Develops risk assessment policies for foods imported into Australia.

ANZFA is currently developing a set of national food hygiene standards for Australia.

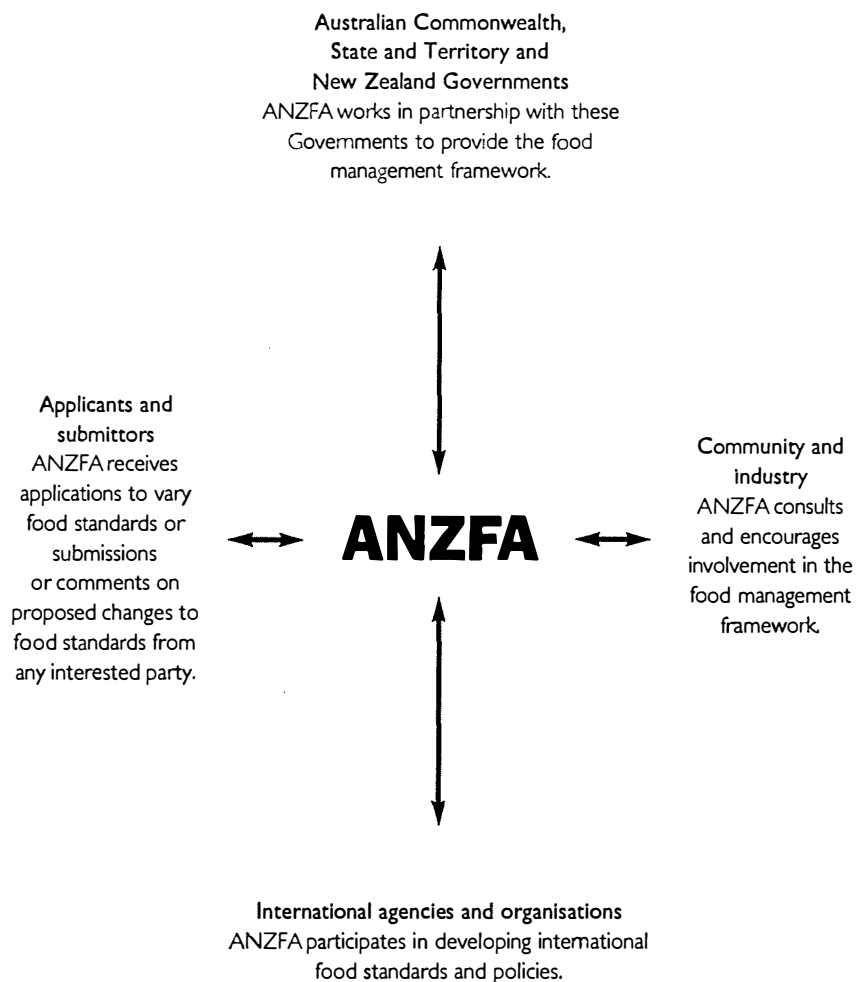
See ANZFA's *Annual Reports* for further information on its specific activities.

Food regulation as a partnership

ANZFA is one component of the food regulation partnership in Australia and New Zealand. The major activities undertaken by our partners are listed below.

Activity	Who does it	Contact
Enforce the <i>Food Standards Code</i>	Australian State and Territory and New Zealand government health departments	Local council or public health authority
Provide advice on other countries' food legislation or export requirements	Australia Australian Quarantine and Inspection Service in your State or Territory, or Department of Industry Science and Tourism New Zealand TRADENZ	(02) 6272 3933 (02) 6213 6000 (09) 366 4768
Regulate therapeutic goods	Australia Therapeutic Goods Administration (TGA) New Zealand Ministry of Health	(02) 6232 8444 (04) 496 2081
Provide legal advice to the public about food	Your own lawyer or other independent legal adviser Relevant enforcement agency	Your own lawyer, or local council or public health authority
Approve the use of agricultural and veterinary chemicals	Australia National Registration Authority for Agricultural and Veterinary Chemicals (NRA) New Zealand Ministry of Agriculture and Forestry	(02) 6272 5158 (04) 474 4191

ANZFA's partners and stakeholders



Service Delivery

How we deliver our services

We are committed to being professional, timely and courteous and to perform our functions in an open, objective and consultative way.

Specifically we will meet the following service standards:

- Be available from 8.30am to 5.30pm weekdays by telephone, fax, e-mail or by appointment.
- Have staff available to coordinate food recalls at any time.
- Return telephone calls by the next business day.
- Acknowledge applications and submissions and respond to correspondence in a timely fashion identifying the name and contact details of the officer with whom you will be dealing.
- Provide accurate information.

How food standards are set

ANZFA makes recommendations on food standards to the Australia New Zealand Food Standards Council. This is a Council of Health Ministers from the Australian Commonwealth, State and Territory Governments and the New Zealand Government operating under the 1991 Agreement (amended 1996) between those Governments. It is chaired by the Parliamentary Secretary to the Australian Commonwealth Minister for Health and Family Services.

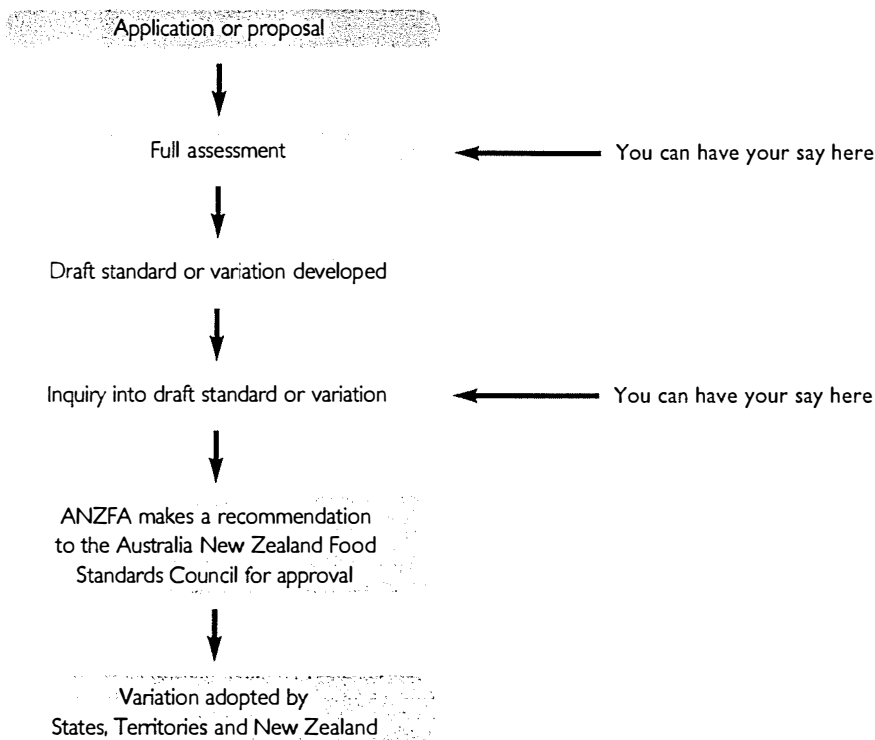
Objectives

Under the *Australia New Zealand Food Authority Act 1991*, food standards are developed in accordance with the following objectives in descending order of importance:

- (a) the protection of public health and safety;
- (b) the provision of adequate information relating to food to enable consumers to make informed choices and to prevent fraud and deception;
- (c) the promotion of fair trading in food;
- (d) the promotion of trade and commerce in the food industry; and
- (e) the promotion of consistency between domestic and international food standards where these are at variance.

The food standards process

The steps for creating or amending a food standard are set out below.



How to have your say

ANZFA consults with its stakeholders, the public and other interested bodies to achieve the most effective and appropriate outcomes. This consultation includes advertisements in major newspapers in Australia and New Zealand, notices in Australian Commonwealth Government and New Zealand Government Gazettes, notifying relevant government agencies and international bodies and inviting submissions on ANZFA's work. This also includes holding public hearings, forums, workshops, and meetings where necessary.

We also keep all bodies that make submissions and interested parties informed on the progress of proposed changes to the *Food Standards Code*.

International obligations

In developing food standards, ANZFA complies with Australia's and New Zealand's international obligations under the World Trade Organization agreements and the Australia New Zealand Closer Economic Relations Trade Agreement.

Workplan

ANZFA undertakes food standards projects according to an agreed workplan that sets timelines for project milestones and outcomes. ANZFA works with industry, consumers and governments to set yearly priorities.

Time limits

ANZFA processes most applications to develop or vary standards within 12 months of receiving the application. In exceptional circumstances this period may be extended by up to six months. If we require extra information from an applicant, we may 'stop the clock', so that the time taken to receive this requested information will not count towards the 12 months target.

Regulatory efficiency

ANZFA performs its roles and functions according to the Council of Australian Government guidelines for regulation and the New Zealand Code of Good Regulatory Practice. As part of the assessment process we assess the regulatory impact on consumers, industry and governments of new and amended standards.

Rights

You can make an application to ANZFA to develop or vary a food standard. You will need to support your application with sufficient evidence.

You can also make a submission on an application or a proposal to amend the *Food Standards Code*.

You can request that information supplied with your application or submission be treated as 'commercial-in-confidence'.

While most information relating to applications and proposals handled by ANZFA is publicly available, the *Freedom of Information Act 1982* also applies.

You can access public register files on proposed changes to the *Food Standards Code* in Canberra or Wellington. Requests should be made to the Standards Liaison Officer care of the ANZFA office in your country. A service fee normally applies and we need a minimum of three working days notice in Australia and five working days in New Zealand to make the file ready.

Responsibilities

You have a responsibility to provide as much information as possible when you make an application or a submission. It is important that your application or submission is in the appropriate format and gives all the necessary information to allow us to give the matter timely and considered attention. We can help you with your application or submission by providing a sample format.

Subscription service

ANZFA provides a subscription service which supplies all papers relating to all proposed changes to the *Food Standards Code* for an annual fee of A\$150 or NZ\$175.

Food Standards Code subscription

You can subscribe to receive automatically the *Food Standards Code* and amendments in electronic or hardcopy versions. For subscription details contact the Information Officer at ANZFA.

Complaints

If you have any complaint about the way ANZFA delivers its services we are keen to know about it and to work with you to solve the problem.

If the problem can't be resolved with the officer with whom you have been dealing, you should contact the Standards Liaison Officer in Australia or the Manager of New Zealand Operations in New Zealand who will try to resolve the problem.

If your problem is still unresolved it will be referred to ANZFA's General Manager. If you are not satisfied with the General Manager's response, we will refer you to the appropriate external complaints body for your issue, for example the Ombudsman or the Administrative Appeals Tribunal.

ANZFA will report on the number of complaints and corrective actions taken in its Annual Report.

Charter Performance

Feedback

This is the first ANZFA Service Charter. We welcome your comments on how we can improve this charter or any other aspects of our services. Please forward your comments to the **Standards Liaison Officer** in Australia or the **Manager of New Zealand Operations** in New Zealand.

Review

This Charter will be reviewed internally on an ongoing basis and will be reviewed independently every three years.

Reporting

ANZFA will report on its performance against the undertakings of this Charter in its Annual Report.

Access

Applications, submissions, complaints or feedback

Australia — Standards Liaison Officer (02) 6271 2258

New Zealand — Manager of New Zealand Operations (04) 473 9942

General enquiries

Australia — Reception (02) 6271 2222

New Zealand — Reception (04) 473 9942

Publications

Australia — Information Officer (02) 6271 2241

(email: info@anzfa.gov.au)

New Zealand — Reception (04) 473 9942

Media enquiries

Australia — Public Affairs Director (02) 6271 2620

New Zealand — Manager of New Zealand Operations (04) 473 9942

Food Recalls

Emergencies 0412 166 965

Australia — Recalls Officer (02) 6271 2610

New Zealand — Ministry of Health (04) 496 2360
(04) 496 2120

Freedom of Information

Australia — Principal Legal Advisor (02) 6271 2251

New Zealand — Manager of New Zealand Operations (04) 473 9942

Internet

ANZFA's Homepage is located at <http://www.health.gov.au/anzfa>

Our mail addresses are:

Australia

PO Box 7186

Canberra Mail Centre ACT 2610

Australia

New Zealand

PO Box 10559

The Terrace, Wellington 6036

New Zealand

You can benefit from Seafood Training Australia's training initiatives if you work, or are planning to work, in wildcatch fishing, aquaculture or in the processing and distribution sectors of the industry.

Our training initiatives cover:

- vessel operations and maintenance
- fishing operations
- aquaculture -cultivation and harvesting
- resources management
- seafood transport and storage
- seafood processing
- wholesale distribution
- retail and import/export of seafood products
- small business operations.

For further information, visit STA's Home Page at: www.asic.org.au

or contact

Executive Officer
Seafood Training Australia

PO Box 533 CURTIN ACT 2605

Ph: 02 6281 0383

Fax: 02 6281 0438

E-Mail: asic@asic.org.au

Seafood Training Australia is the business trading name of the Australian Seafood Industry Training Advisory Body, the training and education arm of the Australian Seafood Industry Council.

ACN 008 664 999



Seafood Training Australia



*Helping your
career in the seafood industry.*



*From Commercial fishing
and aquaculture right through
to retail and export,
Seafood Training Australia (STA)
can help.*

STA can help ensure your training is right for your career. Industry training and career development courses include:



- Certificates I, II in Commercial Fishing-Deckhand
- Certificate III in Commercial Fishing Vessel Operations-Skipper
- Certificate IV in Commercial Fishing Vessel Operations-Marine Engine Driver Grade 1
- Certificates I, II in Aquaculture-Finfish/Shellfish
- Diploma in Aquaculture
- Certificate in Tropical Aquaculture
- Certificates I, II in Seafood Handling and Processing, Post Harvest Operations
- Diploma of Fisheries Compliance Management
- Traineeship in Mariculture Operations, Post Harvest Operations, Aquaculture, Commercial Fishing (Deckhand), Seafood Handling and Processing

Seafood Training Australia assists current and future workers by fostering vocational training and education in one of Australia's fastest growing primary industries.

The new Industry-wide Training Packages create a more flexible workforce with portable skills which are recognised throughout Australia and overseas.

The Training Package will result in custom-designed education and training programs and are designed to provide the professional skills and knowledge required at all levels of the seafood industry.

Specialised training, both on and off the job, covers the latest techniques linking quality, safety and hygiene in all training programs.



As the Industry Training Advisory Body for the Australian seafood industry, Seafood Training Australia:



- provides advice on training requirements
- promotes new apprenticeships in all sectors of the industry
- encourages workplace training and assessment against industry derived competency standards
- facilitates the development of flexible training delivery and assessment
- ensures training programs match newly defined career pathways; and
- assists Registered Training Organisations to access materials

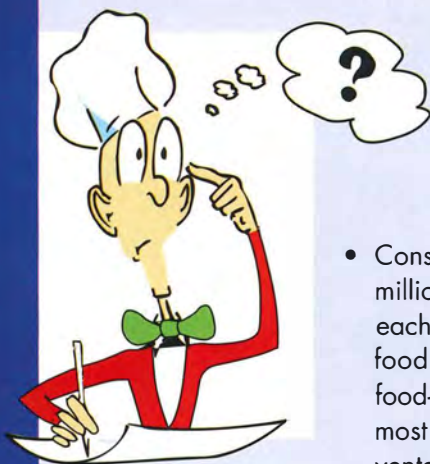


Food Safety at School and Work



Did You Know....?

- It is estimated that around 5 million lunches are prepared every day in our Australian homes for school children and workers.
- And many more are purchased each day from delis, takeaway outlets, cafeterias and restaurants.
- The three most popular takeaway items in Australia are sandwiches, chips and hamburgers.



But how safe is the food we prepare and buy for lunch?

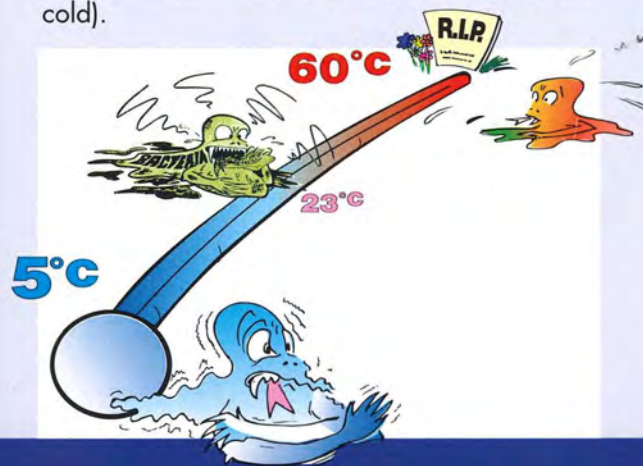
- Consider this. Over 1.5 million Australians get sick each year from eating food! This is known as food-borne illness. And in most cases it CAN be prevented!

About Food-Borne Illness.

- Food-borne illness is sometimes caused by eating foods which contain certain types of bacteria which are called pathogens. *Salmonella* is a pathogen you have probably heard of.



- But remember, these types of illnesses don't just happen! They are usually caused by poor handling of foods in which pathogens are passed from the food handler to the food.
- Believe it or not, bacteria are everywhere - in the air and on our skin, and most are harmless! The only way you can see them is through a microscope - several million of them can fit on a head of a pin!
- Bacteria particularly like those foods which contain lots of proteins and nutrients. Foods like meat, chicken, seafood, eggs and dairy products. Bacteria feel most comfortable when the temperature is between 5°C and 60°C - so this tells us we must keep perishable foods either very hot (steaming hot) or very cold (refrigerator cold).



What Foods are Safe to Prepare for Lunch?

Provided food is properly prepared and stored at the correct TEMPERATURE until lunchtime, most foods are safe to eat.

Clean preparation of food is essential. Remember to wash hands and work surfaces thoroughly before preparing foods. Don't forget to use clean utensils as well.

Foods which are usually stored in a refrigerator are not suitable for lunches unless they can be refrigerated until eaten. Exceptions are foods like salad vegetables, fruits and spreads, such as vegemite or marmite, which are not highly perishable.

So, how can you keep foods cool? Well apart from placing them in a refrigerator, here are some other ways



- ✓ Place frozen ice bricks in the lunchbox.
- ✓ Use insulated lunch boxes or a cooler (e.g. a small "Esky").
- ✓ For school children, freeze a drink bottle containing water, fruit juice or cordial. Place in a water-tight plastic bag, and include with the lunch. Not only will this keep food cold, but kids love it! Yoghurt and milk can also be frozen.

If you still cannot keep the food cold, avoid including the following foods in the lunchbox:

- ✗ All meats apart from dried meat.
- ✗ Dairy products - yoghurt, soft cheeses and milk (flavoured or plain).
- ✗ Any other highly perishable food which you would normally keep in the fridge such as seafood and cooked leftovers.
- Avoid packing perishable foods for lunch which have just been cooked or warmed (e.g. meat loaf or boiled eggs). Such food should always be cooled in the refrigerator before being packed for lunches to prevent bacteria growing on the food.

What About Lunches I Buy?

There are a number of useful things to look for when buying food from takeaway outlets and restaurants to ensure the food you purchase is safe.

- Choose a takeaway where the premises and the food handlers are clean and food is handled with tongs.



- Foods should be protected from contamination by plastic wrap or other suitable covering.

- Cold foods should be cold to the touch and should be displayed either on ice, or in refrigerated conditions.

• Pre-made sandwiches and rolls containing perishable ingredients such as cheese and meat should always be under refrigeration! Do not buy such products if they are not.

- Food in hot display cabinets should be piping hot. Do not buy pies and other filled products which are lukewarm. Reheating lukewarm foods can be a hazard.

- Avoid purchasing foods which are stacked too high in hot display cabinets.

- Always ensure that minced meats such as hamburgers are cooked right through - there should be no pink meat. The same applies to chicken.

- And one last reminder - always eat food from takeaway outlets immediately. Leaving ready-to-eat foods sitting around can encourage bacteria to grow.

SO REMEMBER

When preparing lunches ensure you "Keep it Clean" - your hands, work surfaces and utensils.

Keep COLD foods COLD - pack perishables in insulated lunch boxes or pack with ice bricks.



HOT foods purchased at takeaway outlets or restaurants should be piping HOT.

Make sure chicken and minced products are cooked thoroughly.

If you are in any doubt regarding the safety of food - don't eat it!

FOR FURTHER INFORMATION:

Contact the Australian Meat and Live-stock
Corporation

Toll free 1800 647 284

ENDORSED BY



Food Safety When Eating Out



Did You Know?

- In 1995, Australians purchased 1.1 billion takeaway and fast food meals?
- We spend more than 27 cents in every dollar of household food expenditure on eating out and takeaway meals!
- The three most popular takeaway items are sandwiches, chips and hamburgers.



What Does This Mean?

- Our busy lifestyles have created a booming industry for restaurants and takeaway outlets. Many of us no longer have time to prepare meals and with the variety of foods you can buy it's a great way to eat.

- But such convenience also causes problems. *How do you know if the food you are about to eat is safe?*
- Every year, around 1.5 million Australians are afflicted by some type of illness from eating foods.



- Some bacteria called pathogens can cause food related illness. *Salmonella* is a pathogen you may have heard of.
- These types of bacteria can either be present on the food to begin with, or can be placed there, through bad handling, storage, or preparation of food.
- Common types of food which bacteria thrive on include meat, chicken, seafood, dairy products, eggs and even cooked rice. These types of products are full of proteins and nutrients - and just like us, bacteria love such energy foods.
- The risk of food-borne illness is virtually eliminated, if foods are handled and cooked properly, and eaten immediately.
- Takeaway bars and restaurants do have a responsibility to ensure that the food you receive is safe and wholesome. But there are things you can do as well ...

Food Premises

Take care when choosing where to eat or purchase takeaway food. When you enter the premises look for the following:

- **Is it clean?** Dirty floors, work surfaces and tables can carry bacteria and attract pests. And if the owners can't keep their premises clean, chances are they can't keep your food clean.



- **Are the staff well presented?** A neat appearance is important - clean hands and nails, hair should be tied back and the uniform should be clean.

- **Can you see the food being prepared?** If you can see your food being prepared and cooked, look to see if it is being done in a hygienic manner. How is your food being handled? It is better if the person uses tongs rather than gloves, unless the gloves are changed between each task.



Hints for Eating Out



- One of the golden rules for food safety is to keep hot foods hot and cold foods cold - remember this rule.
- Foods which should be steaming hot include all cooked foods served to you, food in hot display cabinets, and takeaway or delivered foods. Eat these foods immediately - while they are still hot.

- Cold foods should be cold to the touch and should be displayed either on ice, or in refrigerated conditions.
- Pre-made sandwiches and rolls containing perishables such as cheese, eggs and meat should always be under refrigeration! Do not buy such products if they are not.
- Certain foods should be cooked thoroughly. Ground meat such as mince, sausages, hamburger patties and rolled roasts and chicken must be cooked right through. There should be no pink meat and juices should run clear.



- Steaks and whole roasts can be cooked to your preference, although very rare is not recommended.
- If you are presented with an undercooked product, send it back! Remember to ask for fresh accompaniments such as vegetables, as juices from the undercooked products could have contaminated these.
- If food is taken away from the restaurant (e.g. Doggie Bags), take it home immediately and put in the refrigerator. Eat within a day.

Salad Bars and Self-Service

Self-service in restaurants and takeaway outlets is becoming increasingly popular. But before you purchase food from such places, make a few simple checks.

- There should be clear instructions given by the restaurant on how to use the self-service area in an hygienic manner.
- The self-service area should be supervised by a staff member.
- Serving temperatures should be safe - hot foods need to be hot and cold foods cold.
- Clean dishes should be provided (or able to be requested) for second trips.
- Food should be protected with a guard - usually a clear plastic cover, extending over the food. This can protect the food if people sneeze or cough.
- The utensils provided should have long handles so that there is no risk of your hands coming into contact with the food. Separate utensils need to be provided for each product. Hold utensils only by the handle.

And always remember that other people will use the bar, so never touch the food with your hands and do not taste the foods with the utensils the restaurant supplies. If you see anyone else handling the foods, report it to a staff member.

So Remember!

When eating out or purchasing takeaway food, check for the following:

- ✓ Cleanliness of staff and surroundings.
- ✓ Temperature control. Perishable foods should be kept and stored either very hot (steaming hot) or very cold (refrigerator cold).
- ✓ Foods should be cooked adequately, particularly chicken and hamburgers.

And One Final Point...

If you are not happy with the food safety aspects of a restaurant or takeaway, do not return there to eat. Explain clearly to management the reasons why you are not happy or contact your State Health Department or Local Council.



FOR FURTHER INFORMATION:

Contact the Australian Meat and Live-stock
Corporation

Toll free 1800 647 284

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Food Safety in the Home



Did You Know?

Around 1.5 million Australians are afflicted by food related illnesses each year!

And there is a lot you can do to prevent this happening to you!



What Causes Food-Borne Illness?

- Some types of bacteria can cause food related illnesses. These are called pathogens.
- Food that contains dangerous levels of pathogens may not look, smell or taste any different from food which is safe.
- Bacteria multiply on most foods if given the chance - particularly if the temperature is between 5°C and 60°C. This tells us that we must keep foods either very cold (refrigerator cold) or very hot (steaming hot).
- Common types of food which bacteria love include chicken, seafood, eggs, red meats, dairy products and even cooked rice. These foods contain lots of proteins and nutrients, and bacteria love these energy foods.
- The risk of food poisoning is virtually eliminated if food is properly handled, stored correctly, cooked sufficiently and eaten immediately.

What You Can Do....

Storage

Foods need to be stored properly - both to retain their nutrient value and to keep them safe. As a general rule, store all foods as directed on the label, and follow these simple rules:

- Store raw meats near the bottom of the fridge to ensure that juices do not drip onto other foods. Or place meat into a covered tray or container within the fridge. Use within 2-3 days, or check the use-by-date.
- Freeze meat and chicken which you don't intend to use before the use-by-date. Freezing greatly extends the use-by-date. Frozen storage times for a range of products are given below. **Although food is safe to eat beyond these times, there can be some loss in eating quality.**

Product

Approximate Frozen Storage Life* (-18 °C)

Beef Roasts	4 - 6 months
Ground Beef (Mince)	2 - 3 months
Sausages	1 - 2 months
Beef Steaks	3 - 4 months
Beef Casserole	2 - 3 months
Lamb Roast (Whole)	4 - 6 months
Lamb Chops	2 - 3 months
Lamb Casserole	2 - 3 months
Offal	1 month
Pork Chops	3 - 4 months
Pork Roast	4 - 6 months
Bacon	1 - 2 months
Whole Chicken	4 - 6 months
Chicken Portions	3 months
Lean Fish (e.g. Whiting)	4 months
Oily Fish (e.g. Mackerel)	3 months

* Source: CSIRO & AMLC

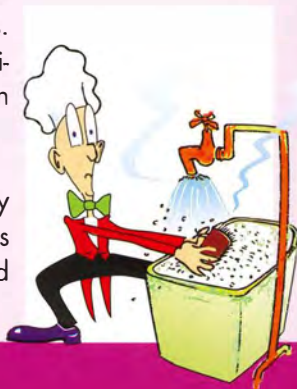
- For frozen storage, it is best to remove the product from the store wrap and place into freezer bags to maintain quality. Expel all air from the bag, tie, label and date the bag.
- Most importantly, check the temperature of your refrigerator using a fridge thermometer. It should be 4°C or less, and your freezer should be around minus 18°C.

Thawing of Frozen Product

- Thaw meat and other foods in the fridge, and only in the microwave if using the product immediately thereafter.
- To maintain the upmost safety, do not thaw food at room temperature (on a bench) or in water.
- Once thawed, cook immediately. Thawed meats should not be refrozen in their uncooked state. If thawed meat is cooked in a meal such as a casserole it is safe to freeze.

Handling and Preparation

- Bacteria can be passed to and from people, surfaces, food, animals and even to and from raw and cooked foods. This is known as cross contamination and can be avoided in the following ways:
- Wash hands in hot soapy water for around 30 seconds before preparing food and after touching raw meats.



- Encourage other people to prepare food if you are feeling unwell.
- Use a different chopping board and utensils when preparing foods which are "ready to eat" like a salad, and those which are "to be cooked", like meat. If you have only one chopping board, wash well with hot soapy water before re-using.



- Use different utensils for cooked foods and never place cooked foods on plates which have contained raw products such as meat, poultry and fish.

Cooking

- When cooking mince, sausages, hamburger patties, rolled roasts and chicken, ensure they are cooked right through and there is no pink meat.
- Steaks and whole roasts can be cooked to your preference, although very rare is not recommended.



- If you have access to a meat thermometer, it is always good to check the internal temperatures. In the case of hamburgers and poultry, aim for around 75°C.

- Microwaves are a quick and convenient way to cook foods, however they tend to heat foods rather unevenly, leaving cold spots. So when microwaving foods, always rotate and stir products during cooking to promote more even cooking. And wait until standing time is over before you check that cooking is complete - foods continue to cook even when the microwave is turned off.

Leftovers

- Place leftovers in the refrigerator to cool when the steam has evaporated. Do not leave to completely cool on the bench.
- When reheating foods, heat to steaming hot (above 75°C) - this will kill any bacteria which may have grown on the food in the fridge. If you still have leftover product - throw it away - do not reheat product more than once and use all leftovers within a day of preparation.

Cleaning

- Wash all work surfaces well with hot soapy water.
- Dirty dishes should be washed in warm soapy water and then rinsed in hot water. It is preferable to leave dishes to air dry, but don't place a tea towel over them as this will only spread bacteria from the tea towel onto the clean dishes. Change your tea towel when it becomes soiled or wet.



- Change your dish cloth regularly and wash well after each use (bacteria can thrive in dishcloths). It is better to use paper towels for cleaning as these cannot be reused.
- Clean your fridge and cupboards regularly. Crumbs in cupboards can attract pests and dirty fridges can carry bacteria.

One Last Reminder...

- Be extra careful preparing and cooking foods for young children, the pregnant, elderly and sick people. They are particularly susceptible to food-borne illness.

HANDY HINTS

- Wash your hands well before preparing foods.
- Store raw meat near the bottom of the fridge to ensure juices do not drip onto other foods.
- Buy a thermometer to regularly check the temperature of your fridge and freezer.
- A meat thermometer is also a useful tool in checking the internal temperatures of foods during cooking.

FOR FURTHER INFORMATION:

Contact the Australian Meat and Live-stock
Corporation

Toll free 1800 647 284

ENDORSED BY



Food Safety When Shopping



Food Safety

Food safety is a term which describes those everyday things which we do to prevent becoming sick from eating foods.

Australia produces some of the most wholesome and safe food products in the world. But even so, it is estimated that 1.5 million Australians are still afflicted by some type of food-borne illness each year.



Food-borne illness is usually caused by bacteria called pathogens. These can either be present on foods, or can be passed from you to the food. You cannot tell just by looking at food, smelling it, or tasting the food if it contains pathogens - they are so small - millions of them alone would fit on a pin-head!

The golden rule for food safety is to keep HOT foods HOT and COLD foods COLD - never just warm! Bacteria thrive in temperatures between 5°C and 60°C. Hot means steaming hot and cold means at refrigerated temperatures or below.

There are things you can do to reduce the risk of food-borne illness - and a good place to start is at the beginning - when you purchase food!

Shopping & Food Safety

Food retailers, like supermarkets, maintain rigid food safety standards to ensure that you always receive the very best! But once you purchase food, it is then your responsibility to take the same care of it.



Shopping is the first stage where you can take this responsibility. Not only can you look for certain signs to ensure you receive a safe product, but there are also things you can do yourself!

It's easy... and here's how!

What to Look For When Shopping



All food retailers and food producers have a responsibility to provide you with safe food. But, even so, there are certain things which you should look for.

- Damaged packaging. Check the product very carefully for any signs of the following:

- ✗ Dented cans
- ✗ Leaking cartons, cans, bottles or containers
- ✗ Torn or ripped packaging
- ✗ Swollen chilled food packages and cans
- ✗ Cracked eggs
- ✗ Broken or imperfect seals
- ✗ Dairy products and other chilled or frozen foods left out of refrigerators
- ✗ Products with moulds, discolouration or infestation
- ✗ Products in loose vacuum packs

NEVER purchase such products. They may be contaminated with dangerous levels of bacteria. Report such findings to the store manager.

- If you get home and then find some evidence of tampering or package damage - return the product to the store or call the manufacturer.
- Always check the date mark on foods, especially foods with a short shelf life such as dairy products. The date mark will be in the form of a "use by" or a "best before" date. This date mark indicates the date by which the food will be at its best quality. After the date, the food may still be OK, but check it very carefully for any signs of deterioration. If in doubt, don't buy it.
- Products should not be overloaded in supermarket fridges and freezers. Chilled foods need to be kept at a constant low temperature in order for bacterial growth to be kept on hold. Note the black line in the fridges with the words "Load Limit" written above. Retailers should never have any product above this line!
- If product is labelled as "Keep Refrigerated", or "Keep Chilled" and is not in chilled storage don't buy it.
- When buying food from the deli counter, ensure staff use separate tongs for each food type.

What You Can Do When Shopping

- Always choose refrigerated and frozen foods towards the end of your shopping trip such as meat, dairy products, deli products, icecream, frozen meals. Frozen foods should be rock hard and chilled foods cold to the touch.
- Save hot chickens and other hot cooked foods for later in the trip too. Keep them separated from frozen and chilled products!



- Try not to overload your trolley - this can result in damaged packaging and quality loss for many foods.
- Ask the packer or retailer to pack raw meats in a separate bag from other products - this prevents juices from tainting other products.
- And lastly, always go directly home. Don't leave your groceries in a hot car. If you are travelling long distances (over half an hour), place

your chilled and frozen products into an insulated cooler for the trip home. If you anticipate a long drive home, avoid buying hot foods.

- When you arrive home, immediately pack chilled and frozen products into the refrigerator or freezer.

Self-Service Salad/Dessert Bars

- Self-service salad/dessert bars are becoming more popular in supermarkets. These convenience type foods are great for the busy person! A few simple rules, however, will ensure that you enjoy these foods safely:

- ✓ Always take a container from the dispenser.
- ✓ Each salad or dessert has its own utensil. Use the one which is allocated to the item and don't mix the serving utensils. Only hold the utensil by the handle.
- ✓ Foods purchased from the salad bars should be eaten within 48 hours.
- ✓ Check the instructions provided by the supermarket on how to use the self-service area in an hygienic manner.
- ✓ The self-service area should be supervised by a staff member.
- ✓ Always remember that other people will use the bar, so never touch the food with your hands and do not taste the foods. If you see anyone handling the food, report it to a staff member.

FOR FURTHER INFORMATION:

Contact the Australian Meat and Live-stock
Corporation

Toll free 1800 647 284

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"In our competitive environment, quality management is not an 'add-on'. It's the *key* to success in business today."

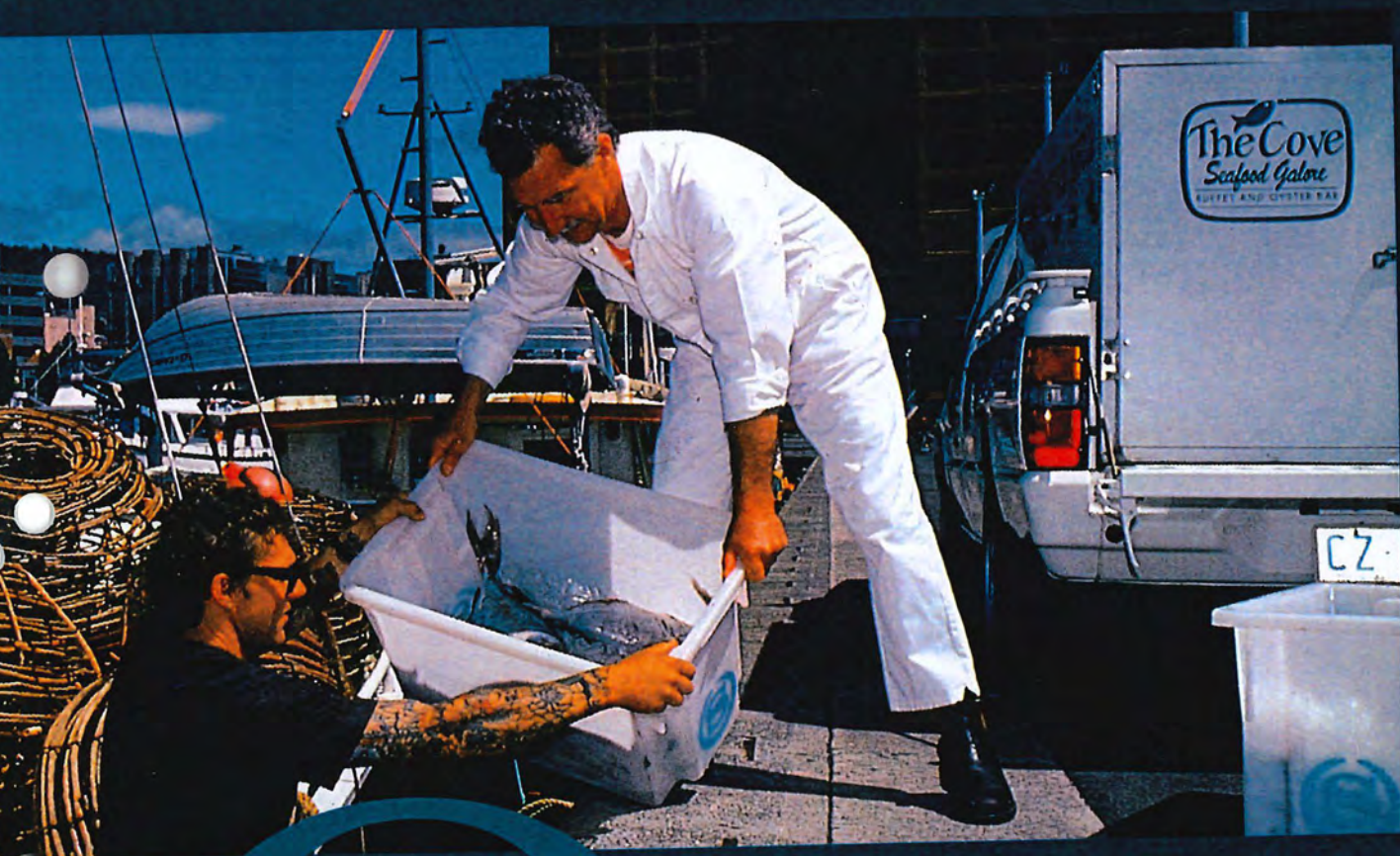


FISHERIES
RESEARCH &
DEVELOPMENT
CORPORATION

Partners in SeaQual are the Australian Seafood Industry Council, the Commonwealth Department of Primary Industries and Energy, and the Fisheries Research and Development Corporation. The *Seafood Quality Chooser* has been produced as part of the SeaQual project with assistance from the Queensland Department of Primary Industries and Pacific Project Management Pty Ltd.

SeaQual Pack 2

Requirements of specific buyers



SeaQual Packs help you to decide on the quality management system that you need for your business



SEAFOOD SERVICES
AUSTRALIA

CONGRATULATIONS

You have just received your copy of the new SeaQual Pack(s). We hope that you are happy with your choice.

Over the next twelve months these packs will be modified and/or updated and as that occurs, the updates will be sent to you - free of charge.

If you nominated on your order that you would like information on:

- a. the names of quality management consultants or
- b. about quality management in your specialised line of business

I wish to advise that this information will be forwarded to you as soon as possible.

Should you have any further queries regarding these packs please phone me or Fiona Anderson on (07) 3406 8648.

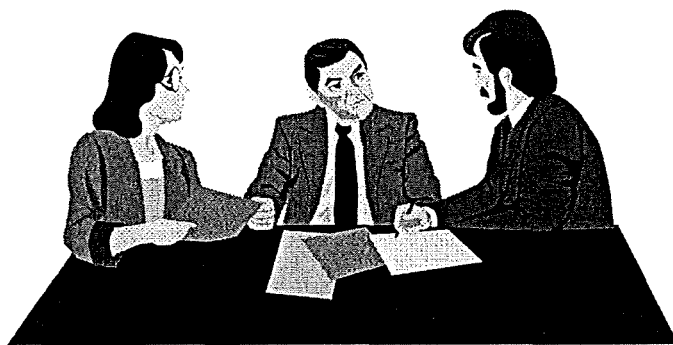
Jayne Gallagher
Manager, SeaQual Australia

19 HERCULES STREET HAMILTON
BRISBANE QUEENSLAND 4007
TELEPHONE **1300 130 321**
FACSIMILE 07 3406 8677
INTERNET www.ssaust.com

SeaQual Pack 2

REQUIREMENTS OF SPECIFIC BUYERS

13 July 1998



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What does the customer need?

Your customer will often demand either a product of certain specifications to be supplied, or specific quality criteria to be met, particularly if you are entering into a preferred supplier arrangement.

Depending on the situation, the potential customer may develop product specifications or conditions to meet his requirements. These specifications or conditions must be met before any product will be accepted.

The customer requirements might take the form of:

- A simple product specification;
- A very detailed product specification;
- A mandatory requirement that the supplying company have an audited HACCP plan in place;
- A requirement that an independently audited quality system such as SQF 2000^{cm} or ISO 9000 series is in place;
- An independently audited vendor specific arrangement;
- Any other specific customer requirements or possibly a combination of the above conditions.

Example of a Vendor Specific Quality Management System

Company X has developed a supplier assurance program, which is essentially HACCP based but incorporates a number of other elements that are required to ensure a high level of food quality and safety.

The main features of the program are documentation, HACCP plans, Good Manufacturing Practices, cleaning procedures, pest control, training, product identification, corrective action procedures, and calibration procedures.

The supplying company must meet these conditions before any product will be accepted. An independent company audits suppliers on a regular basis to ensure that the vendor specific conditions are met.

This process forms the basis of Company X's quality program and helps to ensure that he is retailing only safe food,

Your customers are your greatest assets. It is worth the effort to have a system in place that will not only ensure that you meet their requirements, but is also flexible enough to change to meet their changing needs.

See the glossary for a further explanation of the terms used above.

What is a Product Specification?

A product specification is a clear and documented description of the features of a product and provides information about the variables that make up the product.

Why Have a Product Specification?

Specification can be used by:

- Supplying companies to ensure that they are meeting their customer's requirements;
- Management and employees of the business to know what is to be produced and the quality which is to be met;
- Customers to know what is to be supplied;

Specifications can also provide objective evidence as to what is required by the customer and what the business is able to deliver.

Types of Specifications

There are three main types of specifications these being;

- **Raw material**, Specifications that detail the types of materials used in production and their features.
- **In process or production**, Specifications that detail features of the product whilst it is being produced.
- **Finished product**, Specifications that detail the features of the finished product that will be supplied to the customer.

What should be in a Specification?

The specification may include any information that is important to the business or the customer but it should contain information such as;

- A full description of the product;
- The intended use of the product;
- Product quality features eg grading, packaging, storage conditions, use by date;
- Defects, allowances and tolerances;
- Product safety features eg biological, chemical, physical;
- Packaging, labelling and identification
- Storage conditions;
- Special transport requirements such as temperature, time, etc.;
- Source of product

Training

Workplace training is defined as those activities that are designed to improve employee performance on the job to enable the employee to perform safe useful work to the standard required by the employer.

The aim of the training program, whether delivered by an external organisation or delivered in-house, must be to deliver training that addresses the actual needs of the organisation. If training is intended to deliver new knowledge and skills that are to be applied in the workplace to bring about improved performance, then the message should be clear.

Ensure the focus of the training program is on imparting the knowledge and skills the participants require in their workplace and can be transferred to similar industry settings.

The aim of training in a seafood organisation will be to improve the overall competence of the employee in many different areas of the operation.

Training programs in an organisation should be concerned with preparing employees to move with the organisation as it develops, changes, and grows.

Once the purpose of training is clear, a decision can then be made on the best way to deliver it. Training should be timely, relevant, targeted, interactive, and fun. Remember – adults learn best by doing, not seeing.

Training can take a number of forms

- On the job training learning from other more experienced people in the same organisation (The buddy principle);
- Structured workplace training delivered in the organisation to specifically meet the needs of that organisation as part of an enterprise specific training program;
- Accredited external training from registered training organisations.
- A combination of these three forms.

Seafood Training Australia (STA) is the training and education arm of the Australian Seafood Industry Council. STA is developing a training package for all sectors of the seafood industry ie. fishing operations, aquaculture operations, and processing and distribution operations. From mid 1999, all recognised training in the seafood industry will be based on the Training Package

The Training Package will be developed in two stages:

- Endorsed components-competency standards, the vocational qualifications they lead to, and industry assessment guidelines (to be completed July 1999);
- Non endorsed components – consisting of learning materials, assessment tools, professional development guides (to be completed end 1999).

In addition to the formal training courses which can be delivered by external training organisations, there are a number of key training areas that seafood industry personnel may need to be competent in and receive training in.

- Food hygiene, particularly personal hygiene and food preparation for employees involved in the handling of seafood in the retail and hospitality industries;
- Seafood handling, particularly for seafood processors;
- The correct use of machines and equipment in the factory;
- Work procedures in place in your organisation;

- Identification of product defects.

Further information on Seafood Training Australia can be found on the web site : <http://www.asic.org.au>. The contents pages of the report – “Scoping Exercise for the Seafood Industry National Training Package. - Volume 2 - Seafood Industry Training Products.” Is included with this package.

What does my customer think of my product?

Customer records are almost certainly your business' most valuable information resource.

They are crucial for the day-to-day running of your business. It is important from a marketing perspective to get full feedback from your customers to enable you to meet their requirements, to pre-empt any problems, and to effectively adapt your operation and product to their changing needs.

Feedback on quality

Having developed a market for your products, it is important that all steps be taken to ensure that the customers' product quality expectations are met.

It is a well-known fact that most customers do not complain, they simply take their business elsewhere.

Any basic quality system in the organisation must have a procedure in place for getting feedback on product quality. The procedure that should be adopted will vary from organisation to organisation.

A feedback procedure can be as basic and easy to implement as a regular telephone call to the customer to discuss your product, future development of the product, and what should be done to ensure his specific needs are being met.

Examples of other valuable documents, which could give you valuable feedback on your product quality, include:

- Daily quality monitoring reports;
- Internal and external audit reports;
- Management review documents;
- Sales statistics.

Customer Complaints

Customer complaints should be seen as a positive for an organisation rather than as a negative.. Because most customers do not complain, the feedback you get will enable you to put remedial actions in place to improve product safety or quality and prevent the lapse in standards occurring again.

The complaint may be the result of some factor that is out of your control such as poor handling by the transporting company after it has left the factory.

Product evaluation

It is important to regularly evaluate factors such as:

- Timeliness of delivery of the product;
- Quality of the product compared to your competitors;
- The cost of the product as opposed to your competitors' pricing;
- Effectiveness of your staff.

These factors can be evaluated by simply keeping in contact with your customer to ensure that the agreed product specifications are being met and a quality product is being produced.

What will I do when my customer complains?

Customer complaints will give you the opportunity to remedy a problem within your organisation or your supply network.

The process for dealing with customer complaints should be along these lines:

1. Talk to the customer about the complaint.
2. Investigate the nature and scope of the incident remembering that the customer will normally be reporting on the symptom, not the cause.
3. Determine if the problem is an isolated case or indicative of a more widespread problem which may require a full product recall..
4. Determine if the complaint is the result of some factor that is out of your control such as poor handling by the transporting company after it has left the factory.
5. Take remedial action if necessary to ensure that the incident does not occur again.
6. Evaluate the effectiveness of any remedial action through customer feedback.

Food Recall Procedure

There may come a time where you may have to recall a product that has been released for sale because of a customer complaint, or because it may pose a health hazard to consumers.

In such an event, it is essential to initiate 'crisis control' measures as quickly as possible.

Comprehensive records of product movements are crucial to track your product. You will need to be able to identify:

- Details of supplier;
- Product batch details;
- Date of supply and usage;
- If possible, who you supplied the product to.

Goods may be either temporarily or permanently removed from sale depending on the seriousness of the hazard.

The procedures to be developed when developing a recall procedure are covered in the Australian and New Zealand Food Authority (ANZFA) publication, Food Industry Recall protocol. The essential elements of the procedure are:

1. To initially develop a product recall plan;
2. To minimise damage by acting quickly to recall the product and notify ANZFA;
3. To notify the relevant state authorities of the recall;
4. To collect necessary information and to determine the level of recall. The levels are wholesale, retail, and consumer;
5. To produce advertisements, media releases, and recall letters;
6. To recover the product from supermarkets, etc;
7. To take follow up action to determine why there was a lapse in quality and a release of a potentially unsafe product. To then put measures in place to ensure the problem does not occur again.

It may also be wise to initiate a public relations campaign during and after the crisis to alleviate customer concerns, re-build their faith, and show your commitment to ongoing service and quality.

The seafood industry is developing a Food Safety Emergency Management Plan which is designed to limit the potential damage from a food poisoning incident.

The plan will detail the responsibilities of both organisations and individuals, and will outline a procedure to be followed in the event of a major food poisoning outbreak.

NOTE Refer to the ANZFA document – Food Industry Recall protocol

Access to technical assistance information

When investigating a customer complaint, particularly the cause of the quality defect, it will often become necessary to involve a food technologist or some other technical expert.

Where your operation does not have a technical expert on site, you should develop a relationship with a source of technical expertise who can assist in these matters. The technical specialist you choose will ideally be contactable 24 hours per day and have a thorough knowledge of your operations.

Product traceability

It is important to be able to properly trace your product in the case of a customer complaint, particularly if a product recall is to be instigated.

Information, which needs to be recorded, includes:

- Date of manufacture of the product;
- Product identification marks such as batch marks, etc.;
- Laboratory and quality records such as temperatures;
- Who supplied the raw materials and when they were supplied;
- Who purchased the product, and when it was purchased.

In short – keep detailed records of every stage in the product's development.

Glossary

HACCP (Hazard Analysis and Critical Control Point)

The HACCP system identifies specific hazards in the process, and measures for their control to ensure the safety of food. HACCP is a tool used to assess hazards and to establish control systems that focus on prevention rather than relying mainly on end product testing.

ISO

ISO refers to the International Organisation or Standardisation. It is an international non-government body that prepares technical standards for voluntary use around the world

There are two standards, which apply to the seafood industry, ISO 9002, and ISO 14000.

Organisations with ISO based systems in place must be audited by an internationally recognised independent third party at least once every twelve months after implementation.

ISO 9002

ISO 9002 is the standard applicable to producers/processors who are involved with the production of seafood. It involves a comprehensive approach to the companies' processes, staff, and training, etc.

It differs from HACCP in that HACCP focuses on the hazard elements of the production process whereas ISO is broader and looks at overall elements of the companies' practice.

ISO 1400 Series

These standards have been developed to enable companies to manage their environmental impact as well as how they manage their product quality..

The standard requires that an environmental policy is active in the organisation and supported by senior Management.

The standard covers areas such as Environmental Management Systems and Environmental Auditing.

QA

Quality Assurance - All those planned and systematic actions necessary to provide adequate confidence that goods and services will satisfy given requirements for quality.

SQF 2000^{cm}

The SQF 2000^{cm} Quality Code was developed by the WA Department of Agriculture's AGWEST Trade and Development Unit specifically for primary producers and small business for the food industry.

SQF means Safe Quality Food. The SQF 2000^{cm} quality code provides the tools for a food based enterprise to implement a system which demonstrates compliance with food safety standards and customer quality requirements. It includes the HACCP system and is compatible with the ISO 9000 standards. The main elements include supplier control, production control, inspection and test, document control, product identification and traceability.

SQF 2000^{cm} provides a framework, similar to the ISO 9000 series, for a food business to document its management system to improve and to maintain the quality of the products and the services it provides.

SQF 2000^{cm} is audited by an internationally recognised independent third party every six months.. The auditing process is similar to ISO 9002. Auditors must be HACCP trained and registered with the Quality Society of Australasia at the Food safety Auditors level or above.

HACCP 9000tm

HACCP 9000tm is a certification program that integrates ISO 9002, HACCP, and food hygiene practices. It is a risk management program and a quality management system combined. It is necessary to fully implement the ISO standard to achieve HACCP 9000tm.

NSF International in the USA developed the system.

Useful Web Addresses

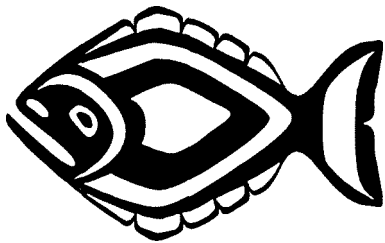
ANZFA	http://www.health.gov.au/anzfa/
AQIS General Site	http://aqis.gov.au/
Standards Australia	http://www.standards.com.au/
Australian Quality Council	http://www.aqc.org.au/
Foodlink	http://www.foodlink.com.au/
Seafood Training Australia	http://www.asic.org.au/
SeaQual	http://www.seafoodsite.com.au/quality/default.htm
AUSEAS	http://www.dpi.qld.gov.au/cft/auseas.html
JAS-ANZ	http://www.jas-anz.com.au/
International Standards Organisation	http://www.iso.ch/welcome.html

What is SeaNet?

SeaNet is a service for the Australian seafood industry that aims to provide easy access to information and advice about environmental best practice in our commercial fisheries.

The primary objective of SeaNet is to work with the fishing industry to minimise the catch of non-target species and to promote the adoption of environmental best practices by the industry.

Bycatch control is an increasing issue for fishers and the community. SeaNet will work with fishers to assist the implementation of effective, practical and cost effective solutions.



Where's the money coming from?

Funds for SeaNet come from the Natural Heritage Trust via two sources, the Fisheries Action Program (administered by Agriculture, Fisheries and Forestry Australia) and the Marine Species Protection Program (administered by Environment Australia).

Funds have been made available for two years but FENA is currently working on obtaining additional funding sources to enable the service to be ongoing.

Just what is an extension service?

For many years the farming sector had a bridge between farmers and research scientists. This bridge recognised that it was not possible to get a scientist to talk to every farmer about new techniques or products and neither was it necessary.

The extension of research relies on those who know enough about both the research program and the practical realities of farming (or in the case of SeaNet, fishing).

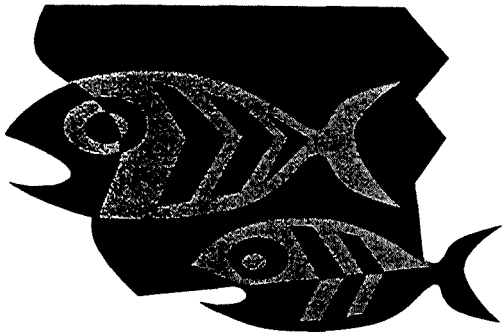
However extension is more than just a one way street. No research is perfect and local conditions may require a modification to how it is applied. Enabling ideas from fishers to be passed back to researchers for testing and/or comment helps fine tune research for local application.

How will SeaNet operate?

SeaNet will employ extension officers (through Ocean Watch) and they will have a home base at an industry office in the State in which they are located.

Each extension officer will have one or more projects to work on and these are chosen in consultation with the industry association and research providers. The officer will work closely with a research scientist on the project(s) chosen.

For fishers, involvement with SeaNet is voluntary and there is no charge but we hope you are willing to freely contribute your time and expertise.



Who is behind SeaNet?

SeaNet is delivered by a coalition of groups called the Fisheries Extension Network Australia (FENA). The members are the Australian Seafood Industry Council (ASIC), the Australian Marine Conservation Society (AMCS) and Ocean Watch Australia. Ocean Watch is the body administering SeaNet.

ASIC is the peak body for the commercial seafood industry in Australia whilst Ocean Watch is a non-profit company funded by the NSW commercial seafood industry to promote the management of fish habitats and sustainable fisheries. The AMCS is Australia's largest marine conservation group.

How can I get involved?

SeaNet currently employs two extension officers who work on some Commonwealth and State fisheries and there are plans to employ two more. To find out the fisheries in which extension officers are currently involved the contact details are provided below.

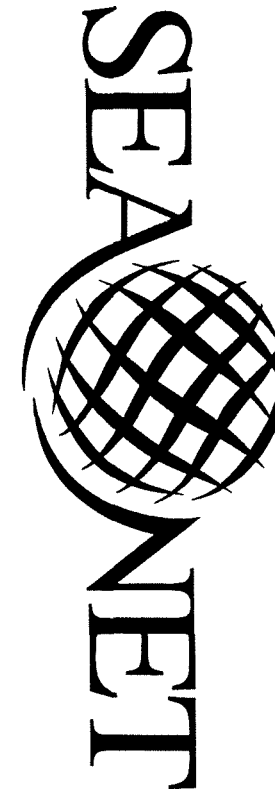


Want more information?

Contact the main SeaNet office at:

Locked Bag 247
Pymont NSW 2009
Ph: 02 9660 9969
Fx: 02 9552 3574
E-mail: oceanwch@geko.net.au

Or call your State's industry council or peak representative body to get the contact details for the person that may be in your State.



**A service to the
Australian seafood
industry delivered by
the Fisheries Extension
Network Australia,
funded by the Natural
Heritage Trust**

**Locked Bag 247
Pymont NSW 2009
AUSTRALIA
Ph: 02 9660 9969
Fx: 02 9552 3574**

Everyone wants our commercial fisheries to be ecologically sustainable.

Especially commercial fishers.

Public expectations of what is ecologically sustainable are changing, rapidly.

Keeping up on new methods, new gears and new techniques can take a great deal of time.

Wouldn't it be better if the latest information came to you? Straight off the research boat, so to speak?

And wouldn't it be better if there was more two-way liaison between fishers and researchers?

Many fishers have wanted an extension service like this for years.

PUBLICATIONS & REPORTS



**SEAFOOD SERVICES
AUSTRALIA**

Technical information & advice

A GUIDE TO THE SAFE HANDLING AND INSPECTION OF SEAFOOD

For seafood retailers, a guide to the many practices, procedures and rules that must be employed to ensure seafood remains safe to eat. Sections covered include: determining seafood quality; seafood spoilage and how to reduce it; cleaning and sanitising seafood work areas; and requirements for displaying seafood. The guide should be read in conjunction with the necessary federal, state & local authority food laws.

MISC 2: \$A23.00

A STUDY INTO THE PRODUCTION OF NUCLEI FOR PEARL CULTURE USING AUSTRALIAN MOTHER-OF-PEARL SHELL

The cultured pearl industry in Australia relies on the supply of shell beads or nuclei as the base for cultured pearls. This project sought to compare the production of mother-of-pearl nuclei from *Pinctada maxima* shells of three different origins: punch shell from WA pearl oysters; shells from NT pearl oysters; and shells from wild WA pearl oysters.

NSC 97/403: \$A20.00

A STUDY OF THE DEMAND AND IMPORTANCE OF SEAFOOD SOURCED IN NSW AND ELSEWHERE TO THE CATERING AND TOURISM INDUSTRIES IN NSW

The NSW fishing and aquaculture industry recognised there is an increasing demand for seafood from domestic and overseas buyers but is facing restrictions on various activities because of the limited nature of fisheries resources and waterfront aquaculture sites.

FRDC 95/126: \$A40.00

AN ANALYSIS OF ASIAN MARKETS FOR SEAFOOD PRODUCTS

An analysis of selected Asian markets for under-utilised seafood products; forms part of the market selection process of the project 'Hooking into Asian seafood markets' which is funded by the Fisheries Research & Development Corporation (FRDC).

FRDC 97/342: \$A20.00

AN IMPROVED PACKAGING SYSTEM FOR LIVE WESTERN ROCK LOBSTER

The rock lobster industry has developed its own handling, processing and packaging systems for live rock lobsters largely on an 'ad hoc' basis. This report sets out the results of a survey of the packaging systems used with western rock lobsters.

NSC 92/125.09: \$A25.00

AQUACULTURE QUEENSLAND IDENTIFICATION POSTER

Highlighting six of Queensland's main aquaculture species, this poster shows information on the species characteristics, including aspects such as flavour and texture. Seasonal availability of each is included.

MISC 3: \$A10.00

AUSTRALIAN COMMON CARP: A MARKETING STRATEGY

The aim of the project was to identify potential markets for the consumption of carp and attempt to control the carp population through commercial exploitation.

NSC 92/125.04A: \$A15.00

AUSTRALIAN SEAFOOD BY SEASON

A month by month and state by state calendar of the seasonal availability of 130 of Australia's wild caught and aquaculture seafood species. Includes species identification photographs, an 'alternatives' chart and a national 'at a glance' chart.

FRDC 97/301: \$A27.00

AUSTRALIAN SEAFOOD HANDBOOK - DOMESTIC SPECIES

A comprehensive user-friendly identification guide with colour photographs of about 350 species of finfish and shellfish. Oil composition profiles, protein fingerprints and fish fillet characteristics are included. Essential reference for all professional and recreational fishers, retailers, processors, biologists and seafood consumers.

FRDC 94/136.02: \$A48.50

FRDC 94/136.02W: (Waterproof copy) \$A83.50

AUSTRALIAN SEAFOOD INDUSTRY DIRECTORY 1997-99

Contains names and addresses of companies and individuals involved in the aquaculture and post-harvest sectors. User-friendly features include: State groupings, coastal strip maps and seasonality guide. Government agencies are listed in the front with contact numbers for head and regional offices. Also available on CD.

FRDC 94/170: Book \$A20.00

CD \$A20.00

CEPHALOPODS OF COMMERCIAL IMPORTANCE IN AUSTRALIAN FISHERIES

Identifies 30 species of squid, cuttlefish and octopus. Intended to promote accurate species reporting in commercial catches and more informed fisheries management.

NSC 98/483: \$A15.00

DEVELOPMENT OF A PROCESS TO MANUFACTURE POWDERED SHARK CARTILAGE

Covers the materials and processing methods used to manufacture the powdered shark cartilage.

NSC 92/125.11: \$A30.00

DEVELOPMENT OF LIVE FISH TRANSPORT TECHNIQUES

The supply of fish live to markets is one form of value-adding but the higher prices paid are of course dependent on the fish arriving live. This report details various aspects of live fish transport in three main areas: capture and pre-transport maintenance; packaging and live transport; and post-transport maintenance.

FRDC 93/184: \$A30.00

DRIED SEAFOOD MARKETING REPORT 1996

A market survey into dried seafood that has been processed using techniques such as heat pump drying. Includes a survey of products and prices of dried seafood sold in Australia; market information about dried seafood traded around the world; import and export statistics; a study tour of manufacturers, wholesale and retail outlets for dried seafood in Hong Kong and Taiwan; and a review of candidates for Australian production.

FRDC 94/123A: \$A105.00



EVALUATION OF THE COOKING PROCESS OF AQUACULTURED GIANT TIGER PRAWNS

Outlines an operational procedure for the cooking of *Penaeus monodon*. Discusses critical control points within the process and gives an indication of best practices.

NSC 97/485: \$A15.00

EXTENDING THE HIGH QUALITY SHELF LIFE OF SEAFOOD PRODUCTS

A report of recent research showing that Modified Atmosphere Packaging (MAP) technology can double the shelf life of fresh seafood under Australian conditions. The research applied MAP to four different types of seafood products: saucer scallops; broadbill swordfish cutlets; Atlantic salmon portions; rainbow trout fillets.

FRDC 96/338: \$A40.00

FEASIBILITY STUDY FOR ESTABLISHMENT OF A VICTORIAN COMMERCIAL JELLYFISH FISHERY

Catostylus mosaicus is one species of jellyfish, abundant in Australian waters, which is suitable for Asian markets where dried jellyfish bells are a highly regarded food. This study estimates order-of-magnitude jellyfish biomass in Port Phillip Bay, investigates harvesting and on-board storage techniques, trials processing and alternative drying techniques. Includes market testing in Asia.

NSC 92/125.31: \$A20.00

FISH MEAL PRODUCTION USING BY-PRODUCTS OF COMMERCIAL FISHERIES

Study aimed to identify sources of commercial fisheries waste materials and determine their annual production and seasonal variability. Proximate and fatty acid analyses were performed on selected materials to assess their suitability for inclusion in aquaculture feeds.

NSC 92/125.08: \$A25.00

FISH SILAGE: CAN IT BE USED IN AQUACULTURE?

Discusses the use of fish silage as an aquaculture feed, based on trials conducted throughout Australia.

NSC 92/125.19: \$A20.00

FOOD PROCESSING CONCEPTS FOR THE AUSTRALIAN BECHE-DE-MER INDUSTRY

The culmination of research into the processing of beche-de-mer also known as sea cucumber or trepang. Topics covered include: biology of the animals; processing of the cooked/dried product; freezing and freeze drying; handling & hygiene; quality control and management; marketing.

NSC 92/125.02: \$A25.00

IMPROVEMENTS IN POST-HARVEST HANDLING AND MARKETING STRATEGY FOR BLUE CRABS

Details a simple improved method of handling live crabs at sea. This study shows that the industry will accept the change from netting to potting, that the superior quality of crabs caught in pots can be maintained and that markets exist to obtain an increased return for these crabs.

NSC 92/125.17: \$A30.00

IMPROVING PACKAGING TECHNOLOGY, SURVIVAL AND MARKET OPTIONS FOR KURUMA PRAWNS

Reports research into improved packaging technology, survival and market options for Kuruma prawns. Aims to assist the industry sector establish and maintain a strong and reliable market position.

NSC 92/125.32: \$A20.00

LIVE SEAFOOD HANDLING - STRATEGIES FOR DEVELOPMENT

Australia's live seafood trade is valued at over \$250 million and is a major reason behind the recent growth in seafood exports. While the industry enjoys considerable success, there is still need to solve highly complex problems associated with the capture, holding and transport of a range of species. The then National Seafood Centre held a live seafood forum to discuss many of these issues.

NSC 92/125.26: \$A35.00

MAKING THE MOST OF THE CATCH - INTERNATIONAL POST-HARVEST SEAFOOD SYMPOSIUM PROCEEDINGS

Held July 1996 and organised by the Seafood Group of the Centre for Food Technology, the symposium addressed value-adding issues in production and marketing. Sponsored by the then National Seafood Centre, the proceedings contain a wealth of information from Australian and overseas seafood technologists.

NSC 92/125.30: \$A30.00

MARKETING NAMES FOR FISH AND SEAFOOD IN AUSTRALIA

Contains a list of over 270 species of fish and seafood including wild caught, farmed and imported. An essential tool for the marketing of fish and seafood.

FRDC 94/137: \$A15.00

MAXIMISING ECONOMIC RETURNS IN THE NORTHERN TERRITORY SPANISH MACKEREL FISHERY

Reports on the shelf-life of Spanish mackerel caught by line fishing in Northern Australian waters. Handling practices on-board the capture vessels were investigated and possible differences in shelf life between the headed and gutted product and the uncut were tested. A code of practice for handling, processing and packaging of Spanish mackerel was developed and is included.

NSC 92/124.24: \$A15.00

PROCESSING OF THE SOUTHERN KING CRAB (PSEUDOCARCIRUS GIGAS)

Details a method for the commercial cooking and processing of southern king crab and identifies a market for larger crabs by processing the meat and packaging in cans or snap freezing.

NSC 92/125.16: \$A15.00

REDUCING POST-CAPTURE MORTALITY WHEN STORING TROPICAL ROCK LOBSTERS FOR LIVE TRANSPORT

Identifies some of the problems currently affecting the live transport of rock lobsters in relation to concentrations of lactate, glucose and ammonia in the blood.

NSC 92/125.27: \$A25.00

RESEARCH ON POTENTIAL PHARMACEUTICAL PRODUCTS FROM AUSTRALIAN HOLOTHURIANS

Identifies priorities in efforts to develop a therapeutic-based sea cucumber industry in Australia; for example control over species collection, handling, identification, processing and evaluation.

NSC 92/125.22: \$A20.00

SEAFOOD AIRFREIGHT PACKAGING STRATEGY: A SERIES OF CONSULTATIVE FORUMS

Presents a summary of workshop/forum presentations on issues surrounding seafood airfreight regulations and appropriate packaging technologies. Also outlines key recommendations for future development of airfreight regulations and support systems.

NSC 97/401: \$A30.00

SEAFOOD CATERING MANUAL: VOLUME 1

Designed for the food service industry. Details where a species is caught, the main ways it is sold, how to cook and serve it and also suggests matching wines. Species include 37 fin fish (from Atlantic salmon to whiting), 18 shellfish covering prawns, crabs, lobsters, crayfish and molluscs plus crocodile. Tables provide a quick reference guide to species that can be used as alternatives for another. Nutrition tables, one for fin fish, one for shellfish, complete this thoroughly researched book.

FRDC 94/166: \$A30.00

SEAFOOD THE GOOD FOOD

Lists the oil content and fatty acid composition of Australian commercial fishes, shellfishes and crustaceans.

FRDC 95/122: \$A25.00

SILVER PERCH INDUSTRY DEVELOPMENT PLAN

Identifies the issues involved in modern marketing techniques and outlines an approach to achieving a profitable and market driven Australian silver perch industry.

NSC 92/125.21: \$A25.00

STUDIES ON THE PHYSICAL RESPONSE OF WRASSE AND HORSESHOE LEATHER JACKET TO CAPTURE AND TRANSPORT

Reports the water temperature at which fish can be comatosed for live transport and also the water temperature at which the majority of fish will survive for extended periods (for example, during transport to Asia, Japan or the USA).

NSC 92/125.15: \$A15.00

STUDY OF THE BY-CATCH, PROCESSING BY-PRODUCTS AND WASTE IN QUEENSLAND AND NEW SOUTH WALES

Reports the findings of study of the by-catch of many of the major fisheries and fishing grounds in Australia. Covers the composition and abundance of by-catch; what is retained and how it is utilised; what are by-products and what is waste.

NSC 92/125.10: \$A30.00

THE HANDLING VALUE-ADDING OF FARMED BARRAMUNDI

The commercial handling, packing and distribution of farmed barramundi from producers to interstate markets and consumers were examined to assess the effectiveness of current practices. The potential of new products from large fish and value-adding opportunities were also examined so that industry could reduce its reliance on plate size fish and its exposure to falling prices.

NSC 92/125.33: \$A30.00

THE IMPROVEMENT IN THE QUALITY OF MEAT FROM FROZEN TRAWL-CAUGHT BLUE CRABS

The aim of the project was to improve the quality of frozen crab meat by examining a range of different on-board handling and freezing combinations. The quality of the meat obtained from these crabs was determined by carrying out focus group discussions and microbiological tests as an indicator of shelf life.

NSC 92/125.34: \$A20.00

VALUE-ADDING FOR SQUID PROCESSING IN THE GEELONG REGION

Details the primary and secondary processing opportunities for the squid industry. The market opportunity for value-added squid products is significant with Australia being a substantial net importer of squid products.

NSC 97/402: \$A20.00

VALUE-ADDING TO SEAFOOD BY APPLICATION OF MODERN DRYING TECHNIQUES

Modern drying techniques such as heat pump drying were trialed with a total of 16 species; of these, several species did not lend themselves to quick and easy drying.

FRDC 94/123B: \$A40.00

For additional information about any of these books, please contact:

Seafood Services Australia

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Seafood Services Australia combines all the services previously provided by the Australian Seafood Extension & Advisory Service (AUSEAS), the National Seafood Centre (NSC) and SeaQual Australia under the one 'umbrella' name and in one location.

As a result, Seafood Services Australia now provides three core services to the Australian seafood industry:

- information and advice on technical issues
- guidance on food safety, quality management and standards
- assistance with adding value to your business through developing new products and processes.

Information and advice on technical issues

One of Seafood Services Australia's aims is to supply the Australian seafood industry with easy access to the best available information on post-harvest technology from local and overseas sources. And to provide specialist technical advice on all aspects of seafood technology.

A priority telephone number, 1300 130 321, has been established to promote this on-call information and advice service.

Staff of Seafood Services Australia (and the former Australian Seafood Extension & Advisory Service) have access to an extensive database of information on seafood processing, handling, packaging, products and more. It is arguably the best database of its kind in Australia and possibly world-wide.

- **Information searches**

The database is used to deliver customised information in response to industry enquiries and problems. For example you may need information about:

- aquaculture and processing of squid
- cooking, processing and post-harvest handling of prawns
- manufacture of fish sausage
- seafood handling for retailers
- smoking of fish and seafood
- prevention of blackspot in prawns
- or other technical issues.

Information searches are delivered quickly, at cost and range in price depending on the time taken to compile the information. A standard information 'pack' may contain copies of published articles, lists of relevant publications and where to purchase and advice on 'where-to-from-here'. An approximate cost can be given before you commit.

Or if you prefer, Seafood Services Australia can deliver a list of published articles on the topic of your choice with a brief description of each article. You decide which ones are of interest and Seafood Services Australia can provide the full article text, again at cost.

19 HERCULES STREET HAMILTON
BRISBANE QUEENSLAND 4007

TELEPHONE 1300 130 321
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www.ssaust.com

- **Quarterly updates and annual membership**

Subscription to Seafood Services Australia's quarterly update service will provide you, every three months for one year, with a quarterly information update on the topic of your choice. This service is designed to keep you up-to-date with published technical information.

Annual membership to the information service entitles you to four literature searches in addition to a quarterly update on the topic of your choice.

- **Publications and reports**

Seafood Services Australia also facilitates technology transfer through the promotion and sale of over 45 research reports and publications funded by the Fisheries Research & Development Corporation (FRDC). A current publication list can be faxed, e-mailed or posted to you on request.

Seafood Services Australia compiles and publishes the *Australian Seafood Industry Directory*, a comprehensive guide to individuals, companies and organisations involved in the post-harvest sector of the seafood industry and its support services. The directory is also available on CD.

- **What else?**

Seafood Services Australia also acts as a referral point for other individuals and agencies relevant to the industry and has access to a network of expertise from contacts around Australia and the world. And can provide basic market intelligence and assistance and advice in exporting of seafood

- **For more information, contact:**

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WA SEAFOOD QUALITY



MANAGEMENT INITIATIVE



QUALITY ASSURANCE GUIDEBOOK

**A Quick Reference
to QA Systems**

*Promoting the adoption of
Quality Management systems
in the WA seafood industry.*

October 1998



A message from the Minister for Primary Industry, Fisheries



This document outlines the basic characteristics of available quality assurance (QA) systems and estimates the cost of implementation. Once you have read this guidebook you will be able to choose the most appropriate system for your business and examine the benefits and weaknesses of each QA system.

The seafood industry now has an excellent opportunity to further increase its economic performance through the widespread adoption of quality management systems thereby maintaining a professional, profitable and vibrant seafood industry. I invite and encourage all industry sectors to participate in SQMI activities and adopt the philosophy of continuous improvement.

A handwritten signature in dark ink, appearing to read 'Monty House'.

Monty House, MLA
MINISTER FOR PRIMARY INDUSTRY; FISHERIES

What is the SQMI?

The Seafood Quality Management Initiative (SQMI) seeks to promote the adoption of quality management systems in the WA seafood industry. The SQMI encompasses the philosophy of continuous improvement of quality and productivity with total customer satisfaction being the driving force.

The SQMI seeks to:

- *work closely with industry;*
- *develop a coordinated seafood quality management focus with industry;*
- *encompass whole of seafood supply chain from harvest to plate;*
- *facilitate the adoption of QM systems where appropriate;*
- *encourage an increased sense of responsibility for seafood quality by industry;*
- *increase consumer confidence in WA seafood products; and*
- *maintain and strengthen our competitive position as a leading producer and exporter of high quality seafood products.*

SQMI services include the provision of:

- *quality management information and advice;*
- *advice to groups or individuals to develop quality strategies particular to their needs;*
- *an information extension and liaison role between government and industry;*
- *advice and assistance with funding applications for quality related activities;*
- *strategic planning and policy support to government and industry;*
- *representation on state and national committees; and*
- *industry training and awareness raising activities.*

Who can use the SQMI?

Any sector of the fishing, aquaculture and related industries. This includes any business involved in the fishing, culture, handling, processing, transport or trading of fish products.



Introduction



This QA Guidebook was developed by the WA Seafood Quality Management Initiative (SQMI) to assist seafood businesses to identify the most appropriate QA system for their enterprise. An overview of financial and human resource requirements of various QA systems for various sectors of the fishing industry is given.

Quality systems are an organisation's procedures, work instructions, processes, resources and structure for implementing quality management. Businesses implement Quality Assurance (QA) systems for a number of reasons including:

- *to meet customer and regulatory requirements;*
- *to improve business performance; and*
- *to ensure product safety and quality.*

There are a number of commercial benefits to adopting effective QA systems including:

- *reduced product loss and increased profit due to improved process management;*
- *waste reduction due to better manufacturing management;*
- *consistent supply of product to specification;*
- *customer satisfaction;*
- *improving market image and competitive advantage;*
- *improvement of food safety and quality;*
- *development and strengthening of customer relationships; and*
- *increased competitiveness.*

Types of QA Standards and Codes

Businesses can structure a QA system using recognised standards, codes or methodologies including: FoodSafe; FoodSafe Plus; Hazard Analysis Critical Control Point (HACCP); FPA & AQA (AQIS); SQF 1000^{CM}; SQF 2000^{CM}; ISO 9002; and ISO 9002 with HACCP.

	ORIGINATOR	SUITABILITY	KEY ELEMENTS	TRAINING GUIDELINES	BENEFITS	WEAKNESSES
FoodSafe	Developed by the Australian Institute of Environmental Health.	Provides business with staff training for basic food handling.	Incorporates a video, workbook and guide for proprietors.	The program trains staff in: - personal hygiene; - food handling and storage; - cleaning equipment; and - pest control. Records for implementing food manufacturing practices are included	<ul style="list-style-type: none">• Low cost• Easily implemented• Increased staff awareness and improvement of hygiene practices.• Provides discipline for fundamental food handling practices.• Educates staff of potential hazards.• Minimises potential financial loss due to monitoring of stock conditions (eg. temperatures).• The program provides the opportunity to train all staff in food handling practices and hygiene standards.	<ul style="list-style-type: none">• Does not have HACCP.• Not widely used in Australia at this stage.• Does not address product quality issues.• Environmental Health Officer (EHO) checking the system may not have seafood experience.
FoodSafe Plus	Developed by the Australian Institute of Environmental Health.	For organisations requiring a HACCP plan to address food safety factors.	The package incorporates a manual with the following key elements: 1 FoodSafe food handler training manual 2 Inventory/recall procedure 3 Procedures and worksheets 4 Hazard analysis 5 Commitment and control.	It is suggested the enterprise train the HACCP plan developer through recognised external training.	The same benefits as FoodSafe. Extra benefits include: <ul style="list-style-type: none">• the HACCP Plan ensures the business has identified the food safety risks;• steps are taken to minimise these risks; and• it provides a more comprehensive food safety element than FoodSafe.	<ul style="list-style-type: none">• Not well recognised or utilised in Australia at this stage.• Local EHO may not have seafood experience.• HACCP training will depend on the knowledge of the trainer.
HACCP systems based on Codex	HACCP was jointly developed by Pillsbury Organisation and NASA in the 1960s. Codex Alimentarius Commission is the originator of the Codex methodology. The methodology was developed to address food safety issues.	For organisations requiring a HACCP plan to address all food safety factors.	There are 7 key principles to HACCP systems based on Codex: 1 Conduct a hazard analysis 2 Determine the Critical Control Points (CCP's) 3 Establish Critical Limit (s) 4 Establish a system to monitor and control of the CCP 5 Establish corrective action to be taken when monitoring indicates a particular CCP is not under control 6 Establish procedures for verification to confirm that the HACCP system is working effectively 7 Establish documentation concerning all procedures and records appropriate to these principles and their application.	It is suggested the developer of the HACCP plan be trained externally utilising a recognised training program.	<ul style="list-style-type: none">• Reduction of food safety hazards.• It is a preventative method.• Internationally recognised.• Less end-of-production tests.• Provides the business with a marketing tool and competitive advantage.• Provides improved supplier status with customers.• Documentation of food safety procedures.	<ul style="list-style-type: none">• Does not address specific quality issues (eg. product appearance).• Requires regular commitment and administration.

	ORIGINATOR	SUITABILITY	KEY ELEMENTS	TRAINING GUIDELINES	BENEFITS	WEAKNESSES
FPA (AQIS)	The Australian Quarantine Inspection Service (AQIS) is responsible for providing inspection and certification services which comply with overseas authorities requirements. The FPA system was developed to meet internationally recognised process control systems.	FPA is an inspection system available to processed food exporters. The system is applicable to fish exporters and is a schedule within the Export Control (Processed Food) Orders. A wide range of enterprises utilise the FPA program including catchers, processors, value-adders.	Documentation of FPA includes: <ul style="list-style-type: none">• general information including details relating to your business, location, food types and preparation methods;• a declaration of intention to comply with the FPA program;• product manufacture flow charts; and• HACCP audit tables.	No external training is required. However it is suggested that external training would be advantageous.	<ul style="list-style-type: none">• The FPA system is considered by many seafood exporters as a simple system to operate and maintain.• Once approved it enables enterprises to export.• Easy to implement.• Simple to maintain.	<ul style="list-style-type: none">• The system may not be recognised or compliant with standards required by your domestic customers.• Does not incorporate all Codex HACCP principles.
SQF 1000 ^{CM}	AGWEST Trade and Development is the originator of the SQF 1000 ^{CM} Quality Code.	The standard is utilised by: 1 Primary producers who supplies food which req further processing through one or more steps. 2 Small food businesses that are req to implement food safety programs specified as a min req in the appropriate legislation of the country in which the food is to be processed or consumed.	The main feature of the Code is that it is the CODEX Alimentarius Hazard Analysis and Critical Control Point (HACCP) system. The HACCP method is used to develop a master HACCP plan from which the business food safety or food safety quality plan is derived. The Code consists of the same 6 elements as SQF2000 ^{CM} but is not as thorough in application of them.	It is suggested key staff undertake a recognised HACCP Principles course. This course is a requirement for Skilled HACCP Practitioner registration, which may be required by businesses implementing the system.	Benefits of implementing a QA system based on this code include: <ul style="list-style-type: none">• a simpler system than, SQF2000^{CM}, ISO 9002 or AQA (AQIS);• this system is designed for businesses supplying raw materials to SQF 2000^{CM} certified businesses or ISO type businesses;• improvement of food safety and quality;• market place image enhanced; and• development and strengthening of customer relationships.	<ul style="list-style-type: none">• This is a new standard and is not as widely recognised as ISO 9002 or SQF 2000^{CM}.• Limited seafood HACCP Practitioners available to assist with development.
SQF 2000 ^{CM}	AGWEST Trade and Development is the originator of the SQF 2000 ^{CM} Quality Code.	The standard is utilised by organisations, which produce, manufacture or distribute food. It is relevant to fishing organisations, which undertake simple processing or value-adding.	The main feature of the Code is that it is a quality standard built around the CODEX Alimentarius Hazard Analysis and Critical Control Point (HACCP) system. The Code consists of 6 elements which include: 1 commitment; 2 suppliers; 3 control of production; 4 inspection and testing; 5 document control and quality records; and 6 product identification and traceability.	It is suggested key staff undertake a recognised HACCP Principles course. This course is a requirement for Skilled HACCP Practitioner registration, which may be required by businesses implementing the system.	Benefits of implementing a QA system based on this code include: <ul style="list-style-type: none">• a simpler system than ISO 9002 or AQA (AQIS);• improvement of food safety and quality;• marketplace image enhanced;• development and strengthening of customer relationships;• increased competitiveness;• staff responsibilities clearly defined;• reduction in waste and product rejects;• consistent supply of product to specification; and• improving a business competitive advantage.	<ul style="list-style-type: none">• This is a relatively new standard.• Although recognised in Australia, New Zealand, Thailand and Japan, SQF is not as widely recognised as ISO 9002.• Limited seafood HACCP Practitioners available to assist with development.

	ORIGINATOR	SUITABILITY	KEY ELEMENTS	TRAINING GUIDELINES	BENEFITS	WEAKNESSES
AQA (AQIS)	The Australian Quarantine Inspection Service (AQIS) is responsible for providing inspection and certification services which comply with overseas authorities requirements. The AQA system was developed to meet internationally recognised process control systems.	<p>AQA is an alternative inspection system available to processed food exporters. The system is applicable to organisations exporting fish, dairy, egg and processed foods and is a schedule within the Export Control (Processed Food) Orders.</p> <p>As with FPA, this arrangement has an emphasis on food safety and truth in labelling. AQA further refines the quality system to minimise or eliminate defective products.</p>	<p>The AQA system is based on the elements of the ISO 9000 standard. Elements of AQA are:</p> <ul style="list-style-type: none"> • management responsibility; • quality system; • document and data control; • purchasing; • control of customer supplied product (if relevant to your business); • product identification and traceability; • process control; • inspection and testing; • control of inspection and test equipment; • inspection and test status; • control of non-conforming product; • corrective and preventative action; • handling, storage, packaging, preservation & delivery; • control of quality records; • internal quality audits; and • training. 	<p>No external training is required.</p> <p>However it is suggested that external training would be advantageous.</p>	<ul style="list-style-type: none"> • Greater consistency in product. • Increased competitiveness. • Staff responsibilities clearly defined. • Reduction in waste and rejects. • Development and strengthening of customer requirements. 	<ul style="list-style-type: none"> • Greater administrative input. • Increased documentation. • The system may not be recognised or compliant with standards required by your domestic customers. • Does not incorporate all Codex HACCP principles. • Significant costs of implementation and maintenance.
ISO 9002	International Standards Organisation for Standardisation (ISO), an international non-government body.	<p>The standard is suitable for enterprises involved in catching, handling, manufacturing and distributing fisheries products.</p> <p>It is generally implemented in large organisations.</p>	<p>The ISO standard incorporates all of the elements (1-16) shown for AQA above in addition to the following:</p> <ul style="list-style-type: none"> • contract review; • control of customer supplied product; • servicing; and • statistical techniques. 	Suggested training in understanding the ISO 9002 standard.	<ul style="list-style-type: none"> • Marketplace image enhanced. • Development and strengthening of customer relationships. • Greater consistency in product. • Increased competitiveness. • Staff responsibilities clearly defined. • Reduction in waste and product rejects. • Consistent supply of product to specification. • Improving your market image and competitive advantage. 	<ul style="list-style-type: none"> • Greater amount of paper work. • Too complex for small and some medium enterprises. • Does not require a HACCP plan to be completed. • Greater costs of implementation and maintenance. • Does not necessarily ensure food safety.
ISO 9002 with HACCP	An organisation may incorporate HACCP into the ISO 9002 system thus addressing food safety factors.			Training in HACCP is recommended.	Food safety factors addressed.	As per above except a HACCP plan is developed.

Key Elements Comparison

Key elements as compared with ISO 9002

✓✓ = Sufficiently covers ISO standards

✓ = Partially covers ISO standards

• = Does not cover ISO standards

ELEMENTS	FOOD SAFE	FOOD SAFE PLUS	HACCP SYSTEMS	AQIS FPA	SQF 1000 SM	SQF 2000 SM	AQIS AQA	ISO 9002	ISO 9000 WITH HACCP
Management responsibility	•	✓	•	•	✓	✓	✓✓	✓✓	✓✓
Quality system	•	•	•	•	✓	✓	✓✓	✓✓	✓✓
Contract review	•	•	•	•	•	•	✓✓	✓✓	✓✓
Document and data control	✓	✓	•	✓✓	✓	✓	✓✓	✓✓	✓✓
Purchasing	•	•	•	•	•	✓	✓	✓✓	✓✓
Control of customer supplied product	•	•	•	•	•	•	✓	✓✓	✓✓
Product identification and traceability	•	•	•	•	✓✓	✓✓	✓✓	✓✓	✓✓
Process control	•	•	•	•	✓✓	✓✓	✓✓	✓✓	✓✓
HACCP	•	✓✓	✓✓	✓✓	✓✓	✓✓	✓✓	•	✓✓
Food safety	✓	✓✓	✓✓	✓✓	✓✓	✓	✓✓	•	✓✓
Inspection and testing	•	•	•	•	✓	✓	✓✓	✓✓	✓✓
Control of inspection and test equipment	•	•	•	•	✓	✓	✓✓	✓✓	✓✓
Inspection and test status	•	•	•	•	✓✓	✓✓	✓✓	✓✓	✓✓
Control of non-conforming product	•	•	•	•	✓	✓	✓✓	✓✓	✓✓
Corrective and preventative action	•	•	•	•	✓	✓	✓✓	✓✓	✓✓
Handling, storage, packaging, preservation & delivery	•	•	•	•	✓✓	✓✓	✓✓	✓✓	✓✓
Control of quality records	•	•	•	✓	✓	✓	✓✓	✓✓	✓✓
Internal quality audits	•	•	•	•	✓	✓	✓✓	✓✓	✓✓
Training	✓	✓	•	•	✓	✓	✓✓	✓✓	✓✓
Servicing	•	•	•	•	•	✓	•	✓✓	✓✓
Statistical techniques	•	•	•	•	•	•	•	✓✓	✓✓

Suggested Systems to Consider

SUPPLY CHAIN/SECTORS	ON VESSEL (catch & store)	ON VESSEL (catch, process, store & pack)	STORAGE FACILITY (pack & store)	PROCESSING FACILITY (simple processing)	VALUE ADDING FACILITY (e.g. crumbing, smoking)	EXPORT FACILITY	RETAILER
For: Small Business	No. of empl. 1-15			Annual Turnover <\$1m			
FoodSafe	✓	✓	✓	✓	✓	✓	✓
FoodSafe Plus	✓						
HACCP systems	✓	✓	✓	✓	✓	✓	✓
FPA (AQIS)						✓	
SQF 1000 ^{CM}	✓	✓					
SQF 2000 ^{CM}		✓	✓	✓	✓	✓	✓
AQA (AQIS)							
ISO 9002							
ISO 9000 with HACCP							
For: Medium Business	No. of empl. 16-200			Annual turnover \$1m to \$50m			
FoodSafe							
FoodSafe Plus	✓	✓	✓	✓	✓		✓
HACCP systems	✓	✓	✓	✓	✓		✓
FPA (AQIS)						✓	
SQF 1000 ^{CM}	✓						
SQF 2000 ^{CM}		✓	✓	✓	✓	✓	✓
AQA (AQIS)						✓	
ISO 9002					✓		✓
ISO 9000 with HACCP					✓		✓
For: Large Business	No. of empl. >200			Annual turnover >\$50m			
FoodSafe							
HACCP systems							
FoodSafe Plus							
FPA (AQIS)	NA	NA				✓	
SQF 1000 ^{CM}	NA	NA					
SQF 2000 ^{CM}	NA	NA	✓	✓	✓	✓	✓
AQA (AQIS)	NA	NA				✓	
ISO 9002	NA	NA	✓	✓	✓	✓	✓
ISO 9000 with HACCP	NA	NA	✓	✓	✓	✓	✓

Businesses may choose several systems to satisfy customer requirements.

Check with customers before committing to any QA system.

Costs

Each system has specific costs related to its development and implementation.

These costs include:

- *staff time;*
- *external training;*
- *external coordinators and consultant time (if required);*
- *materials (e.g copy of the standard) or kits;*
- *product testing - microbiological, heavy metals, chemical (if required);*
- *contact points and premises environment testing (if required); and*
- *external auditor costs.*

The extent of costs will be dependent on a number of factors including:

- *number of product lines;*
- *number of sites (e.g. boats and processing facilities);*
- *risk rating of the products;*
- *whether suppliers test product for chemicals and metals; and*
- *use of external coordinators and trainers.*

Staff Time

You will need to allocate staff time for the development and implementation of the system. Each system varies in complexity and requirements of staff time for implementation. The following is a guide.

	SMALL ENTERPRISE	MEDIUM ENTERPRISE	LARGE ENTERPRISE
FoodSafe	8 hours	8 - 16 hours	Specific QA managers and officers are usually employed to develop QA systems in large enterprises.
HACCP systems	40 - 60 hours	60 - 100 hours	
FPA (AQIS)	40 - 60 hours	60 - 100 hours	
SQF 1000 ^{CM}	40 - 60 hours	60 - 100 hours	Development and implementation time can range from 0 - 3 years.
SQF 2000 ^{CM}	120 hours	200 - 600 hours	
AQA (AQIS)	n/s	As per large enterprise.	Employment of QA staff is continued for system maintenance.
ISO 9002	n/s		
ISO 9000 with HACCP	n/s		

n/s means these systems are not suggested for small enterprises.

Remember that each level incurs ongoing external audits and time should be allowed for these.

External Training

Training provided by external specialist organisations is recommended. The cost of each training course will vary. Various types of programs would be beneficial including:

- *HACCP Principles (based on the CODEX methodology); and*
- *understanding ISO 9000 standards (for those organisations implementing ISO 9002 systems).*

Contact The Food Centre of Western Australia (Inc) for information on HACCP courses.

This organisation conducts HACCP programs, which are approved for SQF 2000^{CM}.

External Coordinators and Consultants

Some businesses choose to utilise the services of suitably qualified and experienced coordinators and consultants.

When selecting external assistance, obtain quotations and references.

Costs will vary depending on the complexity of the business.

Materials & Kits

The following are estimates of individual costs for resource materials and kits.

FoodSafe Tool Kit	\$50
FoodSafe Plus Tool Kit	\$70
AQIS Export Control (Processed Food) Orders	\$125
SQF 1000 ^{CM} Code	\$22
SQF 2000 ^{CM} Code	\$22
ISO 9002 Standard	\$24

Tests

A number of tests may be required to verify that the HACCP system is working. The frequency of testing required will be based on the types of species, number of products, product categories and processing sites.

The range of tests may include:

- *microbiological (eg. Listeria monocytogenes);*
- *heavy metals (eg. mercury); and*
- *chemical (eg. pesticide screens, pH and chlorine).*

External Audit Costs

External audit costs vary according to the QA system, size of the business and number of products. In the case of AQIS, the risk category allocated to the business may impact on audit costs.

Audit costs are calculated on hourly rates and the number of audits required for each year.

Hours Required for Auditing the System

Third party auditors will provide estimates on the number of hours required to audit the system. The following is a general guide

- *1st year = 1 desktop audit & 2 site audits*
- *2nd year onwards = 2 site audits, except for AQIS which may require more depending on the risk category.*

HOURLY CHARGES	
SYSTEM	COST PER HOUR FOR 3RD PARTY DESK-TOP AND SITE AUDITS
FoodSafe	Check with your local government Environmental Health Officer
Food Safe Plus	Check with your local government Environmental Health Officer
HACCP	\$110-\$150 per hour
FPA (AQIS)	\$132 per hour
SQF 1000 ^{CM}	\$110-\$150 per hour
SQF 2000 ^{CM}	\$110-\$150 per hour
AQA (AQIS)	\$132 per hour
ISO 9002	\$110-\$150 per hour
ISO 9000 with HACCP	\$110-\$150 per hour

If a business implements two systems, two separate audits may be required.

For example: If a business implements FPA (AQIS) and SQF 2000^{CM} it will need to pay for AQIS to audit the system for FPA and an approved independent 3rd party to audit the system for SQF 2000^{CM}. This situation is currently under review and may be improved through a mutual recognition agreement by AQIS of external QA systems such as SQF2000^{CM}.

External Audit Costs (cont.)

Registration and Membership Fees

AQIS

Under FPA or AQA you will need to register your establishment. This will cost between \$1,000 and \$1,550.

Verification of HACCP, SQF 1000^{CM}, SQF 2000^{CM}, ISO 9002 & ISO 9002 with HACCP

Third party audit organisations have a range of registration and membership fees, which vary for each system.

Calculating the Costs

This simple proforma can be used to calculate the cost of the system development and implementation.

			TOTAL
Staff Time			
Training	_____ hours @ \$_____ p.h.	\$_____	
Development and implementation	_____ hours @ \$_____ p.h.	\$_____	
Training costs			
External training courses	_____ staff @ \$_____ p.h.	\$_____	
Consultant costs	_____ hours @ \$_____ p.h.	\$_____	
Materials & Kits			
Copy of standard	_____ @ \$_____	\$_____	
Registration Fees			
Registration or membership fee		\$_____	
Annual registration or membership fee		\$_____	
Audit Costs			
Initial desktop audit	_____ hours @ \$_____	\$_____	
Yearly site audits _____ audits @ _____ hours each @ \$_____		\$_____	
*Tests			
Microbiological	_____ no. of tests @ \$_____ ea.	\$_____	
Heavy Metals	_____ no. of tests @ \$_____ ea.	\$_____	
Chemical	_____ no. of tests @ \$_____ ea.	\$_____	
Total estimated cost in year 1			\$

* Remember, there may be various tests under each of the major headings listed above. Seek external guide regarding the number and types of tests required.

Implementation & Certification

SYSTEM	STEPS TO IMPLEMENTATION	CERTIFICATION
FoodSafe	<ol style="list-style-type: none"> 1 Purchase the <i>FoodSafe</i> program. 2 Appoint a coordinator to manage the implementation. 3 Train staff (internally). 4 Implement practices and documentation. 5 Undertake an in-house audit (ie. You check the system). 6 External audit by the local government Environmental Health Officer (EHO). 7 Ongoing in-house audits and routine EHO audits. 	
FoodSafe Plus	<ol style="list-style-type: none"> 1 Purchase the <i>FoodSafe Plus</i> program. 2 Appoint a coordinator to manage the implementation. 3 Work through the modules. 4 Implement practices and documentation. 5 Undertake an in-house audit (ie. check the system yourself). 6 External audit by the local government Environmental Health Officer (EHO). 7 Ongoing in-house audits and routine EHO audits. 	
HACCP systems	<p>The Codex methodology recommends the following steps to implementation:</p> <ol style="list-style-type: none"> 1 assemble your HACCP team of suitably qualified personnel; 2 describe your product/s; 3 identify product/s intended use; 4 construct product manufacture flow diagrams; 5 on-site confirmation of flow diagrams; and 6 list all potential hazards associated with each step in the process (refer to Principle 1). 	<ol style="list-style-type: none"> 1 Verification of the HACCP System by a 3rd party external auditor (includes a desktop and site audit). 2 Integrate your HACCP system with a code or standard such as SQF 2000^{CM} or ISO 9002 if required.
FPA (AQIS)	<ol style="list-style-type: none"> 1 Organise for the establishment to be registered with AQIS. 2 Check that the premises comply with the structural and operational requirements of the Processed Food Orders (Schedules 2 & 3). 3 Document process control (HACCP System). 4 Document controls for issuing Export Clearance Notices (ECN). 5 Complete application for the use of the FPA system. 	<p>Following the steps of implementation AQIS will respond to the application.</p> <ol style="list-style-type: none"> 1 AQIS assigns level of risk to the business. 2 *A desktop audit is conducted. 3 *AQIS conduct a site audit at the premises. 4 Performance rating & inspection frequency issued by AQIS. 5 On-going compliance audits.
SQF 1000 ^{CM}	<ol style="list-style-type: none"> 1 Collect information on the code. 2 Develop the system. 	<ol style="list-style-type: none"> 1 Apply for registration. 2 *Desk-top review (3rd p. auditor). 3 *Certification audit. 4 Maintenance audits.
SQF 2000 ^{CM}	<ol style="list-style-type: none"> 1 Collect information on the code. 2 Develop your system to include a quality manual with a HACCP system, procedures, work instructions and records. 	<ol style="list-style-type: none"> 1 Apply for registration. 2 *Desk-top review (3rd p. auditor). 3 *Certification audit. 4 Maintenance audits.
AQA (AQIS)	<ol style="list-style-type: none"> 1 Prepare a quality system manual to include: <ul style="list-style-type: none"> • procedures; • HACCP system; • work instructions; and • quality forms or records. 2 Submit manual to AQIS. 3 *AQIS desk-top audit. 4 *Initial site audit. 5 Continual audit program. 	
ISO 9002 & ISO 9002 with HACCP	<ol style="list-style-type: none"> 1 Collect information on the standard. 2 Prepare your quality system. 3 Contact various third party auditing organisation. 4 Calculate third party audit costs/estimates. 5 Choose your auditor. 	<ol style="list-style-type: none"> 1 Complete an application to the auditor. 2 Submit your QA system for a desktop audit. 3 *Review audit findings and amend QA system. 4 *Site audit. 5 Review site audit findings and amend (if necessary). 6 Receive certification. 7 On-going surveillance audits.

*In the event of non-conformance, procedures may need to be reviewed

Useful Resources

Following is a list of useful resources and contacts for each standard.

QA SYSTEM	ORGANISATION / RESOURCE	ADDRESS	PHONE/FAX
FoodSafe and FoodSafe Plus	Australian Institute of Environmental Health	PO Box 186 Vic Park WA 6979	Ph (08) 9361 3112 Fax (08) 9361 2198
	The local council Environmental Health Officer	Local Council	
HACCP System	A guide to the implementation and auditing of HACCP, Standing Committee on Agriculture and Resource Management, SCARM Report 60, 1997	SQMI, c- AGWEST 20th Fl, 221 St Georges Tce Perth WA 600	Ph (08) 9424 3167 Fax (08) 9322 7150
FPA (AQIS)	"How to apply for a food processing accreditation (FPA) system of inspection - the AQIS self-help booklet for exporters of fish, dairy produce, eggs and other processed foods". (May 1996).	AQIS PO Box 1410, Canning Vale WA 6970	Ph (08) 9311 5412 Fax (08) 9455 4145
	Export Control (Processed Food) Orders, AQIS	As above	As above
	"The QA Handbook - The arrangement guide for AQIS clients, AQIS, Department of Primary Industries, September 1996"	As above	As above
	"What you need to know to Export Processed Foods (fish, dairy, eggs and their products)". AQIS (June 1994).	As above	As above
SQF 1000 ^{CM} & SQF 2000 ^{CM}	SQF 2000 ^{CM} Fisheries and Aquaculture brochure, AGWEST Trade and Development	SQF Agriculture WA, 3 Baron-Hay Court, South Perth, WA 6151	Ph (08) 9368 3203 Fax (08) 9367 7389
	SQF News, AGWEST Trade & Development, Agriculture Western Australia	As above	As above
	SQF 2000 ^{CM} Quality Code: 1997, 2nd Edition, August 1997, AGWEST Trade & Development, Agriculture Western Australia.	As above	As above
ISO 9002	AS/NZS 9002:1994, Australian and New Zealand Standard, Quality Systems, Standards Australia	SQMI, c- AGWEST 20th Fl, 221 St Georges Tce, Perth WA 600	Ph (08) 9424 3167 Fax (08) 9322 7150
	Standards Australia	1274 Hay Street West Perth WA 6005	Ph (08) 9321 8797 Fax (08) 9321 2929
Other	Australian Quality Council	10 Stirling Highway NEDLANDS WA 6009	Ph (08) 9442 3397 Fax (08) 9442 3377
	Australia New Zealand Food Authority (ANZFA)	Macquarie House 55 Blackall Street BARTON ACT 2600	Ph (02) 6271 222 Fax 02 6271 2278
	SeaQual - Seafood Quality Chooser & Information Packs	Unit 1 Protech House 6 Phipps Close DEAKIN ACT 2600	Ph (02) 6281 0383 Fax (02) 6281 0438
	Australian Seafood Industry Council	Unit 1 Protech House 6 Phipps Close DEAKIN ACT 2600	Ph (02) 6281 0383 Fax (02) 6281 0438

The Next Steps

You will now need to decide which standard best suits your requirements. The following steps will help you with this process

1. Collect information and brochures on each standard or code.
2. Review the information and decide which suits your business.
3. Check with other similar businesses.
4. Check with your customers and ask them which code they recognise.
5. Commence the implementation steps outlined in this guide.



WA SEAFOOD QUALITY



MANAGEMENT INITIATIVE



QUALITY IS GOOD BUSINESS

This QA Guidebook has been produced as part of the SQMI project with assistance from Wendy Davidson Consulting (0417 896 362).



Additional copies of the QA Guidebook can be obtained by contacting SQMI at:

20th Floor, 221 St Georges Tce, Perth, WA, 6000
Telephone: 08 9424 3167 Facsimile 08 9322 7150
ckershaw@agric.wa.gov.au

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SEAFOOD SERVICES

AUSTRALIA

**Making
the
Most
of
the
Catch.**



DEVELOPING YOUR PRODUCTS

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1. OVERVIEW

BACKGROUND

The establishment of the National Seafood Centre (NSC) in 1992 was a joint initiative of the Fisheries Research and Development Corporation (FRDC) and the Queensland Department of Primary Industries (QDPI). The NSC is responsible for assisting the Australian seafood industry to adopt the latest methods and technologies, solve technical problems and develop new and innovative seafood products.

The NSC is staffed by a Commercial Manager whose role is to ensure there is close liaison between all parties involved in the post-harvest sector of the Australian seafood industry. The NSC is co-located with the Centre for Food Technology (CFT) at Hamilton Brisbane.

MISSION

The NSC's mission is to increase economic and social benefits for the Australian seafood industry and the people of Australia, through commercially driven value-adding research and development.

ACTIVITIES

NSC activities are typically classified under two headings:

- funded projects and ;
- industry networking

FUNDED PROJECTS-ADDING VALUE

NSC's primary purpose has been to help seafood operators add value to the catch by exploring commercial opportunities in post harvest handling, processing and product development. Its budget has allowed it to share the cost of doing so in short-term, contracted products Australia-wide.

Adding value can mean developing a new processed product which suits changing markets and consumer patterns. It can also mean delivering species alive, to markets here or overseas. It may mean improving the handling or packaging to achieve desirable quality attributes which result in a better price. It may mean differentiation - making your product stand out – or finding or creating new market niches. In all cases it is achieved through effort and strengthened by relationships.

Project concepts suitable for submission to NSC include:

- those concerned with post-harvest seafood technology, including products, processes, packaging and equipment;
- those requiring a commercial partner; and
- those adding a new perspective, or ensuring the industry extension of existing or past FRDC funded projects.

INDUSTRY NETWORKING

Networking involves extension activities with the NSC acting as a focal point for industry to seek advice and/or information. Enquiries are either dealt with by the Commercial Manager or referred to other relevant organisations or service providers.

The National Seafood Centre fits within FRDC's Industry Development R&D Program the goal of which is to enhance the competitiveness and resilience of the Australian seafood industry. Projects range from product development to equipment design and include:

- ☞ Development of a process to remove the skin from small fish.
- ☞ Improving the stability and nutritional value of frozen small fish for tuna feed.
- ☞ Pilot production of katsuobushi.
- ☞ An improved packaging system for live Western rock lobsters.
- ☞ Development of a process to manufacture powdered shark cartilage.
- ☞ Australian canned sardines and canned sardine fillets.
- ☞ Response of wrasse & horseshoe leather jacket to capture & transport
- ☞ Improving in post harvest handling and marketing strategy for blue manna crabs.
- ☞ Manufacture of powdered fish collagen as a finings agent by the brewing industry.
- ☞ Fish Silage: Can it be used in Australian aquaculture?
- ☞ Development of an automated oyster grading and counting line.
- ☞ Potential pharmaceutical products from Australian beche-de-mer.
- ☞ Effect of pre-harvest fasting and modifications to post-harvest handling on the quality of farmed southern bluefin tuna.
- ☞ Maximising economic returns in the Northern Territory Spanish mackerel fishery.
- ☞ Live seafood handling - strategies for development.
- ☞ Post-harvest and value adding techniques for jellyfish
- ☞ Handling and value adding farmed Barramundi.
- ☞ Improving the quality of meat from frozen, reject, trawl caught blue crabs.
- ☞ Value-added squid processing in the Geelong Region.

NSC products aren't always destined for the plate. Sometimes the result is a low cost report which greatly helps commercial operators keep abreast of new information and opportunities. Available reports include: Bech-de-mer processing; Live handling strategies; Western rock lobster handling; Making the most of the catch – a post-harvest symposium; Seafood Airfreight Packaging; Process to manufacture powdered shark cartilage; Improvement of quality of meat from frozen blue crabs.

BENEFIT-COST

How important can NSC support be for value-adding operators? The table below shows a benefit/cost assessment of three projects by independent economists.

	PROJECT			Overall
	Pilchard skinning	Sardine Canning	Blue crab Handling	
Total discounted benefits	\$117,550	\$781,740	\$117,000	\$1,016,290
Total research costs	\$36,300	\$99,600	\$64,890	\$200,790
NSC share of costs	61%	18%	35%	
NSC attributed benefits	\$71,245	\$141,278	\$49,500	\$262,023
Benefit-cost ration	3:1	8:1	2:1	4:1

NSC is set to add value to your ideas and commitment and look forward to hearing from you.

CONTACT DETAILS:

IAN WELLS

PH: (07) 3406-8595

FAX: (07) 3406-8677

MOBILE: (0419) 643043



2. GENERAL GUIDELINES PROJECT ASSISTANCE

- (a) Projects which are aimed at producing a new product, especially for human consumption are highly sought after and the major focus by NSC. However, any project which is intended to deliver an economic benefit would be considered, apart from pure marketing research or promotion type projects. If you are uncertain as to whether NSC may be likely to fund your project then ring and discuss your ideas with the NSC commercial manager, or submit a concept paper of one or two pages, this may save some work and allow for preliminary feedback.
- (b) Financial assistance is available from NSC, capped at a maximum of \$40,000 per project and directed toward a range of project inputs which may include post harvest handling, value-added product development, process and packaging R&D, literature searches, sensory analysis, shelf life testing, trial production, test marketing. These services can be provided by suitably qualified or experienced researchers or consultants from anywhere in Australia. Other areas that may receive assistance are industry co-ordination, workshops or sector wide technical based research issues affecting product quality. Refer to the separate NSC Quality Project Policy for more information. See section 5.
- (c) Funds are not provided toward the cost of capital expenditure or retrospectively toward costs incurred before the project was approved.
- (d) Each project submitted to NSC usually requires a commercial/industry partner involved in projects to contribute to the overall project budget. This usually includes both cash and in-kind (materials, labour etc) contribution. NSC philosophy is to assist industry to investigate new business opportunities, in effect sharing the cost and risk of technical R&D and industry development.
- (e) To gain funding, a full project application must be submitted to NSC using FRDC software/application forms (see (k)). The Commercial Manager NSC can provide advice and direction on content of the application and also assist with advice in post harvest areas and networking with industry contacts and research providers.
- (f) Applications are assessed approximately four times per year and treated as commercial-in-confidence by the Commercial Manager and the National Seafood Centre Advisory Committee, made up mostly of industry members from around Australia. Applications are evaluated based on commercial attractiveness and feasibility. A checklist of evaluation criteria are listed in Section 3.

- (g) Applications need to indicate the way in which the research is planned and costed and the potential benefits to be accrued. At least some basic marketing and economic information should be presented to support the potential project results.
- (h) Projects are contracted between FRDC and the applicant and monies are usually paid at the beginning, middle and final stages of the project.
- (i) Written interim and final reports are essential and the entire project is usually completed in twelve months.
- (j) Commercial companies are usually provided a period of exclusive use of the project results. This allows them to commercialise new products or handling. An acceptable period for this to occur is usually 18 months or less, with this being negotiated on a case by case basis. A report is usually available publicly after that time. This prevents valuable information from being locked away without delivering benefit.
- (k) Electronic application formats FRDCAPP 8 are also used by NSC applications and are available to download from the FRDC website at www.frdc.com.au or may be obtained on CD ROM by phoning FRDC on (02) 6285-0400.
- (l) Additional to larger projects (those funded up to a maximum \$40,000) NSC may assist financially with smaller developmental type or trouble shooting projects (D-Program projects). Funding up to a maximum of \$5,000 may be available. The guidelines and application proforma for what is known as the D-Program are outlined in Section 4.

3. EVALUATION CRITERIA FOR APPLICATIONS

Applications to NSC will be assessed on the principles of ATTRACTIVENESS and FEASIBILITY. In particular the following points are indicative of those to be considered.

- (a) Are the issues well defined?
- (b) Are the objectives appropriate, clearly defined and provide for technology transfer eg. publications, workshops or results to AUSEAS?
- (c) Are the methods proposed satisfactory for meeting the objectives?
- (d) What is the likelihood of meeting the objectives?
- (e) Is there sufficient evidence of potential economic benefit?
- (f) Have any data or trends been cited regarding the market situation/opportunity?
- (g) Will the results of a successful project improve a market position?
- (h) Are there plans for further market research or test marketing product?
- (i) Does the budget fall within NSC project limits and are expenses reasonable?
- (j) Are applicants contributions costed realistically eg. time, materials?
- (k) Is there a clear distinction between consultancy fees and staff salaries?
- (l) Are consultancy or salary rates within reasonable limits?
- (m) Has a literature search been cited and the results been applied?
- (n) Has AUSEAS been consulted?
- (o) Has industry indicated broad based support?
- (p) Has the applicant listed referees in industry?
- (q) Are there letters of support from commercial operators?
- (r) What percentage of the total budget has been pledged by industry?
- (s) Are broader benefits to the industry likely?
- (t) Overall, do the benefits highlighted justify the cost of the project?
- (u) Has the principal investigator and/or others involved in the project done work of this nature previously?
- (v) Have they completed other FRDC projects successfully?

4. DEVELOPMENT PROGRAM GUIDELINES

(D-PROGRAM)

PURPOSE

The purpose of the D-program is to assist the uptake of a range of industry development activities, through the provision of a small budget and quickly approved and commenced projects.

SCOPE OF ELIGIBLE ACTIVITIES

A range of activities are eligible under the D-program.

- Advisory Services eg. NSCAC member visit to discuss needs, investigate opportunity.
- Technical Consultancy eg. troubleshooting a product or process.
- Limited Laboratory Investigation eg. a product shelf life study.
- Market Research eg. desktop primary research or focus group assessment.
- Information eg. requesting an AUSEAS information package as part of a product or process investigation.

APPLICANTS

Applicants should either be an industry person, industry association, research body or appropriately qualified person.

ELIGIBLE FUNDING

Total funds available each year for the D-Program is \$50,000.

D-Program projects may receive up to \$2,500 of NSC funds without any matching funding. Up to a further \$2,500 may be approved on a dollar-for-dollar basis from another source.

ie. total available NSC funds of \$5,000 requires an additional minimum cash contribution of \$2,500.

Payments will not be made until work has been completed, a written report supplied and an acceptable statement of expenditure submitted.

HOW TO APPLY

In writing using the headings from the supplied proforma then either fax, mail or email to NSC (details are on the back cover.) One or two A4 pages would be appropriate length. An approved project application will be signed by the Commercial Manager of NSC and Executive Director of FRDC.

REPORTING REQUIREMENTS

Payments up to the approved limit will be made on completion of an acceptable report and a statement of expenditure. The report must be supplied to NSC and co-signed where there has been another involved party (nominated in the original application). The report must outline results and how they relate to the stated objectives and any conclusions or future recommendations. Four copies of the report must be supplied which includes one unbound version. The cover of the report should include the FRDC logo (available from NSC) and the assigned NSC project number.

NSC reserves the right to use information in the report for media or promotional purposes or to assist in development of larger projects where possible. If any information in the report is considered confidential this should be brought to the attention of the Commercial Manager NSC in the report.

The statement of expenditure should include all relevant details on travel, accommodation and operating costs.

A copy of proof of cash payment should be supplied where a requirement for matching dollar funding was necessary as part of the agreement. See application proforma.

D-Program

Application Proforma

Project Title

Project Applicant

Personal / Organisational / Business details

Project Investigator

As above

Objectives of the Project

What are the targets?

Background and Justification

Describe the business environment and situation background for the necessary project work.

Summary of Methodology

(Point form)

Project Budget

Outline totals and applicable daily rates etc.

- Professional Fees (Consultant, researcher, etc)
- Travel (Economy class fares, car hire, taxi)
- Accommodation (Nominate daily rate including meals per person)
- Operating (Laboratory, equipment hire, raw materials etc)
- Other (Indicate any provision of matching cash funding)

Total project Budget

Assistance sought from NSC (max. \$5,000)

Matching funds contributed (max. \$2,500)

Project Commencement and Completion Dates

Reporting Date

Signed by Project Applicant

Date_____

Approval by Commercial Manager NSC

Date_____

Approval by Executive Director FRDC

Date_____

5. QUALITY PROJECT POLICY

INTRODUCTION

The NSC Advisory Committee agreed that the NSC had a role to play in funding quality related projects. The committee therefore approved the development of a policy paper which provides a funding framework that recognises:

- the strategic role of SeaQual;
- NSC funding is limited; and
- seafood businesses need to take ownership over their food safety and food quality systems.

As noted by the SGS Report to Supermarket to Asia entitled *Primary Industry Implications of the National Food Hygiene Standard (page 17)*.

It is likely that the implications for seafood will be significant and that major changes from retail outlets back to fishers will be required. The seafood sector has similar barriers to change as agriculture in that it has:

- *diversity of product, people, places, profitability and scale;*
- *risk of product which is highly perishable generally not transformed and may be consumed raw;*
- *practices which add to contamination risk such as on-board filleting.*

NSC POLICY

In parallel with SeaQual, NSC should maintain a watching brief over agencies such as:

- Australia New Zealand Food Authority (ANZFA);
- Standing Committee on Agriculture and Resource Management (ARMCANZ);
- National Safe Food System Working Group (NSFSWG);
- Standing Committee on Fisheries and Aquaculture (SCFA);
- Food Standards Ministerial Council (FSMC).

The principal policy of the NSC is that quality related applications seeking support should demonstrate the potential to *add value to the seafood industry either directly toward the product or as an enhanced marketing position or industry profile and reputation.**

(* The scope of the industry encompassing the entire chain from production through to consumer.)

It is considered that most industry demand as a result of Food Safety Requirements should be met by enterprise or industry funded QA managers, quality consultants or training providers.

NSC rather than be drawn into projects aimed at meeting regulatory requirements seeks to identify and support project areas which are additional to those requirements or provides otherwise unknown technical information that is essential for meeting those requirements.

NSC QUALITY PROJECTS

NSC seeks to identify and support projects which are :

- industry or sector-wide resulting in information that can be developed, published and extended to industry;
- projects which are equitable and do not introduce any anti-competitive agenda;
- projects that do not detract from any sound commercial advantage held by a business or group of businesses (e.g. we would not fund processes for one group that another group has funded with their own money, unless it can be indicated that it will benefit the entire industry sector.).

Specifically NSC may fund:

- 1. R&D issues that are identified as a result of the requirement for industry to implement food safety plans, and where gaps in knowledge exist, for example:**
 - 1.1 If all oyster processors had to provide evidence that they have monitored finished product quality and safety, what constitutes adequate monitoring, how does processing approach affect safety and quality, what exemplifies best practice. What effect does product source/ farming style have on safety and quality.
 - 1.2 What would be best handling practice and expected shelf life and eating quality of headed and gutted Spanish mackerel as opposed to fish sold whole.
 - 1.3 What are recommended sanitation methods for fish display areas e.g. use of stabilised chlorine dioxide - is it more effective than straight sodium hypochlorite.

- 1.4 Development of a guide to smoking fish products with respect to quality and safety.
2. A package of quality linked initiatives that will assist an industry sector to use quality to elevate their market position.
 - 2.1. This may embrace a market driven approach to meeting customer needs, branding a product, developing product and process requirements to underpin the “new business approach.”
 - 2.2 Pilot schemes or trials should be encouraged to demonstrate benefits to industry. Industry sectors or participating companies should be nominated or selected through a consultative process.

NOTES ON NEW FOOD SAFETY/REGULATORY/QUALITY PROGRAMS

The business environment on matters pertaining to food safety (regulation) and quality management is undergoing significant change. Numerous agencies such as Australian New Zealand Food Authority (ANZFA); Standing Committee on Agricultural Resource Management (SCARM); Australian Quarantine and Inspection Service (AQIS); State Health Departments and private enterprise are involved.

National Food Hygiene Standards are currently being developed and are to be recommended to State Health Ministers by 1999, with the intention of a common food act to be proposed by March 2000.

Implementation of Food Safety Reforms will proceed based on a risk classification system over a six year period. High risk business will need to comply with the new requirements within the first two years. Medium risk businesses will need to comply in years 3 and 4 and low risk businesses in years 5 and 6.

1. There is agreement ‘in principle’ that all States will adopt a common:
 - Food Act
 - Food Hygiene Standards (ANZFA and Health Department); and
 - Safe Food System.

2. There is no clear indication at this time on how the border between 'onfarm / boat' safe food systems and food manufacturing / retail food safety plans will be managed.

ANZFA's claim that the National Food Hygiene Standards will have precedence over the risk assessment-based safe food system ('deemed to be equivalent to') is not necessarily accepted by SCARM agencies.

3. ANZFA is developing a framework for its Food Safety Plans.
4. The Blair Food Regulation Review 1998 included a review of the National Food Hygiene Standards from an industry efficiency perspective.
5. In terms of implementation, there is no market failure in terms of supply of private sector QA consultants many of whom have well developed HACCP / ISO9002 etc formats and templates.

NSC policy should, therefore, restrict itself to areas 'around' the National Food Safety Program and not duplicate State / Federal / Consultants roles or other quality management initiatives.

6. The SeaQual initiative will help industry to make informed choices about what level of QA system suits their business. Information is currently available from the quality chooser document and in the SeaQual packs. Food safety guidelines are already under development and have been submitted to ANZFA and Food Safety Victoria. These guidelines were developed with funding from the NSC. Jayne Gallagher is the Manager of SeaQual Australia can be contacted on mobile (0412) 685741.

Help wanted.

Seafood Product Development.
We can provide up to \$40,000
to support near-market
commercially-focused projects.

Your ideas. Joint dollars.

For more details contact:
Ian Wells, National Seafood Centre.
Phone: (07) 3406-8595. Fax: (07) 3406-8677.
Email: WellsI@dpi.qld.gov.au
Internet: www.dpi.qld.gov.au/cft/nsc.html

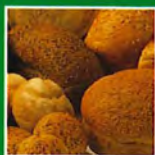


FISHERIES
RESEARCH &
DEVELOPMENT
CORPORATION

The National Seafood Centre is supported by the
Fisheries Research & Development Corporation.



An introduction to Woolworths 'The Fresh Food People' Product Quality & Safety



Woolworths Vendor Quality Management Standard (WVQMS)

From the farm and factory gate to the customer's plate

Australia's reputation for clean contaminant free agricultural products and food processing industries gives us a competitive advantage in local and overseas markets. But no-one who is seriously committed to the fresh food industry in Australia can afford to take the hygiene of their products or the health of customers for granted.

No food product is risk free. A food as pure and simple as a lettuce can cause health risks every bit as serious as contaminated meat.

The economics of modern production and distribution dictate the need for documented and measurable quality and safety standards at all stages in the farming, growing and manufacturing of food products, including handling, storage, transportation, distribution, and in-store processes and procedures.

ANZFA - the Australian New Zealand Food Authority, has developed a comprehensive and uniform set of Food Safety Standards that will eventually become mandatory.

Woolworths 'The Fresh Food People' have taken the initiative in progressively introducing the Woolworths Vendor Quality Management Standard (WVQMS) throughout its supermarkets and in partnership with its vendors, large and small, to ensure certified food quality and safety standards are in place.

Growers, manufacturers and wholesalers (including third party contributors to products or processes) will need to achieve WVQMS certification as suppliers of fresh



food products to Woolworths 'The Fresh Food People'. WVQMS requirements for food quality and safety include every stage of production from raw materials to the point of sale and beyond. Woolworths 'The Fresh Food People' operate almost 600 supermarkets across Australia containing close to 3,000 fresh food departments. The company employs over 100,000 staff who serve around 10,000,000 customers every week. The elimination of the risk of food contamination can only be achieved by strict adherence to accredited food quality and safety standards 'from the farm and factory gate to the customer's plate'.



A stylized, handwritten signature in black ink, reading 'Naum Onikul'.

Naum Onikul,
Chief General Manager,
Woolworths Supermarkets.

Why do we need WVQMS?

There are many specialist companies throughout the world that have been registered by governments and other authorities to implement and audit international food quality and safety standards.

International food quality and safety standards are supported by HACCP (Hazard Analysis and Critical Control Points), a system used to analyse, document and audit production processes and procedures to achieve the required standards consistently.

Woolworths 'The Fresh Food People' recognise the importance of these standards and compliance to them. WVQMS has been introduced to make adherence to these standards manageable for the company.

The scope and diversity of food products supplied by vendors to Woolworths 'The Fresh Food People' make it essential that the company satisfies staff, shareholders, customers, vendors, and government authorities that the company's food quality and safety standards are equitable in their demands, consistent in performance, and rigorously applied.

WVQMS incorporates the internationally recognised system of HACCP (Hazard Analysis and Critical Control Points) and additional support elements consistent with universally accepted food product quality and safety standards.



What is Woolworths 'whole of supply' quality strategy?



WVQMS is part of Woolworths' overall strategy to address food quality and safety requirements in a practical and systematic way. It is known as the 'whole of supply' quality strategy and was developed by the Woolworths Supermarkets National Quality team in association with the company's supermarkets and distribution centres throughout Australia.

WVQMS is a logical step in consolidating food quality and safety in partnership with vendors who share the opportunities and responsibilities inherent in the food industry. The aim of WVQMS is to certify the quality and safety of food products in 'a whole of supply' quality strategy linking Woolworths 'The Fresh Food People' and its vendors and providing customers with products they can trust.

How is WVQMS applied?

Registration

Representatives from the Woolworths National Quality team are progressively contacting vendors to arrange an on-site briefing session. At this session, the vendor will be given a copy of the WVQMS to enable a detailed explanation of the requirements by Woolworths appointed food safety auditors. A preliminary inspection of the facilities and brief review of quality systems already in place will also be conducted at this time.

The preliminary inspection is at the expense of Woolworths and gives the vendor the benefit of independent assessment of the quality systems they already have in place. Any gaps between the vendor's existing quality system and WVQMS requirements can be pinpointed.

Vendors will then be in a position to develop plans for the implementation or adjustment of the quality system for their facilities. Once a schedule for the implementation of the quality system in full (including HACCP) is agreed upon, the vendor becomes a 'Registered Woolworths Vendor'.

The objective within the agreed schedule is to assist the vendor in achieving WVQMS certification within twelve months.





Certification

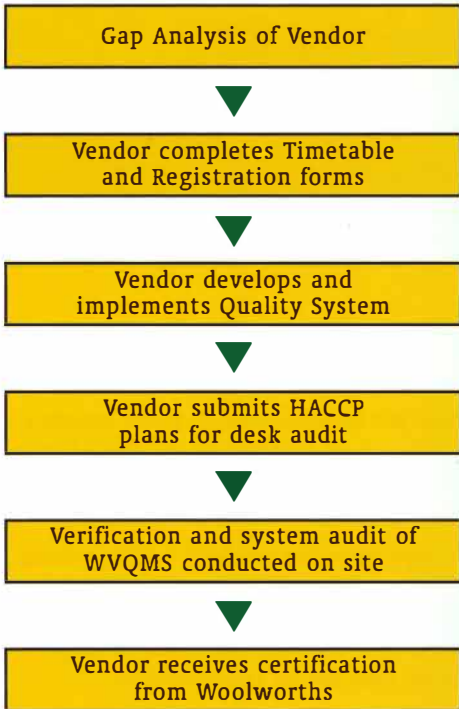
When the implementation of the vendor's quality system is complete the HACCP plan will be subject to a verification audit by Woolworths appointed food safety auditors.

All aspects of the vendor's quality system will also need to be assessed in a systems audit to gauge how accurately and consistently existing standards for practices and procedures are being applied.

The functions of the systems audit and the verification audit have been separated to provide the vendor with a degree of flexibility in the timetable for WVQMS certification. The verification audit and the systems audit are at the vendor's expense. Costs vary depending upon the complexity of the business and the level of compliance to the standard.

A list of approved auditors will be provided to vendors at the initial gap check. A cost estimate can also be provided at this time upon request.

The Woolworths Vendor Quality Management Standard Pathway



Does WVQMS guarantee orders?

No, WVQMS is a food quality and safety standard developed and applied by Woolworths to all aspects of its operations for the purposes of protecting the health of customers and the commercial interests of the company and its suppliers.

WVQMS certification means that the vendor has satisfied the specified food quality and safety standards and is an approved supplier. It does not entitle the vendor to anything outside the company's stated policies.

How long is WVQMS valid for?

The WVQMS certificate is valid for 1 year subject to satisfactory verification and system audits and unless the vendor is otherwise suspended or deregistered.

Verification audits are conducted at least annually and more frequently for suppliers of higher risk products or those with poor performance in audits.

Any significant changes to a vendor's HACCP plan, including the introduction of new products subject to new procedures or processes must be reported. A new verification audit might be required depending upon the extent of deviations from the original audit.



Woolworths 'The Fresh Food People'



Our name is worth more than \$14 billion in annual sales. The 10 million customers we serve every week of the year, and the 100,000 staff we employ and train to handle, transport, store, display and serve food products according to internationally recognised food quality and safety standards, put their trust in us.

Opportunity always comes with responsibilities attached. Our commitment to food quality and safety is an integral part of our success and our strategies. WVQMS is one such responsibility we all must support.

For further information

Please contact your Woolworths 'The Fresh Food People' buyer or merchandise manager in your state.

Queensland Phone: (07) 3213 4111

NSW (02) 9892 7111

Victoria (03) 9263 2444

Tasmania(03) 6272 4066

South Australia (08) 8206 5900

Western Australia (08) 9351 5222

You can also visit us on our web site at www.woolworths.com.au

Click onto 'vendor information' at the bottom of the home page.

Conditions of Supply

WVQMS is not a substitute for vendor compliance with all statutory and regulatory product safety, compositional and labelling requirements. WVQMS certification does not release the vendor from its obligation to comply with those statutory requirements in all respects.

Copyright

WVQMS is subject to copyright and no part may be reproduced for any purpose whatsoever without written permission from Woolworths.

'The Fresh Food People'
WOOLWORTHS

'The Fresh Food People'
SAFEWAY

'The Fresh Food People'
PURITY

'The Fresh Food People'
ROELF VOS



A plate full of added value.



Seafood Services Australia provides:

- information and advice on technical issues
- guidance on food safety, quality management and standards
- assistance with adding value to your business through developing new products and processes.

Call 1300 130 321. For the cost of a local call we will help you or find the best person who can.



SEAFOOD SERVICES
AUSTRALIA



the Good Oil

We
have
always
known that
seafood is good for us,
now we know more about why

The good oil

Oils are a vital part of the human diet. They provide a concentrated source of energy, and can also enhance the flavour of foods. Above all they are the source of nutritionally important fatty acids.

In most seafood, oils are the second largest component after protein.

The unique nutritional benefits of marine oils come from the effects of their long-chain omega-3 polyunsaturated fatty acids, particularly EPA and DHA.

Our bodies only make small amounts of these important fatty acids and therefore we rely on dietary sources. Seafood is an ideal source of these nutrients.



Findings

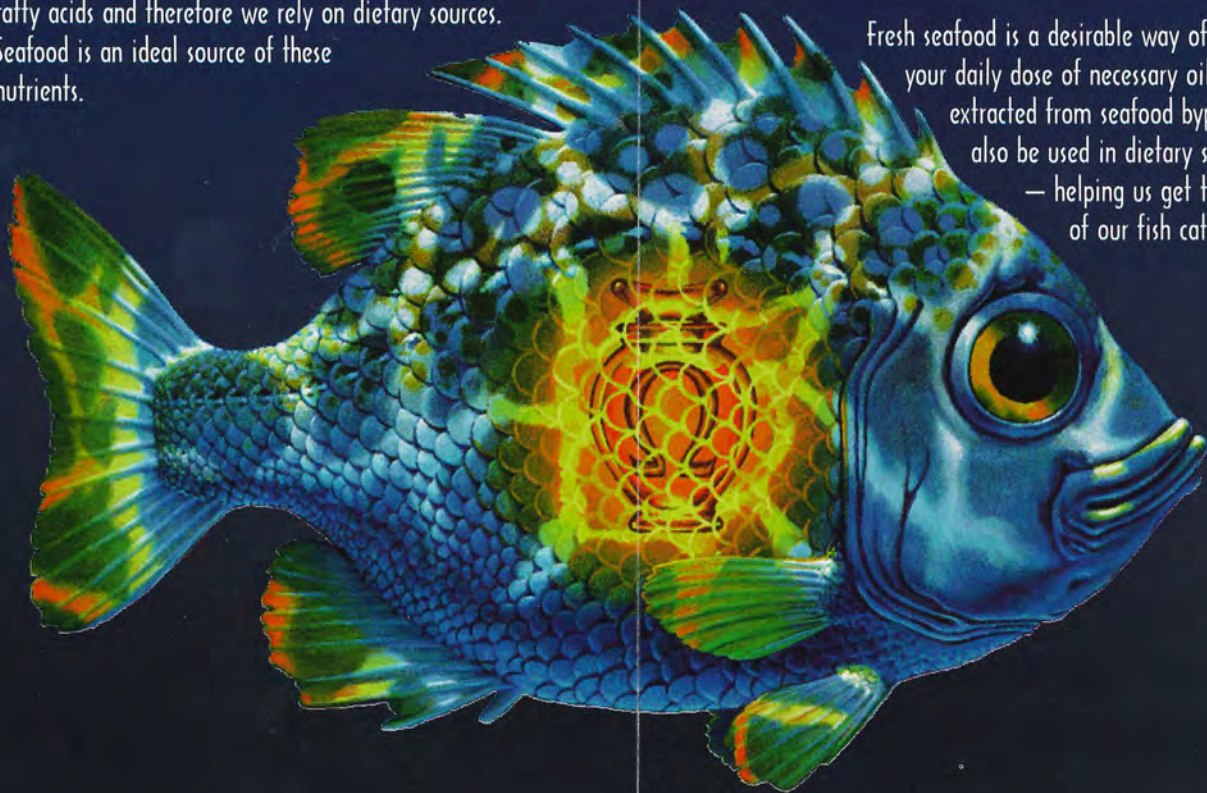
CSIRO research has shown that most Australian seafood has higher levels of omega-3 oils than other food groups and lower levels of cholesterol.

Interestingly, Australian fish have higher levels of the beneficial fatty acid DHA than fish from northern hemisphere waters.

Seafood from warmer waters also have higher levels of other beneficial fatty acids — omega-6 AA.

Based on these results, one to two meals of fish each week may result in measurable health benefits.

Fresh seafood is a desirable way of obtaining your daily dose of necessary oils. But oils extracted from seafood byproducts could also be used in dietary supplements — helping us get the most out of our fish catch.



CSIRO research shows that seafood has higher levels of beneficial omega-3 oils than other food sources (mg per 100 g):

Fish	210
Oysters	150
Prawns	120
Lobster	105
Turkey	35
Beef	22
Chicken	19
Lamb	18
Pork	0
Veal	0



Health benefits of omega oils

The dietary intake of fish has been known for some time to be beneficial to our health. One reason is that fish oils contain omega-3 polyunsaturated fatty acids, which are essential in the diet. They help against coronary heart disease, high blood pressure and rheumatoid arthritis. Omega-3 polyunsaturated fatty acids, in particular DHA, may also be beneficial for infant brain and retina function and development.

Other beneficial oils present in seafood include the omega-6 fatty acid AA which is important for growth, and also seems to play a role in our general good health and well-being.



For more information

Health benefits of PUFA or fish oils

Contact:

Jenny Rhodes
CSIRO Human Nutrition
ph 08 8303 8870

Fish species available in your state

Contact:

ACT:	Peter Dundas-Smith	ph (02) 6285 4485
NSW:	Sam Gordon	ph (02) 9552 1611
NT:	Iain Smith	ph (08) 8981 5194
QLD:	Ted Loveday	ph (07) 3262 6855
SA:	Lorraine Rosenberg	ph (08) 8303 2785
TAS:	Bob Lister	ph (03) 6224 2332
VIC:	Ross Hodge	ph (03) 9820 8500
WA:	Richard Stevens	ph (08) 9244 2933

Detailed oil analysis of individual species

Contact:

Peter Nichols or Nick Elliott
CSIRO Marine Research
ph 03 62 325 5222

This information brochure reports on the findings of three years of CSIRO research on the oil content of 200 species of Australian fish. This research was supported by the Fisheries Research and Development Corporation.



WA SEAFOOD QUALITY

SQMI

MANAGEMENT INITIATIVE



Promoting the adoption
of quality management
systems in the
WA seafood industry

*An initiative of the
Minister for Primary Industry
and Fisheries, Western Australia*



FISHERIES
WESTERN AUSTRALIA





A message from the Minister

With the initiation of the Seafood Quality Management Initiative (SQMI), the seafood industry now has an excellent opportunity to further increase

it's economic performance through the widespread adoption of quality management systems.

I fully encourage all industry sectors to participate in SQMI activities and adopt the philosophy of continuous improvement.

MONTY HOUSE MLA
Minister for Primary Industry;
Fisheries



The SQMI seeks to:

- work closely with industry to develop a coordinated seafood quality management focus;
- encompass the whole of the seafood supply chain, from harvest to plate;
- facilitate the adoption of quality management systems where appropriate;
- encourage an increased sense of responsibility by industry for seafood quality;
- increase consumer confidence in WA seafood products; and
- maintain and strengthen our competitive position as a leading producer and exporter of high quality seafood products.



SQMI provides services including:

- advice for seafood businesses in choosing the most appropriate quality system;
- information extension and liaison between government and industry relating to quality management issues;
- advice and assistance with funding applications for quality management activities;
- operating a help desk to assist WA seafood businesses address seafood quality management issues;
- workshop and seminar event coordination as required;
- liaison with other State and Territory and Commonwealth Departments involved in seafood standards and other quality management issues; and
- strategic planning and policy support to government and industry relating to quality management issues.

What is the SQMI?

The Seafood Quality Management Initiative (SQMI) seeks to promote the adoption of quality management systems in the WA seafood industry. The SQMI encompasses the philosophy of continuous improvement of quality and productivity with total customer satisfaction being the driving force.

Who can use the SQMI?

Any sector of the fishing, aquaculture and related industries. This includes any business involved in the fishing, culture, handling, processing, transport or trading of fish products.



Prepare now for the new ANZFA Food Hygiene Standards

The Australia New Zealand Food Authority (ANZFA) is in the process of developing a series of National Food Hygiene Standards (NFHS) which will be incorporated in the Food Standards Code.

ANZFA plans to gazette the NFHS in late 1998. Under these Standards, all food businesses will be required to:

- *adopt approved food safety programs, based on Hazard Analysis & Critical Control Points (HACCP);*
- *notify themselves to a relevant authority;*
- *provide for food recalls;*
- *ensure staff have the competencies in food hygiene commensurate with their work activities; and*
- *abide by standards which set out good manufacturing practice for food handling, storage, premises and equipment.*

These new standards will have significant implications for seafood producers and retailers throughout Australia. In view of this, it is imperative that the WA seafood industry prepares to address 'quality' issues now, to ensure that these requirements are met in a cost effective and timely manner.



What is HACCP?

HACCP is a scientifically-based quality control system, developed specifically for the food industry to ensure food safety. The HACCP system is revolutionary in the aspect that it is a system designed to prevent problems before they occur.

HACCP stands for Hazard Analysis & Critical Control Points. In this system, where hazards in a process are identified, controls are instituted to prevent them, and performance monitored and documented as a routine practice. This system of control and hazard prevention puts industry squarely into the 'driver's seat' for the prevention of public health hazards.

It is time to prepare seafood businesses and employees for the mandatory seafood safety assurance system based on HACCP. Begin your basic planning now, using the ANZFA proposed regulations as a guide, particularly if you are making capital improvements or buying equipment.

- *HACCP is here to stay*
- *Start learning and thinking HACCP*
- *Implement your own HACCP now*

Processors do not have to wait for government to institute HACCP. It can and should be implemented today, on a commercial basis.

For further information:

Please complete the form below if you require further information or advice from the SQMI.

Business Name: _____

Postal Address: _____

Contact Person: _____

Phone/Fax No: _____

Please provide a general description of your business:

Please provide a description of your information needs:

Do you already use HACCP (Hazard Analysis & Critical Control Points)? _____

Please return this form to:

Project Manager, SQMI
20th Floor, Forrest Centre
221 St George's Terrace, Perth WA 6000



Christine Kershaw is the Project Manager for SQMI and would like to hear from anyone in the seafood industry in need of assistance or advice.

WA SEAFOOD QUALITY
SQMI
MANAGEMENT INITIATIVE

20th Floor, Forrest Centre
221 St George's Terrace, Perth WA 6000
Telephone: (08) 9424 3167 Facsimile: (08) 9424 3167
ckershaw@agric.wa.gov.au

*An initiative of the Minister for Primary Industry
and Fisheries, Western Australia*



FISHERIES
WESTERN AUSTRALIA



AUSTRALIAN SEAFOOD BY SEASON CALENDAR

The Catch of the Day – Month by Month

THE AUSTRALIAN SEAFOOD BY SEASON CALENDAR

Preparing a simple fish dish to an extravagant seafood banquet all starts with "what produce is available".

The answer can now be found in Australia's first seafood by season calendar.

A simple state by state guide to what Australian species are available, when and where.

The unique design will ensure that this calendar will be a must for seafood industry suppliers, restaurants, retail outlets, hotel caterers and institutional providers at home and overseas.

- 128 of the 'top' Australian wild and aquaculture species.
- Each species availability is shown month by month, state by state.
- Full colour photography of species allows for ease of identification.
- Correct marketing and scientific names.
- 12 months at a glance.
 - Quick, convenient alternative species chart.
 - Simple step by step users guide.
 - Large, easy to read, one month to view format.
 - High quality full colour reproduction on heavy duty plasticised paper – durable and long life.




128 AUSTRALIAN SPECIES AT A GLANCE STATE BY STATE

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QDPI Bookshop
Tel: 07 3239 3100



Queensland Commercial
Fishermen's Organisation
Tel: 07 3262 6855



AUSEAS
Tel: 07 3406 8617



The Master Fish Merchants'
Association of New South Wales
Tel: 02 9552 1611



Seafood Australia
Tel: 02 9437 5691



Victorian Fishing Industry Federation
Tel: 03 9820 8500



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Fisheries Research and
Development Corporation
Tel: 02 6285 4485



SEAQUAL
Tel: 02 6281 0383



Tasmanian Fishing Industry Council
Tel: 03 6224 2332



Australian Fisheries Academy
Tel: 08 8303 2782



Western Australia
Fishing Industry Council
Tel: 08 9244 2933



Trade and Market Development
Northern Territory Department of Primary
Industries and Fisheries
Tel: 08 8999 2013



Restaurant &
Catering Industry
Association of
Australia

Queensland
Tel: 07 3221 3300
Victoria
Tel: 03 9654 5866
South Australia
Tel: 08 8232 4502
Tasmania
Tel: 03 6244 7866
Western Australia
Tel: 08 9321 7350

**Your
business is seafood
and you need help with...**

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processing

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transporting

food safety

seafood and environmental
quality standards

product development

locating suppliers

business networking

commercial storage and cooking
of seafood

or something else.



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Food safety, quality management & standards

Product & process development



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**For the cost of a local call, we will help you
straight away or find the best person who can.**

Seafood Services Australia offers an Australia-wide service to anyone in the business of catching, farming, processing, transporting, wholesaling, retailing, exporting, importing or cooking seafood.

Seafood Services Australia offers:

- information and advice on technical issues
- guidance on food safety, quality management and standards
- assistance with adding value to your business through developing new products and processes.

We also supply tailored information packages, research reports and publications such as the Australian Seafood Industry Directory, Seafood by Season, Australian Seafood Handbook, Catering Manual and 'SeaQual' Food Safety Guidelines.

Seafood Services Australia combines all the services previously provided by SeaQual Australia, the National Seafood Centre and Australian Seafood Extension & Advisory Service (AUSEAS) under a single, new name and in one location.

Call 1300 130 321. For the cost of a local call we will help you straight away or find the best person who can. And we can also send you our latest publication catalogue.

Charges do apply for some services and publications though financial assistance may be available with nearmarket research and development projects.

19 HERCULES STREET HAMILTON
BRISBANE QUEENSLAND 4007

TELEPHONE **1300 130 321**

FACSIMILE 07 3406 8677

INTERNET www.ssaust.com



**FISHERIES
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DEVELOPMENT
CORPORATION**



CENTRE FOR FOOD TECHNOLOGY

Seafood Services Australia is a joint national industry / government initiative supported by the Fisheries Research & Development Corporation.



**SEAFOOD SERVICES
AUSTRALIA**



"In our competitive environment, quality management is not an 'add-on'. It's the *key* to success in business today."



Partners in SeaQual are the Australian Seafood Industry Council, the Commonwealth Department of Primary Industries and Energy, and the Fisheries Research and Development Corporation. The *Seafood Quality Chooser* has been produced as part of the SeaQual project with assistance from the Queensland Department of Primary Industries and Pacific Project Management Pty Ltd.

SeaQual Pack **3**

- Export certification



SeaQual Packs help you
to decide on the quality
management system that
you need for your business



SEAFOOD SERVICES
AUSTRALIA

CONGRATULATIONS

You have just received your copy of the new SeaQual Pack(s). We hope that you are happy with your choice.

Over the next twelve months these packs will be modified and/or updated and as that occurs, the updates will be sent to you - free of charge.

If you nominated on your order that you would like information on:

- a. the names of quality management consultants or
- b. about quality management in your specialised line of business

I wish to advise that this information will be forwarded to you as soon as possible.

Should you have any further queries regarding these packs please phone me or Fiona Anderson on (07) 3406 8648.

Jayne Gallagher
Manager, SeaQual Australia

19 HERCULES STREET HAMILTON
BRISBANE QUEENSLAND 4007
TELEPHONE **1300 130 321**
FACSIMILE 07 3406 8677
INTERNET www.ssaust.com

SeaQual Pack 3

EXPORT CERTIFICATION

13 July 1998



SeaQual Disclaimer

The inclusion of any property or commercial information in this package is for the purpose of providing an example and does not imply endorsement by SeaQual of the product.

What do you need to do to before you can export?

If you intend to export seafood your first point of contact must be AQIS, as only they can grant you the authorisation to export.

You will be able to discuss both AQIS requirements and the requirements of the importing country with them. The contact details for AQIS are included in the contact section of this document.

The next person you will need to contact will be a freight forwarder or shipping agent who will be responsible for all transfer and shipping arrangements to ensure the product reaches its destination.

The freight forwarding or shipping agent will be responsible for arranging storage of your product on the plane or ship, and for its delivery at the destination.

For AQIS purposes, seafood includes live and processed fish, crustaceans, molluscs, and aquatic reptiles.

You will need to comply with three sets of criteria:

1. The export regulations required by AQIS and the Australian Customs Service;
2. Any additional conditions set by the importing country, and whether these are compatible with customer specifications;
3. Local council regulations regarding 'fitness of premises'.

How do you find the import requirements for my target market?

It will be imperative to find out if the importing country has any specific restrictions or conditions which you will need to meet to get your product into that country. For example, some importing countries insist upon certification such as “This food is fit for human consumption” or “This food is free from radioactivity”.

AQIS can supply this certification.

This information can be obtained from a number of sources. Typical sources of information that you might consider are:

1. AQIS can normally provide details of the import requirements, particularly for the more common destinations;
2. The *Export Control(Processed Food) Orders* will provide certain details about export requirements;
3. The customer in the importing country;
4. Government or government agents such as trade commissions, embassies, trade secretariats, etc;
5. Your freight forwarder or shipping agent;
6. The Australian Trade Commission (AUSTRADE);
7. Officers in State Government Departments of Economic Development and Trade;
8. Import requirements from some countries can be retrieved from the internet.

Where do you find the Australian export regulations?

What is the role of AQIS?

AQIS has the dual role of providing consumer protection and facilitating trade by providing a quarantine and inspection service.

AQIS performs two roles that assist companies wishing to reach export markets:

1. Inspecting and certifying food products for export; and
2. Assisting export of fisheries products by providing information on export markets and services to exporters.

AQIS regulates most, but not all, food exports (fish, dairy produce, eggs, meat, dried fruits, fresh fruit and vegetables and some processed fruit and vegetables) and all food imports.

All countries recognise AQIS as an impartial monitor of food safety and legality, responsible for ensuring that Australian food exports are of an internationally accepted standard.

AQIS therefore facilitates the export of Australian fishery products by providing information, inspection and certification to meet overseas country requirements. It fulfils Australia's commitments under international obligations and treaties, including fitness for human consumption, wholesomeness and truth in labelling.

AQIS can help established and potential exporters of processed seafood gain access to international markets through providing advice on Australian export and overseas country import requirements.

What does AQIS require?

Seafood can be exported in two different forms

- Live seafood; and
- Processed seafood.

Any seafood that has received any form of processing, including chilling or freezing for export as fresh chilled or frozen is considered to be processed seafood.

The process that will be adopted to export your product and the conditions that will need to be met will vary in each case.

AQIS provides processed food exporters with different inspection programs to satisfy their individual marketing and export requirements. The purpose of the inspection service is to ensure export foods are safe, wholesome and accurately described thereby protecting Australia's trading reputation. It also ensures that overseas market requirements and international obligations, treaties and conditions are met.

AQIS has moved away from simply doing final product inspection to a user pays quality assurance based inspection system. This means exporters have to be responsible for product safety, quality and the meeting of overseas government requirements, and AQIS will monitor exporters to ensure that this is the case.

To establish an inspection system, the exporter must initially contact a Food Standards Officer at the AQIS regional office. The exporter will be required to submit a written application for an inspection system.

Two systems of inspection are available to processed food exporters:

- FPA – Food Processing Accreditation

- AQA Approved Quality Assurance

Exporters of processed seafood will need to have developed either an FPA or an AQA.

All seafood, which is destined for export markets, must be processed and stored at an establishment that has been registered for export with AQIS. Fishing vessels that freeze, pack, or process seafood in any form are considered to be an export premise and must similarly be registered as an export premise.

Fishing vessels that only catch are not required to be export registered.

What does the Australian Customs Service require?

The Australian Customs Service is responsible for policing the laws and Government policies that control the export of goods from Australia: Their main purposes are::

- To prohibit the export of certain goods either absolutely or conditionally; and
- To maintain a record Australia's international trade.

Total prohibition applies to the export of protected wildlife, some heritage items, selected weapons and other dangerous goods. Goods, which are conditionally prohibited from export, may not be exported unless all necessary export permits are obtained from the relevant permit issuing agency, normally this would be your freight forwarder or shipping agent.

Further, goods may not be exported, or loaded on a ship or aircraft for export, unless they have been entered for export (*some exemptions apply*) and Customs has given approval to export by means of a "cleared" Export Clearance Number (ECN).

Ships or aircraft may not depart from Australia unless Customs has issued a Certificate of Clearance. A certificate will not be issued unless all Commonwealth requirements about the ship or aircraft and its cargo have been met.

In general, the procedure for exporting goods from Australia to meet the requirements of the Australian Customs Service is:

1. If the shipment has a value in excess of \$500, an Export Clearance Number (ECN) is required; and
2. If the shipment has a weight in excess of 10 Kg, a permit to export will be required.

Further information on these procedures can be obtained from the Australian Customs Service. Their contact details are included in the contacts section of this document.

What is the procedure to get your premises registered for export?

The *Export Control (Processed Food) Orders*, Schedules 2 and 3, gives details of the requirements for a food processing establishment which will be exporting seafood.

These requirements cover issues such as:

- The location of the registered establishment which must be free from objectionable odours, smoke, dust and flooding.
- The area surrounding the registered establishment which must be suitably covered and drained.
- The buildings and facilities that must be of sound construction and maintained in good repair.
- Floors, drains, walls, ceilings, doors, windows and stairs that must be constructed of suitable material and well maintained.
- Equipment and utensils which must be made of suitable materials and suited to the purpose.
- Refrigeration facilities which must be constructed and maintained according to requirements for food handling areas.
- The existence of adequate, suitable and conveniently located changing facilities, toilets and hand washing facilities.
- The existence of an efficient waste disposal system.
- The existence of adequate lighting and ventilation.
- An adequate potable water supply.
- A requirement that buildings, equipment, utensils and physical facilities of the establishment be maintained in good repair and in a clean and orderly condition.
- A requirement that employees maintain a high degree of personal cleanliness, and wear suitable protective clothing and footwear.

The steps that have to be taken to have your premises registered are:

- The exporter should contact the Export Inspector (Fish) at the AQIS area office to discuss the company's proposed registration.
- The exporter must submit a plan of the establishment showing specific information required in Schedule 1 of the Processed Food Orders.
- The exporter then completes a form: EX26 - '*Application for Registration of Premises or Ship as a Registered Establishment*' and submits this with the application fee, and plans to the AQIS regional office.
- An AQIS officer will examine the plans.
- Once the establishment is considered to have reached the specified standard, the premises will be inspected.
- In addition the application will undergo an accounts and compliance check to ensure that the persons managing the establishment are of "fit and proper" character.
- The application will be forwarded to the AQIS Registration Section for checking and approval.
- The occupier will be provided with a registration certificate and number that must be displayed at the establishment.

- The registration will be reviewed annually.
- The frequency of inspections by AQIS will depend on your risk classification (high/medium/low, according to the type of food you are processing), and your quality performance rating.

What are the AQIS approved food safety systems?

What is FPA?

FPA is a quality assurance based inspection system. Essentially the exporter must prove to AQIS that they have full control of the process, rather than AQIS having to inspect the final product. The responsibility for process control lies with the company, and AQIS then conducts audits of plant hygiene, process control and other requirements of the Orders.

The company must prepare process control documentation. This includes details of the food to be prepared, and the processing operations carried out. This is in the form of a Process Flow Chart, a Hazard Analysis Critical Control Point (HACCP) table, and a declaration that the occupier will comply with its documentation. AQIS inspects the company for compliance with its process control documentation.

A HACCP table is an approach that minimises the risk of producing a defective product - the emphasis being on preventative action. It involves the identification of potential hazards to product safety, and legality.

AQIS will audit exporters at a frequency determined by:

- The risk category of the product they produce (high, medium or low).
- The structural standard that is maintained in the premises.
- Their performance against the requirements of the orders (eg. hygiene standards, process control compliance).

The FPA system offers exporters flexibility in clearing their product from Australia, as under this system exporters can sign their own export permits.

This system is simpler than the Approved Quality Assurance arrangement to develop and implement.

What is AQA (Approved Quality Assurance)?

AQA is a quality system developed by AQIS, which includes many of the principles of a quality assurance system. The system will need to be fully documented covering all aspects of the seafood processing operation. The system will be subject to regular compliance audits.

When an AQA is implemented, certain inspection tasks are transferred from AQIS under agreed conditions to the company. In effect, the company will act as the agent for AQIS. Many of the duties that were previously carried out by AQIS become the responsibility of the company. AQIS' role will then be to approve and monitor the arrangements via a compliance audit.

AQA arrangements are business specific and need to be developed on an individual plant basis. The documented procedures must accurately describe the procedures conducted in the plant.

The company's operations must be fully described in their Quality Manual. The manual should outline areas of the business including:

- Raw material control and inspection;
- Process control (including HACCP tables);
- Finished product control;
- Hygiene and sanitation procedures;
- Pest control;
- Maintenance of equipment;
- Calibration of equipment;

- Documentation control;
- Product recall procedures;
- Internal audit procedures.

The main benefits of an AQA system to an organisation are:

- Improvement in product quality;
- An increase in the operational efficiency of the process;
- Reduction in AQIS inspection costs.

The system is accredited and audited by AQIS staff. Training and system development are the responsibility of the company. AQIS will conduct a desk audit of the organisation's quality manual and then conducts a site audit to ensure the quality system is in place and operating effectively. AQIS inspectors will normally conduct two audits per year on the whole documented operation (however this frequency may vary depending on the risk category assigned to the operation).

What records should be kept?

When you have completed an export transaction, you will need to maintain an effective audit trail by compiling all documents that relate to the shipment. This will include documents such as:

- Details of the catch or harvest;
- Any transfer details;
- All quality assessment sheets;
- Temperature records;
- Health certificates if applicable;
- Copies of any product certification;
- Bill of lading or airway bill (AWB);
- Export clearance notices;
- Export certificates;
- Customer contracts;
- Shipping or flight details batch no, dates, times, invoice details, etc.

In short – KEEP EVERYTHING!

- Some specialised services can be provided, including express, door-to-door and guaranteed delivery services.

Freight forwarders have unique responsibilities that include representing the interests of the exporter and those of the airlines. They provide an information flow to exporters about airfreight logistics and constraints. In turn they provide information to the airlines about exporter requirements for space handling and packaging.

While the freight forwarder's client is generally considered to be the exporter, they are paid by the airlines. Freight forwarders have a responsibility to ensure that exporters use appropriate packaging and in assisting exporters to meet airline cut-off times. Freight forwarders must also be conscious of the need for airlines to manage freight space and ensure that late cancellations are minimised through frequent contact with the exporter.

While you can arrange for the shipping of seafood yourself, many organisations choose to use a freight forwarder or a shipping agent.

A list of freight forwarders can be found in the yellow pages or through the internet.

Export of live seafood

Essentially, the procedure to be adopted when seafood is to be exported live is

1. Catch seafood (on the vessel if wild caught);
2. Transfer seafood to an export registered premises where seafood is packed into the appropriate live shipping container;
3. Arrange for live seafood to be exported using a freight forwarder who will take care of all the documentation, transfers, any required certification, etc.

Export of processed seafood in brief

A comprehensive flow diagram that outlines the steps to exporting processed foods, including seafood, can be found in the AQIS publication '*What You Need To Know To Export Processed Foods*'.

Essentially the process is:

1. Your premises or the premises that you are exporting from will need to be export registered with AQIS.
2. Assuming you have an FPA or AQA (which is AQIS accredited) proceed to the next point. If you do not have an FPA, you will need to develop an FPA or will need to talk to AQIS about getting the export product inspected prior to export.
3. Determine if the importing country has any particular import requirements or restrictions that must be adhered to. AQIS can supply this information. Also ascertain whether your customers' specifications comply with all conditions laid out by the authorities.
4. Arrange for any required certification of your product as required by the importing country;
5. Complete the export documentation. This can be done by you or by the freight forwarder.

Training

Workplace training is defined as those activities that are designed to improve employee performance on the job to enable the employee to perform safe useful work to the standard required by the employer.

The aim of the training program, whether delivered by an external organisation or delivered in-house, must be to deliver training that addresses the actual needs of the organisation. If training is intended to deliver new knowledge and skills that are to be applied in the workplace to bring about improved performance, then the message should be clear.

Ensure the focus of the training program is on imparting the knowledge and skills the participants require in their workplace and can be transferred to similar industry settings.

The aim of training in a seafood organisation will be to improve the overall competence of the employee in many different areas of the operation.

Training programs in an organisation should be concerned with preparing employees to move with the organisation as it develops, changes, and grows.

Once the purpose of training is clear, a decision can then be made on the best way to deliver it. Training should be timely, relevant, targeted, interactive, and fun. Remember – adults learn best by doing, not seeing.

Training can take a number of forms

- On the job training learning from other more experienced people in the same organisation (The buddy principle);
- Structured workplace training delivered in the organisation to specifically meet the needs of that organisation as part of an enterprise specific training program;
- Accredited external training from registered training organisations;
- A combination of these three forms.

Seafood Training Australia (STA) is the training and education arm of the Australian Seafood Industry Council. STA is developing a training package for all sectors of the seafood industry ie. fishing operations, aquaculture operations, and processing and distribution operations. From mid 1999, all recognised training in the seafood industry will be based on the Training Package

The Training Package will be developed in two stages:

- Endorsed components-competency standards, the vocational qualifications they lead to, and industry assessment guidelines (to be completed July 1999);
- Non endorsed components – consisting of learning materials, assessment tools, professional development guides (to be completed end 1999).

Additional areas of training that may need to be considered for you or your staff to have the appropriate skills in the exporting of seafood are:

- Food and personal hygiene and safety for staff engaged in the handling of seafood;
- Handling of seafood to meet export conditions or the conditions imposed by importing countries;
- Training in packaging to meet airline requirements;
- Implementation of FPA quality system;
- Implementation of AQA quality system;

- Training in export procedures by AQIS.

Other formal training in International Business by organisations such as TAFE's, universities, or the Australian Institute of Export.

Further information on Seafood Training Australia can be found on the web address.

<http://www.asic.org.au>.

The contents pages of the report – “Scoping Exercise for the Seafood Industry National Training Package. - Volume 2 - Seafood Industry Training Products.” Is included with this package.

Useful Contact Details

AQIS

State Contact Details
Web Page

The Export Facilitator
<http://www.aqis.gov.au/>

New South Wales Fred Lloyd AQIS Locked Bag 6 MASCOT NSW 1460 Tel (02) 9364 7255 Fax (02) 9364 7340 or The Export Centre Tel (02) 9630 4604 Fax (02) 9630 4650	Western Australia Gary Garreffa AQIS PO Box 1425 CANNING VALE WA 6155 Tel (08) 9311 5437 Fax (08) 9455 4122	Victoria and Tasmania Max Caithness AQIS PO Box 30 World Trade Centre MELBOURNE VIC 3005 Tel (03) 9246 6702 Fax (03) 9246 6864
South Australia and Northern Territory Matthew Buck AQIS PO Box 63 PORT ADELAIDE SA 5015 Tel (08) 8305 9713 Fax (08) 8305 9825	Queensland John Anderson AQIS GPO Box 778 BRISBANE QLD 4001 Tel (07) 3246 8709 Fax (07) 3831 4332	

AUSTRADE

General Telephone No

The Austrade Export Hotline **13 28 78**

Fax - (03) 9284-3100

Web Page

<http://www.austrade.gov.au/generalinfo/index.asp>

State Contact Details

The Export Facilitator

New South Wales Aon Tower Maritime Centre 201 Kent St SYDNEY NSW 2000 Tel (02) 9390-2000 Fax (02) 9390-2023 <u>Parramatta</u> 470 Church St PARRAMATTA NSW 2150 Tel (02) 9630-4604	Western Australia Level 25 Exchange Plaza Sherwood Court PERTH WA 6850 Tel (08) 9261 7911 Fax (08) 9261 7955	Queensland Queensland Office Level 13 145 Eagle Street BRISBANE Qld 4000 Tel (07) 3364 7771 Fax (07) 3832 1529
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South Australia South Australia State Office 70 Hindmarsh Square ADELAIDE SA 5000 Tel (08) 8202-7811 Fax (08) 8202-7808	Australian Capital Territory Canberra Office The R G Casey Bldg John McEwen Crs BARTON ACT 2600 Tel (02) 6201-7611 Fax (02) 6201-7305	Victoria Herald and Weekly Times Tower 40 City Road SOUTH BANK VIC 3006 Tel (03) 9284 3111 Fax (03) 9284 3100
Tasmania Tasmanian Office AMP Building 86 Collins St HOBART TAS 7000 Tel (03) 6220-5011		

Australian Customs Service

General Telephone No

1300 363 263.

Web Page

<http://www.customs.gov.au/>

State Contact Details

New South Wales 3rd Floor, Tower Sydney Central Building 477 Pitt Street GPO Box 8 SYDNEY NSW 2000 Facsimile: 02 9213 4043	Western Australia Customs House 2 Henry Street FREMANTLE WA 6160 PO Box 396 FREMANTLE WA 6959 Facsimile: 08 9430 1391	Victoria Ground Floor Customs House 414 La Trobe Street GPO Box 2809AA MELBOURNE VIC 3001 Facsimile: 03 9244 8017
Northern Territory Customs House 21 Lindsay Street DARWIN NT 0800 GPO Box 210 DARWIN NT 0801 Facsimile: 08 8946 9953	Queensland Terrica Place 140 Creek Street GPO Box 1464 BRISBANE QLD 4001 Facsimile: 07 3835 3493	Tasmania Customs House 1st Floor Floor 25 Argyle Street GPO Box 148B HOBART TAS 7001 Facsimile: 03 6230 1262
South Australia Customs House 220 Commercial Road PO Box 50 PORT ADELAIDE SA 5015 Facsimile: 08 8447 9208	Australian Capital Territory Customs House 5 Constitution Avenue CANBERRA CITY ACT 2601 Telephone: 02 6275 5041 Facsimile: 02 6275 6005	

AgriInfonet

Contact Details

Jacqui Bodger
AgriInfonet Account Executive
Department of Primary Industries
GPO Box 46
BRISBANE Qld 4000
(07) 3239 3307.
Agriinfonet@dpi.qld.gov.au
<http://www.dpi.qld.gov.au/ruraldev/>

General Telephone No

e-mail

Web Page

AUSEAS

Contact Details

AUSEAS (Australian Seafood Extension and Advisory Service)
19 Hercules Street
HAMILTON Qld 4007
(07) 3406 8597
(07) 3406 8677
<http://www.dpi.qld.gov.au/cft/auseas.html>
auseas@dpi.qld.gov.au

General Telephone No

Fax No

Web Page

e-mail

Useful Web Addresses

AQIS General Site	http://www.aqis.gov.au/
What You Need To Know To Export Processed Foods:	http://www.aqis.gov.au/docs/approg/eproces4.html
AQIS and the export process	http://www.aqis.gov.au/export/index.htm
Tariff and Non-Tariff System (TNTS) Database	http://www.asic.org.au/FILES/SEAQUAL/databas.htm
Seafood Training Australia	http://www.asic.org.au/
AUSEAS	http://www.dpi.qld.gov.au/cft/auseas.html
ANZFA	http://www.health.gov.au/anzfa/
Australian Customs Service	http://www.customs.gov.au/
Standards Australia	http://www.standards.com.au/
Australian Quality Council	http://www.aqc.org.au/
Foodlink	http://www.foodlink.com.au/
SeaQual Australia	http://www.seafoodsite.com.au/quality/default.htm
JAS-ANZ	http://www.jas-anz.com.au/
International Standards Organisation	http://www.iso.ch/welcome.html



Seafood Training Australia State/Territory Industry Training Contacts

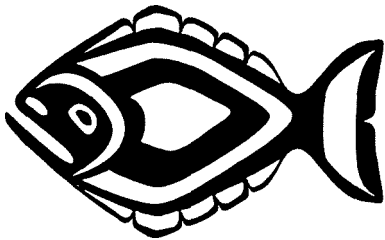
SA	Mark Cody	EO, SA Seafood & Fishing ITC PO Box 3058, PORT ADELAIDE SA 5015	08 8303 2784 Ph 08 8303 2791 fax
Qld	Murray West	EO, Qld FITC PO Box 414, Roma St, Qld 4003	07 3225 1854 ph 07 3225 1800 fax
NT	Paul Polotnianka	Executive Officer, NT FITAB PO Box 4870 DARWIN NT 0801	08 8981 0056 ph 08 8981 0060 fax
Tas	Rory Bryne	Executive Officer, Tas FITB 2A Gladstone St, HOBART TAS 7000	03 6233 6442 ph 03 6223 2780 fax
WA	John Maddams	C/- WAFIC PO Box 55 MT HAWTHORN WA 6016	089 244 2933 ph 089 244 2934 fax 0411736222 m
NSW	Eric McCarthy	Executive Officer, NSW FITC PO Box 247 PYRMONT NSW 2009	02 9692 0635 ph 02 9660 7753 fax
Vic	John Sealey	Chair, Fishing Sector, Vic PITAB PO Box 88 PORTLAND VIC 3305	03 5523 2906 ph 03 5523 3852 fax

What is SeaNet?

SeaNet is a service for the Australian seafood industry that aims to provide easy access to information and advice about environmental best practice in our commercial fisheries.

The primary objective of SeaNet is to work with the fishing industry to minimise the catch of non-target species and to promote the adoption of environmental best practices by the industry.

Bycatch control is an increasing issue for fishers and the community. SeaNet will work with fishers to assist the implementation of effective, practical and cost effective solutions.



Where's the money coming from?

Funds for SeaNet come from the Natural Heritage Trust via two sources, the Fisheries Action Program (administered by Agriculture, Fisheries and Forestry Australia) and the Marine Species Protection Program (administered by Environment Australia).

Funds have been made available for two years but FENA is currently working on obtaining additional funding sources to enable the service to be ongoing.

Just what is an extension service?

For many years the farming sector had a bridge between farmers and research scientists. This bridge recognised that it was not possible to get a scientist to talk to every farmer about new techniques or products and neither was it necessary.

The extension of research relies on those who know enough about both the research program and the practical realities of farming (or in the case of SeaNet, fishing).

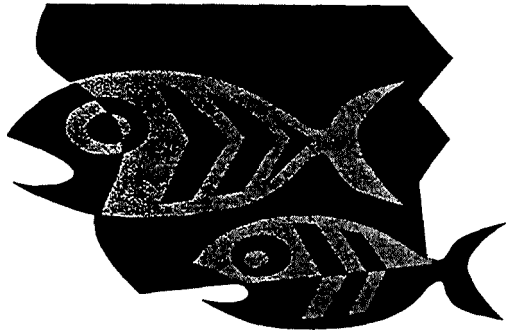
However extension is more than just a one way street. No research is perfect and local conditions may require a modification to how it is applied. Enabling ideas from fishers to be passed back to researchers for testing and/or comment helps fine tune research for local application.

How will SeaNet operate?

SeaNet will employ extension officers (through Ocean Watch) and they will have a home base at an industry office in the State in which they are located.

Each extension officer will have one or more projects to work on and these are chosen in consultation with the industry association and research providers. The officer will work closely with a research scientist on the project(s) chosen.

For fishers, involvement with SeaNet is voluntary and there is no charge but we hope you are willing to freely contribute your time and expertise.



Who is behind SeaNet?

SeaNet is delivered by a coalition of groups called the Fisheries Extension Network Australia (FENA). The members are the Australian Seafood Industry Council (ASIC), the Australian Marine Conservation Society (AMCS) and Ocean Watch Australia. Ocean Watch is the body administering SeaNet.

ASIC is the peak body for the commercial seafood industry in Australia whilst Ocean Watch is a non-profit company funded by the NSW commercial seafood industry to promote the management of fish habitats and sustainable fisheries. The AMCS is Australia's largest marine conservation group.

How can I get involved?

SeaNet currently employs two extension officers who work on some Commonwealth and State fisheries and there are plans to employ two more. To find out the fisheries in which extension officers are currently involved the contact details are provided below.

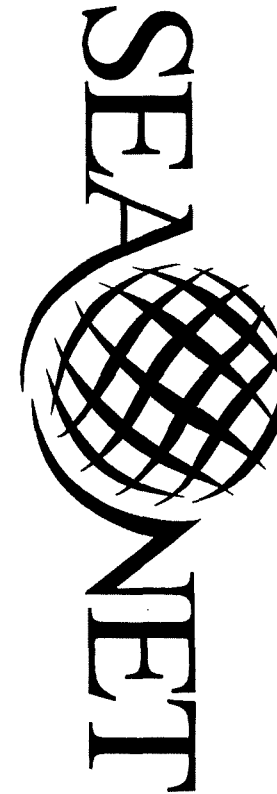


Want more information?

Contact the main SeaNet office at:

Locked Bag 247
Pyrmont NSW 2009
Ph: 02 9660 9969
Fx: 02 9552 3574
E-mail: oceanwch@geko.net.au

Or call your State's industry council or peak representative body to get the contact details for the person that may be in your State.



**A service to the
Australian seafood
industry delivered by
the Fisheries Extension
Network Australia,
funded by the Natural
Heritage Trust**

**Locked Bag 247
Pyrmont NSW 2009
AUSTRALIA
Ph: 02 9660 9969
Fx: 02 9552 3574**

Everyone wants our commercial fisheries to be ecologically sustainable.

Especially commercial fishers.

Public expectations of what is ecologically sustainable are changing, rapidly.

Keeping up on new methods, new gears and new techniques can take a great deal of time.

Wouldn't it be better if the latest information came to you? Straight off the research boat, so to speak?

And wouldn't it be better if there was more two-way liaison between fishers and researchers?

Many fishers have wanted an extension service like this for years.

Best Practice can help you achieve maximum return for your raw material.

And help enhance the profitability of your business.

The recent Australian Seafood Industry Quality Assurance (QA) Project produced easy-to-follow Best Practice Manuals for five seafood sectors: farmed prawns, wild-caught prawns, mullet, spanner crabs and reef fish.

The manuals are designed to help if you decide to implement a HACCP*-based quality assurance system for your business. They will also help if you decide to have your QA system certified to an international standard such as ISO9002.

*HACCP = Hazard Analysis Critical Control Point

COST

\$14 each or \$48 for the series of five. All prices include postage.

1. Harvest, processing and transport of farmed prawns
2. Catching and handling of live reef fish
3. Catching and handling of spanner crabs
4. Catching and processing of wild-caught prawns
5. Catching and processing of mullet

Quantity

PAYMENT

By **Cheque** or **Money Order** only. Please make payable to:

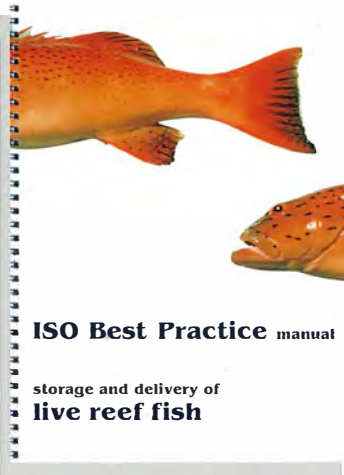
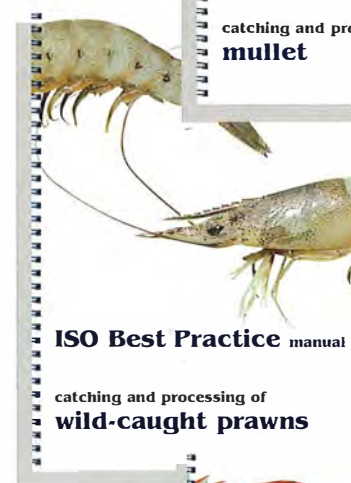
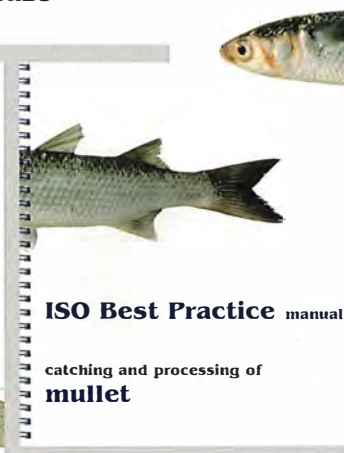
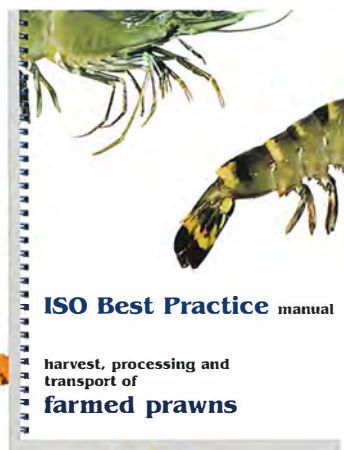
QCFO Seafood QA
PO Box 392
CLAYFIELD QLD 4011
Telephone: (07) 3262 6855

DELIVERY DETAILS

Name: _____

Address: _____

The Australian Seafood Industry QA project is a shared initiative of the Department of Industry Science & Tourism, the Queensland Commercial Fishermen's Organisation, the Australian Prawn Farmers Association, the Queensland Seafood Marketers' Association, the Centre for Food Technology and the Queensland Department of Primary Industries.



Export Essentials

(taken from the Supermarket to Asia website <http://www.supermarkettoasia.com.au>)

Exporting Australian food to Asian markets can be a tough process unless you have the right tools. Supermarket to Asia has put together a wide range of products to help make the job as straight forward as possible.

See Current Edition

The latest edition of the **Supermarket to Asia quarterly magazine** - free annual subscription.

Regular Features include:

- Notes from the Executive Director
- Industry News
- State Features
- Export News

To subscribe, [contact Supermarket to Asia](#).

December 1998

Economic change and agrifood developments in: Malaysia, Indonesia and the Republic of Korea.

These food-specific studies provide up-to-date information on the political, economic and social changes occurring in South Korea, Malaysia and Indonesia as they impact on the industry, anticipating emerging demand trends, and identifying market opportunities that could prove profitable for differentiated Australian food products. Copies of the three reports are available for \$20 each (plus p&h) from RIRDC on ph 02 6272 4819 or [contact Supermarket to Asia](#). To see a summary of each report, click on the links below.

[Malaysia](#)

[Indonesia](#)

[Republic of Korea](#)

October 1998

12 Asian Market Profiles - [Summary Series](#)

Asian Food Market Profiles are available for Japan, China, Taiwan, Korea, Malaysia, Indonesia, Thailand, Singapore, Hong Kong, India, Vietnam and the Philippines. Individual country profiles are available for \$20 and the complete set of 12 Profiles is available for \$120 (prices include postage and handling). These profiles have been prepared for farmers and food processors in rural and regional Australia as well as the cities who may not be aware of the latest food trends in Asia. They are a resource document for use by all rural producers and processors interested in getting more actively into the rapidly growing food markets of Asia and were prepared with the support of the Small to Medium Enterprise Working Group of the Supermarket to Asia Council. To order a set, [contact Supermarket to Asia](#) for an order form.

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May 1998

How to Become a Successful Agri-food Exporter: Video & Booklet

- available from STA for \$35.00, includes postage and handling.

Supermarket to Asia has just released a 18 minute video and booklet which provides guidance to Australian agri-businesses on the key business tips to becoming a successful agri-food exporter. The video and booklet 'See you at the Top-a guide to export success' was prepared at the recommendation of the Small to Medium Enterprise Working Group of the STA Council. They identify a number of fundamental business tips for success: be motivated to succeed; be innovative, stay abreast of technology; understand the market and the culture of your customer; deliver a quality product-on time, on cost; develop good business relationships; seek advice and help; and don't give up! To order a copy [contact Supermarket to Asia](#).

March 1998

Connecting to Asia: a bibliography of Australian agri-food publications

- available from STA in hard copy for \$25.00, or on disk for \$18.00, prices include postage and handling.

"The bibliography is designed to assist emerging agri-food exporters and other organisations interested in developments in the agri-food markets of Asia", said Brian Johnston of Supermarket to Asia Ltd. The bibliography contains details on 140 publications. It has been compiled from an extensive search of relevant publications and covers Australia and key Asian economies. To order a copy contact Supermarket to Asia.

1998

Regional Export Forums Report

- available from STA for \$5.00 postage and handling.

"The report provides a valuable insight into the key issues and major impediments facing Australian agri-food exporters on a regional basis...over the last year 32 regional forums were conducted across most states of Australia. Organised by the local member of Parliament within each region, the forums attracted over 1400 people, including current and potential exporters, Government representatives, industry and regional associations and service providers...This report provides a summary of the discussions during each Forum. It documents key issues and major impediments impacting on the region's export capability and includes some case studies of successful exporters... Mr Malcolm Irving, Chairman, Supermarket to Asia Ltd. To order a copy contact Supermarket to Asia.

September 1997

Quality Food Australia

Quality Food Australia is a quality accreditation program aimed at influencing the Asian market's perception of Australia food as a premium, world class product. The Quality Food Australia mark symbolises the commitment of Australian food producers including farmers and growers, processors and transporters, to the delivery of quality and food safety. The Quality Food Australia logo is earned by Australian food exporters who must first demonstrate a commitment to reaching the highest international standards of quality management and food safety such as: ISO (International Standards Organisation), and HACCP (Hazard Analysis Critical Control Point), or other approved and specified standards that satisfy the Quality Food Australia criteria of quality management and food safety.

Australian companies and Asian food buyers interested in Quality Food Australia can find out more by contacting Supermarket to Asia or the Quality Food Australia Program direct on telephone (61) (2) 9818 5999, fax (61) (2) 9818 5966 or email: jemaio@mpx.com.au.

September 1997

Market Access Guide

The Market Access Guide has been developed to help you successfully export your food products to Asia. It contains information on the impact of the international trading system on your business and lists contacts to help you to overcome problems in export markets.

1997

The Australasian Ingredients Book

- available from STA for \$35.00.

A wonderful series of colour photos with detailed labeling and identification providing an easily used, but comprehensive 336 page reference book for everyone interested in food and the incredibly wide range of ingredients available today, in Australia. The book is a showcase of Australia's capability as a food producing nation. To order a copy contact Supermarket to Asia.

Asia Market Bridge

Asia Market Bridge is a service package which provides tailored solutions to maximise export market opportunities. Fully endorsed by the Supermarket to Asia Council, Asia Market Bridge aims to reduce the time and cost to penetrate overseas food markets. A range of services is provided to lead companies through export preparation or repositioning stages for key Asian markets, in a systematic way. For further details contact Asia Market Bridge on Tel: 02 9955 0991, fax: 02 9955 2275. email: instapw@hutch.com.au, or contact Supermarket to Asia.



— QUALITY FOOD AUSTRALIA —

QUALITY FOOD AUSTRALIA LAUNCHES NEW PROGRAM



The Quality Food Australia (QFA) Program is busy signing new companies onto its program.

The purpose of the initiative is to raise the standards of food safety and quality right across the food chain, from farmer to customer and to convey this to food buyers both in Australia and in overseas markets. This is a major goal of the Supermarket to Asia Council.

Opportunities exist for all food companies with food safety and quality systems which meet the QFA criteria to join

Peter Pokorny, Woolworths National Merchandise Manager — Produce, talking with growers in Box Hill, NSW who have been supplying Woolworths for over 30 years.

QFA's broad membership classification

QFA has eight membership categories and variable annual fees based on the category and size of business.

Annual Turnover (\$M)	0-3	4-5	6-10	11-20	21-50	51+
Type of Membership	Annual Fee \$					
• Manufacturer/Processor	1,000	2,000	4,000	6,000	8,000	10,000
• Retailer	1,000	2,000	4,000	6,000	8,000	10,000
• Service Provider	1,000	2,000	4,000	6,000	8,000	10,000
• Wholesaler/Packer	1,000	2,000	4,000	6,000	8,000	10,000
• Associate	1,000	2,000	4,000	6,000	8,000	10,000
• Exporter	1,000	2,000	4,000	6,000	8,000	10,000
• Grower/Producer	250	500	1,000	1,500	2,000	2,500
• Institution	250	500	500	500	500	500

— QUALITY FOOD AUSTRALIA —



Woolworths are the largest retailers of quality fruit and vegetables, meat, delicatessen and bakery products in Australia.

the program and become accredited QFA quality mark users.

It is intended that the QFA mark will become recognised by food buyers as a premium mark, with only those companies that meet strict food safety and quality criteria being able to use it. It will recognise existing industry and company food safety and quality programs during the process of accreditation, which is undertaken using independent auditors.

QFA has been set up as a separate operating Division of Supermarket to Asia and will operate autonomously.

Supermarket to Asia Council leads agri-food industries

The Supermarket to Asia Council defines the QFA Quality Program as a key driver in improving Quality Standards and Food Safety within the Agri-Food Industry

Mr. Reg Clairs, Group Managing Director of Woolworths and member of the STA Council, said *'the improvement*

in quality and safety standards within the Australian Agri-Food Industry will encourage overseas buyers, particularly from the retail chains to source product from Australia'.

The broad benefits to the Australian Agri-food Industry, arising from improved standards of Quality Management and Food Safety, should not cloud the strong commercial returns generated for the participating businesses.

Australia's largest supermarket & restaurant groups embrace quality management

Recently Mr. Peter Tomlinson of McDonald's Australia Ltd. had this to say: *'Few companies appreciate the enormous improvements to the bottom line that can be achieved through Quality Management — the improvements do not have a line on the trading account, as would for example a change in sales performance'.*

Mr. Tomlinson also stated that: *'The value of through-chain quality improvement has not been appreciated by Australian food companies. For example, an extension of 2 or 3 days on short-life (3 to 10 days) products through quality improvement, can result in savings of thousands of dollars through production, storage and distribution efficiencies.'*

Mr. Clairs confirmed how the Woolworths Accredited Vendor System, which is the company's in-house management program, was delivering improved produce to consumers along with better margins and certainty to the growers and Woolworths.

The QFA Program is designed to recognise existing Quality Management Systems such as those developed by Woolworths and McDonald's, but requires an independent auditor's statement that the in-house program complies with the QFA requirements. ■

— QUALITY FOOD AUSTRALIA —

Quality management benefits all organisations regardless of the size

Mr. Chris Winston of the National Association of Testing Authorities, Australia (NATA) said that in preparing a paper on How Certification adds Confidence, Credibility and Value to Your Business, he was delighted to quote testimonials from 20 companies who reported more than 50 areas of improvements in their businesses due to the presence of quality management systems.

'We're happy we've been able to add further value to these companies through quality certification', Mr. Winston added, 'and now we've taken it a step further by offering specific HACCP management system certification and other auditing services to food growers, manufacturers, transporters and suppliers. Over 100 sites in Australia and New Zealand are currently using these food-specific services'.

Quality Food Australia — more than just a logo

The QFA program provides four key functions which directly support the participating members:

- 1) It provides a template for Quality Management and Food Safety Standards against which all Agri-Food Industries can base their progress;
- 2) Under the terms of the agreement, members may use the QFA Logo on corporate communication and packaging;
- 3) All members will be included in the printed and electronic register of participating organisations that will be distributed nationally and internationally;
- 4) QFA Australia will be promoting the register, the Logo, the organisation and the brands domestically and internationally. ■

'We're happy we've been able to add further value to these companies through quality certification',



Please send me more information regarding the QFA Program

Fax to: Quality Food Australia

Fax No: (02) 9818 5966

Please PRINT in black ink

Name: Position

Company Name:

Type of Business:

Address:

..... State P/Code

Phone: Fax: e-mail:

For further information about the services of NATA and NATA Certification Services International, contact:

Mr. Chris Winston or Tel: (02) 9736 8222

Mr. Tom Davis Fax: (02) 9734 5311

Email: HACCP@nata.asn.au

**SUPERMARKET
TO ASIA
LIMITED**



See you at the top

A guide to Export Success

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Science and Tourism

Foreword

This booklet "See you at the Top-A Guide to Export Success" and the accompanying video have been prepared to assist potential food exporters focus on the key business success factors when entering export markets.

The video and booklet were a recommendation of the Small to Medium Enterprise Working Group of the Supermarket to Asia Council.

The Working Group considered it important the lessons learned by successful agri-food exporters be shared with others, either in the early stages of building an export market or when considering exporting. The video and booklet identify a number of fundamental business tips for success :

- Be motivated to succeed
- Understand the market and the culture of your customer
- Develop good business relationships
- Be innovative, stay abreast of technology
- Deliver a quality product - on time, on cost
- Seek advice and help
- Don't give up!

I hope the insights and lessons provided by our successful exporters inspire and guide you to your own success in the agri-food markets of the world.

I would personally like to thank all the successful exporters for giving their time and energy to the task and for Cox Inall Communications for the professional effort in putting the video and booklet together. Dr Brian Johnston from STA Ltd capably managed the project, with input from State Departments of Agriculture.



Mrs Fay McGuigan
Council Member
Supermarket to Asia
15 May 1998



Almondco

HIGH QUALITY AUSTRALIAN ALMONDS



Almondco. The name is now synonymous with quality in the Australian almond business.

From a company which started life as a co-operative owned by local almond growers in South Australia over 50 years ago, it is now one of the most modern almond processing plants in the world, employing more than 60 people and processing more than 4,000 tonnes of quality Australian almonds annually.

Almondco management practices emphasise uncompromising quality - which begins with their raw materials. The almonds processed by the company are grown in the clean, unpolluted environment of southern Australia, and also sourced from all over Australia. A wealth of farming experience, continuous research, plus good, clean and ancient soils, enables Australia to grow the world's best almonds. Most of Australia's almonds are grown alongside vineyards, and like good vintage wine, quality almond production does not depend on top quality raw materials alone. Almonds must be processed carefully, and this is where Almondco excels.

Fifty years after its foundation, the company directors decided that a

dedicated modern-technology plant was needed to take the growing company into the next century and into the overseas market. Simultaneously it was decided that it was appropriate for Almondco to progress its corporate status and make the shift from a cooperative to an unlisted public company in 1994.

A greenfield site was identified near the progressive town of Renmark, in South Australia's rich Riverland district. The new \$3 million processing plant was formally opened in June 1995.

"Australia is not the biggest almond producer in the world," says Almondco Managing Director, Mr Robert Bastian. "Therefore we have to strive to be the best. We set out to be the pre-eminent producer of quality almonds, fresh from the orchard and free of foreign material.

"That's what we have now achieved with this new plant. Our quality specifications are very high and we have a dedicated, committed and well-trained work force."

With the new plant processing approximately two-thirds of the nation's almond harvest at a consistently high standard of production, the company





looked to extend its distribution footprint. The company recognised that production volume of almonds in Australia is far greater than the domestic demand, and that the high tech equipment they had installed at the Almondco plant could easily sustain a large increase in bulk production.

Mr Bastian said, "When Almondco established the factory and determined that its future lay not only in the domestic market but in exports, the question was how to approach that subject. We knew what expertise we had in processing almonds, what we needed to do was bridge the gap between our level of competence, cost effectiveness, and quality and the requirements of our customers."

Almondco chose to develop an in-market presence prior to exporting, firstly by participating in HOFEX, the Hong Kong Food and Beverage Exhibition held in May 1995. This gave the Almondco team an opportunity to meet with buyers in the market, discuss their supply requirements, and to see samples of the end product.

As the next step in the export process, Almondco successfully avoided the trial and error stage by harnessing outside expertise, and joining forces with an experienced export broker to develop a strategic plan.

"Parallel to this we were pursuing quality certification. We felt that the mention of the name ISO 9002 would provide us with an automatic and immediate recognition of a level of quality appropriate to our customers here and overseas. I think that this accreditation opened many other doors that were otherwise closed to us."

Accreditation gave Almondco's customers the confidence that their

product was top quality, and that they in turn could assure their customers of product quality, integrity and supply.

"Accreditation worked. It was time-consuming, expensive and involved a lot of paperwork, but, at the end of the day it develops within the corporation a culture that you can be very proud of, that your customers will recognise precisely what your company is doing and that you are producing a product that the customer can be satisfied with."

The preparation and work lead to the development of Almondco's current export markets in New Zealand, Czechoslovakia, Portugal, Japan and Hong Kong. There is room for further export expansion and Mr Bastian and his team are targeting more of the Asian economies.

Ongoing research and the development of strong relationships is a cornerstone of Almondco's success in exporting.

"There's a lot of information available for Australian exporters. There are people both inside and outside Australia who have been involved for a number of years, whose predecessors have been there for many years. You will always find friends in commerce in Australia who are quite prepared to give you a hand. We have a number of companies contact us at Almondco and say 'How do you do this?' or 'Have you done that?' and we are most happy to help."

"When Almondco embarked on its export venture, it did so with the long term in mind. This country is growing more almonds and the vision that we had in the establishment of our business internationally, was to prove for our successors and for the growth

KEY POINTS

Considerations in the Almondco Export Plan

- The recognition that local supply outweighed local demand, and would continue to do so.
- The establishment of a processing plant capable of large volume increases.
- Developing an in-market presence and relationships prior to exporting.
- Outsourcing for exporting and brokerage expertise.
- Achieving quality accreditation.

Factors for Ongoing Success

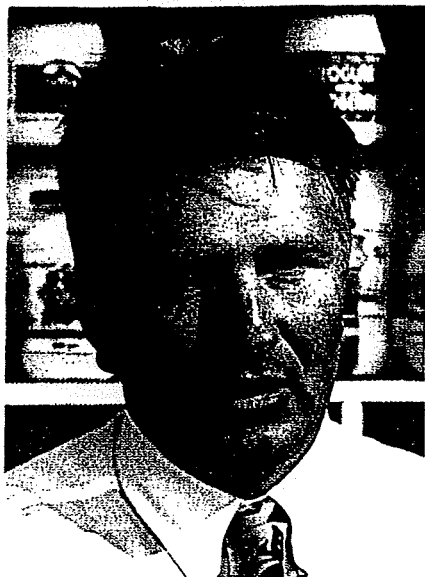
- A quality local product in export capacity volume.
- An absolute commitment to the customer and the customer's requirements.
- A long term plan and sustained expansion.
- Carving out a market segment and consolidating the company's quality position with the customer.
- A flexible and solutions based approach to a customer's problems.

Personal Insight

"Make sure that the particular reason that you're involved in export is not simply to just offload product, because that will be very transparent to the companies with which you are dealing."

Burra Foods

LONG-LIFE
DAIRY PRODUCTS



The Crothers family have been involved in the Victorian dairying industry for almost a century, beginning with the appointment of Mr Dan Crothers as a director of the Rushworth Butter Factory. In 1928 the Crothers established the Stanhope Butter Factory and in 1934 purchased the Girgarre Cheese Factory.

In 1948 the group expanded with the purchase of a small operation in Shepparton which became known as Midland Milk Pty Ltd. The Girgarre Cheese and Stanhope Butter interests were sold in 1968 and the major portion of Midland Milk Pty Ltd in 1989.

With the purchase and total refurbishment of an almost derelict butter factory in Korrumburra, 130 km south east of Melbourne, the Crothers family officially launched Burra Foods Australia in 1990.

Setting up in the lush dairy pastures of South East Gippsland enabled the team at Burra Foods to develop close working relationships with premium milk suppliers. The surrounding dairy farms each year supply more than 20 million litres of milk to Burra Foods. Additional milk solids are brought in from other factories.

Moving into export was a natural progression for the company according to Grant Crothers, Chief Executive Officer.

"It's a fairly simple equation.

The domestic market is stagnant, and yet, Victoria produces some of the cheapest and best quality milk there is. In the past we have competed against heavily subsidised producers from other countries, but slowly these subsidies are being lifted, and with each lift our efficiencies come into play and we are able to compete."

The approach for Burra Foods into the export market was one of careful planning, backed with intensive information gathering.

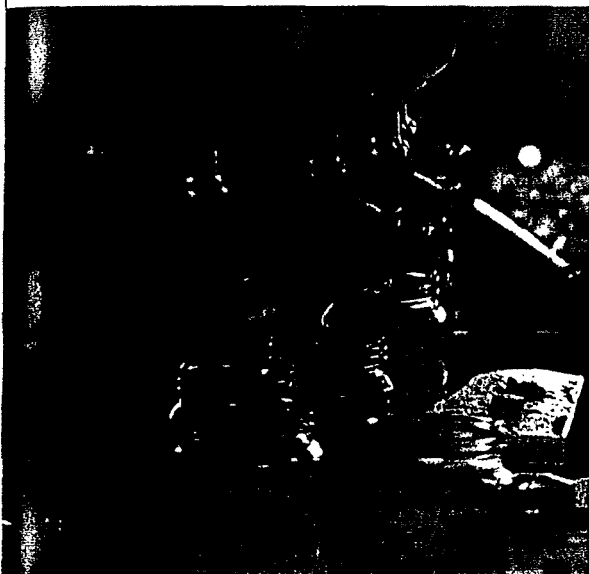
"You've really got to assess the market as to where you can win and then go and talk to the buyers, make appointments, talk to Austrade, talk to industry associations, talk to every trading house you can.

"It's like any market. You have to plan, segment, analyse and then set out your goals - what you're really looking to achieve.



"Our export products are totally industrial, and our focus has been to supply milk in a concentrated form, as an ingredient for other food factories - all over north Asia," said Mr Crothers

"We thought we had a great product, but the question we had to ask was whether it was a great product in that market? We took a careful look at the underlying demand in that market, and if it was growing or stagnant.



"We found that it is all about getting your basics right. Work out what your company is best at. And then, because it really is a global market now, what your company is best at on a world basis? The buyers and importers that you meet are very well researched and looking for a long term relationship with someone who can sustain the play."

The hard work has paid off. So has the patience. It was five years before Burra Foods Australia received its first substantial export order. This was a breakthrough which increased the pressure for consistency, quality and capability.

"When you first start exporting, it's a very tricky balance. Obviously, you

have to survive during this time, but the market is so big over there (Japan) that when they want what you've got...they want a lot of it!

"Suddenly being presented with these huge volume requirements puts a lot of stress on the system, effectively, you have to be under-utilising your equipment to be prepared for the export order that you've been working so hard to get.

"Doing business in the Japanese market taught us a lot about quality and consistency. With milk, of course, you get seasonal quality variations which pose great challenges, but the customer doesn't want to know about that. That is your problem and unless you can sort it out the customer will really question your skill level."

Burra Foods discovered that operating in the export market brings with it a number of added pressures and challenges. In order to sustain these and keep moving forward the company made a commitment to flexibility in their approach and a willingness to tailor their product to the customer's requirements.

"You have to have that commitment to the long term. When you are dealing with the more sophisticated markets such as Japan, you find that your investment in technology, in people and in time is very, very high. It takes a long time to get that back, but if you've made strategically the right decisions, it definitely will come back.

Personal tip:

"Be introspective. You have to look closely at your operation and not kid yourself. We're a small business, and I have to work very hard at not being too clever, sticking to my knitting and picking that niche gap and exploiting it for all its worth.

KEY POINTS

Considerations in Burra Foods' Export Plan

- The development of a realistic and long term plan of approach.
- The identification and segmentation of the target market/s.
- The determination of product categories, and the export capability in those category lines.
- The assessment of the competition.
- Analysis of Burra Foods' own strengths and weaknesses in a global market.
- The setting out of realistic goals and outcomes.
- A commitment to ongoing market research.

Factors for Ongoing Success

- Maintain consistent focus on the product and the company from the customer's point of view. This takes the form of introspection and regularly asked questions.
- Ensure that systems, equipment and team have the capacity and capability to sustain a substantial production volume increase.
- Maintain the highest level of vigilance over the quality and consistency of the final product. To the customer these issues directly reflect the company's professionalism and commitment as a supplier.
- Be patient, the establishment of an export market in Asia is heavily based on relationships.

Cambinata Yabbies

FRESHWATER CRUSTACEANS
DELIVERED WORLD WIDE



Yabbies have been enjoyed by indigenous Australians for many centuries. In our more recent history children and adults alike have indulged in the great Australian pastime of 'going yabbing'. However, it's only in very recent times, and thanks largely to the efforts of Cambinata Yabbies that the international gourmet set has had the opportunity to appreciate the crustacean's unique flavour and culinary versatility.

A recession lead to Michael and Mary Nenke of Kukerin in Western Australia and their family to investigate opportunities for diversifying on their wheat and sheep farm. They were quick to realise that the product they did have in abundance was yabbies, and that developing this product for commercial sale and for export was both logical and within their capability.

The idea grew from small beginnings. Cambinata Yabbies started out supplying local restaurants with their yabbies, and developing their market by self promotion and word of mouth.

"We had to find people who were willing to buy them. We also had to persuade the restaurants that they

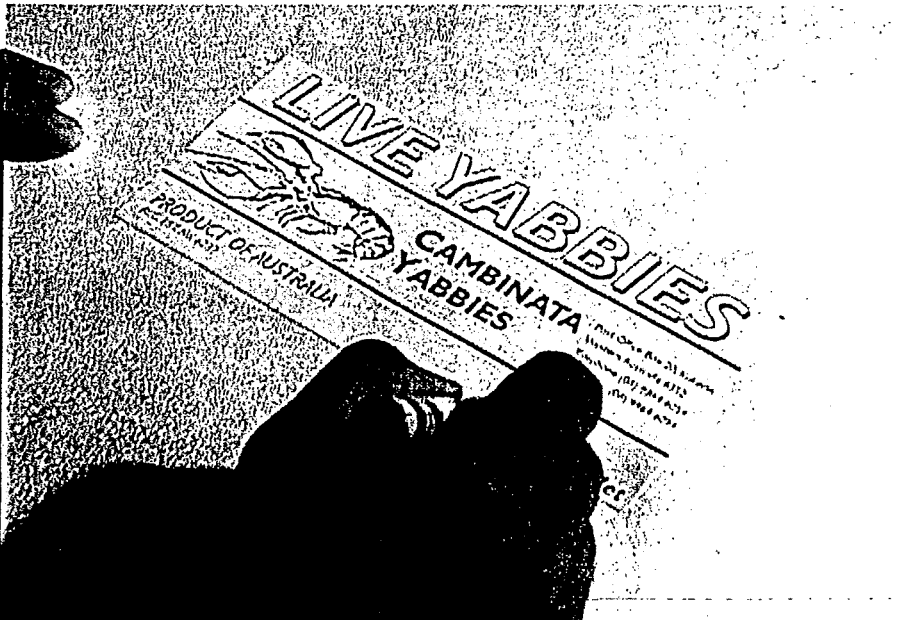
should put them on their menu, that they were something quite exotic. I talk to a lot of chefs about methods of cooking and how to get the best flavours, it's an important part of the marketing," said Mrs Nenke.

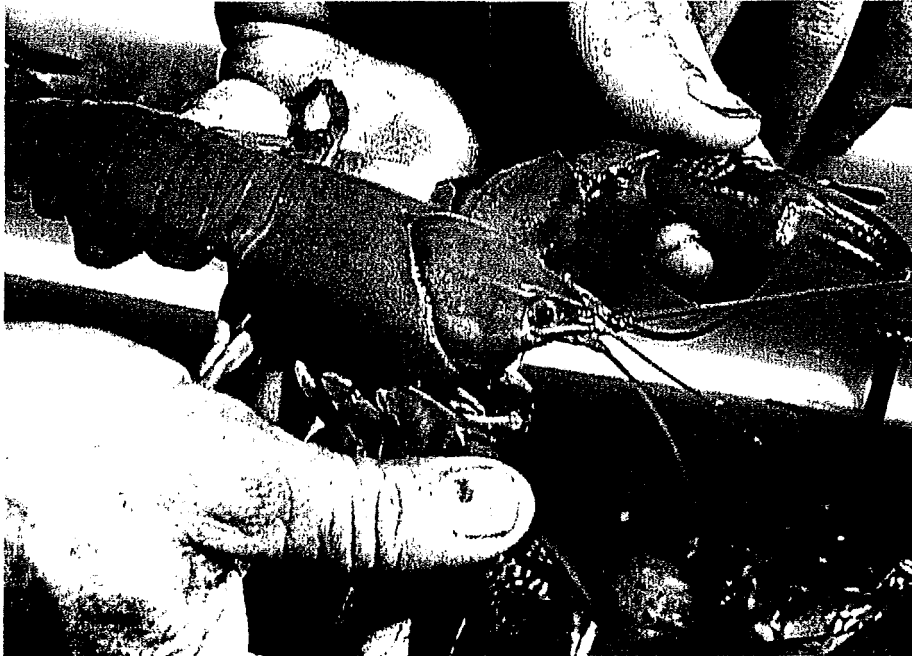
It wasn't long before Cambinata Yabbies undertook a strategic decision to broaden their market, and with this in mind turned their focus to Asia, and the huge demand there for premium, live product.

"We realised that the international market is the ultimate market for any company to attempt, and we thought that that was where we would like to go, so we started researching and finding out where we could make a start. We had a lot of interest but as anyone knows when you get into the export game, you spend a lot of time talking to leads that go nowhere."

On entering the export arena the team at Cambinata Yabbies realised how much there was to learn about competing successfully in a global market.

"Initially we found it very difficult to learn about all the new things that export involves. It was really trial and error, it was asking questions. The





Commerce and Trade Department in Western Australia has been very helpful, and so has Austrade and Agwest. We have found that most government departments in export are very keen to help.

"I would suggest that the person starting out in export goes to the government departments that are involved in export, sits down with them and discusses their plan, you must always have a plan of where you're going."

With their strategic plan in place Cambinata Yabbies launched into the Asian market through Singapore.

"I think the Asian market is like any market, they want somebody to be courteous to them, to deliver the product when they want it, on time and in good condition. Like all cultures there are people who are honest and those that are dishonest, so you have to sort those out for yourself. Communication to me in any business is the essence of success."

Since then the market has grown to the extent that Cambinata is now sourcing

their product from more than 300 farmers throughout the Great Southern region of Western Australia. Cambinata Yabbies have trained each of their suppliers in quality production procedures, and the yabbies are fed on cereal grain and harvested using traps.

The yabbies are processed at Cambinata. They are purged, hand sorted and weighed and then go into the chiller ready to be packed and sent anywhere in the world.

"I believe there is a very strong place for Australian quality products in the Asian market. We went to the bi-annual Food and Hotel Asia exhibit in Singapore in 1996 and will be returning this year. The visitors were just overwhelmed by our product, they love the freshness and the quality of Australian product."

Cambinata Yabbies deliver on demand throughout the world, and are available in plentiful supply during the nine months from mid-October to mid-June. The company has successfully developed new farming techniques to improve productivity during the off season and continues to expand.

KEY POINTS

Considerations in the Cambinata Yabbies Export Plan

- Have a clear plan of action.
- Ask everybody questions
- Learn the needs of the customer
- Ensure that the company can deliver a quality product
- Ensure that the customer can pay for the product

Factors for Ongoing Success

- Gain a thorough knowledge of the product from a market perspective. Learn from people in the industry in Australia, such as chefs and wholesalers to gain a perspective of the requirements of the international buyer.
- Have finances organised or a backer willing to support a fledgling industry.
- Find out what the customer wants, and keep that customer satisfied.
- Insist on the highest production standards.
- Ensure excellence in product and company presentation, from labelling and business cards to courtesy and personal appearance.

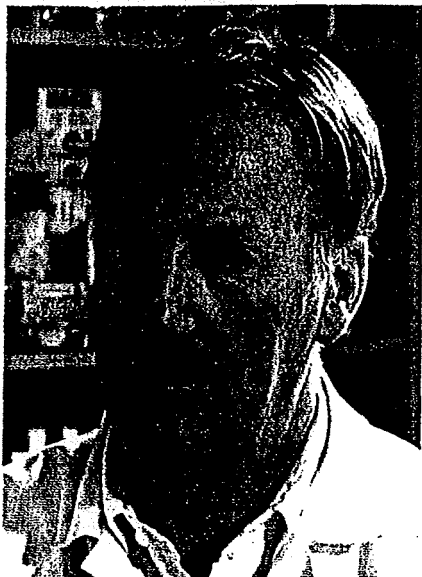
Personal Tip

Don't be afraid to ask questions. The more you know about the market, the better you will be able to serve your customers.



Classic Foods

SPECIALIST PACKAGERS OF LONG-LIFE FOODS



Classic Foods is located in the north west corner of Tasmania. It is perfectly positioned in one of the most productive agricultural regions in the Southern Hemisphere. The surrounding region provides the finest combination of natural ingredients - including the cleanest air, high rainfall, and a gentle climate which lacks seasonal extremes. The location is advantageous to export as well, with the company's Edith Creek plant placed just over an hour away from Burnie, Tasmania's busiest and the fifth largest cargo port in Australia.

Classic Foods have taken an 'add value' approach to the export process. Bob Wilson, Managing Director, and the team at Classic Foods understood that economic growth throughout Asia had lead to increased consumer demand for high-quality convenience foods with long shelf life. They were also aware that more and more shelf space in supermarkets around the globe is being allocated to UHT packaging.

"Classic Foods was planned in 1987/88, although we had been talking about the original concept and planning since the mid eighties," said Mr Wilson.

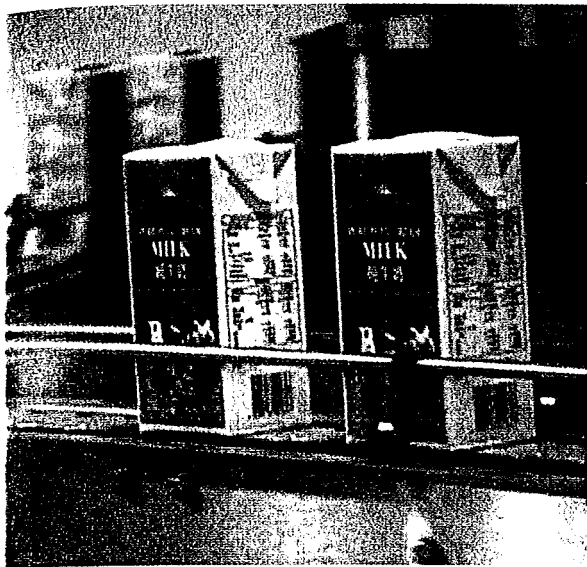
Classic Foods has embraced a new generation of thinking and food packaging technology in its approach to processing functional, long-life foods and beverages.

"What we provide is a service. It wasn't easy at first, convincing potential customers throughout south east Asia that we would process and pack a product for them to their specifications. They are used to exporters arriving and wanting to sell a warehouse full of product that is ready for the shelf," said Mr Wilson.

"If you're filling a specialist service, or you have the capacity of doing a specialist product, then you need to study the market, evaluate where you can make a product that will suit and then follow that line in your marketing approach."

The research and sales process highlighted some interesting factors for Classic Foods. The company initially targeted the traditional south east Asian import centres of Singapore and Hong Kong, but found to their surprise that their style of product with its long life advantages had growing markets in emerging economies such as Vietnam.





"Our approach is to sell not only the product, but the packaging service. This has great appeal to distributors and supermarket chains, because they end up with a product on their shelves that has been produced with their label, in their size, and in the quantity that they want.

"A company in exporting must understand the culture of business in Asia. This includes commercial trading, the flow of documentation, the handling of complaints and the communications. You can't get to know your end-customer quickly. With modern technology this is a lot easier these days, but you still have to present face to face and you have to be able to visit their market."

"The larger operations in south-east Asia are selling largely branded products. With top quality Tasmanian product and our services we are able to offer a customer the capacity to have their own brand. This may cost a little more in packaging and there may be overheads in preparing or processing smaller quantities, but the attractiveness of being able to sell a product under their own brand is

huge. It furthers their operation and their business image."

Relationships are a key factor in every aspect of the business at Classic Foods. In a business to business relationship the staff and operators at the Edith Creek factory work side-by-side with clients on a project-by-project basis.

Once customers' technical requirements have been discussed, their staff are invited to visit the Edith Creek plant to inspect the facilities in operation, meet the company's specialist personnel and make a first-hand assessment of Classic Foods' service and standards.

Commercial considerations, including costing of the total project, materials sourcing, design, packaging and delivery requirements can then be finalised.

Classic Foods places great importance on guaranteeing clients absolute confidentiality in the development, formulation, technology and launch of new product lines.

Classic Foods works with an eye to the future, constantly searching for opportunities in specialised foods and remaining open to the developing requirements of the market place.

"We found that if you continue to follow up and show good faith in that area it is amazing how this persistence eventually generates into ongoing business," said Mr Wilson.

"We have a very good team and this has been a key to our success. We're able to produce high standard and reliable product. Knowing the costing structure of our business, particularly freight, enables us to deliver on specification, on cost and on time. This combination keeps us competitive.

KEY POINTS

Considerations in Classic Foods' Export Plan

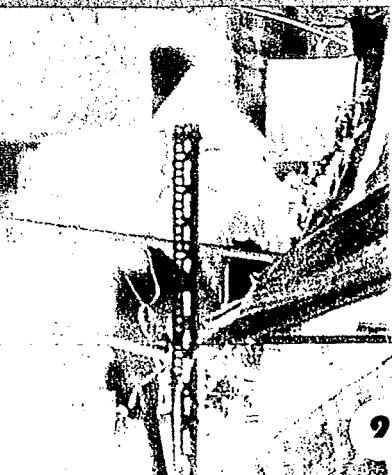
- Identify a specialist service or product which is in demand in the market.
- Spend time developing a realistic business plan.
- Forget any get-rich-quick ideas, and prepare for the long term.
- Prepare for an ongoing environment of change
- Deliver products which are on specification, on cost and on time.

Factors for ongoing success

-
-
-
-
-
-

Personal tip:

"If you come across a customer who is taking volumes of 'coverages' or numbers that look more like telephone numbers then avoid them at all costs. That's not the real world."



McGuigan Wines

QUALITY WINES RECOGNISED
ALL OVER THE WORLD



McGuigan Wines is the culmination of the McGuigan family's involvement in the Australian wine industry for more than fifty five years.

Perc McGuigan was appointed Winemaker of Penfolds Dalwood Estate in 1940. Subsequently Fay and Brian McGuigan developed the now famous Wyndham Estate, Richmond Grove, Montrose and Poets Corner brands. After the acquisition in 1990 of these companies by Pernod Richard, the McGuigans floated a new public company.

Brian McGuigan Wines was launched on the stock exchange in 1992, since then the company has grown significantly.

The company has developed vineyards across Australia in premium wine areas, and now has large acreages of both red and white wine varieties. The fruit is processed, matured and packaged in three centrally located wineries, and the products marketed throughout Australia.

Export Director, Fay McGuigan, has concentrated her focus on the development of markets in the US, UK,

Ireland, Canada, South East Asia, New Zealand and the islands of the Pacific.

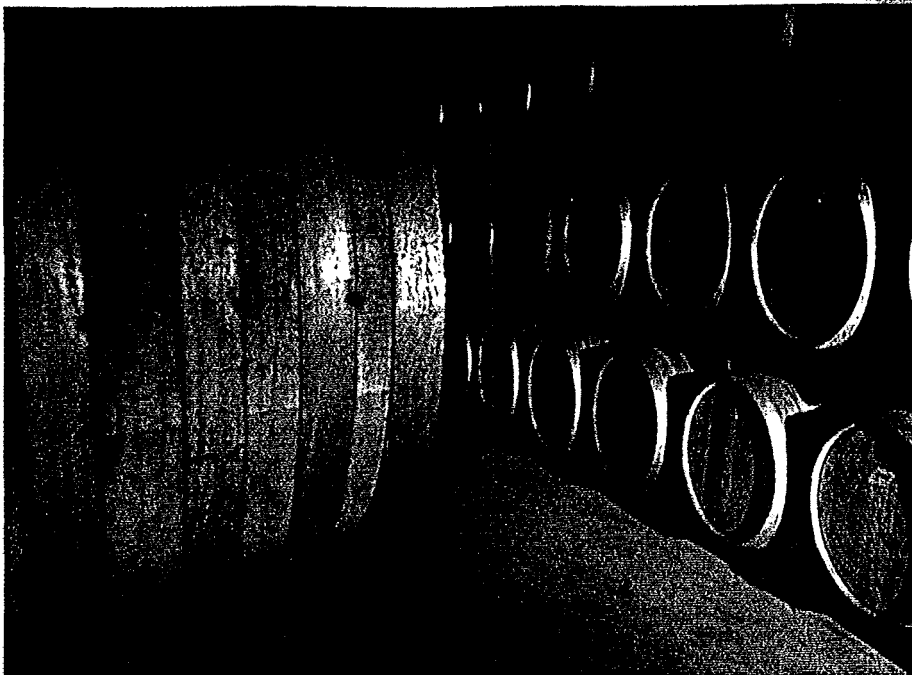
"It was important to secure a percentage of our sales outside Australia. We felt that it was time for us to look at export seriously. We made the decision to travel to the US in 1994, where we lived for nine months, so we could establish more quickly a market in USA, which is now one of our larger export markets" said Mrs McGuigan.

"It is imperative to understand what the consumer is telling us and give them what they want - not what we think they should have. This formula applies to product as well as packaging.

"We decided to concentrate on two or three markets initially, and service those markets well - rather than take on the 'scatter gun' approach. You mustn't build up a market then have supply problems, because you will not be given a second chance.

"It's terribly important to understand the culture of the people you are





KEY POINTS

Considerations in McGuigan Wines' Export Plan:

- _____

doing business with, and to learn the differences in culture. China has become a good market for us, although the recent Asian crisis is permeating throughout most of Asia, and sales have slowed down considerably.

At the commencement of their export operation, McGuigans found that there were critical elements of the export process on which they needed to quickly gain an export understanding.

“One of the challenges we came up against after we received our first order, 17 years ago, was shipping terminology. It was another language to me. Documentation was difficult for the first shipment, we were very new to the process. Sure, we made a few mistakes by the time we conducted our first shipment, but you certainly don’t make those mistakes a second time.”

Fay McGuigan firmly believes that the image of Australia overseas is one that should be exploited by exporters.

"Overseas, Australia is seen as a place with a lot of sunshine, having a healthy lifestyle and fantastic agricultural facilities. We have to continue to spread the word, what a great country this is. We are so lucky to be able to grow so many agrifood products here."

Once the McGuigans have established their profile and product into an export

market and shipped off a few container orders into that market, the cornerstone of ongoing success relates to many factors, one of which is communication.

"I feel that it doesn't cost a lot to communicate. The client is a long way away from you, and must never be left wondering what's happening. Always feed them with information. Thank them for the order, advise them of the shipping details, keep them up-dated with show awards, press clippings, wine makers' harvest reports - give them as much information as you can. This is very important."

The information flow does not stop at the shipment. Overseas clients are kept up-to-date on the progress of the vintage, the crop and the harvest. Reciprocal information about market preferences and consumer needs are constantly factored into the product, its packaging and presentation.

For the future, exports are a major focus of the company's operations, with 45% of annual production servicing international markets.

"Apart from the obvious wine-consuming markets, such as the UK and the USA, countries which are not traditional wine consumers such as those in Asia and Africa, are increasing their consumption of table wines. It is my goal to expose all of these markets to the quality of Australian wine."

THE BUREAU OF THE CHURCH
ST. LOUIS, MO.

- Use every opportunity to communicate with the customer.
- Understand and appreciate the cultural differences.
- Travel regularly to the market to establish new contacts and strengthen old ones.
- Profile overseas imports carefully and only deal with reputable importers.
- Insure against payment risk.
- Concentrate on easy markets first, and move into more complex markets once you have some experience.

Personal Tip

"Understand what the consumer is telling you and give them what they want."

Nugan Group Pty Ltd

A FRESH TASTE IN QUALITY
FRUIT AND VEGETABLE SUPPLY



Nugan Group, more than 50 years ago, started as a small fruit packing operation in the Murrumbidgee Irrigation Area to become one of Australia's leading exporters of fresh fruits and juices to Asia, in the nineties.

The company was founded in 1940 by Alf Nugan, a Spanish immigrant, who arrived in Australia with motivation and foresight to build a successful family enterprise with a reputation for outstanding quality and service.

In 1974 Nugan Group continued to expand and diversify, building a state-of-the-art fruit juice factory in Griffith and entering into wholesale marketing at Rocklea Markets in Brisbane, as an outlet for their growing vegetable operation. The company also secured extensive exporting contracts, particularly in Japan, to expand market growth outside Australia.

Both domestically and abroad the group has concentrated its efforts on wholesaling; a strategy which places the retail customer absolutely at the top of the priority list for service and attention.

Today the same family determination drives the future of Nugan Group, as a multi-million dollar wholesaler of fruit,

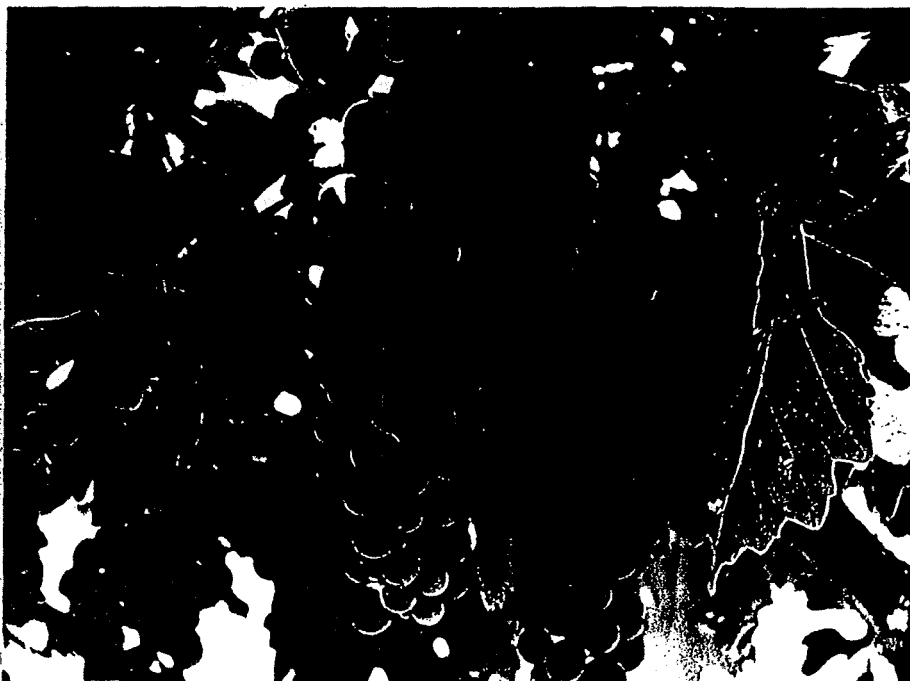
vegetables and juices. The company recently diversified with the addition of vast horticultural properties to ensure the company is buffered against changing market conditions and provides continuous reliable supply of quality products. These properties include "Tallinga Park" at Hillston with 400 hectares of permanent plantings and 380 hectares at Cookathama Farm, Darlington Point.

Recognising the increased demand for environmentally friendly produce, Nugan Group is associated with a third property Manuka Grove, near Hanwood, certified as an "A level" Organic Farm.

The Managing Director of Nugan's, Michelle Nugan, said the company has achieved good results on an ongoing basis because company policy is to proactively encourage expansion, innovation and diversification.

"Nugan Group was having a great struggle about a decade ago, so management decided to look at other ways to remain viable." Said Mrs Nugan.

"We thought we would investigate the Asian market, particularly in the area of value added juice products



processed at Nugan Quality Foods - the group's juice operation.

"Entering the export market in Asia involved putting in the hard yards. It is impossible to expect a sale or a deal out of your first trip to Asia, because often that won't happen. I would say anyone starting off in export needs to

"One thing that we found in Japan and in Singapore is that within our industry businesses talk between themselves. They all know who is dealing with whom and if the quality of your product slips you can easily lose your reputation in that market. And it's very difficult to rebuild. However, once you establish a reputation in the market for premium product, a lot of business unfolds through word-of-mouth.

"We also make a great effort to understand cultural requirements and their particular culture in doing business. It takes a long time to cement a relationship, and even if a company has the price right, and the product right a deal will not naturally follow. It doesn't. The key is to develop your customer's confidence. Your customer has to be sure that you can provide continuity of product, and not just be there for the first year. You have to maintain quality and always look for ways to improve that quality.

"Our success in export is attributed to a number of factors. Number one is having a good team behind me. The demands are extremely high, and unless you have that support you won't succeed - especially when production increases from four to five containers a month, suddenly to fifty!

"We have a young team, and that keeps us open to researching ideas and exploring new technology.

"And I think the third thing is that we have invested considerable funds back into the business, in order to maintain a leading edge with state-of-the-art equipment and facilities. Our customers understand that our first priority is delivering to them what they want...if you think their requirements are pedantic or unnecessary, then you won't maintain a business relationship with them. The business is there, but there is no easy way to succeed."

be prepared to put in at least three years of learning to know the potential customer, their needs and understand how they do business. On the cost side you have to be prepared to air freight pre-samples. This can be expensive, but it's a critical step in obtaining the business."

Nugan Group first broke into the export market in a major way through a family contact asking for samples of cloudy apple juice. The company had never produced this product before, but had conducted extensive product research and development, and technically felt well-equipped to provide the sample.

"After some initial problems in the second year of exporting, we now have a great working relationship with the current company, as well as with agents both in Australia and Japan. This is absolutely essential to promote further business," said Mrs Nugan.

Considerations in the Nugan Group Export Plan

- Look for opportunities to diversify and establish vertical production
- Conduct market research
- Conduct product research
- Develop export capability to

Factors for Ongoing Success

- Look after your own team.
- Build mutually trustworthy relationships.
- Inform and show your customers what you are doing, and your commitment to them.
- Remain flexible and open to requests for new products and technology.

Personal Tip

"If you're in business in rural Australia, you always have to be looking at what is going to be wanted in another four or five years. You have to see the big picture, and by that I mean the requirements of the global market."

Tender Plus

SPECIALISED PORTION CONTROLLED
QUALITY MEAT CUTS



Tender Plus is a meat processing company which commenced operations on Queensland's Gold Coast in 1986.

Co-founders Frank Mesiano and Vince Vaina have a background in butchering and food service - with industry experience encompassing front of house in five star hotels, back along the food supply chain to the extensive pastures and markets of the primary meat industry of Australia.

With such valuable knowledge and experience Tender Plus is able to develop a supply service which solves the many challenges - such as budgetary pressure, portion control and quality requirements - which successful businesses in the food service industry must overcome every day.

Recognising the difficulties faced in food service and then developing tailored solutions has enabled Tender Plus to develop a successful domestic and export operation. The company focuses on the supply of highly specialised portion control beef and lamb primal cuts for both the domestic and international food service industry.

Since 1986, Tender Plus has cornered a large percentage of the domestic hotel, restaurant and airline market. A

consistent supply of quality raw product ensures that customers of Tender Plus receive a wholesome product which is produced to their exact requirements

After successfully establishing its domestic operation, Tender Plus ventured into the export market in 1991. The management team had a vision and a desire to expand the company. They were aware of the limitations of the domestic market and realised that for Tender Plus to continue to grow the alternatives were to diversify domestically or to export.

"Because we were so successful in our domestic market, it was our intention to duplicate that success in the international market," said Joint Managing Director, Frank Mesiano. "We decided that expansion of our core business internationally was a better alternative to diversifying."

The initial two to three years of the Tender Plus export operation were not profitable, but the Tender Plus team was fully prepared to be committed, patient and determined.

According to Mr Mesiano, research played a significant part in the planning stages of the export program.





"We did a lot of work in understanding the markets in which we were going to participate. We also made absolutely sure that we had the capability of producing and exporting what we said we would.

"We spoke to existing exporters in the industry, government organisations such as Austrade and AQIS, and potential customers who we encouraged to visit our plant and view our products.

Research revealed some key facts;

- That Australia does have a natural competitive advantage in agricultural and meat products.
- That the food service sectors in developed markets overseas have similar needs to our own domestic food service market.
- That many of the markets enjoy very high wage levels
- That there are big constraints on space.
- That there is the perception that meat industry workers are engaged in a low standard of employment.

Each of these facts contributed significantly to the competitive advantage, whether real or perceived, that Tender Plus could hope to enjoy in its off shore markets.

"It is important to look at your product and look at your success in the domestic market, then ensure that your company has a competitive advantage versus your potential competitors in the overseas market place.

"We decided to tackle the export market along the same lines as our domestic business. This meant understanding the end users' needs and then supplying to those exact needs. Although we originally built our new plant mainly to service the domestic market, it was constructed to export standards."

With a world class facility at the ready, the management team was confident enough to commit the company to export trading. The team confirmed its commitment by visiting Japanese department stores, hotels, restaurants, retail butchers, meat wholesale markets and processors. Overseas trips also included meetings and discussions with on-ground experts from the Australian Meat and Live-stock Corporation and Austrade, and exhibits at Foodex in Japan.

For Tender Plus, ensuring ongoing market success means flexibility and quality assurance.

"Supplying exact needs and remaining flexible to those changing needs is critical. We continue to innovate, listen to customers and often develop a product at their request."

"We undertook a strategic quality plan of two and a half years specifically to meet some of the requirements of our markets."

Tender Plus invested heavily in human resource development, plant and equipment in an effort to improve efficiency and flexibility in production. The main objective of this undertaking was to change the culture within the company, and effectively achieve and maintain a world competitive advantage, including ISO 9002 accreditation.

Although it has been an expensive exercise in both time and money, the medium to long term benefits to Tender Plus are already evident, with the export operation representing approximately 40% of the company's turnover.

The Tender Plus team believes that their innovative processing techniques, the ongoing establishment of the brand name in Japan and South Korea with company-owned and run in-market facilities, and the development of joint venture opportunities will all contribute to and improve its ability to compete in a global market.

KEY POINTS

Considerations in the Tender Plus Export Plan

- Research carefully the target market, as well as your own competitive ability.
- Ensure that production facilities and systems have export capacity.
- Ensure the quality and consistency of raw product supply.
- Learn from mistakes.

Factors for Ongoing Success

- Understand the customer's needs and remain flexible.
- Listen to and consider all feedback.
- Continually look for ways to improve competitiveness and efficiency.
- Invest in your people.
- Ratify your in-market relationships with commitment and a long-term approach.

Personal Tip

"We have a real philosophy here. We will try and make a success of every venture we tackle. That doesn't always happen, but we persist and give an idea a real chance before we say it won't work."



Further Information

Commonwealth and State contacts for further export information and advice.

Supermarket to Asia

Dr Brian Johnston
Projects Director
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BARTON ACT 2600
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Fax: (02) 6273 1718
stabj@dynamite.com.au
www.supermarkettoasia.com.au

Supermarket to Asia Ltd is the operational arm of the Supermarket to Asia Council.

Services offered include;

- Market Profiles of key Asian food markets
- Asia Market Bridge - market entry program
- Negotiating with Asian buyers
- Seminars and workshops
- Regional export forums
- Quality Food Australia market promotion program

ACT

Department of Primary Industries & Energy

Supermarket to Asia Section
Mr Wayne Ryan
Director
GPO Box 858
CANBERRA ACT 2601
Ph: (02) 6272 5836
Fax: (02) 6272 3025
wayne.ryan@dpi.gov.au

DPIE is managing a number of programs in support of the Supermarket to Asia Council and to assist Australia's food producers to take advantage of the opportunities in Asian food markets. These include;

- The Delicatessen Program
- The Supply Chain Management Program
- The Cooperatives Strategic Alliances (with Asian business partners) program

- A national seminar series on competitive performance.

DPIE also supports the involvement of the Minister for Primary Industries and Energy in the activities of the Council, provides the secretariat to the STA Council's Quality and Safety Working Group, and manages the contractual arrangements between the Commonwealth and STA Ltd.

Austrade Hotline

Ph: 13 28 78
www.austrade.gov.au

The Australian Trade Commission (Austrade) helps Australian businesses take advantage of export opportunities. Austrade also assists with foreign investment into Australia and export-related investment into other countries.

Austrade's services are tailored to meet the needs of Australian businesses, ranging from first-time exporters to well-established exporters.

Department of Industry Science & Tourism

Ms Tracie Brady
Project Officer
20 Allara Street
CANBERRA ACT 2600
Ph: (02) 6213 7627
Fax: (02) 6213 7619
food@dist.gov.au
www.dist.gov.au

- Industry development and policy
- Market access advice
- Trade statistics - food sector
- Referral for industry assistance programs

Rural Industries Research & Development Corporation

Dr Jeff Davis
General Manager, Research
Level 1, AMA House
42 Macquarie Street
BARTON ACT 2600
Ph: (02) 6272 4152
Fax: (02) 6272 5877
jeffd@rirdc.gov.au
www.dpie.gov.au/rirdc

RIRDC provides research reports in the following areas;

- Market place opportunities and analysis
- Global competitiveness of the agricultural sector
- Regional, domestic and international linkages

NEW SOUTH WALES

NSW Agriculture

Dr Richard Sheldrake
Director - Agsell
161 Kite Street
ORANGE NSW 2800
Ph: (02) 6391 3317
Fax: (02) 6391 3199
www.agric.gov.au/

- Trade facilitation - Asian focus
- Market development / Asian region

NSW Department of State and Regional Development

Mr Paul Judge
Senior Manager, Agribusiness
Level 43, Grosvenor Place
225 George Street
SYDNEY NSW 2000
Ph: (02) 9338 6658
Fax: (02) 9338 6676
judgep@www.srd.nsw.gov.au
www.srd.nsw.gov.au

- Industry promotion
- Investment facilitation
- Export development assistance
- Enterprise improvement services
- Food policy issues

VICTORIA

Department of Natural Resources & Environment

Mr Peter Hansford
Manager, Agribusiness Initiative
Level 15
8 Nicholson Street
EAST MELBOURNE VIC 3002
Ph: (03) 9637 8500
Fax: (03) 9637 8119
Peter.Hansford@nre.vic.gov.au

Agribusiness Initiative takes a market-driven approach in;

- Market information
- Export culture development
- Business matching
- Industry development

Mr Frank Greenhalgh
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Level 15

8 Nicholson Street
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Fax: (03) 9637 8119

frank.greenhalgh@nre.vic.gov.au

- Food policy development
- Product, trade and market development
- Quality assurance programs
- Marketing information

WESTERN AUSTRALIA

AGWEST Trade & Development

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Marketing Intelligence Research Officer
Level 20

221 St George's Terrace

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Ph: (08) 9424 3180

Fax: (08) 9322 7150

rhills@sp.agric.wa.gov.au

www.agric.wa.gov.au

- Development of strategic alliances with the food distribution and retail sectors
- Implementation, training and certification of SQF 2000CM (HACCP Quality Code for the Food Industry)
- Information and assistance with market intelligence, industry development and investment attraction

TASMANIA

Tasmania Development & Resources

Manager Trade Development

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Fx: (03) 6233 5800

smartin@tdr.tas.gov.au

www.tdr.tas.gov.au

TDR exists to encourage and promote balanced economic development of Tasmania through co-operative government/business relationships.

Information includes;

- Market intelligence
- Assistance with market visits
- Business matching
- Industry assistance
- Preliminary investment attraction enquiries

NORTHERN TERRITORY

Department of Primary Industry & Fisheries

Manager, Trade and Market Development
GPO Box 990

DARWIN NT 0801

Ph: (08) 8999 2376

Fax: (08) 8999 2200

tony.eggington@dpif.nt.gov.au

www.nt.gov.au/dpif/

- Market intelligence, research and development
- Industry profiles
- Trade, product and production information
- Domestic and export market quarantine requirements
- After-sales technical services
- Quality Assurance programs

Department of Asian Relations Trade and Industry

Mr Steve Sanderson

Manager, Business Intelligence

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Fax: (08) 8999 5106

steve.sanderson@nt.gov.au

www.nt.gov.au.darti/

- Trade statistics
- Market intelligence and reports
- Online trade & economic information

SOUTH AUSTRALIA

SA Department of Industry & Trade

Mr Chris Geisler

Food Sector Analyst

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ADELAIDE SA 5000

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cjg@eda.sa.gov.au

- Trade promotions
- State government export promotions

Food for the Future

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Senior Project Manager

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Fax: (08) 8226 0221

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www.food.sa.gov.au

- State initiatives
- General information

QUEENSLAND

Department of Primary Industries

Rural Industries Export

Development Unit

Ms Devinka Wanigasekera

General Manager

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Ph: (07) 3239 6723

Fax: (07) 3221 3896

wanigasekerad@dpi.qld.gov.au

www.dpi.qld.gov.au

- Market access and information
- In-market direction
- Export and investment seminar programs

Department of Tourism, Small Business and Industry

Mr John Berry

Development Manager,

Business Industry Projects

GPO Box 1141

BRISBANE QLD 4001

Ph: (07) 3224 2102

Fax: (07) 3225 8676

www.food.qld.gov.au

- Business management and new product development
- Supply chains for food processors
- Export commercialisation, transport & logistics
- Business networking

Qld Department of Tourism,
Small Business and Industry -
Business Centres

Accessing Government Information

Ph: 13 26 50

www.dtsbi.qld.gov.au



Agribusiness Information Network

For easy access
to export marketing
information



DPI
QUEENSLAND
DEPARTMENT OF
PRIMARY INDUSTRIES

1

Want your business to grow?
Short of time?
Bewildered by bureaucracy?
Wondering who can help?



4

You can continue taking care of your existing business whilst AgriInfonet contacts all the relevant people who can help you. Your details are provided to them so they can contact you directly. Alternatively, we will send the information you need. Any fees for service are negotiated between you and them.



3

A friendly operator will find out briefly what you want to know. This enables AgriInfonet to find the business information you need and identify the relevant people to help you.

2

Contact AgriInfonet



Agriinet

Agribusiness Information Network

5

After using the supplied information and service to make your decisions and develop new business, you let AgriInfonet know who was helpful and who wasn't. You may even register as a resource to others. This reporting system helps to keep the service efficient and to deliver best value for money.



What are the benefits?

Timesaving

Finding and accessing relevant business and marketing information can be time consuming, costly and frustrating.

AgrilInfonet has access to a wide variety of databases and information providers who search the world for the business information and contacts you require.

Confidential

As each enquiry through our contact and commercial intelligence service is individually managed, and the results are delivered directly to clients, by information providers, confidentiality is assured.

One Stop Shop

AgrilInfonet can link you with the government and private sector marketing contacts and information service providers. Easy access is provided to a wide range of resources by making one call.

**AgrilInfonet operates nationally
as a joint venture between
states and territories.**

Mission of AgrilInfonet:

*To excel in enabling easy access to
relevant export market
information and contacts by
Australian agribusiness*

- Business Briefs
- Market Information
- Contacts
- Competitive Intelligence
- Networking
- Advice & Referral



Department of Primary Industries, Queensland,
Ground Floor, Primary Industries Building,
80 Ann Street, GPO Box 2215,
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E-mail: agriinfonet@dpi.qld.gov.au

How to get Your Copy of

AIR*EXPORT*

keeping the chain cool



To order your copy
of the training kit
including video
(30mins), full colour
poster and eight
page information
booklet, just fill in
the reply paid order
form on the back.



This training kit is essential for all staff handling perishable goods right along the transport and logistics chain for airfreight - from grower, packer, truck driver right through to the airlines. It provides an in depth look at the different roles and importance of each member in the chain and shows how to ensure our perishable exports arrive at the destination market in the best possible quality.

The package includes a video and information booklet on handling perishable goods for export including key points on handling, a chart detailing correct temperatures, compatibility groups for specific perishable goods and an example of a supply chain for airfreight showing all the different stages. It provides a valuable tool for training everyone involved in handling perishables. There is also a poster for the workplace as a constant reminder to do the right thing.

Australia's agri-food industry is a vital component of the economy valued at \$60 billion and employing over 500,000 workers. Export earnings from food products totalled over \$15 billion in 1996/97, representing 20% of Australia's total export earnings - \$10 billion of these were to Asia.

Increasing competition from overseas means Australian exporters must take advantage of best management practices and new technologies to improve the quality of perishable exports and gain the upper edge on our competitors.

Australia's produce is equal to the best in the world when it is harvested. We need to make sure it arrives at its destination market in the same top quality condition. Working together and improving communication right along the chain is a key theme of the video, along with important examples of best practice handling and packaging for perishable products.

This video is an initiative of the Transport and Logistics Working Group of the Prime Minister's Supermarket to Asia Council and is aimed at improving Australia's agri-food exports to Asia. An increase in better quality exports means higher prices resulting in more jobs and a healthy economy for Australia.

☐

I wish to order the AIREXPORT Training Kit including video, full colour poster and eight page information booklet for a nominal fee of \$30.00 + \$5.50 postage and handling.

Please send your cheque or money order of \$35.50 to:

Trade and Logistics - AIREXPORT Training Kit
Department of Transport
and Regional Development
GPO Box 594
CANBERRA ACT 2601

Title: _____ Name: _____ Surname: _____

Address: _____

Suburb: _____ Town/City: _____ Postcode: _____

Seafood Training Australia



*Helping your
career in the seafood industry.*



*From Commercial fishing
and aquaculture right through
to retail and export,
Seafood Training Australia (STA)
can help.*

STA can help ensure your training is right for your career. Industry training and career development courses include:



- Certificates I, II in Commercial Fishing-Deckhand
- Certificate III in Commercial Fishing Vessel Operations-Skipper
- Certificate IV in Commercial Fishing Vessel Operations-Marine Engine Driver Grade 1
- Certificates I, II in Aquaculture-Finfish/Shellfish
- Diploma in Aquaculture
- Certificate in Tropical Aquaculture
- Certificates I, II in Seafood Handling and Processing, Post Harvest Operations
- Diploma of Fisheries Compliance Management
- Traineeship in Mariculture Operations, Post Harvest Operations, Aquaculture, Commercial Fishing (Deckhand), Seafood Handling and Processing

Seafood Training Australia assists current and future workers by fostering vocational training and education in one of Australia's fastest growing primary industries.

The new Industry-wide Training Packages create a more flexible workforce with portable skills which are recognised throughout Australia and overseas.

The Training Package will result in custom-designed education and training programs and are designed to provide the professional skills and knowledge required at all levels of the seafood industry.

Specialised training, both on and off the job, covers the latest techniques linking quality, safety and hygiene in all training programs.




As the Industry Training Advisory Body for the Australian seafood industry, Seafood Training Australia:




- provides advice on training requirements
- promotes new apprenticeships in all sectors of the industry
- encourages workplace training and assessment against industry derived competency standards
- facilitates the development of flexible training delivery and assessment
- ensures training programs match newly defined career pathways; and
- assists Registered Training Organisations to access materials






You can benefit from Seafood Training Australia's training initiatives if you work, or are planning to work, in wildcatch fishing, aquaculture or in the processing and distribution sectors of the industry.

Our training initiatives cover:

- ▶ vessel operations and maintenance
 - ▶ fishing operations
 - ▶ aquaculture -cultivation and harvesting
 - ▶ resources management
 - ▶ seafood transport and storage
 - ▶ seafood processing
 - ▶ wholesale distribution
 - ▶ retail and import/export of seafood products
 - ▶ small business operations.
- 



For further information, visit STA's Home Page at: www.asic.org.au

or contact

Executive Officer
Seafood Training Australia

PO Box 533 CURTIN ACT 2605

Ph: 02 6281 0383

Fax: 02 6281 0438

E-Mail: asic@asic.org.au

Seafood Training Australia is the business trading name of the Australian Seafood Industry Training Advisory Body, the training and education arm of the Australian Seafood Industry Council.

ACN 008 664 999



Choosing the right time to Export



Choosing the right time to Export

Expanding your business overseas can be a rewarding venture which brings growth and profits. But it is a complex and demanding exercise which may not suit every company at a particular point in time.

There are very few shortcuts to successful exporting. Entering new markets can be very costly in terms of time, money, resources and commitment. It also entails a degree of risk.

To succeed in overseas markets, you need to have a competitive product or service, adequate supply capacity, strong marketing background, managerial time and commitment and sufficient financial resources.

How to get started and where to go for assistance

The following questionnaire is designed to help you assess whether you and your company are ready to begin exporting and it also advises where you can best get assistance to start exporting or to become export-ready.

Use the questionnaire to help you focus on:

- Whether you are ready to begin exporting now
- What you need to do to get yourself ready
- Where to go for help

The scoring of the test is designed to provide your company with a route map for the best place to seek assistance.

In general, if you score highly in all questions, you have a much greater chance of succeeding in export.

A guide for where to seek assistance is as follows:

- **For a score of 35 or more**, Austrade will provide the most relevant assistance in supporting your export goals. For further information on how Austrade can help, contact the Export Hotline from anywhere in Australia for the cost of a local call.

AUSTRADE EXPORT HOTLINE 13 28 78

- **For a score of below 35**, you may require additional preparation before you commence exporting. AusIndustry or your business adviser will be able to assist your company to become export ready. For further information on how AusIndustry can help, contact the AusIndustry hotline from anywhere in Australia for the cost of a local call.

AUSINDUSTRY HOTLINE 13 28 46



Austrade is the Australian government's export and investment facilitation agency. It has been helping Australian businesses succeed in exporting for over half a century. With a network of more than 90 offices overseas. It is committed to helping Australian exporters take their products and services to the world.

Whether you are thinking about exporting for the first time, or are an experienced exporter looking to open up new markets, Austrade can put together a package of solutions to suit your needs and which will help you reduce the time, costs and risks involved in entering foreign markets.

Austrade's practical assistance is designed to match the major phases that you, as an exporter will progress through, from seeking general information and advice on getting started, to selecting the most attractive markets and finding potential buyers, right through to expanding your export business once you are established. Many services are free or subsidised by the government by up to 70%.

For further information on how Austrade can help you, contact the **Export Hotline on 13 28 78**. You can ring this number from anywhere in Australia for the cost of a local call.

AusIndustry

AusIndustry is a Commonwealth, State and Territory Government initiative which aims to help business to become more internationally competitive. Through a national delivery network, AusIndustry provides industry with accurate, high quality information and referral services and delivers Government business assistance programs to small and medium sized enterprises.

The AusIndustry Hotline provides information and referrals for more than 500 business assistance programs offered by Government and 250 services offered by industry associations.

For further information on how AusIndustry can assist you, call the **AusIndustry Hotline on 13 28 46**.

A 5-minute Questionnaire
Rating your company's readiness

What is Your Product/Service?

Note: For the purpose of this questionnaire, products and services are the same.

PRODUCT/SERVICE		SCORE
Is your product/service available for export?	Currently in production	<input type="checkbox"/> 10
	At prototype stage	<input type="checkbox"/> 2
	None of the above	<input type="checkbox"/> 0
Do you currently have adequate production capacity to support export generated sales?	Yes	<input type="checkbox"/> 10
	No but can be quickly obtained	<input type="checkbox"/> 5
	No and is not planned	<input type="checkbox"/> 0
Are you able to access the finance, or do you have the cash flow required, to support the additional costs of export over the next 1-3 years? (eg travel, research, promotional materials, export packaging).	Yes	<input type="checkbox"/> 10
	No	<input type="checkbox"/> 0
Do you have someone with time available to manage your initial export activities?	Yes, an experienced export manager	<input type="checkbox"/> 10
	Yes, but not experienced	<input type="checkbox"/> 7
	No	<input type="checkbox"/> 0
Is your product/service currently selling in more than one major Australian city?	Selling in three or more cities	<input type="checkbox"/> 5
	Selling in one city	<input type="checkbox"/> 3
	Not yet selling	<input type="checkbox"/> 0
Have you considered export pricing? eg FOB (free on board), CIF (cost, insurance, freight).	Yes	<input type="checkbox"/> 5
	No	<input type="checkbox"/> 0
Have you prepared promotional material? eg brochures, videos, samples.	Currently available	<input type="checkbox"/> 5
	Being prepared	<input type="checkbox"/> 3
	Nothing available	<input type="checkbox"/> 0

Total Score

Key Criteria for Export Success

KEY CRITERIA	WHY IT'S IMPORTANT	WHAT TO DO
Product/Service Ready for Export	Most successful exporters are already selling their product/service on the domestic market. It is difficult to succeed overseas without an existing product to meet orders or a proven track record.	Consider sub contracting/licensing to access products or skills. See your local small business organisation or contact AusIndustry.
Production Capacity	Overseas markets are buying products, not promises. If you can't deliver on time you will risk losing orders.	Consider whether your existing production capacity is sufficient or whether you would need to expand for export. Consider sub-contracting/licensing to increase capacity. See your local AusIndustry contact. Inquire of Austrade's services which will help you identify markets and clients that will not be beyond your capacity.
Financial Requirements & Cash Flow	Many new exporters underestimate the amount of money required to enter export markets. You may be required to spend \$50,000 for each of the first 2 years of attempting to break into the export market, including visits to the market, promotional material, trade fair participation, packaging, etc.	Make sure you have a sound domestic sales base to fund your export endeavours. Choose cheaper, easier, closer markets in which to begin eg New Zealand, Singapore or Hong Kong Consider using an export agent initially or licensing agreements to minimise costs. Inquire of the availability of grants from Austrade or assistance to prepare an application for finance from AusIndustry.
Time for Export	Exporting requires a considerable commitment of time, both in development work and in travelling to visit overseas markets.	Consider what will happen to your domestic business while you are working on export or travelling overseas. Appoint an export manager to handle the export side of your business.
Staff Resources	If all your expertise is concentrated in a few staff members, export could put a great deal of pressure on the development of your business.	Consider the flexibility of your staff and its expertise. Decide whether you need more staff or a different mix of skills for export.
Product selling in more than one Australian city	A national operation gives you experience in transporting product, servicing buyers over distances and marketing. It provides cash flow and may be more cost effective than export.	Consider expanding in the Australian market before exporting. Contact AusIndustry or see your local small business organisation.
Prices	Overseas buyers will want to know how much it is going to cost to buy your product so they can make a decision on whether they will purchase.	Calculate your FOB and CIF prices and don't leave home without them. Read the book <i>"Incoterms"</i> (ICC Aust Council). Ask a freight forwarder for help.
Product/Service Promotional Material	If you want overseas buyers to take you seriously you will need promotional material such as samples, brochures, videos etc describing your product.	Design promotional material specifically for export and relevant to the markets you are targeting. Remember to redesign packaging so it is also appropriate for export.

Choosing the right time to Export



Austrade Export Hotline 13 28 78
AusIndustry Hotline 13 28 46

Internet: <http://www.austrade.gov.au>



Austrade Online
offers you the world

AUSTRADE



onLine

www.austrade.gov.au

Austrade Online offers you the world.

Austrade Online is the Australian Trade Commission's enhanced World Wide Web site.

Austrade Online provides a comprehensive, up to date export information service to meet the needs of Australian businesses, and is especially focused on the requirements of small to medium sized companies.



It's the first place to look for advice on international trade issues such as export finance options, export programmes and information on overseas markets from an on-the-ground perspective (for example, cultural factors, distribution systems and government relations). It is also a rich repository of information on export-related issues like transport, insurance and business travel.

We have designed for you *My Online* which customises information to your own personal preferences, allowing you to choose your markets of interest and industry sector. When you register for *My Online*, you will have quick online access to information most relevant to you. *My Online* will also give you access to market intelligence and newsgroups, enabling you to participate in topical discussions on international trade. Further, you can arrange to receive regular email updates on relevant export topics.

Australia on Display

We give all Australian companies the opportunity to grow their business through participation with 'Australia on Display'. This is an effective searchable database of Australian companies, products and services targeted at overseas buyers.



'Australia on Display' demonstrates Australia's capability and puts your company on show throughout the markets of the world, listing all the features and specialties of your products and services.

To date over 50,000 people have used 'Australia on Display'. Numerous companies are already receiving export enquires from prospective overseas buyers, so make sure you are a part of it. Register your firm now and market your products and services instantly to the world. Registration is quick, and you can change your company's profile at any time.

There are four types of listings to choose from:

- Free registration provides your company with an invaluable presence in 'Australia on Display' with the potential of promoting your firm's product or service to prospective buyers in lucrative international markets.



- For a small fee - just \$50 - you can include a live link from your standard listing straight through to your company's web site.

- Improve your exposure by adding your company logo. For just \$250, this enhanced listing gives your company priority positioning within the relevant industry classification. It also includes a live link to your web site.

- If you don't have your own web site, Austrade can create a 'micro-site' for your firm within 'Australia on Display', including a maximum of two graphic images displaying your company's products or services. This option is available for just \$100 per graphic.

If your company is an established exporter or has the potential to export, you cannot afford not to have a listing in 'Australia on Display'.



Register Now - It's Easy

To participate in 'Australia on Display' please complete the attached registration form and return it to:

Austrade Online GPO Box 5301 Sydney NSW 2001
Fax (02) 9390 2115

For quicker registration, register online at www.austrade.gov.au

If you would like to incorporate your company logo or graphics please provide these in electronic format. (Logo size 75 x 75 pixels; graphics 150 x 150 pixels. Preferred format is gif or jpeg.)

Alternatively please send a hard copy of logo/graphic suitable for scanning. Please note that whilst every effort will be made to replicate your logo, it may be necessary to alter the dimensions as all logos on our service are presented in a uniform size.

Payment

Please make cheque or money order payable to the Australian Trade Commission, or charge cost to nominated credit card (please refer to registration form.)

Austrade Online® Registration

Listing Required (Please tick)

☐ Logo & Bold (\$250)*
 ☐ Additional Graphics (\$100 ea)*
 ☐ Basic Listing

***Please enclose electronic or hard copy of company logo and graphics suitable for scanning. All images provided must be copyright cleared.**

1. Do you have a current home page?

☐ Yes
 ☐ No
 If yes, please insert your URL Internet address

Would you like this to be a 'live' link?

☐ Yes (\$50)
 ☐ No

2. Please provide the following details for your entry

Company Name ACN or ARBN Number

Address

Postal Address State Postcode

Contact Name Contact Title

Phone Fax Internet E-mail Address

We recommend that you use words in the following sections that would most commonly be used by buyers of your products as they will be used as the basis for a word search facility.

3. Please list four of your company's major products or services

<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>

The 'Australia on Display' search engine is divided into industry sub-categories for more effective searching

4. Please state the most appropriate industry category code for your company. Maximum of four categories. (Refer overleaf for code listing.)

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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5. Brief selling message about your company (no more than 100 words)

<input type="text"/>
<input type="text"/>
<input type="text"/>
<input type="text"/>
<input type="text"/>

6. Which countries, if any, are you currently exporting to?

<input type="text"/>

7. How did you hear about Austrade Online?

<input type="text"/>

Please return form to Austrade Online by mail, fax or E-mail address below

GPO Box 5301, Sydney NSW 2001 Australia
Fax (02) 9390 2115 E-mail Austrade.Online@austrade.gov.au

Payment details (tick one only)

I enclose my cheque/money order for \$_____ made payable to the Australian Trade Commission. Or,

Please charge \$_____ to the credit card nominated

☐ Bankcard
 ☐ Mastercard
 ☐ Visa
 ☐ Diners Club
 ☐ American Express

No: Cardholder Name

Signature _____ Expiry Date _____

Agriculture, Forestry & Fishing

Agriculture	(A0101)
Services to Agriculture	(A0102)
Forestry & Logging	(A0103)
Commercial Fishing	(A0104)
Other Agriculture, Forestry & Fishing	(A0105)

Property & Business Services

Property Services	(B0101)
Business Services	(B0102)
Other Property & Business Services	(B0103)

Mining & Energy

Coal Mining	(B0211)
Oil & Gas Extraction	(B0212)
Metal Ore Mining	(B0213)
Other Mining	(B0214)
Services to Mining	(B0215)
Electricity & Gas supply	(B0216)
Other Mining & Energy	(B0217)

Food & Beverage

Meat Products	(C2111)
Poultry Products	(C2112)
Dairy Products	(C2121)
Cereal Products	(C2152)
Fruit & Vegetable Products	(C2130)
Dry Foods	(C2153)
Seafood Products	(C2173)
Soft Drink Manufacturing	(C2181)
Beer Manufacturing	(C2182)
Wine Manufacturing	(C2183)
Other Food & Beverage	(C2184)

Textiles & Clothing

Wool Sourcing	(C2211)
Synthetic Fibre & Textile Manufacturing	(C2212)
Cotton Textile Manufacturing	(C2213)
Wool Textile Manufacturing	(C2214)
Clothing Manufacturer	(C2247)
Clothing Wholesaler	(C2255)
Clothing Retailer	(C2256)

Footwear & Leather

Leather	(C22)
Non-Leather	(C2251)
Footwear Manufacturer	(C2252)
Footwear Wholesaler	(C2253)
Footwear Retailer	(C2254)

Manufacturing

Wood & Paper Product Manufacturing	(C2301)
Petroleum, coal, chemical and associated product Manufacturing	(C2302)
Non-metallic mineral product Manufacturing	(C2303)
Metal Product Manufacturing	(C2304)

Machinery & Equipment Manufacturing	(C2305)
Automotive Manufacturing	(C2306)
Other Manufacturing	(C2307)

Printing, Publishing & Recorded Media

Paper Stationary Manufacturing	(C2411)
Printing	(C2412)
Services to printing	(C2413)
Newspaper printing or publishing	(C2421)
Book & Other Publishing	(C2423)
Recorded Media	(C2423)
Other Printing, Publishing & Recorded Media	(C2424)

Water & Environment

Water Supply	(D3701)
Sewerage & Drainage Services	(D3702)
Other Water & Environment	(D3703)

Construction

House Construction	(E4111)
Residential Building Construction	(E4112)
Non-residential Building Construction	(E4113)
Road & Bridge Construction	(E4121)
Construction Trade Services	(E4122)
Other Construction	(E4123)

Retail Trade

Food Retailing	(G5100)
Personal & Household Good retailing	(G5101)
Motor Vehicle retailing & Services	(G5102)
Other Retail Trade	(G5103)

Health & Community Services

Health Services	(H0101)
Community Services	(H0102)
Other Health & Community Services	(H0103)

Tourism

Accommodation	(H5700)
Tours	(H5701)
Cafes & Restaurants	(H5702)
Other Tourism	(H5703)

Transport & Storage

Road Transport	(I0101)
Water Transport	(I0102)
Air & Space Transport	(I0103)
Other Transport	(I0104)
Services to Transport	(I0105)
Storage	(I0106)

Finance & Insurance

Finance	(K0101)
Insurance	(K0102)
Services to Finance & Insurance	(K0103)

Other Finance & Insurance	(K0104)
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Telecommunications

Hardware	(L0101)
Rural & Remote Telecommunications	(L0102)
Equipment & Services	(L0103)
Transmission	(L0104)
Voice	(L0105)
Other Telecommunications	(L0106)

Multimedia

Entertainment	(M0101)
Education	(M0102)
On-line games	(M0103)
Edutainment	(M0104)
Services	(M0105)
Other Multimedia	(M0106)

Defence

Maritime	(M8201)
Aerospace	(M8202)
C41	(M8203)
Vehicles	(M8204)
Service, defence facilities, TLS & ILS	(M8205)
Education & Training	(M8206)
Other Defence	(M8207)

Education

Preschool Education	(N8401)
Combined Primary and Secondary Education	(N8402)
Special School Education	(N8403)
Higher Education	(N8404)
Technical & Further Education	(N8405)
Distance Education	(N8406)
Educational materials & supplies	(N8407)
ELICOS Studies	(N8408)
Foundational studies	(N8409)
Sport & recreational studies	(N8410)
Other Education	(N8411)

Cultural & Recreational Services

Film, radio & TV Services	(P0101)
Libraries, Museums & Arts	(P0102)
Sport & Recreation	(P0103)
Other Cultural & Recreational Services	(P0104)

IT

Software	(T0101)
Technology	(T0102)
Applications	(T0103)
Databasing Applications	(T0104)
Internet	(T0105)
Integration Tools	(T0106)
Sales & Marketing	(T0107)
Utilities	(T0108)
Other IT	(T0109)

Price List

Service	Includes	Price
Company Logo/Bold	Company name in bold, and company logo <i>Click on company name and/or logo to go to contact details, products and services and company description</i>	\$250 pa
Basic Listing	Company Name <i>Click on company name to go to contact details, products and services, and company description</i>	No charge
Live Link	Link from your Austrade listing to your company's internet site.	\$50 pa
Graphics	Graphics featuring your products or services can be included <i>Maximum of two graphics - approximate size 5cm x 5cm (150 x 150 pixels)</i>	\$100 pa per graphic
Advertising	Advertising graphic featured prominently on Austrade Online <i>Link to your listing on Home Page</i>	Price on Application

Austrade Online at www.austrade.gov.au



HIT THE GROUND RUNNING
www.austrade.gov.au
Export Hotline 13 28 78



AIR **EXPORT**

keeping the chain cool



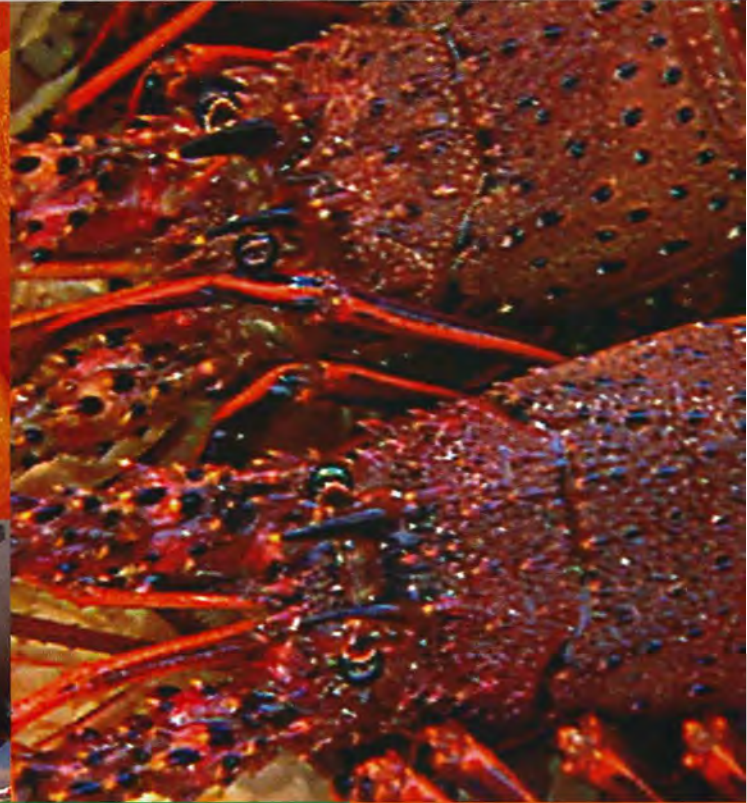
**A Guide to
Handling Perishable
Goods for Airfreight**

Our Supermarket to Asia

Welcome to your guide on handling perishable goods for export including key points on handling, a chart detailing correct temperatures and compatibility groups for specific perishable goods and an example of a supply chain for airfreight showing all the different stages.

The Prime Minister's Supermarket to Asia Council was established in 1996 to provide the leadership and direction essential to achieving success in agri-food export markets, especially to Asia.

The Supermarket to Asia Council has already implemented a wide range of initiatives which are providing real benefits to the Australian export industry. This video is one initiative helping to improve Australia's transport and handling chain for agri-food exports through education. The main objective is to encourage everyone in the export chain to ensure that our perishable goods arrive overseas in top quality. This means more business for our exporters, creating more jobs for Australians and a more efficient transport industry.



This booklet accompanies a training video which will be a valuable tool for training everyone involved in handling perishables. There is also a poster that you can hang in the workplace as a constant reminder to do the right thing.

A Typical International Air freight Supply Chain



Australia's agri-food industry is a vital facet in the country's economic future with a value estimated at \$60 billion in 96/97 and employing over 500,000 workers.

Export earnings from food products play a major role in Australia's trade performance totalling over \$15 billion in 96/97 - (\$10 billion of these were to Asia).

Golden Rules

packaging

CARTON STRENGTH

- always pack with export strength cartons - cartons designed for the domestic market do not last the distance, damaging product and reducing prices



TEMPERATURE AND ATMOSPHERE CONTROL

- an insulated export carton such as polystyrene can keep fresh produce at the right temperature throughout transit by just adding the correct amount of ice
- keep up with the latest technology in atmosphere controlled packaging for factors such as humidity and ethylene gases

PACK WITH CARE

- it is important to pack perishable produce carefully to ensure it isn't damaged by rough handling or squashing into overfilled cartons
- make sure produce is securely packed and won't bounce around when moved

LABELLING AND DOCUMENTATION

- label cartons carefully with correct handling instructions including correct temperature and contact number for emergencies
- make sure all the export documentation is completed correctly to avoid delays at customs/quarantine

handling

CORRECT TEMPERATURE AT ALL TIMES

- perishable produce must be kept at the correct temperature at all times right along the export chain - this means keeping them in cool storage at all times and never leaving produce out in the sun
- when loading airline pallets make sure to use whatever heat and glare protection is available including insulating liners inside the containers and dry ice if appropriate to maintain a cool temperature - reflective foil on the outside will protect against radiated heat off the tarmac and glare from the sun

MINIMISE DOUBLE HANDLING

- wherever possible minimise double handling of perishable goods by packing for export in the first instance

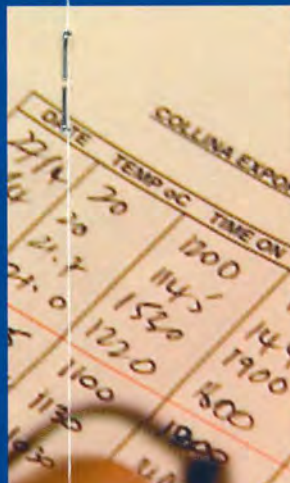
HANDLE WITH CARE

- perishable goods damage easily - don't drop or throw boxes



STACK FOR QUALITY

- make sure when stacking cartons in trucks, cool stores and airline pallets, that there is room between the cartons for cool air to flow to keep all the product at the correct temperature
- and always put the heavier boxes on the bottom so more sensitive produce doesn't get squashed



Temperature & Compatability

Make sure the product is kept at the correct temperature at all times

the following charts show the correct core temperature for many perishable products for 5 day transit times (applicable to most air freighted products).

temperatures do vary for longer transit times - the longer the transit or storage period, the closer the temperature has to be to the optimal core temperature for maximum shelf life and quality retention



Flower Chart

Product	°C	Product	°C
allium	2-4	hyacinth	2-4
alstroemeria	6-10	iris	2-4
anemone	2-4	jonquil	2-4
anthurium	room	kangaroo paw	2-4
aster	2-4	all lilies	2-4
Aust. natives	2-4	leucadendron	2-4
banksia	2-4	leucospermum	2-4
bouvardia	2-4	lisianthus	2-4
calendula	2-4	orchids	room
calla	2-4	nerine	2-4
carnation	2-4	ranunculus	2-4
chrysanthemum	2-4	rose	2-4
cornflower	2-4	peony	2-4
cosmos	2-4	phlox	2-4
dahlia	2-4	pineapple lily	room
daffodil	2-4	poppy	2-4
daisy	2-4	protea	2-4
delphinium	2-4	snapdragon	2-4
all foliage	2-4	statice	2-4
freesia	2-4	stock	2-4
gardenia	2-4	sweet pea	2-4
gerbera	6-10	sunflower	2-4
ginger	room	sweet william	2-4
gladioli	6-10	thryptomene	2-4
gloriosa lily	room	tropical foliage	room
godetia	2-4	tulip	2-4
gypsophila	2-4	violet	2-4
heliconia	room	waxflower	2-4

Core temperature is the temperature on the inside of the produce, not the air temperature.

Temperature must be measured from the product's core with a temperature probe, as fruit and vegetables produce their own heat after they have been harvested.

Refrigerated transport is designed to maintain temperature, not to cool down a hot product. Both the produce and the refrigerated unit on a truck, train or coolstore must be precooled to the correct temperature before goods are stored or transported.

Compatible products are those fresh produce which have the same or similar temperature, humidity and environmental requirements. It is important to only store and transport compatible products to avoid damage as:

- gases which one product emits may be dangerous to another such as high concentrates of ethylene
- temperatures which are correct for one product may ruin another
- products packaged with dry ice may be damaging for other products stored near it, as dry ice uses up much of the oxygen in the air surrounding it
- in certain cases care needs to be taken due to transference of odour between products - see the Odour Incompatibility chart for more details

Odour Incompatibility Chart

Don't put these...	...with these!
apples, pears	celery, cabbage, carrots, potatoes, onions
celery	onions, carrots
citrus	strong scented vegetables
apples, citrus	meat, eggs, dairy products
pineapples	green capsicum
onions, nuts, citrus, potatoes	preferable to store separately

Fresh food chart

Product	°C	Comp	Product	°C	Comp
apple	0	a*	mandarin	5-7	c/d
apricot	0	a	mango	13	c
artichoke	0	b	mangosteen	13	c
asparagus	0-2	b	mushroom	0	a/b
avocado	7-10	c	nectarine	0	a
banana	13-14	c	okra	7-10	d
beans	7	d	olive	7-10	c/d
beetroot	0	a/b	onion	0	a/b*
blackberry	0	a/b	orange	5	c/d*
blueberry	0	b	parsley	0	b
bokchoy	0	b	parsnip	0	a/b
boysenberry	0	a/b	passionfruit	7-10	c
breadfruit	13-15	d	pawpaw	13	c
broccoli	0	b	pea	0	b
brussel sprouts	0	b	peach	0	a
butternut pumpkin	10-13	d	pear	0	a*
button squash	5-10	c	persimmon	0	a/b
cabbage	0	b*	pineapple	20	e*
capsicum	7-10	c/d*	plantain	13	c
carambola	9-10	c/d	plum	0	a
carrot	0	b*	potato (fresh)	0	b*
cauliflower	0	b	potato (for chipping)	11	d*
celeriac	0	b	pumpkin	10-15	c/d
celery	0	b*	radish	0	a/b
custard apple	13	c	rambutan	12	c
cherry	0	a/b	raspberries	0	a/b
champagne			rhubarb	0	b
watermelon	10	d	rockmelon	2-5	a/c
chillies	7-10	c/d	silverbeet	0	b
coconut	0-2	a/b	snow peas	0	b
cucumber	10	d	spinach	0	b
diakon	0-1	b	sprouts	0	b
eggplant	7-10	d	spring onion	0	b
endive	0	b	strawberry	0	a/b
fig	0	a	sweet corn	0	b
garlic	0	a/b*	sweet potato	13-15	d
ginger	13-15	c/d	tamarillo	3-4	c
gooseberry	0	a/b	tangelo	>12	c/d*
grape	0	a/b	taro	7-10	c/d
grapefruit	12-15	c/d*	tomato (ripe)	5-7	c
guava	5-10	c	tomato (unripe)	13	d
honeydew melon	7-10	c	turnip	0	a/b
kiwi fruit	0	b	watercress	0	b
kohlrabi	0	a/b	watermelon	10	c
kumquat	4	a/b*	zucchini	7-10	d
leek	0	a/b	chilled meat	0	
lemon	12-15	c/d*	chilled seafood	0	
lettuce	0	b	live seafood - check with exporter as temperatures vary significantly		
lime	10	c/d			
lychee	0-2	a/b			

Comp = Compatibility Category - it shows which other products a particular product can be stored near

a = 0-4°C, ethylene producer b = 0-4°C, ethylene sensitive c = 5-15°C, ethylene producer d = 5-15°C, ethylene sensitive, e = 15°C+

* = Refer to Odour Compatibility Chart



Contact Details

Paul Porteous*Director - Integrated Logistics*

Department of Transport and Regional Development

GPO Box 594

Canberra ACT 2601

Tel: 02 6274 6035

Fax: 02 6274 6739

Email: PPorteuou@email.dot.gov.au

Supermarket to Asia Ltd

55 Blackall Street

Barton ACT 2600

Tel: 02 6273 1717

Fax: 02 6273 1718

Email: stainfo@supermarkettoasia.com.au

The Department of Transport and Regional Development and Supermarket to Asia Limited accept no responsibility for the recommendations in AIREXPORT - keeping the chain cool. These recommendations are guidelines and are based on the best information currently available and upon normal and reasonable practice.

Going International?

'Hit the Ground Running'
with Austrade

EXPORT HOTLINE 13 28 78
<http://www.austrade.gov.au>




GOING INTERNATIONAL?



AUS  TRADE
AUSTRALIAN TRADE COMMISSION
HIT THE GROUND RUNNING

The image features a dark blue background with large, flowing white shapes that resemble stylized waves or abstract brushstrokes. These shapes frame the central text and extend towards the edges of the image. The text is centered within a dark blue area created by these white shapes.

IT'S NICE TO KNOW
YOU'RE NOT ALONE.



AUSTRADE. WHO WE ARE AND WHAT WE DO.

AUSTRADE is the agency of the Federal Government dedicated to helping Australian exporters take their goods and services into overseas markets. Austrade also works to attract overseas investment for Australian enterprises and to help Australian companies make export related investments overseas.

Austrade opens up export opportunities to Australian businesses—large and small, at any stage of the export journey.

Because Austrade is a government agency, we can help you open doors.

Getting into export can seem intimidating. Austrade helps clear the way and makes the export path easier. This booklet explains just how we can help you get into exporting, or expand your existing international business.

Austrade has staff in the cities and regions of Australia, and a network of offices in over 100 cities around the world. We can put you in touch with markets everywhere, and we have people on the ground just about anywhere you may be interested in exporting to.

Working with Austrade brings you a wealth of global business intelligence, available whenever and wherever you need it—practical advice and assistance tailored to your own needs.



AUSTRADE'S SERVICE PHILOSOPHY.

AUSTRADE'S approach to client service is simple:

1. We will discuss with you your export needs.
2. We identify how Austrade can best use the resources of its global network to help you meet your export needs, efficiently and with reduced risk.
3. We tailor our services to match your needs.

In response to an Austrade survey, you have explained to us that exporters have three sets of needs associated with three levels of export knowledge and readiness.

- When you are thinking about getting into export.
- When you are ready to export or enter new markets.
- When you are ready to expand your export business.

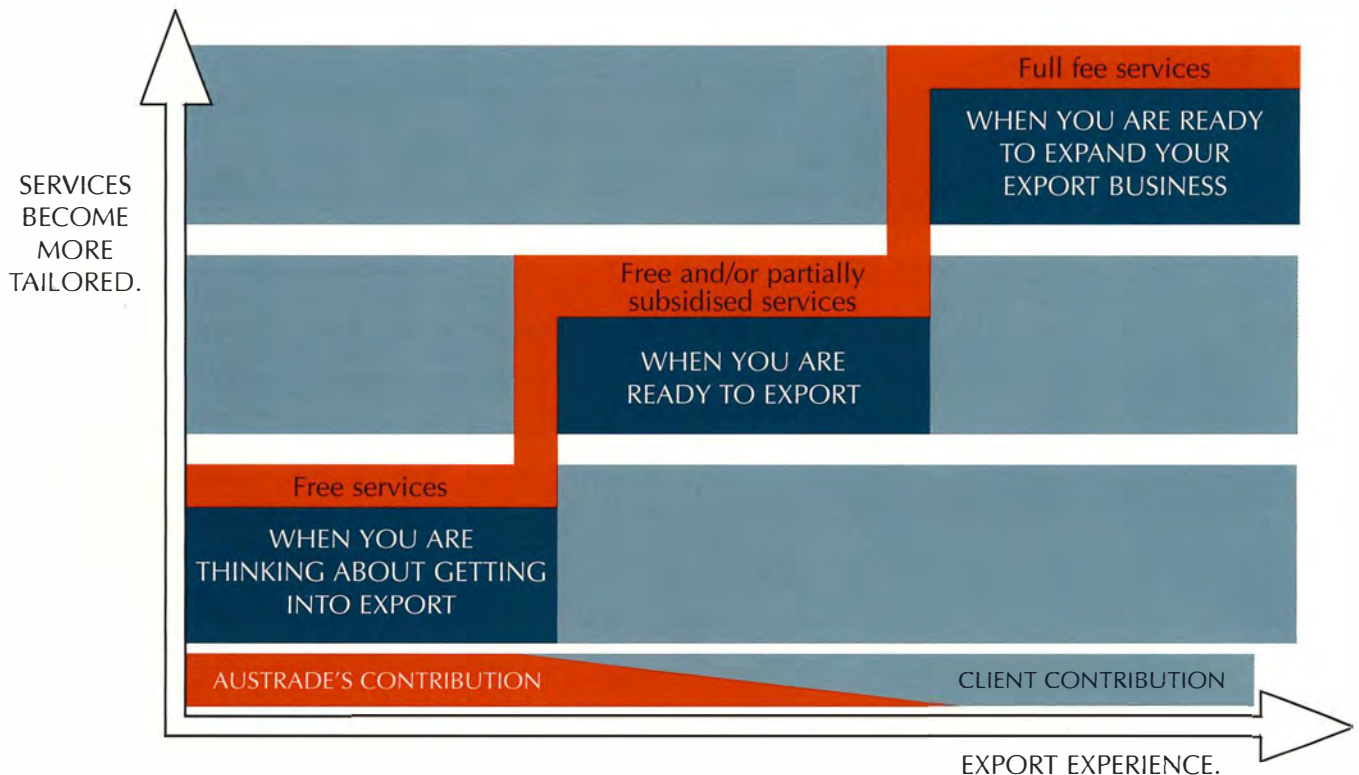
AUSTRADE has structured the services it offers, and the fees it charges, to match the needs of Australian firms at these three stages of the export path:

1. At the start, companies are looking for a wide range of information and advice about getting into export and overseas investment. Austrade provides help at this stage free of charge.
2. Austrade helps companies select, understand and enter new export markets. These services are tailored to meet clients' needs and are

partly subsidised. Quotes are provided after consultation.

3. Companies already successfully exporting look to Austrade to help them expand their export business. Assistance at this level is highly tailored to an individual company's business objectives, and the services associated tend to be complex and resource intensive. A quote is provided after consultation.

This graph charts the steps into export, and illustrates how Austrade matches its service to client needs and experience.



WHEN YOU ARE THINKING ABOUT GETTING INTO EXPORT.



AUSTRADE provides advice and information on:

- Assessing your readiness to export.
- Who can help you make your company ready to export.
- How to choose the best export markets for your product.
- General market conditions and economic dynamics in offshore markets.
- Business practices, regulations, protocols and foreign cultures for where you want to export.
- How to promote your company and its products and services globally, using Austrade's export database, and the Austrade Online web site.
- What financial assistance is available to your business to help develop export markets including the Export Market Development Grant (EMDG).
 - How to find and invest in initiatives offshore.
 - How to attract foreign investment.
- Austrade events that might help you further – such as seminars and international trade shows.
- Providing access to a range of relevant subscriptions such as World Import Regulations Directory.
- Where else to go for help.

**THESE SERVICES ARE FREE AND ARE AVAILABLE
BY PHONING AUSTRADE ON 13 28 78.**

WHEN YOU ARE READY TO EXPORT.



AUSTRADE has a range of business solutions that will help you hit the ground running.

WE HELP YOU DEFINE AND UNDERSTAND YOUR TARGET MARKETS BY:

- Providing detailed research and industry analysis on your target markets.

WE HELP YOU MAKE THE CONTACTS YOU NEED OVERSEAS BY:

- Searching overseas markets for possible partners, agents, distributors, importers and buyers for your product or service.
- Setting up meetings for you.
- Arranging viability and status reports of possible partners, agents, importers and agents.

WE PROVIDE ON THE GROUND SUPPORT FOR YOU IN EXPORT MARKETS BY:

- Making office space and conference rooms available (where available).
- Arranging, or advising on, transport in your chosen market.
- Helping you with visa applications, where local sponsorship is needed.

- Accompanying you, where necessary, to business meetings.

- Arranging interpreters.

WE PROVIDE INFORMATION AND ADVICE ON MAJOR OFFSHORE OPPORTUNITIES BY:

- Identifying and contacting the key players.
- Providing tender documents to you.
- Attending tender openings.
- Assisting in putting tenders together.
- Translating documents.

WE HELP YOU LAUNCH YOUR PRODUCT OR SERVICE IN AN OVERSEAS MARKET BY:

- Organising a product launch or seminar.
- Promoting the event, to attract an audience.
- Providing publicity support.
- Involving you in trade exhibitions.

OPEN OFFICIAL DOORS:

- Because Austrade is an arm of the Federal Government, we can often make representations at government level overseas.

THESE SERVICES INCUR A CHARGE. A QUOTE WILL BE PROVIDED AFTER CONSULTATION.

WHEN YOU ARE READY TO EXPAND YOUR EXPORT BUSINESS.

BUILDING on the services already listed, Austrade can help you:

DESIGN LONG TERM STRATEGIES FOR BUSINESS EXPANSION:

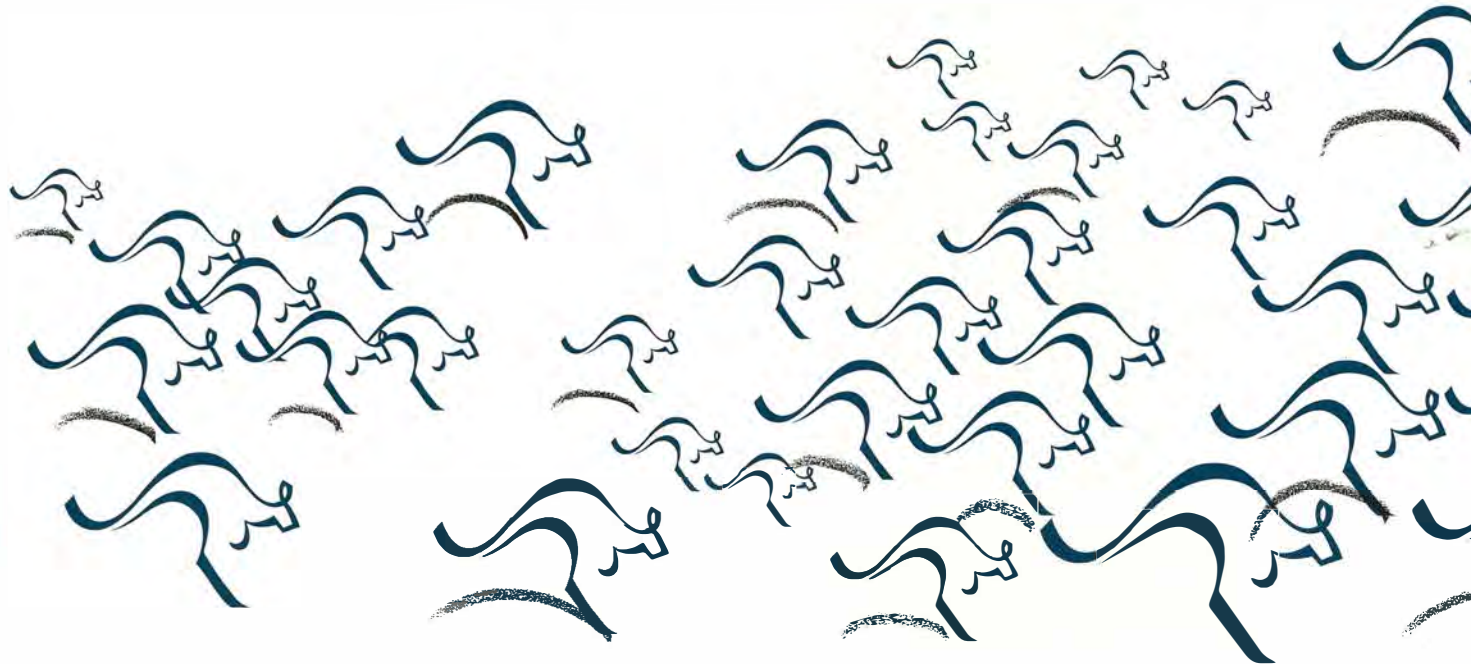
- Austrade can draw on our databases and the local knowledge of our regional offices, helping you think through long term action plans to expand your business within your existing market, or to move into new markets.
- We help you select international partners for investment offshore.

IDENTIFY AND SECURE CONTRACTS FOR INTERNATIONAL INITIATIVES:

- Our overseas offices – and the Major Opportunities Group in Australia – seek out large complex initiatives overseas that may suit Australian exporters of goods and services.
- We create networks or consortia to pursue these initiatives.

FORM ALLIANCES WITH NETWORKS OF LOCAL BUSINESS PEOPLE IN EXPORT MARKETS.

**THESE SERVICES INCUR A CHARGE. A QUOTE
WILL BE PROVIDED AFTER CONSULTATION.**





IF YOU
NEED FINANCIAL
SUPPORT TO HELP YOU
GET STARTED.

You may qualify for assistance under the
Export Market Development Grant (EMDG) scheme.
EMDG helps reimburse the travel, accommodation
and marketing costs you incur in your
export efforts.

Phone AUSTRADE on
13 28 78 for more
information.

AUSTRADE BRINGS EXPORT OPPORTUNITIES TO AUSTRALIAN COMPANIES.

AUSTRADE is always at work on behalf of Australian companies with products and services the world needs, identifying opportunities for Australian exporters.

AUSTRADE SEEKS OUT AND LETS YOU KNOW ABOUT OVERSEAS EXPORT OPPORTUNITIES.

Each year we locate over 4000 potential sales and projects (both short and long term), and deliver them as opportunities to Australian companies through:

- Telemarketing immediate opportunities to exporters and potential exporters on Austrade's client database.
- The work of our Major Opportunities Group, bringing together teams of Australian organisations to bid for high value, complex overseas opportunities.

AUSTRADE RAISES AWARENESS OF AUSTRALIAN CAPABILITIES.

- By keeping overseas buyers up to date with the skills, technologies, products and services Australian companies have to offer.

AUSTRADE PROMOTES AUSTRALIAN EXPORTERS TO THE WORLD.

- Through 'Austrade Online', our web site which allows you to register with 'Australia on Display', a searchable database of Australian companies, products and services. A standard listing on 'Austrade Online' is free. Fees apply for special listings.

**WORK WITH AUSTRADE TO
EXPAND YOUR BUSINESS.
RING AUSTRADE ON 13 28 78.**



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EXPAND YOUR BUSINESS.
RING AUSTRADE ON 13 28 78.**



AUSTRADE HELPS ATTRACT FOREIGN INVESTMENT TO AUSTRALIA.

AS A PARTNER with the Department of Industry, Science and Tourism in Invest Australia, the Australian Government's national investment agency, Austrade officers in Australia and around the world help attract foreign direct investment into Australia by:

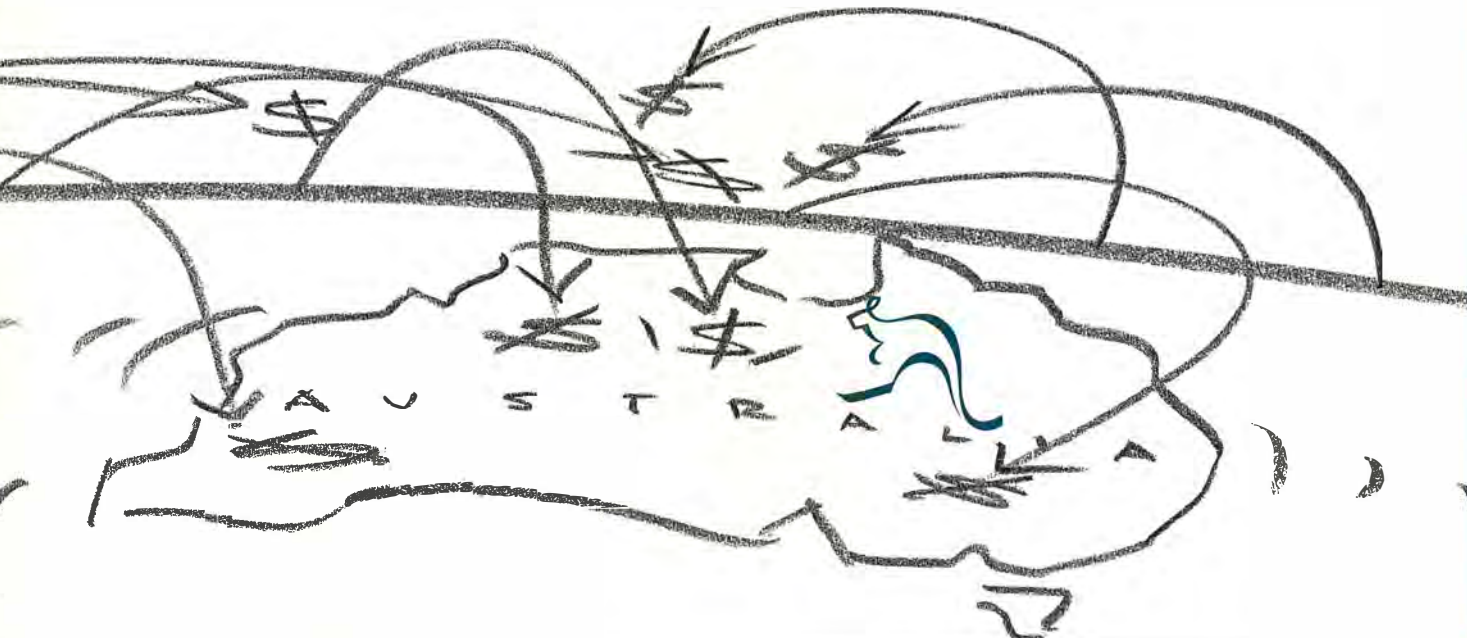
- Providing potential investors with information on Australia's business environment.
- Identifying and promoting Australian projects to overseas investors.

- Matching potential foreign investors with Australian joint venture partners.

- Assisting foreign companies with site visits to Australia.

- Connecting investors with appropriate government contacts.

Invest Australia also offers investment facilitation services, and access to investment incentives to attract new investments into Australia.





WHERE ELSE TO LOOK FOR HELP.

AUSTRADE helps Australian companies export their goods and services. There are some things that we can't help you with:

1. If you are an importer:

- Contact the Australian Customs Service for customs requirements on 1300 363 263.
- Contact your chamber of commerce for advice and assistance with import questions.

2. For help with passports and work overseas:

- Contact the Department of Foreign Affairs and Trade on (02) 6261 9111.

3. For broad listings of potential trading partners try sources such as:

- Telstra <http://springboard.telstra.com.au/direct/global.htm>
- Global Database search companies such as Information Edge (02) 9221 3322.
- Kompass Global Business directory <http://www.kompass.com>
- Asian Sources On-Line <http://www.asiansources.com>



THIS IS WHAT TO DO NEXT.

AUSTRADE can help take your business to the world. Contact us now, and let us help you become an Australian exporter.

- Just call AUSTRADE on 13 28 78.
- Or look us up on our web site, 'Austrade Online': <http://www.austrade.gov.au>
- Austrade also has a service designed to meet

the needs of businesses outside the capital cities – TradeStart. TradeStart – a collaboration between Austrade, the State governments and industry associations – has offices across regional Australia.

Call AUSTRADE, or look on the web site, for the TradeStart office closest to you.

**AUSTRADE. PRACTICAL EXPORT ASSISTANCE
TO HELP YOU HIT THE GROUND RUNNING. 13 28 78.**

AUSTRADE SERVICES.

WHEN YOU ARE THINKING ABOUT GETTING INTO EXPORT.

Austrade provides free advice and information on:

- Assessing your readiness to export.
- Who can help make your company ready to export.
- How to choose the best export markets for your product.
- General market conditions and economic dynamics in offshore markets.
- Business practices, regulations, protocols and foreign cultures where you want to export.
- How to promote your company and its products and services globally.
- What financial assistance is available to your business to help develop export markets.
- How to find and invest in initiatives offshore.
- How to attract foreign investment.
- Austrade events.
- Providing access to a range of relevant subscriptions.
- Where else to go for help.

These services are free.

WHEN YOU ARE READY TO EXPORT.

- We help you define and understand your target markets.
- We help you to make the contacts you need overseas.
- We provide on the ground support for you in export markets.
- We provide information and advice on major offshore opportunities.
- We help you launch your product or service in an overseas market.
- Open official doors.

These services incur a charge. A quote will be provided after consultation.

WHEN YOU ARE READY TO EXPAND YOUR EXPORT BUSINESS.

Austrade can help you:

- Design long term strategies for business expansion.
- Identify and secure contracts for international initiatives.
- Form alliances with networks

These services incur a charge. A quote will be provided after consultation.

of local business people in export markets.

AUSTRADE HELPS ATTRACT FOREIGN INVESTMENT TO AUSTRALIA BY:

- Providing potential investors with information on Australia's business environment.
- Identifying and promoting Australian projects to overseas investors.
- Matching potential foreign investors with Australian joint venture partners.
- Assisting foreign companies with site visits to Australia.
- Connecting investors with appropriate government contacts.



HIT THE GROUND RUNNING
CONTACT AUSTRADE ON: 13 28 78
OR 'AUSTRADE ONLINE':
<http://www.austrade.gov.au>

Transport Trade & Logistics newsletter



Launch of the National Strategy for Transport Logistics

One of the highlights of a recent meeting of the Integrated Logistics Network (ILN) was finalising the joint National Strategy for Transport Logistics. The ILN brings together senior Federal and State/Territory logistics officials from around Australia. Priorities from the National Plan include:

- increasing understanding of the importance of the transport logistics chain to Australian business and industry and the Australian economy
- encouraging development, coordination and application of technology throughout the transport logistics chain
- improving Australian export processes through greater uptake of electronic commerce
- supporting informed logistics choices by improving the level of user access to reliable, accurate and up-to-date information

continued page 2

Minister for Transport and Regional Services

The Hon John Anderson MP



Deputy Leader of the National Party, John Anderson, was appointed as the Federal Minister for Transport and Regional Services in October 1998.

A former farmer and grazier, Mr Anderson was Minister for Primary Industries and Energy from March 1996 to October 1998, and Shadow Minister for Primary Industries from 1993 until March 1996.

Trade and Logistics Team

1998 was a year of new initiatives and innovation for the team, based on expanding partnerships between industry and government.

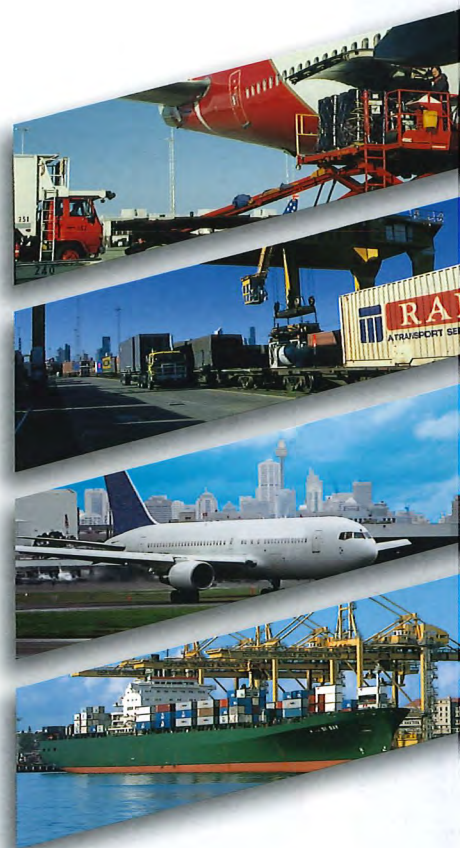
Nationally, we facilitated the formation of industry air and sea freight councils across the country, launched the AirExport training package and completed the Citrus Export case study. The Federal/State Logistics Network developed a joint national Integrated Logistics Strategy which is now being implemented. We also provided support for the National Transport Council, tasked with recommending future directions on key transport issues, and the Prime Minister's Supermarket to Asia Council.

Internationally, we successfully engaged the Asian region in our work through the first ASEAN-CER (Australia/New Zealand) Senior Transport Officials meeting. This resulted in progress on a major transport corridor study between Singapore and Thailand and the creation of an internet based transport information network. The European approach to logistics is very relevant and the forthcoming Australia-Europe Transport Initiative will focus on long term strategic planning and supply chain management. During the year, members of the team also undertook working assignments in Asia, Central Asia, Europe and the United States building on our international network.

We are looking forward to an active 1999, based on our strategies of building strategic partnerships and delivering practical results.

Paul Porteous
Director

The Trade and Logistics Team (TLT) facilitates practical action to improve transport and logistics chains for freight movements around and out of Australia.



COMMONWEALTH DEPARTMENT OF
**TRANSPORT AND
REGIONAL SERVICES**

- improving export logistics operations to enhance the reputation of Australian agrifood exports.
- maximising Australia's responsiveness to market opportunities.

The strategy includes undertaking supply chain work in marketing strategies, training packages, publications, researching success stories, innovations in technology, case studies and, benchmarking, national tracking and accreditation projects.

The ILN Network highlights a partnership approach to improving Australia's transport logistics systems on a national scale. Areas of cooperation include:

- identifying and capitalising on emerging market niches and trade patterns
- providing an opportunity to share experiences and achievements
- building partnerships and joint projects between States and the Commonwealth
- building links between States and establishing direct networks
- generating a higher level of engagement on common trade and logistics interests.

- consulting with transport users, logistics providers and operators at executive level to optimise transport's contribution to Australia
- encouraging development of a transport system that provides maximum flexibility for Australia to respond quickly to changing international trends
- being action-oriented in providing operators and governments with direction on key transport issues and achieving practical, innovative solutions.

The NTC provides an important opportunity for all the parts of the transport logistics chain to come together and influence the future directions of the nation's transport especially in looking at interface issues between transport modes.

The Council currently consists of:

- Mr David Mortimer (Chair), former Chairman and Chief Executive, TNT, Asia Pacific Region, Chair, Sydney Airports Corporation Board
- Mr Ron Finemore (Deputy Chair), Managing Director, Finemore Holdings
- Mr John Conomos, Senior Executive Vice-President, Toyota Motor Corporation Australia Ltd
- Mr Lauchlan McIntosh, Executive Director of the Australian Automobile Association (AAA), President, ITS (Australia)
- Dr Francis Small, Managing Director, Tranz Rail Ltd
- Mr Tony Williams, Director, BOC Cargo Services.

The Council has already had meetings with key industry groups in Sydney, Melbourne and Brisbane examining issues ranging from long term infrastructure planning to solutions for major bottlenecks.

Contact Richard Magor (02) 6274 6603



Domestic

AirExport Training and Promotional Package

The AirExport package promoting excellence in handling perishable goods for air freight has been a great success. Several major export logistics companies have bought the package for use as a nationwide training tool. There has also been considerable interest in the promotional video from our Asian trading partners, especially in Singapore and Indonesia.

The package includes a 30 minute motivational training video presented by George Negus, an information booklet detailing temperature and compatibility requirements for fresh foods destined for air freight export, and a full colour poster to hang in the workplace.

To Order

"AirExport - keeping the chain cool" for the nominal cost of \$35.00

Contact Caroline Linke (02) 6274 7636

National Transport Council

The National Transport Council is the Minister's chief industry advisory body tasked with:

- examining the efficiency of transport chains and targeting key drivers to achieve improved performance and seamless transport

Food Science Australia, Research and Development

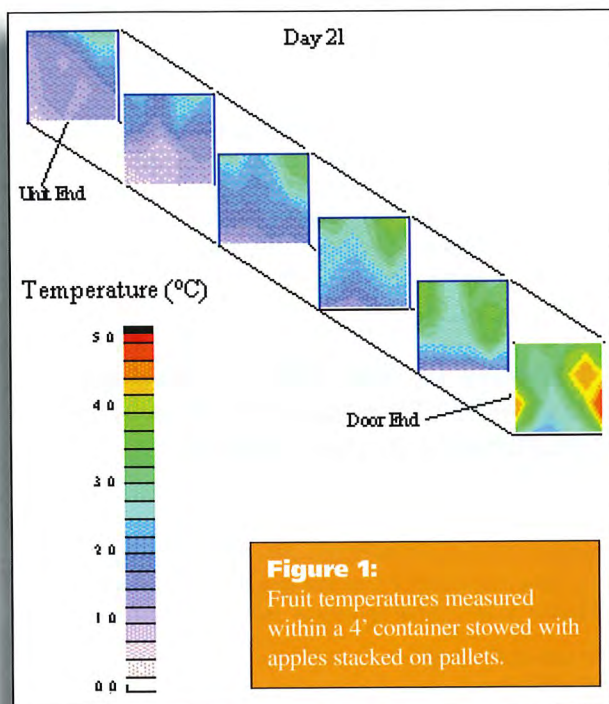
Food Science Australia and the Australian Fresh Fruit Company (AFFCO), in conjunction with leading shipping company OOCL, packaging firm Visy Board and scientists from the Institute for Horticultural Development (IHD) Knoxfield, have embarked on a major research project that will assist delivery of fresh Australian fruit in peak condition to customers in Asia and around the world.

The "Food into Asia" project is developing methods to ensure our apples, pears and stonefruit arrive with a more consistent quality than anything yet achieved by our competitors - New Zealand, Chile, South Africa and the US.

Initial trial shipments have shown a fruit temperature range of up to about 5°C and a significant temperature difference across

the container in 40 foot containers loaded with palletised apples (see figure 1). Work is underway on package design, container stowage systems and container control to reduce the range and non-uniformity of fruit temperatures during shipment.

Food Science Australia is Australia's largest food research organisation, and is a joint venture between CSIRO and the Australian Food Industry Science Centre (AFISC).



Contact Dr Nevin Amos
Food Science Australia (02) 9490 8472
Email: Nevin.Amos@foodscience.afisc.csiro.au

ITS Australia

In April 1998, Australia's Transport Ministers called for the development of a National Strategy for Intelligent Transport Systems (ITS), partly because of benefits envisaged for improved freight movements. ITS is the general term used to cover the integrated application of modern computer, electronics and communications technologies to improve all facets and modes of transport, including their linkages and integration. Current applications for logistics include: vehicle tracking, navigation and despatch systems, freight movement monitoring, e-commerce, traffic management and information systems, electronic tolling and weigh-in-motion facilities, and no doubt, the list of relevant applications will continue to grow.

ITS Australia (ITSA) is managing development of the draft Strategy and has recently completed workshops in State capital cities. ITSA has also called for written submissions. While the date for submissions has closed, ITSA is happy to receive

further comments from those involved in logistics. Given the increasing impact of ITS on logistics, it's an offer worth taking up.

Contact Lindsay Jacob (02) 6274 7847

Email: itsa@ozemail.com.au.

Improved Agri Chain Management essential for Australia's future competitiveness

The need for an improved through-chain approach to Australia's very uneven supply chain management skills is addressed in the Coalition's primary industry election policy commitment to establish a \$9 million Food and Fibre Supply Chain Program. The policy refers to practical projects including development of networks of producers or enterprises to create critical mass, reliability, product consistency and quality required by major Asian buyers.

The importance of chain-thinking is highlighted in a new case study book, "Chains of Success". The book highlights the fact that increasingly international competition is chain versus chain not company versus company. Successful companies join others to build competitive chains.

This message comes through strongly in the book's eight practical case studies. These studies show how progressive Dutch, Australian and American companies are becoming more competitive by the way they manage or control their supply chains. The companies either own critical links in the chain or more typically, build relationships with others in their chain to understand and influence how the chain can operate responsively and efficiently.

To Order

"Chains of Success" for \$25 from Agriculture Fisheries and Forestry of Australia (AFFA) (02) 6272 5550.

Contact Wayne Ryan (02) 6272 5836

Email: wayne.ryan@affa.gov.au

Productivity Commission Inquiry into Intermodal Transport Services

The Productivity Commission is to conduct an extensive inquiry into the Australian transport network and identify options for improved logistics services.

The Commission is expected to begin work on the inquiry that is scheduled to take nine months, early this year. The Department of Transport and Regional Services will be making a substantial submission to the inquiry and will be happy to coordinate or pass on comments from other interested organisations.

Year 2000 (Y2K) Problem

The Y2K problems are heightened in the transport, telecommunications and financial services industries, because of a high dependence on IT systems for service provision, data management and administration. It is expected that there will be a "ripple effect" through these industries as computers may not be able to decipher whether it is the year 1900 or 2000.

The Y2K problem highlights the importance of "collective" responsibility, where everyone consults and cooperates in strategy planning to overcome a common problem.

Companies should be aware of the magnitude of the problem and potential effects on their business and clients. Future strategies should include sharing information and the need to develop an ethic that allows relevant third-party information to be shared for the mutual benefits without the risk of sensitive information being used anticompetitively.

While this may involve disclosure of commercially sensitive material, the Y2K problem highlights the mutual interdependence of logistics and supply chains.

Contact Chris Clarke
Office of Government Information and Technology
(02) 6274 7310

Exports: Customs Initiatives

Industry and government recognise there is a need to ensure that government export requirements are better understood along the export chain and that there is greater accuracy in export data.

Customs has recently created a specialised Exports Section to develop, implement and oversight nationally consistent export management policy, procedures and initiatives. These include:

- awareness and education programs for Customs officers, exporters, transport service providers and those involved in the export chain
- a compliance management strategy
- enhancements to automated systems and processes that will facilitate the flow of low risk cargo while highlighting consignments of interest to government agencies
- in time, legislation to provide offences for deliberate misreporting to Customs with administrative penalties.

Accurate data reflects the importance of export statistics in providing essential information about Australia's trade with other countries, and its value to industry in making appropriate business decisions. Your comments are welcome.

Contact Anne-Louise Dawes
Australian Customs Service (02) 62756575
Email: anne.dawes@customs.gov.au

Pallets

Last year TLT undertook extensive industry consultation on adopting the international (ISO 1000x1200mm) pallet. Current export costs of the Australian pallet (1165 x 1165mm) include double handling of goods entering and leaving Australia and manual stacking of goods into containers.

Although strong support was received from importing/exporting sectors, consultations also revealed adverse impacts on domestic users involving high changeover costs for small or negative returns.

The industry based Transport and Logistics Working Group recommended a commercial response to this dilemma by the introduction of the ISO pallet in parallel with the existing Australian size. This will allow companies to choose the pallet size that best fits their logistics needs. A submission has now been made to Standards Australia which has commenced formal consultations.

Proposal by the ABS to change Australian Harmonised Exports Commodity Codes (AHECC)

The Australian Bureau of Statistics (ABS) has informed clients and data users of proposed changes to the AHECC. Under the changes, to come into effect on 1 July 1999, about 1,300 codes have been identified for removal/ replacement. These codes include a wide range of agri-foods and manufactured exports.

For more information on these changes contact the ABS directly.

Contact Michelle Cooper
ABS (02) 6252 5000



International

Asia Logistics Initiative

Understanding distribution systems in our receiving markets is a fundamental element in streamlining export supply chains, allowing exporters to capitalise on international market opportunities and maximise trade potential for regional Australia.

Through the Asia Logistics Initiative, TLT is actively pursuing a transport agenda in the AFTA (ASEAN)/CER Forum. Two practical projects are now progressing under the auspices of this linkage:

1. Transport Information Directory

This project, which is in the final stage of development, has four components:

- an AFTA/CER Transport Hub page located on the ASEAN Secretariat internet website
- Transport Information on a country by country basis, useful to industry and government with links to more detailed information sites
- a Directory of Regional Transport Initiatives, listing major infrastructure proposals for the region into the twenty first century
- a contact Network of Transport Officials.

Australia has undertaken to design the web page and the country-by-country pro-formas. TLT is now completing the Australian response which will also be accessible through the DTRS website.

2. Corridor Study

This study will examine supply chain and distribution networks of freight movements along the Singapore/Kuala Lumpur/Bangkok corridor. It will establish criteria for identifying and addressing freight movement impediments and options for improvement. ASEAN member countries have shown strong interest in the proposal.

The study will be a joint government/industry initiative. Recent discussions in Singapore with a number of transport and logistics companies and with the Singapore Ministry of Communications were very productive and highlighted the importance of gaining chain efficiencies.

The study will also provide practical experience for project participants from other ASEAN countries allowing them to identify supply chain criteria that can be transferred to land corridors in their home countries.

Contact Pamela Atkinson (02) 6274 7735

Supply chains - a Dutch perspective

The Dutch experience indicates that sustainable global competitiveness will only be achieved through effective participation in global supply/demand chains. The collaborative strength of the chain will determine the competitive strength of organisations. In comparison, Australian exporters tend to have under-developed vertical and/or horizontal partnerships.

Dr Arjen Simons' work at the Agri-technological Research Institute (ATO) in Wageningen covers the whole production chain. It is a government agency which attracts 70% funding from worldwide consultancy services. Its main objective is to enhance return on agri-products and develop new outlets and new applications for renewable raw materials. Initiatives include:

- improving storage, transport, quality and food safety of fresh food
- developing of industrial processing technologies and products based on renewable raw materials
- developing and optimisation of food processing technologies
- researching and developing of logistics, artificial intelligence systems for integrated chains and product quality control.

Dr Simons believes **demand** is the driving force in the chain and that knowing what the consumers want is essential for success. At present Dr Simons is working with TNT in Thailand looking at fresh product delivery from farm to consolidation centre and also on consultancies in India and the Philippines.

Contact Pamela Atkinson (02) 6274 7735

Australia-Europe Integrated Transport Initiative

The European Commission and the Global Foundation, with the support of DTRS, is co-sponsoring the Australia-Europe Integrated Transport Initiative. This will involve a visit to Australia by a European delegation of transport officials and private sector representatives to discuss with Australian counterparts ideas and opportunities for the further development of integrated transport initiatives. The visit will take place in Sydney, Albury and Melbourne in February 1999.

Key issues proposed for the dialogue include long term strategic transport planning, urban and regional transport issues, public-private partnerships for new infrastructure, logistics and transport management practices.

Contact Kylie Chapman (02) 6274 6173

Australia-Indonesia Taskforce on Transport Distribution

This taskforce meets under the Australia-Indonesia Working Group on Agriculture and Food Cooperation. It recently met in Jakarta with an excellent turnout from both industry and government.

Current initiatives in Australia were presented with special reference to the "Logistics Study - Citrus Fruit to Indonesia" and the promotional video "Fresh From Australia" illustrating the best way to handle perishable goods for export. While Indonesia showed considerable interest, the work is probably too technologically advanced and costly at present.

Nevertheless, the Indonesians are experiencing considerable problems distributing fresh food to remote regions with produce often arriving rotten. To assist we are developing (in partnership with CSIRO and Indonesia) a practical proposal, to determine low cost, low technical solutions to improving Indonesian distribution systems for fresh foods.

Contact Caroline Linke (02) 6274 7636

CER/Mercosur Work Program

CER/Mercosur dialogue was initiated in November 1994 and comprises Australia and New Zealand (CER), and Argentina, Brazil, Paraguay and Uruguay (Mercosur).

There is a growing Australian commercial and government interest in increasing trade and investment with South America. DTRS has been working to have transport and logistics included on the CER/Mercosur work program as a further avenue for supporting exports of Australian goods and services to the region.

The proposal was discussed at the recent fourth meeting of Senior Officials held in Brazil. There was considerable interest expressed in the initiative and it is expected that the proposal will be accepted later this year.

A major achievement of the meeting was agreement on a CER/Mercosur Declaration on Investment Principles, which will be signed at the earliest possible opportunity. There was also agreement to the organisation of a CER /Mercosur Business Dialogue, to be held in mid 1999.

Contact Leigh Crutchley (02) 6274 7047

State Updates



Western Australia Sea Freight Council

Western Australia is encouraged with the progress in other States towards establishing sea freight councils. The WA Council had its second birthday recently providing an occasion to reflect on what had been achieved and what remained to be done.

Council views have been an important contributor to policy development. Such matters as coastal shipping reform, land use planning, port costs, rail access, valuation of State assets, Goods and Services Tax, the Y2K Bug and the sale of the State rail freight system have all gained attention.

What members also want to see, however, is some emphasis being put on issues of more immediate bottom-line interest to industry. A list of research projects is being compiled for action early in the year. It includes temperature tagging of perishables, feasibility of double stacking container trains into the Port of Fremantle, the problem of cargo Taino with chilled foodstuffs, developing greater take-up of electronic commerce, the challenge of sea freighting live seafood, the practicality of more off dock storage and the encouragement of direct shipment of containerised imports into Fremantle.

Development of these commercially pragmatic issues, together with more policy orientation, should keep our Council on course as it enters its third year of operation.

Contact Mark Brownell (08) 9239 2117

Email: mbrownell@dot.wa.gov.au



Western Australia Air Freight Export Council (WA AFEC)

Perth Airport Master Plan and plans for Chiller facility

Westralia Airports Corporation (WAC) envisage a 40 to 50 ha airside site south of the international terminal for future air freight activities.

WAC want to establish a chiller holding facility to hold perishables between arriving at the airport to the time of loading on the aircraft. To determine viability, WAC will survey exporters to establish potential use. Cost structure and facility size will depend on projected business. A charge between 2c and 5c per kg is expected.

Quality Assurance

This program envisages insertion of tiny tags at the point of packing the produce. These would then track the consignment from the farm gate to overseas destination. The tiny tags would then be returned for down loading and the temperature, time, humidity readings, etc would highlight the delays and deficiencies in the cool chain which could then be addressed.

Independent Review of WA AFEC

An evaluation of WA AFEC has established its relevance and objectives are right, and that the structure remains appropriate.

The consultant recommended that:

- there was a continuing role for WA AFEC
- improved interaction/communication between WA AFEC and industry

- greater representation of airlines
- a Business Plan be developed, with performance indicators and measurable outcomes.

New Chairman

Dr Chris Whitaker WA Director General of Transport who is also chair of the WA Sea Freight Council and the SCOT Aviation Working Group is the new Chairman of WA AFEC.

New Executive Officer

Warren Evans was appointed Executive Officer from 14 October 1998. He has an army logistics management background and experience in business planning, setting strategic directions and leadership skills. He was also General Manager of United Fruit and Vegetable Growers Cooperative.

Contact Merv Prime (08) 9239 2117

Email: mprime@transport.wa.gov.au



Queensland

The Air Freight Council of Queensland (AFCQ) is now up and running, and on board is the new Executive Officer Peter Langdon. AFCQ has developed a business plan to identify their priorities including focus work on air freight capacity.

The Sea Freight Council of Queensland (SFCQ) has received lots of support. The industry forum was held on Thursday 29 October 1998 with a steering committee being established comprising representatives from across the export chain.

Queensland is interested in looking at pallets from a state perspective as part of developing a statewide efficient system where freight capacity meets future demand and to develop a plan on what is required to achieve streamlined logistics in Queensland. The need for a consolidated logistics data is also being examined.

Contact Peter Langdon (07) 3860 5244



Victoria

A brochure, produced initially to provide a Victorian focus for the September Federation of International Air Transport Association (FIATA) International Conference held in Sydney, describes Melbourne as a transport hub for all modes for the national and international distribution of freight. Copies of the inter-modal transport brochure are available from Business Victoria.

The site model prepared by Dawson Consulting in May 1998 is being updated quarterly. It demonstrates Melbourne's cost advantage over Sydney for transport and storage. Business Victoria is currently preparing more detailed information outlining the assumptions upon which it is based.

New programs for Business Victoria.

A new publication *Business Growth Initiatives*, is designed to assist the growth of exports and to improve business practices

including a section on supply chain and logistics. Copies are available from Business Victoria.

Contact Carolyn Ingvarson (03) 9651 9472

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Tasmania

Following the change of Government in Tasmania, the Department of Transport is now called the Department of Infrastructure, Energy and Resources.

The Department has appointed a new General Manager in which the Transport Logistics Branch is one of three under the Manager of Policy and Planning Division which consists of a very new team.

The Division has been set up to strengthen and address some of the issues that are ongoing, including the establishment of a joint air and sea freight export council.

Contact Philip Petersen (03) 6233 242

Email: p-petersen@dot.tas.gov.au



South Australia Air Freight Export Council (SAAFEC)

SAAFEC meetings are held on a monthly basis and the Council is working on four major initiatives through issue specific working groups:

Communications and Data Working Group

The SAAFEC Update bulletin disseminates information about Council activities and is published after each SAAFEC meeting. Transport SA is also providing SAAFEC with a series of international airfreight data reports on a periodic basis.

Cool Chain Working Group

Identifies possible cool chain/cold storage efficiency improvements in the export cargo chain. Areas identified include improvements in cut-off and on-tarmac times and double handling of perishable products. Improved communications, understanding and work skills along the cool chain have already been raised.

Marketing and Missions Working Group

This is investigating increased support for existing international services and is developing a strategy to attract new/improved international air services through Adelaide.

Infrastructure Working Group

The Group is evaluating the feasibility for a 20ft Main Deck Pallet Loader at Adelaide International Airport Terminal.

Contact Craig Templeman (08) 8300 0082

Email: craigt@saecci.asn.au



South Australian Freight Council for Sea Cargo (SAFCSC)

A Task Group representing the sea freight logistics chain has drafted SAFCSC's constitution and is negotiating State and Commonwealth Government funding.

A 22 person Committee of Management (COM) was elected with Peter Edmonds, General Manager of Ports Corp SA as Chair, and Ray Tanner, SA President of the Refrigerated Warehousing and Transport Association as Vice Chair.

The need to cooperatively identify and resolve problems in the sea cargo chain is paramount. SAFCSC will concentrate on facilitating cooperation, communication and problem solving as its prime focus. Effective two-way communication will be established with a wide variety of primary secondary industry sectors and transport service providers.

SAFCSC's Terms of Reference are:

- To facilitate efficiency improvements throughout the transport and logistics chain for export and import sea cargo, including foodstuffs, manufactured goods and other commodities
- To identify constraints to reliable and competitive sea cargo movements and identify and implement measures to overcome these constraints
- To provide a forum for the exchange of views within industry and between industry and Government on matters affecting the efficiency of sea cargo logistics
- To offer appropriate advice to Government.

Since its establishment SAFCSC has:

- finalised its Deeds of Agreement with the State and Federal Governments, covering the role and function of SAFCSC
- advertised nationally for the position of Executive Director of the Council
- established a Register of Members and set a membership fee of \$25 for associations, companies, or individuals.

Development of the future work program is a top priority.

Contact Ian Lovell (08) 8343 2983

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**For more Information
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GPO Box 594 Canberra ACT 2601

<http://www.dot.gov.au/translog/translog.htm>

The Trade and Logistics Team (TLT) facilitates practical action to improve transport and logistics chains for freight movements around and out of Australia.



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COMMONWEALTH DEPARTMENT OF
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REGIONAL SERVICES**



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Partners in SeaQual are the Australian Seafood Industry Council, the Commonwealth Department of Primary Industries and Energy, and the Fisheries Research and Development Corporation. The *Seafood Quality Chooser* has been produced as part of the SeaQual project with assistance from the Queensland Department of Primary Industries and Pacific Project Management Pty Ltd.

SeaQual Pack 4

Whole-of-business approach



SeaQual Packs help you to decide on the quality management system that you need for your business



SEAFOOD SERVICES
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Over the next twelve months these packs will be modified and/or updated and as that occurs, the updates will be sent to you - free of charge.

If you nominated on your order that you would like information on:

- a. the names of quality management consultants or
- b. about quality management in your specialised line of business

I wish to advise that this information will be forwarded to you as soon as possible.

Should you have any further queries regarding these packs please phone me or Fiona Anderson on (07) 3406 8648.

Jayne Gallagher
Manager, SeaQual Australia

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SeaQual Pack 4

WHOLE OF BUSINESS APPROACH TO QUALITY

13 July 1998



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What is total quality management?

History of Quality Assurance Systems

The quality movement has evolved during the past 100 years – from operator quality control to total quality management. Along the way, the quality movement has changed from looking at just the product to an approach that looks at the entire quality system.

In the past, processing was the responsibility of a worker or a craftsman who was responsible for the manufacture of the entire product.

With the advent of large processing factories, we saw many people performing a similar task, under the supervision of a foreman or shift supervisor who took the responsibility for quality away from the worker.

As factories increased in size and production, it became necessary to appoint full time quality inspectors to check product quality. This stage was called quality control.

During and after WW2, we saw the development of quality assurance. Essentially, control measures were put in place to ensure that defective goods were not produced. Specifications were also developed for incoming raw materials.

The trend has been for quality control to be replaced by quality assurance with processors striving to manage the quality of their final product through controlling the quality of incoming raw materials and by properly managing the production environment.

Process control is essential, and this requires individual workers on the production line to be fully aware that they are directly responsible for the quality of the product during their part of the process. This involvement in quality starts from the way that telephones are answered through to how transport vehicles are maintained.

Difference between HACCP and Quality Management

We have discussed the introduction of HACCP or HACCP based systems at some length. Examples of these HACCP based systems are:

- Food Safety Program as required by ANZFA; and
- Food Processing Accreditation (FPA) as required by AQIS.

HACCP and HACCP based systems look at food safety issues only and are restricted to the food processing components of a company operation. HACCP systems are a tool to ensure that the organisation produces food that is safe for the consumer to eat.

Quality management goes further than the processing floor. The introduction of total quality management into your organisation will start to examine areas such as

- How orders for goods are processed;
- What are the procedures for answering telephones;
- What are the specifications for incoming raw materials;
- What are the procedures for the delivery of products.

It is theoretically possible to have a HACCP plan in place, to produce a top grade product, and to have your product left sitting out of refrigeration on the loading dock due to a lack of a quality system in the dispatch area.

It is equally possible to have an ISO 9000 accredited system in place, and still produce product that is of poor quality due to the absence of a HACCP based system in the processing area.

In essence, quality management involves three main areas of the operation:

1. The definition of objectives for the organisation to achieve including a written commitment by senior management to quality;
2. The development of standards which the organisation wants to achieve including standards for purchased materials and for the organisations product;
3. The development and documentation of a system to achieve these standards on a continuing basis.

ISO Based Quality System

The International Standards Organisation (ISO) based system is a set of internationally recognised standards on quality assurance. They are commonly referred to as the ISO 9000 Standards.

ISO specifies the requirements or specifications which must be adhered to by a manufacturer or processor where their capability to supply the product needs to be demonstrated.

In other words ISO 9000 is a comprehensive set of standards for quality assurance in the manufacturing and service industries. The ISO 9000 series asks a company to develop, document and defend its quality assurance system, that is, its quality management practices, ranging from management's responsibility for quality to its auditing practices, from purchasing policies to training within the company.

The three ISO standards are:

- **ISO 9001**, Quality Systems - Model for quality assurance in design/development, production, installation and servicing.
(Includes all 20 system elements (which make up the quality system) and applies specifically when the small business includes design/development or servicing activities. It also applies to those small businesses whose product is design (eg. Architects and design engineers).
- **ISO 9002**, Quality Systems - Model for Quality assurance in production and installation.
(Includes 18 system elements, which are identical to ISO9001. It excludes design /development and servicing.
- **ISO 9003**, Quality Systems - Model for quality assurance in final inspection and test.
(Includes 12 system elements. This standard is aimed a final inspection and testing only. Consequently, some of the system elements have a reduced scope compared with the other two Standards.
- **ISO 1400 Series** covers areas such as Environmental Management Systems and Environmental Auditing *These standards have been developed to enable companies to manage their environmental impact as well as how they manage their product quality.. The standard requires that an environmental policy is active in the organisation and supported by senior Management.*

ISO 9002 is the standard of chief importance to the seafood industry.

The ISO-9000 standard is widely recognised throughout the world. Internationally accredited auditors audit the system for compliance.

SQF 2000^{cm}

The SQF 2000^{cm} quality code is a proprietary system that attempts to address some of the elements of a quality system while incorporating a HACCP plan.

The SQF 2000 ^{cm} Quality Code was developed by the WA Department of Agriculture's AGWEST Trade and Development Unit specifically for primary producers and small business for the food industry.

SQF means Safe Quality Food. The SQF 2000 ^{cm} quality code provides the tools for a food based enterprise to implement a system which demonstrates compliance with food safety standards and customer quality requirements. It includes the HACCP system and is compatible with the ISO 9000 standards.

The main elements include supplier control, production control, inspection and test, document control, product identification and traceability.

SQF 2000 ^{cm} provides a framework, similar to the ISO 9000 series, for a food business to document its management system, to improve, and to maintain the quality of the products and the services it provides.

SQF 2000 ^{cm} is audited by an internationally recognised independent third party every six months. The auditing process is similar to ISO 9002. Auditors must be HACCP trained and registered with the Quality Society of Australasia at the Food safety Auditors level or above.

AQIS AQA Arrangements

An AQA is an approved quality arrangement between AQIS and a company, which has implemented an effective quality assurance system under agreed conditions. AQIS staff will then monitor the effectiveness of the company's quality system.

The system was developed by AQIS and incorporates many of the principles of an ISO based quality assurance system. The fully documented system will cover all aspects of the procedures to be used in the seafood processing factory. AQIS inspectors will normally conduct two compliance audits per year of the whole documented operation and quality system.

AQA arrangements are business specific and thus need to be developed on an individual plant basis. The documented procedures must accurately describe the procedures conducted in the plant.

The company's operations will be fully described in their quality manual. The manual will include areas of the business including:

- Raw material control;
- Process control (including HACCP tables);
- Finished product control;
- Hygiene and sanitation procedures;
- Pest control;
- Maintenance of equipment;
- Calibration of equipment;
- Documentation control;
- Internal audit procedures.

The main benefits of an AQA system to an organisation are:

- Improvement in product quality;
- Increase in the operational efficiency of the process;
- Reduction in AQIS inspection costs.

Further information on the implementation of an AQA can be found in the AQIS document – "The QA Handbook".

SeaQual Awards

The aim of the SeaQual Awards Program is to provide State and National recognition of achievements by individuals and organisations in the Australian seafood industry who consistently meet the quality expectations of their customers through the adoption of Total Quality Management.

The Program provides three levels of recognition:

1. Achievement - achieving results
2. State Award - best in the State
3. Australian Award - best in Australia

Assessment Criteria

Achievement Awards are not competitive, and are presented to all individuals and organisations in the Australian seafood industry who have achieved ISO 9000 series certification or other recognised levels of quality assurance which is audited by a third party accredited body.

State and Australian Awards are competitive, and are presented to individuals and organisations in the Australian seafood industry who have achieved ISO 9000 series certification or other recognised levels of quality assurance which is audited by a third party accredited body and who demonstrate excellence in seafood quality.

Applications for State and Australian Awards are assessed by a panel of experienced evaluators according to the following criteria:

1. **Leadership**
The way that Quality principles are becoming a way of life in the organisation as exhibited in its management practices.
2. **Strategy, Policy and Planning**
The way the organisation develops its strategies, policies and plans, and communicates and deploys them.
3. **Information and Analysis**
The ability of the organisation to collect data around key stakeholders and core activities, to convert this data into meaningful information, and to deploy this increased knowledge to continually improve process, outputs and results.
4. **People**
The way that all people within the organisation, are encouraged and enabled to make a personally satisfying contribution to achievement of the organisation's goals. Emphasis is placed on the extent of the contribution towards continuous improvement.
5. **Customer Focus**
The way that the organisation identifies its customers and markets as appropriate, and reflects the needs of its current and future external customers in all its activities.
6. **Processes, Products and Services**
The processes whereby the organisation supplies quality products and services to its customer, and improves those products and services.
7. **Organisational Performance**
The success of the organisation to the present and, by the use of appropriate measures, to envision its success into the future. A holistic synopsis of how the management initiatives are contributing to the organisation's performance and the achievement of the organisation's vision, mission and key objectives.

Australian Quality Council Awards

Many organisations have shown that the use of quality management processes can achieve significant benefits, such as increased competitiveness, reduced costs greater satisfaction and better staff morale leading to better organisational results and financial returns.

The Australian Quality Awards were created in 1988 because of the importance of these concepts to the Australian economy. The awards recognise organisations, which show high commitment to quality and improvement in performance.

The Australian Quality Awards acknowledge outstanding achievement in organisation wide implementation of the Quality Culture, and its direct link to productivity and international competitiveness.

To receive an award, the organisation must demonstrate that its approach to quality management has contributed significantly to satisfying the expectations of the customer, employees, and other stakeholders over a number of years.

Further information on the Australian Quality Awards and a further description of these assessment criteria can be found in the Application guidelines. More information is available through the Australian Quality Council web site.

How do you remain proactive in your business?

Be aware of the external environment?

To remain proactive in the business, you must continually be aware of the external environment and respond to changes in the environment quickly. The organisation must be flexible enough to rapidly embrace change.

This will enable the organisation to develop a best practice approach to the business, to be abreast of new technology and developments, and to modify my process and procedures to remain competitive in the market..

Some of the key areas that you need to continually monitor are:

- **The competitors** - Be aware of your competitors, who they are, what they are doing, their products, their pricing structures, and any future expansion into new markets that they are planning.
- **The market** –Be aware of the market, changes in market preference, and the products that my customers want. You must also be aware of factors, which may cause a peak or a trough in the market, and you must be able to meet these demands when they occur.
- **The trading environment** –Be aware of variables and opportunities in the export market such as current exchange rates, dates of public holidays in trading areas such as Japan, potential markets where there is a shortage of seafood that you can capitalise on. You must also be aware of local variables such as prevailing weather conditions that may cause a reduction in supply of product.
- **New technology** –Keep up to date with recent advances in technology, particularly technology which will increase your profitability and the quality and safety of the product.
- **Human resource issues** –Be aware of industrial issues such as recent changes in the Industrial Relations Act, changes in superannuation entitlements, employment conditions, etc.
- **Training** –Keep abreast of training courses being offered and ensure that you and your staff are fully trained in key areas of the operation. Attend relevant industry seminars, conferences, open days, etc to share ideas with other people in the seafood industry.
- **The legislative environment** –You need to be aware of the current activities of governments and its instrumentalities, particularly with issues that directly affect your business. An example of this would be the legislative changes, which will be recommended by ANZFA in relation to the mandatory development of Food safety Programs for all food processing establishments.
- **Government initiatives and funding** – Be aware of sources of government grants for new areas of your operation such as seed funding for new product development or grants for the introduction of quality systems into your organisation.
- **Assistance** –You should maintain a list of people who can assist you if you get stuck or need assistance quickly. Examples would be AUSEAS for problem solving, or AQIS for export advice.

Keep in contact with key Government agencies

It is important that you maintain contact with key government agencies. It can also be of value to be on their mailing lists for newsletters, etc.

All government agencies maintain a high presence on the internet. Accessing their web sites can give you a lot of current and relevant information.

Membership of industry and professional groups

You should maintain an active membership of industry or professional organisations such as the Australian Institute of Management to get recent information on industry and government policy changes and to share ideas with other people in the industry.

Attendance at their conferences, seminars, etc will further assist you to remain aware of the changing business environment.

A further advantage of membership of these organisations is that it affords you the opportunity to have input to industry submissions on changes to government policy that affect the seafood industry.

Continuous Quality Improvement

It is important to develop a culture of continuous quality improvement in the organisation.

Much is documented on the process of continuous improvement but the basic cycle is:

1. Action or process;
2. Measure the results of the action or process;
3. Put steps in place to improve the process based on these measurements;
4. Assess the results of these improvements;
5. Start over again.

This basic model demonstrates how the continuous quality improvement cycle works. The underlying theme of organisations with a continuous quality improvement philosophy is – “*We can ALWAYS do better*”.

How do you evaluate your performance?

A key component of any quality system must be a mechanism to continually evaluate customer perceptions of your business and your product.

When taking a business approach to quality, it is important to evaluate all aspects of the operations and to develop assessment criteria that will tell you if your business is really humming.

The assessment criteria that you use may be specific to your operation. Typical examples of success factors that could be used are given in the table below. This list is, by no means, exhaustive.

A healthy organisation with an effective and satisfied staff	<ul style="list-style-type: none">• Low staff turnover• Low level of staff disputation• Low absenteeism• Good share prices• Continued high productivity
A safe and consistent quality product.	<ul style="list-style-type: none">• Low level of customer complaint• Sales.• Positive feedback from customers.
Innovative organisation that is capable of change	<ul style="list-style-type: none">• Level of staff training• Staff willing to offer suggestions or solutions• Continually improving processes• Level of new product development
The production process is in control	<ul style="list-style-type: none">• Suppliers deliver on time• Low level of down time through equipment failure• Low level of wastage• Low level of rework

How do you measure customer satisfaction?

Having developed a market for your products, it is important that all steps be taken to ensure that the customers' product quality expectations are met.

It is a well-known fact that most customers do not complain, they simply take their business elsewhere.

Any basic quality system must have a procedure in place for getting feedback on product quality. The procedure that is adopted will vary from organisation to organisation.

A feedback procedure can be as basic and easy to implement as a regular telephone call to the customer to discuss your product, future development of the product, and what should be done to ensure his specific needs are being met.

Examples of other valuable documents, which could give you good feedback on your product quality, include:

- Daily quality monitoring reports;
- Internal and external audit reports;

- Management review documents
- Sales statistics

Customer Complaints

Customer complaints should be seen as a positive for an organisation rather than as a negative.. Because most customers do not complain, the feedback you get will enable you to put remedial actions in place to improve product safety or quality and prevent the lapse in standards occurring again.

The complaint may be the result of some factor that is out of your control such as poor handling by the transporting company after it has left the factory.

Product evaluation

It is important to regularly evaluate factors such as:

- Timeliness of delivery of the product
- Quality of the product compared to the competitors'.
- The cost of the product as opposed to the cost by your competitors
- Effectiveness of your staff

These factors can be evaluated by simply keeping in contact with your customer to ensure that the agreed product specifications are being met and a quality product is being produced.

Training

A highly trained staff is an integral part of any major quality system within an organisation.

Workplace training is defined as those activities that are designed to improve employee performance on the job to enable the employee to perform safe useful work to the standard required by the employer.

The aim of the training program, whether delivered by an external organisation or delivered in-house, must be to deliver training that addresses the actual needs of the organisation. If training is intended to deliver new knowledge and skills that are to be applied in the workplace to bring about improved performance, then the message should be clear.

Ensure the focus of the training program is on imparting the knowledge and skills the participants require in their workplace and can be transferred to similar industry settings.

The aim of training in a seafood organisation will be to improve the overall competence of the employee in many different areas of the operation.

Training programs in an organisation should be concerned with preparing employees to move with the organisation as it develops, changes, and grows.

Once the purpose of training is clear, a decision can then be made on the best way to deliver it. Training should be timely, relevant, targeted, interactive, and fun. Remember – adults learn best by doing, not seeing.

Training can take a number of forms

- On the job training learning from other more experienced people in the same organisation (The buddy principle);
- Structured workplace training delivered in the organisation to specifically meet the needs of that organisation as part of an enterprise specific training program;
- Accredited external training from registered training organisations.
- A combination of these three forms.

Seafood Training Australia (STA) is the training and education arm of the Australian Seafood Industry Council. STA is developing a training package for all sectors of the seafood industry ie. fishing operations, aquaculture operations, and processing and distribution operations. From mid 1999, all recognised training in the seafood industry will be based on the Training Package

The Training Package will be developed in two stages:

- Endorsed components-competency standards, the vocational qualifications they lead to, and industry assessment guidelines (to be completed July 1999);
- Non endorsed components – consisting of learning materials, assessment tools, professional development guides (to be completed end 1999).

In addition to the formal training courses which can be delivered by external training organisations, there are a number of key training areas that seafood industry personnel may need to be competent in and receive training in.

- Food hygiene, particularly personal hygiene and food preparation for employees involved in the handling of seafood in the retail and hospitality industries;
- Seafood handling, particularly for seafood processors;
- The correct use of machines and equipment in the factory;

- Work procedures in place in your organisation;
- Identification of product defects.

Other areas to be considered for an organisation wishing to develop a continuous improvement culture would be in areas of:

- Working in teams;
- Writing work procedures, etc;
- Development of quality systems;
- Organisational development.

Further information on Seafood Training Australia can be found on the web site :

<http://www.asic.org.au>. The contents pages of the report – “Scoping Exercise for the Seafood Industry National Training Package. - Volume 2 - Seafood Industry Training Products.” Is included with this package.

What is auditing?

The purpose of an audit is to determine whether the quality management system is working. The auditor will closely examine an organisation's quality manuals and then determine if the practices that are in place are the same as the documented practices.

The audit is essentially based on performance by the organisation against its own agreed standard.

There are two classes of certification, second party and third party.

First party auditing is effectively a self-assessment.

Third party certification occurs when the party carrying out the certification audit is independent of both the small business and its customers. Third party certification is recognised by other organisations.

First party audit

This is essentially a do-it-yourself audit of the operation using a checklist as a guide. The purpose of this type of audit or inspection is to identify deficiencies in the process or the business which can be rectified. This will allow you to improve the business and to maintain control of the operation.

This level of auditing has no legal standing.

Second party audit

A person from outside of the organisation who is certified as an auditor conducts a second party audit. An example where a second party audit would be conducted is where a company has undergone a preferred supplier arrangement where certain specifications must be met. The customer would require an audit of the supplier to ensure that the agreed conditions or specifications are being adhered to.

Another example would be where a company has requested a critical examination or audit of their operations by a neutral person. This type of audit would be of value in identifying inefficiencies or deficiencies in the operation.

Third party audit

Qualified persons from outside the operation will conduct the third party audit. They will closely examine all parts of the operations of the organisation. The auditor or auditing company will need to be accredited by JAS-ANZ.

Quality systems, which would need to be audited by a third party, include:

- All ISO based systems; and
- SQF 2000 ^{cm} based quality systems.

JAS-ANZ

Most third party certification bodies will seek accreditation by the Joint Accreditation System of Australia and New Zealand (JAS-ANZ). Accreditation is the formal evaluation of the certification body's competence to operate and manage a quality system certification program. JAS-ANZ thus sets the benchmark on the credibility of certification bodies. The JAS ANZ secretariat can provide a list of accredited certification bodies.

JAS-ANZ is an international organisation established by a formal agreement between Australia & New Zealand. JAS-ANZ has as its main objectives the promotion of trade, by achieving mutual recognition with accreditation bodies for producers and exports

Useful Contact Details

AQIS

State Contact Details
Web Page

The Export Facilitator
<http://www.aqis.gov.au/>

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Standards Australia

Contact Details	Standards Australia, PO Box 1055, Strathfield NSW 2135
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Fax No	1300 65 49 49
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e-mail	gallagj@dpi.qld.gov.au
---------------	--

Australian Quality Council

Web Page	http://www.aqc.org.au/
Contact Details	

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South Australia Sally Bower Australian Quality Council Suite 3-5 26 The Parade West KENT TOWN SA 5067 Phone: 61-8-8363 7088 Fax: 61-8-8363 7100 E-mail: s.bower@aqc.org.au	Queensland George Thomas Australian Quality Council Suite 218, Ambrosia House 4 Gardner Close PO Box 1793 MILTON QLD 4064 Phone: 61-7-3369 3865 Fax: 61-7-3876 6965 E-mail: g.thomas@aqc.org.au	Victoria Diane Brennan Australian Quality Council Level 2, 700 High Street PO Box 60 KEW EAST VIC 3102 Phone: 61-3- 9819 7188 Fax: 61-3 9189 7165 E-mail: d.brennan@aqc.org.au

Foodlink

Contact Details	PO Box 366 Bangor NSW 2234
General Telephone No	(02) 9541 4777 (02) 9979 1477
Fax No	(02) 9979 1411 (02) 9541 4211
Web Page	http://www.foodlink.com.au/
E-Mail	William McBride - bill@foodlink.com.au Elizabeth Cole - liz@foodlink.com.au Tasmanian Contact Jane Lovell - tas@foodlink.com.au

AUSEAS

Contact Details	AUSEAS (Australian Seafood Extension and Advisory Service) 19 Hercules Street HAMILTON Qld 4007
General Telephone No	(07) 3406 8597
Fax No	(07) 3406 8677
Web Page	http://www.dpi.qld.gov.au/cft/auseas.html
e-mail	auseas@dpi.qld.gov.au

Useful Web Addresses

ANZFA	http://www.health.gov.au/anzfa/
AQIS General Site	http://aqis.gov.au/
Standards Australia	http://www.standards.com.au/
Australian Quality Council	http://www.aqc.org.au/
Foodlink	http://www.foodlink.com.au/
Seafood Training Australia	http://www.asic.org.au/
SeaQual	http://www.seafoodsite.com.au/quality/default.htm
AUSEAS	http://www.dpi.qld.gov.au/cft/auseas.html
JAS-ANZ	http://www.jas-anz.com.au/
International Standards Organisation	http://www.iso.ch/welcome.html

Best Practice can help you achieve maximum return for your raw material.

And help enhance the profitability of your business.

The recent Australian Seafood Industry Quality Assurance (QA) Project produced easy-to-follow Best Practice Manuals for five seafood sectors: farmed prawns, wild-caught prawns, mullet, spanner crabs and reef fish.

The manuals are designed to help if you decide to implement a HACCP*-based quality assurance system for your business. They will also help if you decide to have your QA system certified to an international standard such as ISO9002.

*HACCP = Hazard Analysis Critical Control Point

COST

\$14 each or \$48 for the series of five. All prices include postage.

1. Harvest, processing and transport of farmed prawns
2. Catching and handling of live reef fish
3. Catching and handling of spanner crabs
4. Catching and processing of wild-caught prawns
5. Catching and processing of mullet

Quantity

PAYMENT

By **Cheque** or **Money Order** only. Please make payable to:

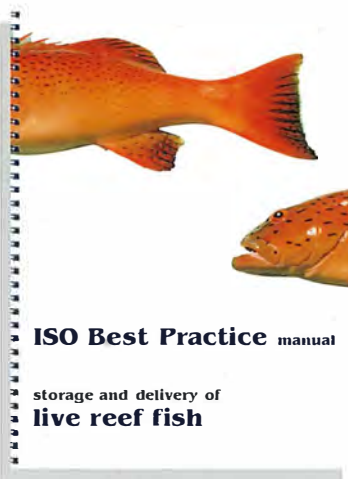
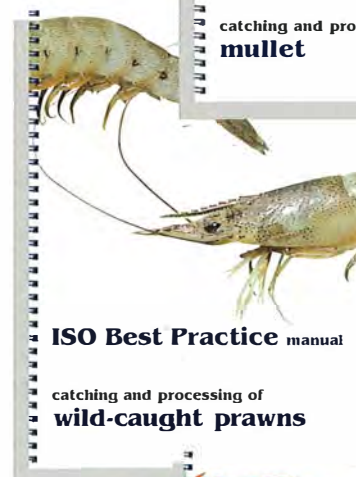
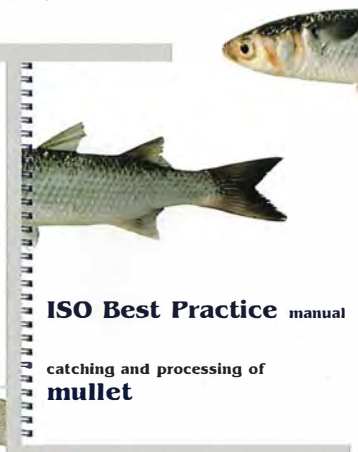
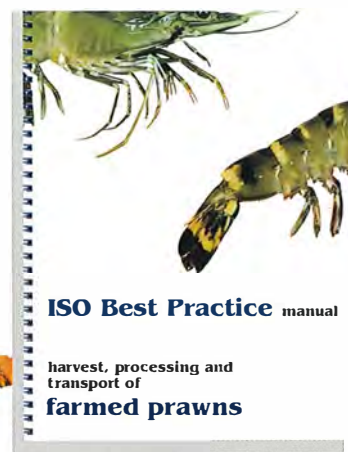
QCFO Seafood QA
PO Box 392
CLAYFIELD QLD 4011
Telephone: (07) 3262 6855

DELIVERY DETAILS

Name: _____

Address: _____

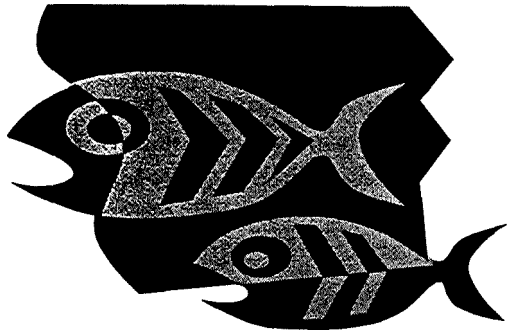
The Australian Seafood Industry QA project is a shared initiative of the Department of Industry Science & Tourism, the Queensland Commercial Fishermen's Organisation, the Australian Prawn Farmers Association, the Queensland Seafood Marketers' Association, the Centre for Food Technology and the Queensland Department of Primary Industries.





Seafood Training Australia State/Territory Industry Training Contacts

SA	Mark Cody	EO, SA Seafood & Fishing ITC PO Box 3058, PORT ADELAIDE SA 5015	08 8303 2784 Ph 08 8303 2791 fax
Qld	Murray West	EO, Qld FITC PO Box 414, Roma St, Qld 4003	07 3225 1854 ph 07 3225 1800 fax
NT	Paul Polotnianka	Executive Officer, NT FITAB PO Box 4870 DARWIN NT 0801	08 8981 0056 ph 08 8981 0060 fax
Tas	Rory Bryne	Executive Officer, Tas FITB 2A Gladstone St, HOBART TAS 7000	03 6233 6442 ph 03 6223 2780 fax
WA	John Maddams	C/- WAFIC PO Box 55 MT HAWTHORN WA 6016	089 244 2933 ph 089 244 2934 fax 0411736222 m
NSW	Eric McCarthy	Executive Officer, NSW FITC PO Box 247 PYRMONT NSW 2009	02 9692 0635 ph 02 9660 7753 fax
Vic	John Sealey	Chair, Fishing Sector, Vic PITAB PO Box 88 PORTLAND VIC 3305	03 5523 2906 ph 03 5523 3852 fax



Who is behind SeaNet?

SeaNet is delivered by a coalition of groups called the Fisheries Extension Network Australia (FENA). The members are the Australian Seafood Industry Council (ASIC), the Australian Marine Conservation Society (AMCS) and Ocean Watch Australia. Ocean Watch is the body administering SeaNet.

ASIC is the peak body for the commercial seafood industry in Australia whilst Ocean Watch is a non-profit company funded by the NSW commercial seafood industry to promote the management of fish habitats and sustainable fisheries. The AMCS is Australia's largest marine conservation group.

How can I get involved?

SeaNet currently employs two extension officers who work on some Commonwealth and State fisheries and there are plans to employ two more. To find out the fisheries in which extension officers are currently involved the contact details are provided below.

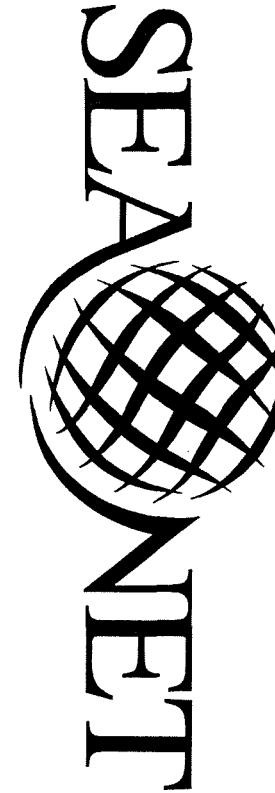


Want more information?

Contact the main SeaNet office at:

Locked Bag 247
Pymont NSW 2009
Ph: 02 9660 9969
Fx: 02 9552 3574
E-mail: oceanwch@geko.net.au

Or call your State's industry council or peak representative body to get the contact details for the person that may be in your State.



**A service to the
Australian seafood
industry delivered by
the Fisheries Extension
Network Australia,
funded by the Natural
Heritage Trust**

**Locked Bag 247
Pymont NSW 2009
AUSTRALIA
Ph: 02 9660 9969
Fx: 02 9552 3574**

Everyone wants our commercial fisheries to be ecologically sustainable.

Especially commercial fishers.

Public expectations of what is ecologically sustainable are changing, rapidly.

Keeping up on new methods, new gears and new techniques can take a great deal of time.

Wouldn't it be better if the latest information came to you? Straight off the research boat, so to speak?

And wouldn't it be better if there was more two-way liaison between fishers and researches?

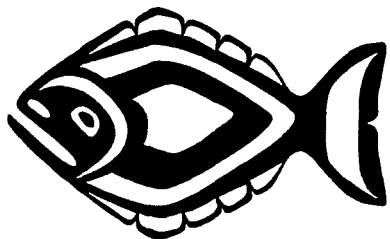
Many fishers have wanted an extension service like this for years.

What is SeaNet?

SeaNet is a service for the Australian seafood industry that aims to provide easy access to information and advice about environmental best practice in our commercial fisheries.

The primary objective of SeaNet is to work with the fishing industry to minimise the catch of non-target species and to promote the adoption of environmental best practices by the industry.

Bycatch control is an increasing issue for fishers and the community. SeaNet will work with fishers to assist the implementation of effective, practical and cost effective solutions.



Where's the money coming from?

Funds for SeaNet come from the Natural Heritage Trust via two sources, the Fisheries Action Program (administered by Agriculture, Fisheries and Forestry Australia) and the Marine Species Protection Program (administered by Environment Australia).

Funds have been made available for two years but FENA is currently working on obtaining additional funding sources to enable the service to be ongoing.

Just what is an extension service?

For many years the farming sector had a bridge between farmers and research scientists. This bridge recognised that it was not possible to get a scientist to talk to every farmer about new techniques or products and neither was it necessary.

The extension of research relies on those who know enough about both the research program and the practical realities of farming (or in the case of SeaNet, fishing).

However extension is more than just a one way street. No research is perfect and local conditions may require a modification to how it is applied. Enabling ideas from fishers to be passed back to researchers for testing and/or comment helps fine tune research for local application.

How will SeaNet operate?

SeaNet will employ extension officers (through Ocean Watch) and they will have a home base at an industry office in the State in which they are located.

Each extension officer will have one or more projects to work on and these are chosen in consultation with the industry association and research providers. The officer will work closely with a research scientist on the project(s) chosen.

For fishers, involvement with SeaNet is voluntary and there is no charge but we hope you are willing to freely contribute your time and expertise.



"In our competitive environment, quality management is not an 'add-on'. It's the *key* to success in business today."



Partners in SeaQual are the Australian Seafood Industry Council, the Commonwealth Department of Primary Industries and Energy, and the Fisheries Research and Development Corporation. The *Seafood Quality Chooser* has been produced as part of the SeaQual project with assistance from the Queensland Department of Primary Industries and Pacific Project Management Pty Ltd.



The seafood industry's strategic plan for achieving seafood excellence

1ST EDITION, 1998

A N I N I T I A T I V E O F S E A Q U A L



The seafood industry's strategic plan for achieving seafood excellence

SeaQual is a partnership between the seafood industry and governments to increase profitability and sustainability through quality management.

SeaQual helps members of the seafood industry — including catchers, aquaculturists, cooperatives, wholesalers, retailers, processors, importers and exporters — to meet their needs for seafood safety and quality. This assistance is mainly through providing information and advice, and through providing an industry perspective when dealing with governments on quality issues.

The seafood industry's strategic plan for achieving seafood excellence

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The seafood industry's mission for quality

The seafood industry, through adoption of quality management systems, will:

- ~ produce high-quality products;
- ~ operate as a profitable, responsive and internationally competitive industry; and
- ~ deliver maximum economic, environmental and social benefits to the industry and the Australian community.



Foreword

Australian food industry companies are recognising that focusing on quality is the smart way of doing business. At an ever-increasing rate, they are actively taking up quality management systems. The SeaQual project is the seafood industry's initiative to foster quality management.

RESPONSE TO A UNIQUE CHALLENGE

The seafood industry faces many challenges shared with other primary industries, plus a unique challenge — the fact that tight controls on wild-fish catching rates are necessary for sustainable management of the resource. Therefore, if fishers and all others in the supply chain are to increase their incomes, they must do so by adding value to the existing resource and by reducing waste and other costs. As a means of focusing sharply on value-adding, quality management is unmatched.

This strategic plan shows how the seafood industry's quality initiatives will be implemented. Its objectives and strategies — carefully chosen by industry members — are designed to help the seafood industry achieve its quality goals as efficiently and effectively as possible. Among other things, the plan:

- ~ states a mission for seafood quality and the ways to achieve it;
- ~ encourages pragmatic, practical responses to changing needs and priorities;
- ~ identifies roles and responsibilities of key stakeholders; and
- ~ outlines the strategies for implementing and managing for seafood excellence.

THIS PLAN GIVES A CLEAR VIEW OF THE FACTORS
CONNECTED WITH QUALITY MANAGEMENT THROUGHOUT
THE INDUSTRY

The plan will be the principal document guiding the industry's approach to achieving seafood excellence. Because it gives a clear view of all factors connected with quality management throughout the industry, the plan will also be useful to people who produce, handle, distribute and sell seafood: not only those who catch or grow seafood and who process the product, but also those involved in such diverse activities as freight forwarding, catering, wholesaling and retailing. It will be a flexible document that, like the process it describes, will be continually improved.



Our wild fish stocks are limited and vulnerable. By ensuring tight controls on fishing effort, investing in new technology and by value-adding through quality management systems, the industry can be economically and environmentally sustainable.

MANY SOLUTIONS

Significant challenges are involved in implementing quality management — at the individual enterprise level and the whole-industry level. The plan recognises these challenges. The standards to which small businesses, companies and government agencies aspire, and the processes chosen, differ greatly. This plan takes into account that variety.

THE VITAL INGREDIENT

Experience has shown that externally imposed pressures — such as those originating in the requirements of large client companies or government agencies — are in themselves poor motivators for succeeding with quality management. Rarely will such external motivation carry through sufficiently to deliver significant improvements: in fact actions taken to satisfy external pressures may simply add to the enterprise's cost structure.

The best motivation comes from an "internal" source: the company's determination to improve profitability and market share. Quality management brings fundamental changes that improve processes and products, reduce costs and value-add in the market. But introducing them requires a measure of will-power. Managers need the motivation and persistence to systematically focus — with help where necessary — on each management process. The final result, as people who have been through the process attest, is well worth the effort.

We are confident that many more members of the industry will soon agree that in our competitive environment, quality management is not an add-on: it is the *key* to success in business today.



A handwritten signature in dark ink, appearing to read 'N Scullion'.

NIGEL SCULLION
Chairman, Australian
Seafood Industry Council
Chairman, SeaQual

October 1998



A handwritten signature in dark ink, appearing to read 'R Palmer'.

ROY PALMER
Deputy Chairman,
SeaQual

THANK YOU!

SeaQual received help from many people in developing this plan — especially the SeaQual Steering Committee (Nigel Scullion, Roy Palmer, Phil Walsh, Milan Rapp, Phil Cooper, Simon Bennison, Hans Sidler, Peter Dundas-Smith and Glenn Hurry); staff of the Fisheries Research and Development Corporation; Sam Gordon of the Master Fish Merchants' Association of NSW; Ian Wells of the National Seafood Centre; Stephen Thrower and Alan Snow of AUSEAS; Deon Mahoney; John Sumner; Nick Ruello; members of the Australian Seafood Industry Council and the Australian Aquaculture Forum; staff of the Australian Quarantine and Inspection Service and the Commonwealth Department of Primary Industries and Energy; and Clive Huggan of Pacific Project Management Pty Ltd.

To everyone who generously gave their expertise and time — thank you!

SEAQUAL

Why we need to focus on quality management

THE INDUSTRY'S CHALLENGES

The seafood industry is an important contributor to the Australian economy: in 1997–98 the nation's commercial seafood production (including aquaculture) was valued at almost \$1.8 billion, of which more than \$1.5 billion was exported.

The industry has displayed many strengths and much innovation during the past decade. Through its diversity, it produces an enormous range of product that is highly regarded domestically and in export markets.

THE NEED FOR VALUE-ADDING

Like other primary industries, the seafood industry must constantly adapt to changing preferences and expectations of consumers, and to changing market conditions, if it is to be economically sustainable. But the industry faces an

additional challenge not experienced by other primary industries: it must contend with the limits to its wild resource. This requires the industry to "act smarter" in the interests of sustainability.

In recent years the industry has been doing just that — by focusing on value-adding and increased aquaculture production. The volume of production has remained relatively stable, but the gross value of the industry's production has increased significantly. By pursuing the trend further, the industry hopes to increase or maintain the gross value of production while managing the fisheries resource so that it is available for future generations.

The international trade environment is changing rapidly. Many trade liberalisation measures being pursued in major Australian and overseas seafood markets are changing customers' expectations for product, service and value.

THE FISHING INDUSTRY AND SEAFOOD INDUSTRY DEFINED

The term **fishing industry** includes any industry or activity carried on in or from Australia concerned with: taking, culturing, processing, preserving, storing, transporting, marketing, or selling fish or fish products.

Source: Fisheries Research and Development Corporation Regulations, Amendment 1992.

The fishing industry comprises the recreational, commercial, and Aboriginal and Torres Strait Islander sectors.

The **commercial sector** — which for practical reasons includes the pearling sector — is also referred to as the seafood industry. It includes catchers, aquaculturists, cooperatives, wholesalers, retailers, processors, importers and exporters.



SEAFOOD INDUSTRY STAKEHOLDERS

Stakeholders in the seafood industry include:

- ~ domestic and overseas consumers;
- ~ the industry's commercial sector (as defined in the panel opposite);
- ~ other people in the fishing industry, including recreational and indigenous fishers and fishing charter operators;
- ~ training and education providers;
- ~ restaurants, caterers and food service and retail outlets;
- ~ the Australian community;
- ~ individuals and organisations with an interest in the fishing industry;
- ~ federal, state, territory and local governments and their agencies;
- ~ fisheries managers;
- ~ researchers; and
- ~ businesses (especially freight handlers and transport providers) and business organisations.

Therefore, in addition to needing to manage seafood production in a sustainable manner, the seafood industry will need to do what it is doing now, better and more efficiently.

It is essential to reduce costs and increase profits to achieve continuing prosperity — both for individual industry members and for the Australian community. Pursuing value-adding opportunities will be a key part of future success.

For seafood, value-adding is closely connected with improving product quality through focusing on handling and transport systems. Critical factors include minimising “time to market” and the chances of damage. Our market leaders devote much effort to improving this aspect of their businesses, working closely with their service providers.

VALUE-ADDING IS CLOSELY CONNECTED WITH IMPROVING PRODUCT QUALITY — THROUGH FOCUSING ON HANDLING AND TRANSPORT SYSTEMS.

**INDUSTRY/GOVERNMENT
COMMITMENT TO QUALITY**

An essential element of achieving quality goals is to have good flows of information between, and within, industries and governments.

Governments are keen to ensure continued export growth of value-added product. They recognise the need to regulate levels of quality and food safety, motivated in part by consumers’ increasing demands for quality in the food they buy.

A particular challenge for enterprises in the seafood industry is to see quality management as essential for business prosperity and international competitiveness. Government can foster this process through programs that focus on best practice and quality management systems. Markets too have an important role in ensuring recognition of high-quality products.

FOOD SAFETY IS A PRE-EMINENT, AND INSEPARABLE, COMPONENT OF QUALITY MANAGEMENT WITHIN THE SEAFOOD INDUSTRY.

Food safety is a non-negotiable component of quality management in the seafood industry. Using state-of-the-art technology and processes, we can ensure that the customer receives safe, high-quality product.

FASTER ADOPTION THROUGH SEAQUAL

To make Australia’s seafood industry more competitive, it is important for governments and industry to work together in productive partnerships. The SeaQual project is an example of such a partnership: it is a joint initiative of the Fisheries Research and Development Corporation, the Commonwealth Department of Primary Industries and Energy, and the Australian Seafood Industry Council. SeaQual is playing an important role in raising awareness and providing information on quality management. It aims to benefit the industry — hence the wider community — by hastening the adoption of quality management systems throughout the production and distribution chain.

SeaQual’s objectives are to:

- ~ establish appropriate mechanisms for encouraging the development of a quality ethos within the Australian seafood industry;
- ~ identify and implement appropriate strategies to achieve agreed seafood quality goals; and
- ~ influence the development of a policy, program and regulatory environment that actively promotes and supports the uptake of quality management systems.

Current SeaQual initiatives include:

- ~ *Focusing on Quality — An inventory of programs and initiatives in the seafood industry;* which provides information and contacts that are useful when setting up and developing quality management systems;



- ~ the Quality Chooser, mentioned below;
- ~ the *Australian Seafood Exports: Airfreight Program*, which will help to improve the effectiveness of Australian airfreight transport and handling systems to meet the quality needs of Australia's export markets;
- ~ the *Seafood Packaging Action Plan*, which will help to improve the packaging systems used in transporting seafood by air – to the benefit of airlines as well as others in the chain;
- ~ development of a seafood safety management plan that will ensure a responsible, cohesive industry response to a food safety incident; and
- ~ SeaQual Victoria, which is establishing a SeaQual retail certification scheme and a state-based perspective on food safety and quality.

SeaQual will add other initiatives in keeping with the objectives of this strategic plan.

THIS PLAN IDENTIFIES THE MOST IMPORTANT ISSUES FOR THE INDUSTRY TO FOCUS ON SEAFOOD EXCELLENCE.

A SYSTEMATIC APPROACH

Quality management programs need to be *systematic* to match them to internationally accepted standards and processes that:

- ~ allow comparison through bench-marking of achievements, and
- ~ foster the process of continuous improvement in seafood products and services.

As a key step in the systematic approach, SeaQual is publishing this strategic plan to give members of the industry a "mountain-top view" from which they can focus on the most important quality management issues for the industry.

CHOOSING THE QUALITY SYSTEM

Quality management systems can be focused on one or more of a variety of standards. The particular standards and auditing procedures adopted depend – among other things – on the nature and scale of the enterprise.

SeaQual has designed a *Quality Chooser* to help individual enterprises select the quality system most appropriate to their needs. The booklet helps to assess the needs of the

business, points to the appropriate quality systems, gives details of "SeaQual Packs" that explain the systems, and includes a form for ordering them.

Training, documentation and service providers are available to help businesses to meet the requirements of any particular system.

FEATURES OF QUALITY MANAGEMENT SYSTEMS

A properly implemented quality management system integrates product quality and business imperatives. It also provides a framework for improving the productivity and profitability of an enterprise.

Quality management systems contain specific requirements to ensure that products and services are delivered consistently. All work is performed according to a systematic, controlled process, in an environment conducive to continuous improvement. As a result, a customer-focused "quality approach" is integrated into all activities.

IMPORTANT FACTORS

Quality management is underpinned by:

- ~ employees being recognised as vitally important to the fulfilment of the company's aims, and consequently that the highest level of staff satisfaction, health and safety must be maintained;
- ~ all staff being trained in the principles and requirements of quality management;
- ~ all people in the company being dedicated to the philosophy of continuous improvement at the corporate and individual level; and
- ~ the quality management system being maintained in accordance with an appropriate standard.

Quality management programs aim to meet the quality expectations of stakeholders and other people and organisations with whom the enterprise does business. Seafood customers typically are concerned about reliability and timeliness of supply, product consistency, packaging, freshness, shelf-life and safety. Under the proposed National Food Hygiene Standard, all food businesses in Australia will need to have an approved food safety plan based on Hazard Analysis Critical Control Points ("HACCP").

Expected outcomes

The expected outcomes from pursuing excellence in the seafood industry are:

- ~ dedication throughout the seafood industry to production of safe seafood;
- ~ high levels of confidence by consumers in preparing and eating seafood products;
- ~ an increasingly market-driven industry;
- ~ commitment throughout the industry to implementing appropriate quality management systems;
- ~ trained people, committed to continuous improvement in pursuit of seafood excellence;
- ~ widespread recognition of the need for product promotion to be linked to quality;
- ~ a commercial sector sustainably managed and employing methods to ensure a high-quality product sold for maximum price;
- ~ a focus on adding value to the product;
- ~ an efficient and effective policy, program and regulatory environment that supports the industry's mission for quality; and
- ~ an efficient and effective production and distribution chain with effective communication and information flows between and within each sector.



The food service sector is a key stakeholder in the seafood industry. Using high-quality products and innovative cooking and preparation methods, consumers can enjoy a wide variety of seafood all the year round.



Strategic elements

MISSION

The Australian seafood industry, through adoption of quality management systems, will:

- ~ produce high-quality products;
- ~ operate as a profitable, responsive and internationally competitive industry; and
- ~ deliver maximum economic, environmental and social benefits to the industry and the Australian community.

OBJECTIVES AND STRATEGIES

OBJECTIVE 1: FOOD SAFETY

To ensure continued viability of the industry and protection of consumers by introducing systems that minimise the food safety risks associated with producing, handling and selling seafood.

STRATEGIES

- 1.1** Invest in research into microbial, chemical and physical safety issues to achieve a better understanding of risks and develop more effective prevention methods.
- 1.2** Document the relationship between management of the aquatic environment and seafood safety, and identify appropriate mitigation actions and responsibilities.
- 1.3** Implement effective national emergency response plans for seafood safety.
- 1.4** Assist individual enterprises to implement product traceability and food recall protocols.
- 1.5** Advise industry and government on appropriate requirements for implementation of the National Food Hygiene Standards and help industry members and sectors to comply with them.
- 1.6** Implement a national seafood accreditation scheme that complies with the National Food Hygiene Standard of the Australia New Zealand Food Authority (ANZFA).
- 1.7** Establish mechanisms to continuously monitor seafood-related food safety incidents and ensure that the information is analysed and used to improve systems and procedures.

KEY PARTICIPANTS	1.1	1.2	1.3	1.4	1.5	1.6	1.7
Industry members and organisations	✓	✓	✓	✓	✓	✓	✓
SeaQual	✓		✓	✓	✓	✓	✓
FRDC	✓	✓					
ANZFA	✓			✓	✓	✓	✓
Commonwealth Government and Commonwealth research agencies	✓	✓	✓	✓	✓	✓	✓
State governments and State research agencies	✓	✓	✓	✓	✓	✓	✓
Local government	✓		✓	✓	✓	✓	✓
National Seafood Centre	✓						
AUSEAS	✓	✓					✓
Seafood Training Australia						✓	
Training and education institutions						✓	

OBJECTIVE 2: QUALITY MANAGEMENT

To maximise the benefits achieved by the adoption of appropriate quality management systems throughout the seafood production and distribution chain.

STRATEGIES

- 2.1** Increase investment in industry development activities, particularly those enhancing the seafood industry's ability to produce safe, high-quality product.
- 2.2** Provide information to help individuals to make decisions about investing in appropriate levels of quality management systems that are relevant to their business goals.
- 2.3** Promote the use of marketing names for fish and seafood products, and ensure that names can be readily added or changed.
- 2.4** Undertake case studies and other activities that document different approaches and considerations to implementing quality management systems, including benefit-cost studies.
- 2.5** Ensure that appropriate research and development projects underpin the development of a quality management ethos within the seafood industry.
- 2.6** Promote industry self-regulation through codes of practice.
- 2.7** Implement industry-wide "minimum standards" and help enterprises to implement "product custody agreements" for product transport and distribution.
- 2.8** Pursue initiatives with other sectors in the distribution chain to ensure maintenance of product safety and quality through to consumers.

KEY PARTICIPANTS	2.1	2.2	2.3	2.4	2.5	2.6	2.7	2.8
Industry members and organisations	✓	✓	✓	✓	✓	✓	✓	✓
SeaQual	✓	✓	✓	✓	✓	✓	✓	✓
FRDC	✓		✓		✓			✓
ANZFA			✓			✓		
Commonwealth Government and Commonwealth research agencies	✓		✓		✓	✓		✓
State governments and State research agencies	✓		✓		✓	✓		✓
Local government			✓			✓		
National Seafood Centre	✓	✓	✓		✓			
AUSEAS		✓	✓	✓				
Seafood Training Australia	✓	✓	✓			✓	✓	
Training and education institutions		✓	✓				✓	

OBJECTIVE 3: COMMUNICATION

To establish and maintain effective communication about seafood safety and quality issues between and within all sectors involved in the production and distribution of seafood products in Australia.

STRATEGIES

- 3.1** Identify existing information pathways and develop new pathways that are relevant to the needs of stakeholders.
- 3.2** Develop, for various audiences, information products to promote the seafood industry's food safety and quality initiatives.
- 3.3** Implement a comprehensive communications strategy to ensure that research and development related to seafood quality is relevant to industry needs and that results are disseminated.
- 3.4** Initiate and support activities that encourage uptake of new technology and systems to improve the food safety and quality of seafood products.
- 3.5** Support and promote individuals and companies who are leaders in quality management within the industry.
- 3.6** Actively promote stakeholders' participation in food safety and quality awareness activities.
- 3.7** Build relationships with information providers and the news media to raise the industry's profile and promote positive images in relation to food safety and quality.



"Is this fish fresh?" is the most common question asked by customers. Quality management can ensure that the answer is always "Yes!"

KEY PARTICIPANTS	3.1	3.2	3.3	3.4	3.5	3.6	3.7
Industry members and organisations	✓	✓	✓	✓	✓	✓	✓
SeaQual	✓	✓	✓	✓	✓	✓	✓
FRDC		✓	✓	✓			
ANZFA			✓				
Commonwealth Government and Commonwealth research agencies		✓	✓	✓	✓		✓
State governments and State research agencies		✓	✓	✓	✓		✓
Local government			✓				
National Seafood Centre	✓	✓	✓	✓			✓
AUSEAS	✓	✓	✓	✓		✓	✓
Seafood Training Australia	✓	✓	✓	✓		✓	
Training and education institutions			✓	✓			

OBJECTIVE 4: TRAINING

To ensure development of, and access to, training that meets the food safety and quality management objectives of the seafood industry.

STRATEGIES

- 4.1

Implement seafood industry training to ensure that competency standards encompass the essential skills, knowledge and legislation for food safety and quality.
- 4.2

Develop relationships between training providers and the seafood industry to ensure that training reflects industry-derived competency standards, including essential elements of seafood safety and quality.
- 4.3

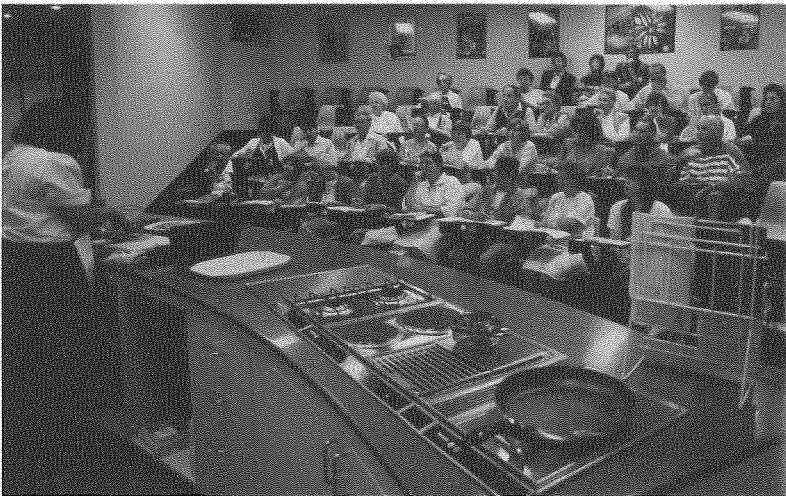
Cooperate in developing through-chain training and education programs to ensure delivery of safe seafood to Australian and overseas consumers.
- 4.4

Promote the development and uptake of seafood industry traineeships that include appropriate food safety and quality training.
- 4.5

Further develop the concept of entry-level training in seafood handling as a start to a career in the seafood industry.
- 4.6

Encourage people working in the industry to update their knowledge and understanding of food safety and food quality issues.
- 4.7

Coordinate efforts with other food-related industries to ensure that people in business and government — particularly decision makers — have appropriate skills and knowledge of seafood safety and quality.



Communication and training are keys to achieving seafood excellence. All industry stakeholders must be involved.

KEY PARTICIPANTS	4.1	4.2	4.3	4.4	4.5	4.6	4.7
Industry members and organisations		✓	✓	✓	✓	✓	✓
SeaQual	✓	✓	✓		✓	✓	✓
FRDC							
ANZFA	✓		✓		✓	✓	
Commonwealth Government and Commonwealth research agencies		✓	✓			✓	✓
State governments and State research agencies		✓	✓		✓	✓	✓
Local government			✓			✓	✓
National Seafood Centre						✓	
AUSEAS						✓	
Seafood Training Australia	✓	✓	✓	✓	✓	✓	✓
Training and education institutions	✓	✓	✓	✓	✓	✓	

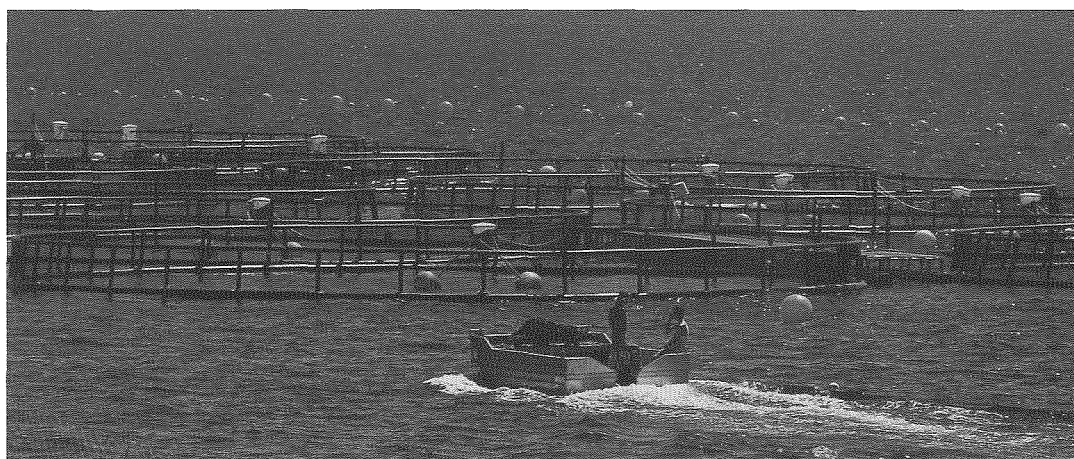
OBJECTIVE 5: OPERATING ENVIRONMENT ISSUES

To manage quality activities in the seafood industry in an effective, open and accountable manner.

STRATEGIES

- 5.1** Invest in appropriate industry infrastructure, such as SeaQual, to deal with food safety and quality-related issues.
- 5.2** Investigate the link between fisheries management and quality management, including mutual interactions.
- 5.3** Ensure that consultative arrangements with the Australian Quarantine and Inspection Service and related agencies result in appropriate policies and processes for import and export of safe seafood.
- 5.4** Ensure compliance with internationally agreed standards for seafood safety, including CODEX.
- 5.5** Actively support participation in consultative forums to influence the development of a National Safe Food System appropriate to the seafood industry.
- 5.6** Ensure that there is effective enforcement of industry-agreed minimum standards, and that appropriate incentives and sanctions are applied.
- 5.7** Provide financial and other support for initiatives identified as relevant and appropriate to the implementation of this plan.

KEY PARTICIPANTS	5.1	5.2	5.3	5.4	5.5	5.6	5.7
Industry members and organisations	✓	✓	✓	✓	✓	✓	✓
SeaQual	✓	✓	✓	✓	✓	✓	✓
FRDC	✓	✓					✓
ANZFA	✓					✓	✓
Commonwealth Government and Commonwealth research agencies	✓	✓	✓	✓	✓	✓	✓
State governments and State research agencies	✓	✓				✓	✓
Local government					✓	✓	
National Seafood Centre							✓
AUSEAS		✓					✓
Seafood Training Australia							✓
Training and education institutions							✓



Aquaculture product is now a significant part of our seafood industry. Managing environmental interactions is a key to ensuring safe, high-quality aquaculture products. Aquaculture's competitive advantage is its capacity to consistently meet customer specifications.

Implementing and managing quality initiatives

IMPLEMENTATION

Implementing quality initiatives is the responsibility of the industry. SeaQual is dedicated to helping industry members in this task.

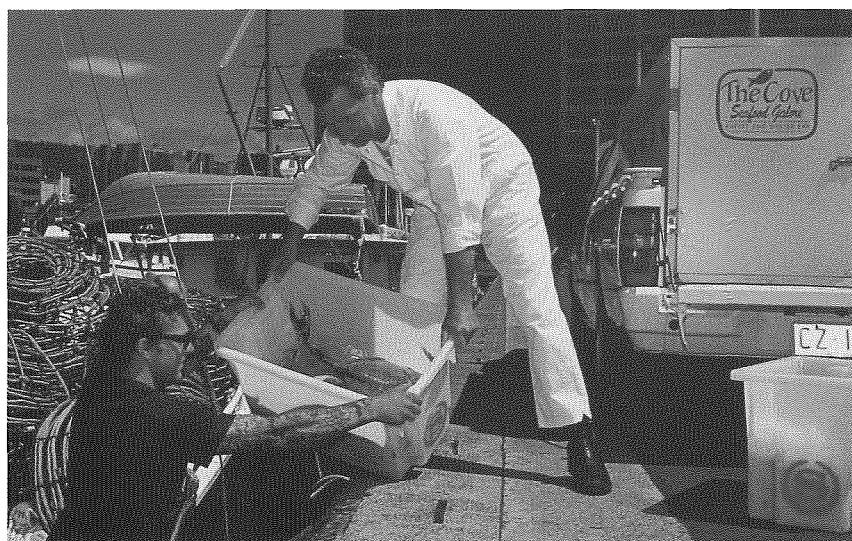
The success of future actions for quality management will largely depend on commitment to:

- ~ implementing the agreed objectives and strategies in this plan;
- ~ continually focusing on the best outcomes for the industry and, by regular evaluation and review of this plan, ensuring that all strategic elements reflect that focus;
- ~ adapting quickly to changes; and
- ~ allocating resources to achieve the best outcomes.

KEY RESPONSIBILITIES

To ensure the industry's desired outcomes are achieved, it is particularly important to recognise the roles and responsibilities of all stakeholders involved in implementing the plan, and to acknowledge their differing – sometimes competing – objectives.

The key participants in pursuing seafood excellence are shown after the appropriate strategies in the previous section (pages 7 to 11). Working in partnership, these participants will identify and pursue opportunities consistent with the plan's objectives.



MONITORING, REVIEWING AND EVALUATING THIS PLAN

Monitoring, review and evaluation processes will be applied to this strategic plan.

It is important to ensure that plans and management processes are kept "fine-tuned" to maximum effectiveness and efficiency by adjusting them to changes in operating environments. By this means, activities can be focused continually on objectives to ensure that resources, including the allocation and re-allocation of funding, are used efficiently.

This strategic plan will be subject to periodic review. The purpose will be to determine:

- ~ the extent to which objectives and strategies have been met, and
- ~ whether returns on the investment can be enhanced through better integration or through supplementary or complementary funding.

SeaQual will optimise the management and monitoring of the plan and will ensure that scientific and technical expertise is utilised. It will also ensure the relevance of project findings and will enhance the transfer and adoption of results of projects carried out under the plan.

Everyone involved in producing and distributing seafood has an important role to play in maintaining quality through to the customer. Working together to improve the system is a high priority.



FISHERIES
RESEARCH &
DEVELOPMENT
CORPORATION

THIS STRATEGIC PLAN HAS BEEN PRODUCED AS PART OF THE SEAQUAL PROJECT.



Winning With Quality



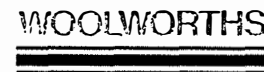
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DEVELOPMENT
CORPORATION



Natural Resources
and Environment

AGRICULTURE
RESOURCES
CONSERVATION
LAND MANAGEMENT

Seafood Victoria - On the Move
1997 - 2001



In conjunction with the **INTERNATIONAL SEAFOOD FAIR**

Geelong • Victoria • Australia
Sunday 1 November 1998

Winning With Quality

This Conference is centred around the SeaQual Quality Chooser. SeaQual wants to help YOU decide on the quality management system that you need for your business, and the sessions and speakers SeaQual have organised for the Conference have been chosen to assist YOUR decision making process.

The Conference covers a range of activities to involve all sectors of our vast industry and, to do this in one day we have had to organise concurrent sessions. At the end of the day there will be Closing Summaries which will highlight points raised at the sessions you may have missed. A copy of the day's proceedings will be available at a later date.

We have organised the conference so that there are many opportunities for delegates to participate, so ask the question that concerns you or raise the point where you feel the speaker has not been explicit - TODAY'S EVENT IS FOR THE SEAFOOD INDUSTRY BY THE SEAFOOD INDUSTRY so take the advantage. The chances of getting this array of talented speakers together again is not great, so let us make this a day of opportunity!

Time constraints mean that we have to start all sessions on time so please adhere to the Session Leaders' requests in this area - at the end of the day there will be the chance to network and follow up issues which were not able to be finalised.

Thank you for your attendance - we hope you enjoy the day and take full advantage of what is on offer.

The opportunity to have the Conference in conjunction with the International Seafood Fair and work with Peter Bahen and his staff has been a rewarding experience for SeaQual. SeaQual also acknowledges Norm Grant, "Seafood Australia", for his assistance with the Conference.

To our Speakers, SeaQual wishes thank each and every one for their time, effort and contribution to the Conference. It is greatly appreciated!

Most importantly to our Sponsors, listed on the cover page, SeaQual is very appreciative of their vision, understanding and support of the 'Winning with Quality' Conference.

Quote for the Day

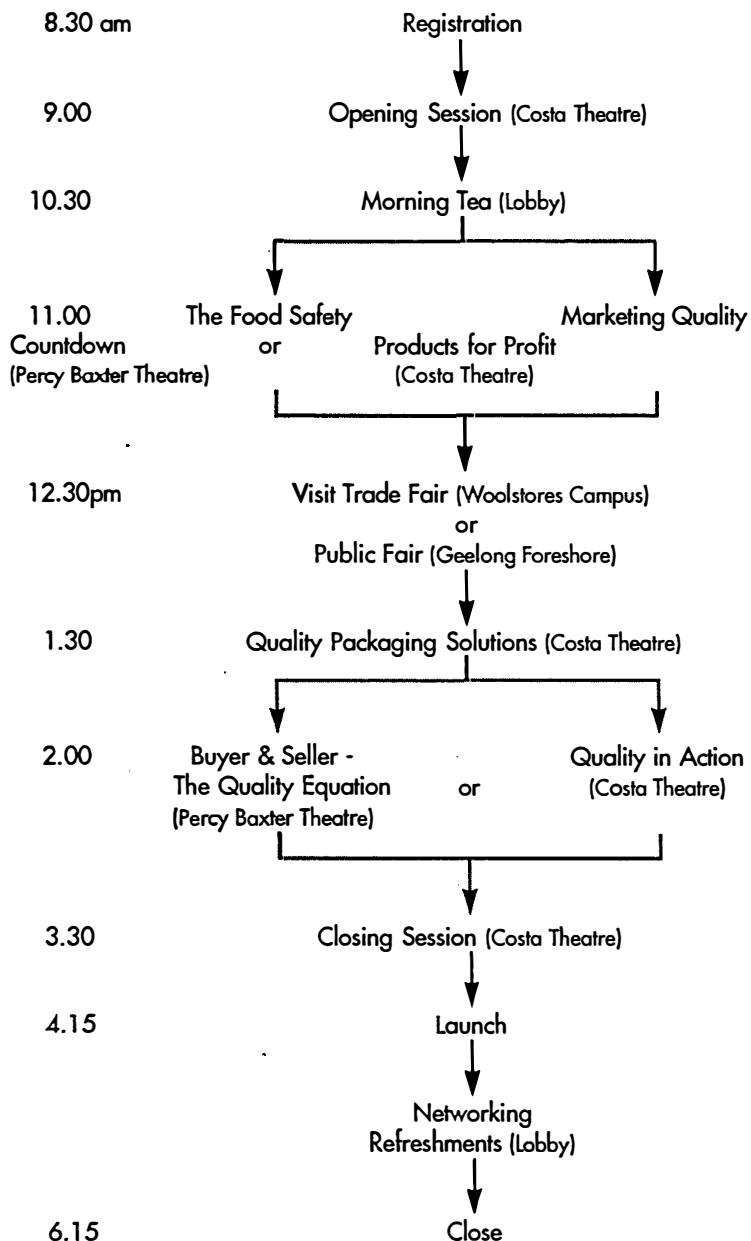
The winner - is always part of the answer, always has a program, says 'Let me do it for you', sees an answer for every problem, sees a green near every sand trap and says 'It may be difficult but it's possible'.

The loser - is always part of the problem, always has an excuse, says 'That's not my job', sees a problem for every answer, sees two or three sand traps near every green and says 'It may be possible but it's too difficult'.

Anon

Winning With Quality

Conference Flow Chart



9.00 am OPENING SESSION (Costa Theatre)

Chair of the Conference, Dr Russell Reichelt, will commence the day's proceedings by welcoming The Honourable Ann Henderson, Minister for Housing and Minister Responsible for Aboriginal Affairs, who will Officially Open the Conference, and Sir Tipene O'Regan, who will present the Keynote Address.

Sir Tipene will focus on answering the question 'What's in it for me?' His depth of knowledge of operations in the seafood industry is unsurpassed and he is keen to pass this on to us all. The Waitangi Fisheries Commission, which Sir Tipene chairs, is the largest entity in the NZ fishing industry. Sealord is a major global participant in the world seafood industry, as well as being the largest fishing company in the southern hemisphere.

Dr Russell Reichelt

Director, Australian Institute of Marine Science.

Chairman, Fisheries Research and Development Corporation.

Former Director of the Bureau of Resource Sciences, Fisheries Resources Branch.

Marine scientist for over 20 years.

Sir Tipene O'Regan

Chairman, Treaty of Waitangi Fisheries Commission.

Chairman, Sealord Group Ltd.

Chairman, Ngai Tahu Holdings Corporation.

Director, New Zealand Seafood Industry Council.

Visitor in History at the University of Canterbury.

Quote

*Every prospect listens to their own inner radio,
WII-FM*

What's In It For Me

William T Brooks

10.30am MORNING TEA (Costa Theatre lobby)

11.00am Choose between these two sessions:

THE FOOD SAFETY COUNTDOWN

(Percy Baxter Theatre)

MARKETING QUALITY PRODUCTS FOR PROFIT

(Costa Theatre)

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THE FOOD SAFETY COUNTDOWN

Seafood is classified under pending changes to the Food Standards Code as a 'potentially hazardous food'. This means it is a food product that is subject to microbiological contamination and deterioration, if not handled correctly.

Unfortunately, when food poisoning outbreaks occur, and they do, it is not just one business that is affected. Consumer confidence in all seafood product falls and affects the whole industry.

Consequently there is a regulatory and commercial imperative for all seafood businesses to implement a food safety program. This means that all businesses, and it does not matter whether you are a large processor or a small retailer, must be able to identify all potential food safety hazards, and implement control measures to minimise or eliminate the risks. All businesses must ensure that all staff are appropriately trained in safe food handling, and develop a documented recall procedure.

Some seafood businesses have already implemented a food safety program and discovered that it is not only easier than it seems, but that there are additional benefits in running the business.

In this session a panel of specialists will discuss their experiences of Food Safety Programs in seafood businesses from both sides of the Tasman. They will talk about the requirements of the forthcoming national food hygiene standard, and how to implement a program that meets those standards and improve customer confidence.

The specialists are:

Rachel Harvie, B.Tech (Food) Hons

Secretary and Technical Specialist for the NZ Fishing Industry Inspection and Certification Council.

Director, Seafood Systems Ltd.

Seafood Industry Training Organisation Assessor.

HACCP Coordinator.

CLEAR Self Employed Woman of the Year 1996.

Dr John Sumner, Bsc (Hons), PhD

Director M&S Food Consultants P/L.

Fellow Australian Institute of Food Science and Technology, NZ Institute of Food Science and Technology and Institute of Food Science and Technology.

Formerly Principal Lecturer in Food Technology and Head of Food Technology Unit, RMIT and Senior Lecturer in Food Technology, Lincoln College of Agriculture, NZ.

Services retained by Meat & Livestock Australia, Victorian Meat Authority and Ecolab P/L.

Bill McBride, Bsc, FQSA - Facilitator

Principal and Managing Partner, Foodlink Management Services.

Member, Working Group on Food Quality and Safety - PM's Supermarket to Asia Council.

Formerly Technical Services Manager with Kellogg (Aust) and General Manager with Edgell-Birdseye's Bathurst plant.

MARKETING QUALITY PRODUCTS FOR PROFIT

Aside from the feeling of pride in producing a great product, is it actually possible to make money from it? What is required to take a fish from the sea, to present it to a buyer on the other side of the world and still turn a profit? Do satisfied customers vote with their dollars? What is most important - Quality or Price?

I have got this great product but no one is interested in it! I'm sure this product would sell in China but I do not know anyone there and no one wants to help me! Can the Government really help when marketing seafoods? Who am I going to call?

We spend a lot of money, time and effort in getting a quality product for export and then it gets left on the tarmac at the airport! How am I going to get any space on the plane, it is always booked well in advance by the kiwi fruit growers? Once the product leaves my store I lose control, the airlines are only interested in my dollars, not my product!

Hopefully our specialist speakers can address these issues and others and, of course, they will answer your questions and be interested in your experiences.

The specialists are:

Peter Shelley

Managing Director, Tassal Ltd.

Chair, Australian Aquaculture Forum.

Chair, Tasmanian Aquaculture Council.

Deputy Chair, International Salmon Farmers Association.

Warwick Lee, B.Ag.Sc, B.Com, Grad.Dip.Mgmt.

Fisheries Group DPI Queensland.

Project Leader Hooking into Asia Seafood Markets Project.

Geoff Lord

Director Air Cargo Management Pty Ltd.

Member Transport and Logistics Working Group - PM's Supermarket to Asia Council.

Formerly National Cargo Manager for Singapore Airlines and Chief Executive Officer to the Air Freight Export Council of WA.

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Richard McLoughlin, BSc.(Hons), M.Sc - Chairperson

Director Fisheries Victoria, Dept of Natural Resources and Environment, Victoria.

Board Member Marine and Freshwater Resources Institute.

Board Member Victorian Fisheries Co-Management Council.

Member of Primary Industry Board of Management.

Chair of Aquaculture Committee of Australia and New Zealand.

Chair of Standing Committee on Fisheries and Aquaculture.

12.30pm Opportunity to visit the Trade Show or the Public Fair, obtain some lunch from one of the stalls and join in the fun of the International Seafood Fair. Your pass for the Fairs is included in your satchel.

1.30pm **QUALITY PACKAGING SOLUTIONS** - Presentation by the Plastics & Chemicals Industries Association Inc (PACIA)
(Costa Theatre)

2.00pm Choose between these two sessions:
BUYER & SELLER - THE QUALITY EQUATION
(Percy Baxter Theatre)
QUALITY IN ACTION (Costa Theatre)

BUYER & SELLER - THE QUALITY EQUATION

Quote

Rule #1

*If we don't take care of our customers,
somebody else will!*

Anon

'Meeting customer requirements' is the first principle of Quality Assurance. There was a time when the seafood industry was a supply-driven industry; whatever you could catch, you could sell. However, the marketplace has changed. Customers are more discerning and more demanding. There is more choice available in the marketplace, and businesses ignore their customers' expectations at their peril.

It is not only the retailer who needs to consider customer requirements. The supply chain is a series of customer/supplier relationships that must all fit together if the consumer is to receive safe, quality, cost effective product. The chain is only as strong as the weakest link!

In this session our specialists will examine customer requirements from a number of perspectives: the Japanese customer, the Australian consumer, the supermarket, together with quality through the chain. Our specialists are happy to hear of your experiences and answer your questions.

The specialists are:

Bill McBride, Bsc, FQSA - Facilitator

Yoshi Oyama, BLaw

Senior Trade Manager, (Seafood Specialist), Austrade, Tokyo.

Involved in promotion and marketing of Australian products for 8 years.

Over 20 years experience in product development, sales promotion, advertising and marketing in Japan.

Expert on Australian salt water fishing!

Graham Crouch, BLaw

General Manager Sydney Fish Market Pty Ltd.

Member, Fishing Co-operatives Restructuring Steering Committee.

Member, Advisory Council on Fisheries Research.

Former Chairman of Milk Marketing (NSW).

Involved at senior management level in NSW Industry for more than 30 years.

David Henning, MAppSc (Food Sc & Nutrition)

National Manager Food Quality, Woolworths Supermarkets.

Member, Cold Chain Task Force.

Member, Australian Supermarket Institute Technical Committee.

Over 15 years senior level experience in Food Industry.

Suzanne Russell, BEd, MBA

Council Member (past Chair) Australian Consumers Association.

Associate Professor, Food Science Department, RMIT University.

QUALITY IN ACTION

Quote

*Achievers are like eagles;
they don't fly in flocks.*

Harry Mills

Catching fish in the Antarctic region is surely no different than catching fish in any other area? These stories of fighting pirates, 30 metre swells, 200km winds and having to bring your #2's home in a bag are surely just for the media!

How can I take my small business, catching a limited resource item into the future? Is there actually a future for me and my small business?

I have had a food safety incident - is that the end of my business? What can I learn from this? Will I be able to get my business back into shape after this problem?

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I have been in the Industry for 30 years - why do I need to do any training? How is Training going to change the industry? What is the future for the industry, where are the people going to come from and are we setting up a career path for people to follow?

What is the future for SeaQual? Will we have national accreditation? What can I do to get involved? Should SeaQual be my ticket to play in the seafood industry?

The specialists are:

John Meyers - Chairman, 'Quality in Action'.

Managing Director, Meyers Strategy Group Pty Ltd.

Member, Market and Business Competitiveness Working Group - PM's Supermarket to Asia Council.

Member, Jeff Kennett's Food Industry Advisory Committee.

Past Director, Australian Horticultural Corporation and over 30 years in the national and international food industry.

David Carter

General Manager, Newfishing Australia P/L.

Sandy Wood-Meredith

Managing Director, Wood Fisheries P/L.

Deputy Chairman, Fisheries Research & Development Corporation.

Commercial Fishing Operator for over 27 years.

Mark Gooley

Operations Manager, Austrimi Seafoods P/L.

Executive Board Member, Victorian Fishing Industry Federation.

Chair, Seafood Processing, Victorian Food Industry Training Board.

Member, City of Greater Geelong Economic Development Board Aquaculture Task Force.

Hagen Stehr, AO

Chairman, Australian Fisheries Academy.

Director, Australian Tuna Boat Owners' Association.

Chairman, S.A. Fishing and Seafood Industry Training Council Inc.

Managing Director, Stehr Group.

Regular Contributor to 'Professional Fisherman' Magazine.

Commercial Fishing Operator for more than 30 years.

3.30pm

A VISION FOR THE FUTURE an interesting perspective of the industry and

CLOSING SUMMARIES to ensure that you pick up information on sessions you could not get to, and messages to take home.
(Costa Theatre)

Speakers are:

Sally Tonkin

Director, Oyster Traders Pty Ltd.

ABC 1997 SA Rural Woman of the Year.

Graduate, Australian Rural leadership Program.

Part time TAFE Lecturer in Harvest and Post Harvest Handling of Aquaculture Produce.

Peter Shelley

Managing Director, Tassal Ltd.

4.15pm

LAUNCH of 'THE SEAFOOD INDUSTRY'S STRATEGIC PLAN FOR ACHIEVING SEAFOOD EXCELLENCE'

by SANDY WOOD-MEREDITH, Deputy Chairman of FRDC
(Costa Theatre)

REFRESHMENTS AND NETWORKING till 6.15pm
(Costa Theatre Lobby)

Quote

Coming together is a beginning

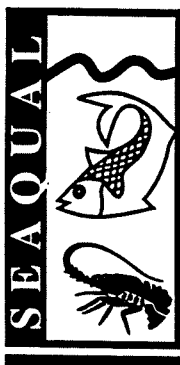
Keeping together is progress

Working together is success

Henry Ford

Conference Organisers - Jayne Gallagher and Roy Palmer

Winning With Quality



SeaQual

The seafood industry is an important contributor to the Australian economy with the gross value of production increasing significantly over recent years. Given the need to manage resources sustainably, value adding and increased aquaculture production represent the best opportunities to increase or maintain the industry's value.

For Seafood, value adding is closely connected with improving product quality through focusing on handling and transport systems. Critical factors include minimising 'time to market' and the chances of damage.

SeaQual, a partnership between the seafood industry and governments, is playing an important role in raising awareness and providing information on quality management. It aims to benefit the industry, hence the wider community, by hastening the adoption of quality management systems throughout the production and distribution chain.

Current SeaQual initiatives include:-

- Focusing on Quality - an inventory of programs and initiatives in the seafood industry, which provide information and contacts that are useful when setting up and developing quality management systems;
- SeaQual Victoria, which is establishing a SeaQual Retail Certification scheme and a State based perspective on food safety and quality;
- the Australian Seafood Exports Airfreight Program which will help to improve the effectiveness of Australian airfreight transport and handling systems to meet the quality needs of Australia's export markets;
- the 'Seafood Packaging Action Plan' which will help to improve the packaging systems used in transporting seafood by air, to the benefit of all in the chain; and
- development of a Seafood Safety Emergency Management Plan that will ensure a responsible, cohesive industry response to any seafood safety incident.

SeaQual's most recent achievement has been the publication of the 'Quality Chooser'. Using this system, individual enterprises can select the quality system most appropriate to their own business needs. The Chooser is supported by four SeaQual Packs covering, in more depth, the items raised.

All of SeaQual's products have resulted from extensive consultation with industry members.

Importantly, strategic guidance is provided by a broad industry based Steering Committee. Collectively the Committee represents all the major areas of the Seafood industry, particularly catchers, aquaculturists, wholesalers, retailers, supermarkets, processors and exporters. The Committee ensures that SeaQual provides information and advice which is relevant, pragmatic and appropriate to the needs of the industry. The list of Steering Committee members is provided.

The Conference provides an opportunity for members of our industry to interact and discuss these important issues. Speakers will illustrate, from their own experience, the principles outlined in the Chooser and the SeaQual Packs.

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SeaQual Steering Committee Members

Mr Simon Bennison

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Fax: 08 8242 0411

Mr Hans Sidler

General Manager
Food Buying & Export Woolworths
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Fax: 02 9892 7401

Mr Phil Cooper

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pwalshff@ozemail.com.au

Winning With Quality



Geelong • Victoria • Australia
Sunday 1 November 1998

Venue: Deakin University Woolstore Campus
Western Beach Road, Geelong

A conference
hosted by

*In conjunction
with the*



INTERNATIONAL
SEAFOOD FAIR



An opportunity to hear how seafood companies are meeting quality standards here and overseas, how adopting quality management can improve your profits and the overall benefit to the seafood industry.



SeaQual is a partnership between the seafood industry and government to increase profitability and sustainability through quality management. SeaQual helps members of the seafood industry - including catchers, aquaculturalists, cooperatives, wholesalers, retailers, processors, importers and exporters - to meet their needs for seafood safety and quality. This assistance is mainly through providing an industry perspective when dealing with governments on quality issues.

For more information about the Conference, contact SeaQual at:
PO Box 222
Deakin ACT 2600
Ph: (02) 6281 0383 Fax: (02) 6281 0438



- Quality and Food Safety
- Quality and Marketing
- Meeting Customers' Quality Requirements
- Quality in Action

Sir Tipene O'Regan - Chairman of the Waitangi Fisheries Commission, Sealord Group Ltd and Ngai Tahu Holdings Corporation.

Sir Tipene was the founding member of the Maori Fisheries Commission and has been elected Chairman of the reconstituted Treaty of Waitangi Fisheries Commission where he has played a major role in that body's commercial success. The Commission is now the biggest entity in the New Zealand fishing industry. He currently chairs the Sealord Group Ltd, New Zealand's largest fishing company and a major global participant in the world seafood industry. He is a current director of the New Zealand Seafood Industry Council Ltd as well as many other companies including Television New Zealand.

SPONSORED BY



**FISHERIES
RESEARCH &
DEVELOPMENT
CORPORATION**

SEALORD



**Natural Resources
and Environment**
 AGRICULTURE
 RESOURCES
 CONSERVATION
 LAND MANAGEMENT
 Fisheries Victoria

**Seafood Victoria - On the Move
1997 - 2001**

**TO REGISTER, MAIL OR FAX COMPLETED FORM BEFORE
OCTOBER 23, 1998**

Please register me for the Winning With Quality Conference

First Name: _____

Surname: _____

Organisation: _____

Mailing Address: _____

City/town: _____

State: _____ Postcode: _____

Country: _____

Telephone: () _____

Fax: () _____

email: _____

Conference registration is \$60 per delegate

Please make cheques payable to 'SeaQual' and send to:
The Conference Co-ordinator
Deakin University Woolstores Campus
GEE LONG Victoria 3217

METHOD OF PAYMENT

1. Please find enclosed my cheque for _____ delegate(s)
 (payable to SeaQual) for \$ _____

2. Please debit my:

☐ Bankcard

☐ Mastercard

☐ Visa

For the amount of \$ _____ Expiry date: ____ / ____

Name on card _____

Card number _____

Signature _____

Winning With Quality

Venue: Deakin University Woolstore Campus
Western Beach Road, Geelong

MORNING PROGRAMME:

8.30am: REGISTRATION

9.00am: OPENING SESSION

Welcome address - Chairman, Russell Reichelt (FRDC)

Official Opening - The Hon Pat McNamara

(Deputy Premier and Minister for Agriculture &
Natural Resources)

Keynote address - Sir Tipene O'Regan

(Chairman, Sealord Group Ltd)

10.30am: Morning Tea

11.00am: THE FOOD SAFETY COUNTDOWN

- *New Zealand food safety issues and innovations*

Rachel Harvie - NZ Sea FIC

- *Australian food safety issues and innovations*

John Sumner - M S Food Consultants

INTERACTIVE WORKSHOP

Facilitator

Bill McBride - Foodlink Management Services

(CONCURRENT SESSION)

11.00am: MARKETING QUALITY PRODUCTS FOR PROFIT

- *'Quality Food Australia'*

Jim Kennedy - Supermarket To Asia Council

- *How government can assist with marketing*

Warwick Lee - Hooking into Asia

- *Monitoring the cold chain - data log case study*

Geoff Lord - WA Airfreight Export Council

GENERAL DISCUSSION

Session Chairman

Richard McLaughlin - Fisheries Victoria

12.30pm: Opportunity to visit trade show and Seafood Fair

AFTERNOON PROGRAMME:

2.00pm: PRESENTATION - AVALON AIRPORT

2.30pm: BUYER & SELLER - THE QUALITY EQUATION

Session Chairman

Bill McBride - Foodlink Management Services

- *Japanese requirements for quality*

Yoshi Oyama - Austrade Japan

- *What we expect from suppliers*

Graham Crouch - Sydney Fish Market Pty Ltd

- *'Vendor Quality Management System'*

David Henning - Woolworths Australia

- *Consumer attitudes to quality*

Sally Nathan - Consumer Association

(CONCURRENT SESSION)

2.30pm: QUALITY IN ACTION

Session Chairman

John Meyers - Meyers Strategy Group

- *Resource access through quality management*

David Carter - New Fishing Pty Ltd

- *Supply chain management - shifting from low to high return products*

Sandy Wood-Meredith - Wood Fisheries Pty Ltd

- *A food safety incident response*

Mark Gooley - Austrimi Seafoods Pty Ltd

- *Training into the new millennium*

Hagen Stehr OA - Australian Fisheries Academy

3.30pm: CLOSING SESSION

- *A small business perspective*

Sally Tonkin - Oyster Traders Pty Ltd

- *Excellence in quality - a business decision*

Peter Shelley - Tassal Ltd

4.15pm: Launch of "Achieving Seafood Excellence
- A Strategic Plan"

Refreshments and networking opportunities

Ref: 95/155

12 October 1998

See attached distribution

**REQUEST FOR R&D FUNDING APPLICATIONS TO
UNDERTAKE THE DEVELOPMENT OF A NATIONAL
APPROACH TO SEAFOOD QUALITY - SEAQUAL
AUSTRALIA: STAGE 2**

Background

In 1995 ASIC, DPIE and FRDC jointly funded project 95/155
"Development of a national approach to seafood quality (SeaQual
Australia)".

The project addressed one of the five Federal Government priorities as
advised to the FRDC by the Minister for Primary Industries and Energy.

During the last three years SeaQual, under the direction of a steering
committee, has developed the seafood industry's strategic plan on
quality, produced a number of tools to assist organisations achieve
appropriate levels of quality management, and provided a single point
of contact for Federal organisations, such as ANZFA, to deal with the
seafood industry on matters such as food safety. The first stage of the
SeaQual project will finish on 31 March 1999.

At its meeting in June the FRDC Board decided to engage an external
consultant to review SeaQual and to prepare a business plan for
SeaQual which would provide options for its future directions.

The review was undertaken by Meyers Strategy Group which was
commissioned to conduct a number of focus groups in each state
involving industry stakeholders during August and September.

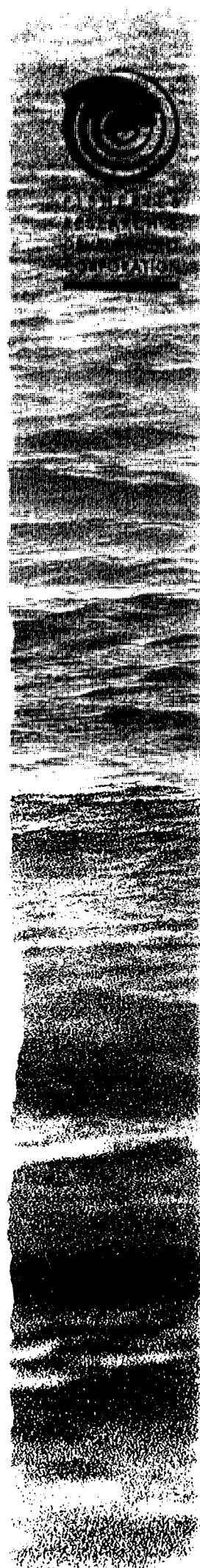
At its meeting in October, the FRDC Board accepted the Meyers
report and its recommendation to call for applications from selected
organisations to deliver SeaQual Australia: Stage 2 as an industry
service.

25 Geils Court, Deakin ACT

Postal address: PO Box 222, Deakin West ACT 2600 Australia

Tel: (02) 6285 4485 International: 61 2 6285 4485 Fax: (02) 6285 4421 International: 61 2 6285 4421

Email: frdc@frdc.com.au



R&D Funding Applications

Applications are to be submitted in the standard format to the FRDC by 1 December 1998 and will be processed as follows:

1 Dec	Applications received
7 Dec	Preliminary evaluation of applications and conditional approval by the FRDC Board
14 Dec	Comments sought from SeaQual Steering Committee and FRABs in accordance with FRDC's standard procedure
Late Jan	SeaQual Steering Committee meeting with applicant to discuss FRDC application
5 Feb	SeaQual Steering Committee comments to FRDC
3 Mar	Final evaluation of application by FRDC Board
1 Apr	SeaQual Stage 2 commences

In addition to the FRDC's evaluation criteria detailed in the FRDC R&D Plan (<http://www.frdc.com.au>) applications will be evaluated on the basis of:

- The degree to which the applicant will strengthen SeaQual through its innovative approach in the short and long term;
- The capacity of the applicant to ensure SeaQual's national relevance;
- The level of financial contributions from the applicant and other sources;
- The degree of collaboration between industry, government and other interested parties;
- The reliability of applicant and partners in regard to funding and project management
- The level of knowledge, experience and commitment of the applicant and other partners with respect to quality management and food safety.

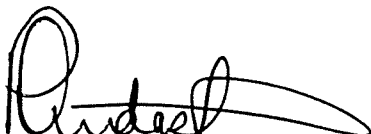
These criteria and other information are contained in the documentation that will be forwarded to potential applicants. Specifically, the documentation will include:

- The Meyers report "The Future of SeaQual - Scenario Development" and "Business Plan".
- Seafood Industry Strategic Plan for Quality
- Seafood Chooser and other SeaQual products
- List of SeaQual Steering Committee members and their terms of reference.

A list of organisations invited to submit an application is attached (Appendix 1).

The Board reserves the right to modify or not to approve any applications.

For a copy of the application documentation and other details, please phone the FRDC on 02 6285 4485 or email frdc@frdc.com.au.

A handwritten signature in black ink, appearing to read 'Peter Dundas Smith', with a long horizontal flourish extending to the right.

Peter Dundas Smith
Executive Director