

Tactical Research Fund

Conduct of a Seafood Incident Response Plan (SIRP) trial for the aquaculture industry in Melbourne as a prelude to the Skretting Australasian Aquaculture Conference (AA12)

Alan J Snow



Australian Government

**Fisheries Research and
Development Corporation**

Project No. 2011/259

Conduct of a Seafood Incident Response Plan (SIRP) trial for the aquaculture industry in Melbourne as a prelude to the Skretting Australasian Aquaculture Conference (AA12)

Author	Alan J Snow, Alan Snow Consulting
Published by	Seafood Services Australia Limited
Postal Address	PO Box 2188 Ascot Qld 4007
Telephone	07 3633 6777
e-mail	ssa@seafoodservices.com.au
Internet	www.seafood.net.au
Date	31 May 2012

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ISBN 978-0-9871787-1-8

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Figure 1: Group 1 in action

NON-TECHNICAL SUMMARY

2011/259	Conduct of a Seafood Incident Response Plan (SIRP) trial for the aquaculture industry in Melbourne as a prelude to the Skretting Australasian Aquaculture Conference (AA12)
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PRINCIPAL INVESTIGATOR Ted Loveday

ADDRESS Seafood Services Australia Limited
PO Box 2188 Ascot Qld 4007
Telephone 07 3633 6777

CO-INVESTIGATOR Roy Palmer

ADDRESS 2312/80 Claredon Street
Southbank Vic 3006
Telephone 0419 528733

- OBJECTIVES**
1. Industry awareness of the role of the Seafood Incident Response Plan will be increased and the linkages between the SIRP, the aquaculture sector, existing seafood recall plans, and emergency planning by food safety agencies will be tested.
 2. A trial to test the responsiveness of the aquaculture sector and the wider seafood supply chain to a seafood incident will be conducted
 3. The SIRP will be updated following the workshop to ensure that it remains responsive and relevant to today's environment
 4. Engagement with relevant food safety agencies will occur as the success of SIRP is about partnership and collaboration

OUTCOMES ACHIEVED TO DATE

Existing legislated food safety strategies have been specifically designed to:

- Stop any further distribution and sale of unsafe product;
- Retrieve the potentially unsafe food; and
- Inform the public and the relevant authorities about the problem.

There are two pillars to this strategy

1. All food businesses are legally required to have a documented Food Recall plan in case product has to be recalled.
2. All food safety agencies have well developed emergency response protocols in place and regularly trial their response strategies in case an emergency arises.

The Seafood Incident Response Plan (SIRP) does not override or take precedence over these existing strategies.

The role of the SIRP is to minimize damage to the seafood industry as a whole by providing guidance on how the industry is to respond in the unlikely event of an adverse incident.

A workshop to conduct a trial of the Seafood Incident Response Plan was conducted in Melbourne on 1 May 2012 as a prelude to the Australasian Aquaculture Conference.

About 30 participants from government, industry, food wholesalers, and retailers participated in the trial which was facilitated by Alan Snow and his team.

Participants were separated into two reasonably equal groups to act as the Seafood Incident Response Teams.

The workshop commenced with a short presentation about the role and operation of the Seafood Incident Response Plan and discussions about the linkage between the SIRP and individual company based food recall strategies already in place. One of the participants had recently been involved in a recent food recall and was able to provide some valuable firsthand knowledge about the experience.

Alan Snow and his team had prepared a hypothetical incident which was essentially an aquaculture based product that resulted in a foodborne illness in Australia and Hong Kong. Participants were unaware of the scenario prior to arrival at the workshop and arrived with essentially a blank piece of paper.

The timing of the hypothetical “incident” was the week prior to Christmas 2012.

Information was selectively released to participants as handouts and the two teams had to respond to the incident using the Seafood Incident Response Plan with the information that they had at a particular point in time.

The workshop was a combination of trial, working through the SIRP and associated templates, and participating in media interviews.

The workshop was very successful and concluded with a review of the SIRP based on the trial and the discussions that had taken place during the trial.

A number of recommendations emanated from the workshop, many of which have been incorporated into the most recent version of the SIRP. Other recommendations will be considered in the near future.

This revised version of the SIRP has been circulated to seafood industry stakeholders for final adoption.

As a result of this trial, the following objectives have been attained

1. Industry awareness of the role of the Seafood Incident Response Plan has increased through participation in the workshop, promotion of the workshop and media reports after the workshop;
2. A successful trial was conducted on 1 May 2012;
3. The SIRP has been updated to reflect recommendations emanating from the trial;
4. Engagement with food safety agencies was highlighted as a major issue but the relevant agencies did not participate.

Key recommendations that require further work or funding are:

1. Who is to be the peak industry body responsible for the ongoing maintenance of the SIRP;
2. Annual trials of the SIRP should be conducted;
3. Investigation of social media options as a means of maintaining contact lists, distribution of web based SIRP templates, etc.

A request has been received to conduct a SIRP trial specifically for the Seafood Importers. This is to be investigated.

KEYWORDS

Seafood Incident Response Plan, Emergency Response, Seafood Industry 2012 Trial, Aquaculture



Figure 2: Dos O'Sullivan and Rachel Mutter comparing notes to conduct an interview.

ACKNOWLEDGMENTS

SSA and the authors gratefully acknowledge the funding for this workshop which was provided from the FRDC on behalf of the Australian Government. Without this funding support, this workshop could not have been conducted.

The course facilitator and SSA would particularly like to acknowledge the assistance given by the following person or persons who assisted in making the workshop a success.

- Roy Palmer who provided valuable assistance regarding the development of the workshop program and incident scenario, evaluation of suitable Melbourne conference facilities, and his assistance in co-facilitation of the workshop on the day;
- Sue Poole, Seafood Scientist with the Queensland Department of Primary Industries and Fisheries who provided technical advice and the quality check on the incident scenario materials used at the workshop;
- Sharon Kimmins who provided valuable support through circulating workshop publicity and promotion materials, registering workshop registrants, etc;
- Vicki Snow, consultant with Alan Snow Consulting who provided on the ground administrative support on the day of the workshop, proof reading of reports and materials, and timely distribution of materials to participants at the workshop;

SSA and the authors also gratefully acknowledge the time and energy that all workshop participants expended at the workshop. The involvement of all participants has been instrumental in the success of this trial.

The complete list of workshop participants is included as [Appendix 3 - Workshop Participants](#)

Workshop participants made a number of recommendations for amendments to the Seafood Industry's "*Seafood Incident Response Plan*". Many of these recommended amendments have been incorporated into the SIRP and distributed to the wider seafood community who are the ultimate owners and users of the SIRP.

SSA and the authors acknowledge and wish to thank the assistance received from respondents in reviewing the most recent version of the SIRP and ensuring that the SIRP continues to meet its stated objectives.

BACKGROUND

Role of the Seafood Incident Response Plan (SIRP)

All individual food businesses are legally required to have a documented Food Recall Plan in case product has to be recalled.

Similarly, all food safety agencies have well developed emergency response protocols in place and regularly trial their response strategies in case an emergency arise.

These strategies have been specifically designed to work in harmony to:

- Stop any further distribution and sale of unsafe product;
- Retrieve the potentially unsafe food; and
- Inform the public and the relevant authorities about the problem.

The SIRP (previously the Seafood Emergency Plan) does not override or take precedence over these existing strategies. It does, however, have a potential role in managing the third of these strategies.

The role of the SIRP is to minimize damage to the seafood industry as a whole by providing guidance on how the industry is to respond in the unlikely event of an adverse incident.

Pathway to development of the SIRP

There were two triggers that led to the development of the Seafood Emergency Plan in 1998.

1. The industry had just recovered from the 1997 Wallis Lakes oyster contamination incident where the consumption of oysters from Wallis Lake was responsible for an estimated 444 cases of hepatitis A across Australia including one death. Seafood sales across the board were affected because the industry did not have a strategy in place to respond.
2. The seafood industry was keen to ensure that a similar incident did not occur while the Sydney Olympics were being conducted in 2000.

The Seafood Emergency Plan was originally developed by Seafood Services Australia in 1998-1999 and was revised by Campbell Crisis Management and Recovery Pty Ltd in 2000 -2001.

The 1999 version of the Seafood Emergency Plan (SEP) was tested at a national workshop conducted in 2000 before the Olympic Games.

Following this workshop, The Seafood Emergency Plan was rewritten and updated with a revised version subsequently released in 2001.

The original nationally adopted strategy was that

1. A national SEP would be created and individual states would develop their own individualised state plans that mirror the national plan.
2. The CEO of the seafood peak body (Australian Seafood Industry Council) would be the Seafood Emergency Team leader and the principal contact in the event of a seafood emergency.
3. A national Seafood Emergency Plan workshop would be conducted biennially to coincide with Seafood Directions.
4. State based workshops would be conducted to develop state based SEP's with the state based industry body leader to be the principal state contact.

5. Seafood Services Australia would provide the technical expertise in the event of an emergency and continue to maintain the Seafood Emergency Plan.

State based SEP trial workshops were conducted in South Australia (2002), Queensland (2004), and Western Australia (2004) with funding provided through the previous FRDC funding program, the Seafood Industry Development Fund.

The Seafood Emergency Plan was again updated in 2004 and meetings were held with key government stakeholders at DAFF and FSANZ to explain the objectives of the SEP.

The SEP has been invoked successfully on a number of occasions with national coordination through ASIC and SSA. Following each incident, the SIRP is revisited and updated as per the documented procedures.

Recent structural changes to the SIRP

The role and structure of the SIRP (previously known as the SEP) has changed significantly since its inception.

Major structural modifications to the Seafood Emergency Plan have been:

- When the Australian Seafood Industry Council (ASIC) ceased operations, SSA provided the role of the national contact and custodian of the SEP.
- The SEP was rebadged as the Seafood Incident Response Plan (SIRP) in 2006-2007 to clearly identify the role of the SIRP and to harmonise with national incident response protocols.

The role of the SIRP has also changed since the SEP was initially developed in line with legislative changes.

- All food businesses are now required to have a documented Food Recall Plan in place where this was not previously the case
- Food businesses will now undertake a voluntary food recall where this was not the case previously.

More Recent SIRP Trials

Alan Snow Consulting was engaged to coordinate two more recent trials of the SIRP.

Adelaide Workshop 2007

A workshop was conducted in Adelaide on 28-29 November 2007 where a number of group activities were conducted to trial the responsiveness to the SIRP. This workshop had two functions; to remind participants of the role of the SIRP and to test the strategies outlined in the plan.

Key recommendations that emanated from this workshop were:

1. The Seafood Incident Response Plan should be tested at least annually to ensure that the seafood industry is aware of its existence and is aware of the contents and procedures included in the plan.
2. That some media management and training be included in all future workshops if possible.
3. That FSANZ, DAFF, and local Health Department officers should be specifically invited to all future seafood incident planning activities.

4. That a web based media contact lists be developed to allow users to maintain their own entries.

National Trial 2009

An Australia wide trial was conducted on 27 October 2009 where all key industry participants were advised that a trial was to occur and responsiveness was trialled through teleconferences, e-mails, etc.

Key recommendations from the October 2009 trial were:

1. A future trial should be conducted over a week with up to an hour per day devoted to the trial. To conduct a trial over one day was too compressed and did not allow adequate time for consideration of distributed documentation.
2. The strategy of not disclosing the incident or the states to be involved in the incident should be continued.
3. The other states should be tested in a trial.
4. Further discussions need to be held with the relevant Food Safety agencies to ensure that in the event of an incident, they are involved and do keep the seafood industry advised of the incident and progress.
5. Further state based Seafood Incident Response Plan workshops should be considered.

The 2012 Trial of the SIRP

It was therefore very timely that a combined SIRP training exercise Trial Workshop be conducted in Melbourne in 2012.

It was determined that this workshop should focus predominantly on product from aquaculture sources.



Figure 3: Dr Technical Expert Catherine McLeod and other participants planning a response

NEED

Every time you fly, you listen to the flight attendant state, “In the unlikely event of an emergency, it is important that etc”. The message is continually reinforced so that, in the unlikely event of an incident, you will know exactly how to adopt the brace position, put on a life jacket, get an air supply, and minimize damage to yourself.

Similarly, regular trials of the Seafood Incident Response Plan (SIRP) need to be held to reinforce industry awareness of its existence and ensure that the SIRP is both responsive and relevant.

Australian seafood has an excellent reputation when it comes to food safety but we are potentially only one step from a disaster.

E.g. 22 December 2011 headlines “WA grown oysters off the Christmas Menu”.

A headline such as this one could have a highly detrimental effect on the Australian seafood industry if not properly managed. In this case, the SIRP was implemented as an Alert phase level incident (essentially a watching brief).

This does, however, highlight why it is important that the seafood industry is regularly reminded of the existence of the SIRP.

SSA on behalf of the Australian seafood industry has been responsible for the development and ongoing maintenance of the SIRP.

The SIRP co-exists with other existing incident response protocols and provides guidance to the seafood industry as to how to respond and thus minimize damage to the industry resulting from an adverse incident.

This SIRP trial workshop was scheduled as a prelude to the Australasian Aquaculture Conference & Trade Show (1-4 May 2012, at the Melbourne Convention & Exhibition Centre).

A unique opportunity existed for key stakeholders, particularly stakeholders associated with the aquaculture sector, to participate in the SIRP trial and attend the conference.

The key outcomes from the workshop were presented to conference delegates at a session at Australasian Aquaculture.

The Australian aquaculture industry and associated supply chains were the major focus of this particular trial.

OBJECTIVES

1. Industry awareness of the role of the Seafood Incident Response Plan will be increased and the linkages between the SIRP, the aquaculture sector, existing seafood recall plans, and emergency planning by food safety agencies will be tested.
2. A trial to test the responsiveness of the aquaculture sector and the wider seafood supply chain to a seafood incident will be conducted
3. The SIRP will be updated following the workshop to ensure that it remains responsive and relevant to today's environment
4. Engagement with relevant food safety agencies will occur as the success of SIRP is about partnership and collaboration



Figure 4: The incident unfolds. A group considering the actions that needs to be taken.

METHODS

Planning and promotion for the workshop

The checklist SP-5 Checklist – Trial of the SIRP from the SIRP was used as a guide to the conduct of the trial

Table 1: Trial Checklist

Activity	Comments
Preparation for the Trial	
<p>Create a template which is clearly identified by all stakeholders as a “Trial of the SIRP” and cannot be misconstrued as a real incident. This template is used to conduct trials of the SIRP</p> <p>This template is to be used on all correspondence and documents developed as part of the trial including running sheets, incident forms, faxes, letters, etc.</p>	<p>Template completed and used for all documentation, correspondence, etc</p>
Set a date for the conduct of the trial	Set at 1 May 2012
Advise stakeholders to be involved in the trial of the date and provide copies of the template to be used for t trial	Not applicable as documents distributed at the workshop
Advise each SIRT Leader to update the contacts list and send copy to SSA 1 month prior to the date of the trial	<p>Not possible at this time because of the short time frame.</p> <p>Being effected as part of the review</p>
Develop the hypothetical incident scenario	Alan Snow completed in discussion with his team
SSA will advise each person on the state contact list that a trial of the SIRP is to be undertaken on a certain date	Completed as part of the workshop promotion
Conduct of the Trial	
On the day of the trial, declare trial underway and proceed as per <u>SP-3 Seafood Incident Response Checklist</u>	Trial conducted on 1 May 2012
After the Trial	
Declare trial over and conduct debrief as per <u>SP-3 Seafood Incident Response Checklist</u>	Conducted by Roy Palmer and Alan Snow at the end of the workshop
Update the SIRP if necessary	Completed by Alan Snow
Organise for any necessary training to fill the gaps identified in the trial.	No action taken yet but issues identified in the list of recommendations

A standard template was developed which was used for all workshop materials. As with all trials, it is crucial that there can be no possibility of the workshop materials being misinterpreted as a real incident.

Promotion of the workshop was conducted essentially by email with a request for on forwarding to other stakeholders.

The list of identified recipients is included as [Appendix 4 – Promotion of Workshop](#).

Development of the hypothetical incident

A scenario was developed which met the following criteria:

- Involved seafood from an aquaculture source;
- Involved both domestic and seafood export distribution chains;
- Involved a voluntary food safety recall by the distribution company;
- Resulted from a toxin contamination in the growing area.

The scenario that was used as the basis for the incident is outlined below as Figure 5.

Handouts were prepared based on this scenario that would be selectively released to workshop participants on the day and gradually allow the incident to unfold. A copy of the handouts is included as [Appendix 6 – Workshop Materials](#).

Figure 5: A brief description of the incident scenario:

Brief Description of the Scenario

The timing for this hypothetical incident is set as the week immediately prior to Christmas 2012.

Australian grown mussels from an aquaculture source are found to be contaminated with a food borne shellfish toxin.

These mussels have been harvested from an aquaculture source in Port Phillip Bay.

The product had been harvested and processed by a fictitious Australian company *Mussel Up*.

Mussel Up is a licensed seafood exporter with active and approved export arrangements. They process and export live, chilled and frozen mussels to both the domestic and export markets. Australian product was sold in New South Wales and Queensland as well as Victoria to both the retail industry and the service industry through distributors.

Mussel Up received product from *Victoria Finest Farmed Mussels* a fictitious licensed mussel farm in Port Phillip Bay.

The principal export destination for frozen mussels from *Mussel Up* is Hong Kong.

Early reports are received that there have been a number of reported cases of food poisoning in Melbourne. Three people initially attended the Emergency Centre of Royal Melbourne Hospital. The cases do not appear connected and there is no reason to link the incidents as they are probably not out of the normal.

All had eaten seafood but the products consumed varied and included fish, oysters, mussels, and blue swimmer crabs.

The symptoms described were somewhat varied and sketchy but generally included vomiting, diarrhea, and some tingling around the lips in one case. The onset of symptoms was about 3-4 hours after consumption.

The next day, an early news report from the morning TV show *Dawn Buster* reports that there are a number of reported cases of food poisoning in Hong Kong after people have consumed Australian seafood. The cause or number affected could not be confirmed at this time. The TV presenter goes on to ask if seafood from Australia is safe.

Later information revealed that the symptoms included vomiting, diarrhea, numbness and muscle aches. The onset of symptoms was reported about 2-4 hours after consumption

Follow-up news report confirms that the causative product is frozen Australian grown Mussels.

Hong Kong authorities immediately recalled the product and determined that the entire shipment is to be destroyed.

The authorities have also placed an immediate ban on all imports of Mussels from Australia to Hong Kong.

The news report then asks whether the product from this source is to now be dumped on the Australian marketplace.

The batch codes and export information are retrieved that allow the product to be traced back to the packer and exporter, *Mussel Up*.

The batch codes confirm that the product was harvested from a lease in Port Phillip Bay and, according to the catch details, was not harvested during a closure but was harvested the day prior to a closure.

A further 25 confirmed cases of food poisoning were reported in Australia after people have consumed mussels. Ten of these cases occurred at a Leagues Club seafood buffet in Sydney.

Traceability details confirmed that this particular batch was also sold domestically as frozen mussels and processed bottled chilled mussels.

Mussel Up has a Food Recall Plan and has immediately instituted a voluntary recall of product.

Media sources are questioning:

- Whether all seafood from Australian aquaculture sources is affected,
- Whether consumption of all seafood from Port Phillip Bay should be banned.

Conduct of the workshop

The basic thrust of the program for the day was:

- 1) Introduction to the conduct of the workshop;
- 2) Discussion about the role and functioning of the Seafood Incident Response Plan;
- 3) Working through the hypothetical incident;
- 4) Critical analysis of the SIRP based on the findings of participants while working through the scenario.

The workshop program is included in [Appendix 6 – Workshop Materials](#) as [Handout 01 – Workshop Program](#)

Participants were split into two groups along fairly similar lines. It was designed so that there would be an equal mix of industry and government representatives.

After an introduction to the workshop, a presentation was given on the role and structure of the Seafood Incident Response Plan and how it sits in relation to other incident response protocols and food recall strategies in place by food businesses.

Phil Corbett from Simplot had been involved in a recent food recall and was able to provide some very valuable firsthand knowledge to participants on the cost of conducting a food recall and the pitfalls.

Following this introductory presentation, the trial began.

A brief description of the conduct of the workshop and the selective release of documents is included as

Appendix 5 – The Scenario Unfolds.

The timing for the scenario was the week before Christmas 2012.

The workshop involved a mix of

- 1) Group activity using the key handouts – the current Seafood Incident Response Plan and the templates from the SIRP as a guide.
- 2) Activities where the teams had to act as a SIRT and make decisions based on the knowledge they had at that time;
- 3) Media interviews
- 4) Reporting and discussions on the strategies that the two teams had decided on.

Post workshop activities

The following activities were completed immediately following the workshop

The results from the workshop were summarised and were immediately distributed to all participants for comment.

Recommendations were separated into those that could be immediately implemented in the SIRP and other recommendations that will need further work or involve changes to infrastructure, etc

Those recommendations that could be immediately incorporated into the SIRP were implemented and a revised version of the SIRP developed.

This version of the SIRP was distributed to participants on 14 May 2012 with a closing date for submissions of 21 May 2012.

The SIRP was reviewed based on the feedback from workshop participants and a revised version distributed to seafood industry stakeholders with a closing date for submissions of early June.

The final version of the SIRP will be released in mid June 2012.

RESULTS/DISCUSSION

Industry Awareness of the SIRP

Industry awareness of the role and the existence of the Seafood Incident Response Plan has been substantially increased through the following opportunities.

Promotion of the Trial

The workshop to trial the SIRP was promoted widely through e-mail messages distributed widely through the seafood industry. The success of this activity can be seen from the diversity of participants at the workshop.

Participation in the trial

The majority of the participants in the trial had not participated or been exposed to the SIRP previously.

As a result, more people in the seafood industry now have exposure to the SIRP and have a full understanding of its role, function, and implementation.

Testimony of the wider promotion can be seen from the direct participation of one of the major supermarket groups and a request from the other to be involved with an indication to provide support if required.

The statement from the participant from the supermarket chain on the day was, "This activity gives a lot of confidence in the seafood industry to me. Consumer confidence in the industry will be assured. In the event of an incident,"

Similarly, the comment from a representative from a major foodservice company was, "It is great to know that this type of support is available. I was oblivious to the existence of the SIRP. All seafood businesses need to be made aware of its existence and its role."

The direct participation from a representative of a company who has recently undertaken a food recall was a huge bonus as he was able to provide firsthand knowledge on his experiences and was a strong advocate for the role of the SIRP.

The scenario used during the trial

The timing of the hypothetical "incident" was the week prior to Christmas 2012.

The hypothetical incident that was chosen involved product emanating from an aquaculture source. Participants were unaware of the scenario prior to the workshop with the scenario kept under very tight embargo prior to the day.

Information was sequentially released throughout the trial as the incident escalated and participants were required to respond to information that was initially quite limited.

As such, participants gained a detailed knowledge and experience as to the role and function of the SIRP including the use of the templates in the SIRP.

The linkages between both the food recall strategies in place with seafood businesses involved in the hypothetical "scenario" and the food safety agencies was explored.

Distribution of the revised SIRP

The revised SIRP including amendments recommended at the workshop has been distributed to stakeholders in the wider seafood industry. As result of this distribution, a greater number of people in the seafood industry including participants at the workshop will have a fuller knowledge of the existence and the role and function of the SIRP.

Publicity of the trial after the event

The trial of the SIRP generated a substantial amount of media publicity including a radio interview with ABC regional. Lists of known items of publicity are listed in [Appendix 8 – Media Reports.](#)

Responsiveness of the aquaculture sector

The responsiveness of the aquaculture sector and the wider seafood industry including associated supply chains was tested through the chosen scenario which involved product from an aquaculture based source.

This was further highlighted in a presentation by Alan Snow to the Australasian Aquaculture conference.

The scenario involved linkages to the following sectors or groups

- Growing and harvesting
- Wholesale and distribution
- Exporters
- International foodservice importers
- International regulatory authorities
- Domestic regulatory authorities (Commonwealth and State);
- ASQAP
- Domestic foodservice.

Update of the Seafood Incident Response Plan

Following the trial, workshop participants conducted a critical review of the SIRP and put forward a number of recommendations for improvement. This list of proposed amendments is listed as [Appendix 7 – Workshop Recommendations.](#)

Key recommendations worthy of mention are:

Future responsibility for the SIRP

The Australian Seafood Industry Council as the seafood industry peak body was historically the custodian of the SIRP with SSA providing the technical backup and administrative assistance in the event of an incident.

No recommendation was forthcoming as to who should be the future custodian of the SIRP. It was however suggested that the National Seafood Industry Alliance (NSIA) as a peak industry body was the most likely contender.

Industry Liaison

The clear message from industry participants in the workshop was that the position of Industry Liaison was essential and industry would very much appreciate contact with the SIRT in the event of an incident in which a food recall is being conducted to ensure that they have not missed something and the food recall is effective.

It was therefore recommended that a position of Industry Liaison become a key member of the SIRT.

The role of the position is, in the event of a recall or recalls by different organisations, to maintain liaison with the companies concerned and to provide or organise further assistance or advice if required.

Contact lists

The importance of up to date contact lists was again highlighted. It was agreed that contact lists should be audited and updated a minimum of annually to ensure that they are current and correct when needed.

Other recommendations included the inclusion of 24 hour contact numbers, use of a facility such as LinkedIn, and the addition of a wider set of contacts in the group (e.g. mussel producers, barramundi farmers, etc).

SIRT Membership

It was recommended that the Seafood Incident Response Team be vertical, tight, and focussed.

It was recommended that the key positions on the SIRT be:

- Team Leader
- Media Liaison
- Industry Liaison
- Technical Expert

It was agreed that these positions should be included in the SIRP and have positions and role for the position articulated in the plan.

Technical Expertise

Access to good technical information from a competent authority is necessary as part of the media management in the SIRP.

It was agreed that contact details for the SafeFish initiative be added to the SIRP.

The resources of the SafeFish initiative through Dr Catherine McLeod are available in the event of an emergency.

Structure of the Seafood Incident Response Plan and Templates

The templates need to be reviewed but were generally OK. It was suggested that some of the lists were too long and maybe look at points and sub-points rather than a long list.

All checklists will be reviewed based on this comment.

A section is to be added to the SIRP which clearly shows the role of the SIRP and where it sits in relation to other incident response initiatives. This is currently being investigated and developed.

Trial and Review of the SIRP

It was again recommended that a trial of the SIRP should be conducted annually.

The next trial is proposed to focus on seafood importers.

Engagement with relevant food safety agencies

All food safety agencies were invited to participate in this workshop. In fact, Prime Safe Victoria was invited to open the workshop. Unfortunately they were unable to participate.

The involvement and role of the relevant food safety agencies was highlighted but it will be important that these linkages to food safety agencies be further developed so that the role of the SIRP is clearly understood by food safety agencies.



Figure 6: Jim Paparo interviewing a seafood industry representative in one of the exercises

BENEFITS AND ADOPTION

A wider section of the seafood industry is now aware of the role and existence of the Seafood Incident Response Plan.

As a result of this workshop, key amendments have been made to the SIRP to ensure that it remains responsive and meets the needs of the seafood industry.

There has been a clear and definite message that the SIRP is providing a useful role and worthy of continuation.

The ongoing adoption of the SIRP needs to be facilitated by:

- Regular trials and promotion of the SIRP;
- Agreement on who is to be the custodian of the SIRP and commitment by the custodian to maintain the SIRP;
- A sound funding base to ensure that regular trials can be conducted;
- Development of the additional resources identified in the recommendations (e.g. Dropbox, LinkedIn, etc).

The key sectors that have benefited from this trial are:

The Aquaculture sector

This is the first trial that has specifically targeted the aquaculture sector. As a result, a number of recommended amendments that have not been previously considered are to be adopted.

The Supermarket and retail sectors

The two major supermarket chains now have an understanding of the role of the SIRP and are pleased by what they have seen as highlighted previously in this report.

Wholesalers and distributors

The role of wholesalers and distributors and particularly the importance of good traceability systems are more fully understood.

All other seafood supply chain participants

Most of the seafood supply chain was tested as part of this trial. In particular, the need for the seafood industry as a whole to be ready to deal with an adverse incident was strongly highlighted and recognised.

The overall benefits of this trial are recognised through all of the stated objectives having been met.

FURTHER DEVELOPMENT

New Version of the Seafood Incident Response Plan

As part of the workshop, participants were asked to make recommendations about any changes that needed to be made to the SIRP to ensure that it remains responsive and continues to meet the needs of the seafood industry.

The list of recommendations emanating from the workshop is included as Appendix 7 – Workshop Recommendations.

Many of these recommendations have been already incorporated into the most recent version of the SIRP which has been distributed to the wider seafood industry.

Additional recommendations are to be considered subject to funding and agreement by all key stakeholders to the SIRP.

Future Trials of the SIRP

A key recommendation from the workshop and from all previous workshops has been that a trial should be conducted annually.

It is recognised that this is certainly desirable but funding for this activity is a consideration.

It is agreed that a trial specifically targeting seafood importers has been requested and is proposed to be conducted. Funding for this activity is to be considered but will essentially involve contributions from the seafood importers.

A further opportunity exists to conduct a national workshop as part of Seafood Directions 2013 which is being conducted in Port Lincoln from 27 to 30 October 2013.

This would be very timely and would give the opportunity to synchronise workshops again with Seafood Directions.

Future custodian of the SIRP

The Australian Seafood Industry Council as the seafood industry peak body has historically been the custodian of the SIRP with SSA providing the technical backup and administrative assistance in the event of an incident. The CEO of ASIC was the national team leader in the event of an emergency.

With the demise of ASIC, SSA has assumed this role and has maintained the SIRP between incidents, conducted trials, and provided the role of the national team leader in the event of an incident. SSA would call the initial meeting of the SIRT together and allow the SIRT to appoint the appropriate team leader dependant on the state and commodity affected.

This arrangement is unlikely to continue in the future and a decision as to the future custodian of the SIRP needs to be determined and a commitment to ongoing maintenance given.

It was agreed that the National Seafood Industry Alliance (NSIA) as a peak industry body was the most likely contender.

Future internet based resources

In the past, all SIRP templates and documents have been located on the Seafood Services Australia server. This was appropriate as SSA was the custodian of the SIRP.

Depending on decisions as to who is to be the custodian of the SIRP, a decision may have to be made as to where the key SIRP documents including templates are to be housed.

Other recommendations that will be considered in light of this decision are:

- To establish a LinkedIn list of SIRP contacts where all contacts will be responsible for maintenance of their own contact details;
- To establish a Dropbox area where all SIRT members have access to the relevant SIRP tools and templates. This would also be useful in the event of an incident for the distribution of key documents relating to an incident;
- To establish a central web based repository of key SIRP documents and templates as is currently maintained by SSA.
- To investigate the use of a web based facility such as GoToMeeting for the conduct of SIRT meetings. This will be trialled in the future to determine if it is functional and meets the needs of SIRT's.

Update contact lists

It is crucial that all contact lists be up to date. A review of existing contacts is currently being undertaken as part of the industry review of the revised SIRP.

This will be a major exercise to be conducted in the future and more importantly to develop an ongoing strategy for continual maintenance thus ensuring that the contacts are up to date when required.

PLANNED OUTCOMES

The theme for the Australasian Aquaculture Conference & Trade Show (1-4 May 2012), at the Melbourne Convention & Exhibition Centre was “The Next Ten Years”.

In keeping with this theme, this workshop to conduct a trial of the Seafood Incident Response Plan was scheduled as a prelude to AA12 using an aquaculture based scenario to ensure the aquaculture industry knows how to respond to an incident.

The theme of the trial was essentially “What would you do if etc.”

The key outcomes of this trial and achievements to date are:

1. Industry awareness of both the role of the Seafood Incident Response Plan and the fact that the seafood industry actually had a seafood incident response plan was increased substantially. This was achieved in particular through the participants at the workshop but also through the sheer amount of email traffic that was promulgated prior to the workshop to potential stakeholders. A number of media outputs on the workshop resulted. (See [Appendix 8 – Media Reports](#).)
2. The linkages between the SIRP, the aquaculture sector, existing seafood recall plans, and emergency planning by food safety agencies were trialled and the role of both the food recall protocols used by agencies and the role of the SIRP outlined. It was unfortunate that, despite specific invitations, PrimeSafe Victoria were unable to participate in this event.
3. The responsiveness of the aquaculture sector and the wider seafood supply chain to a seafood incident was tested through the trial. As planned, the hypothetical incident that was released through the day involved product from aquaculture sources.
4. The SIRP was updated following the workshop to ensure that it remains responsive and relevant to today’s environment. All recommendations arising from the workshop have been incorporated into the revised SIRP.
5. The findings from the workshop were presented to the Australasia Aquaculture as planned.

CONCLUSION

This was a very successful workshop which had two positive outcomes:

1. A highly successful trial of the Seafood Incident Response Plan was conducted on 1 May 2012. This trial was widely promoted throughout the seafood industry.

A wide range of participants were involved, most of who had not been exposed to the SIRP previously.

2. A review of the existing SIRP was conducted after the trial and a number of recommendations made that will enhance the value to the seafood industry and its responsiveness considerably.

Many of these recommendations have been incorporated into the revised version of the SIRP. A number of others relate to infrastructure which are to be reviewed once decisions are made as to the location and custodian of the SIRP.

The key output from this project has been a revised Seafood Incident Response Plan.

As a result of this workshop through promotion of the workshop, participation in the workshop, publicity after the event, and the distribution of a revised SIRP, a greater number of people in the seafood industry have been exposed to the SIRP and are more knowledgeable of its role and existence.

The key outcome will be that the seafood industry has a document which clearly articulates how to respond in the event of an adverse incident.



Figure 7: Phil Corbett and Dan Machin working through the SIRP

REFERENCES

1. SSA (2009) Seafood Incident Response Plan; available at http://seafood.net.au/files/Seafood%20Incident%20Response%20%20Plan%20_Oct%202009_.pdf
2. SSA (2009); "The Seafood Incident Response Plan-2009"; available from http://seafood.net.au/files/Seafood%20Incident%20Response%20%20Plan%20_Oct%202009_.pdf
3. AQIS; Export Control (Fish and Fish Products) Orders 2005 Schedule 8.
4. FSANZ (2011); "Food Safety Standards- Food recall systems for unsafe food"; available at <http://www.foodstandards.gov.au/newsroom/factsheets/foodsafetyfactsheets/foodrecallsystemsfor104.cfm>
5. FSANZ (2009); "Food Recall Protocol – 6th Edition –February 2009 – A guide to writing a recall plan and conducting a food recall"; available at <http://www.foodstandards.gov.au/foodmatters/foodrecalls/foodindustryrecallprotocol5thedition/index.cfm>
6. Alan Snow Consulting (2009), "Report on Conduct of Trial of Seafood Incident Response Plan prepared for Seafood Services Australia - 28 October, 2009", available from SSA
7. Alan Snow Consulting (2007), "Report to Seafood Services Australia Conduct of Seafood Incident Response Planning Workshop Adelaide on 28-29 November 2007" available from SSA
8. FDA; Bad Bug Book - Handbook of Foodborne Pathogenic Microorganisms and Natural Toxins; available online at <http://www.fda.gov/downloads/Food/FoodSafety/Foodbornellness/FoodbornellnessFoodbornePathogensNaturalToxins/BadBugBook/UCM297627.pdf>

APPENDIX 1 - INTELLECTUAL PROPERTY

No intellectual property has been developed as part of this project.

The materials used at the workshop trial were developed by Alan Snow Consulting and can be used by other organisations wishing to undertake a similar exercise.

APPENDIX 2 - KEY STAFF ENGAGED ON THE PROJECT

Alan Snow

Alan Snow Consulting

Engaged by Seafood Services Australia to

1. Develop the scenario to be used at the SIRP Trial
2. Undertake the promotion and planning of the workshop
3. Facilitate the workshop
4. Revise the Seafood Incident Response Plan with the recommendations emanating from the trial workshop
5. Presentation of outcomes of trial to a session at Australasia Aquaculture 2012 Conference
6. Prepare the final report from the workshop

Roy Palmer

Director WAS-APC

Provided assistance in

1. Promotion of the workshop and liaise with Australasia Aquaculture conference organisers
2. Preparation and planning of the workshop
3. Organisation of the venue for the workshop
4. Co-facilitation of the workshop

Sharon Kimmins

Seafood Services Australia

1. Provided administrative support prior to the workshop
2. Registration of participants

Vicki Snow

Seafood Services Australia

Provided assistance at the workshop by:

1. Registering participants on arrival
2. Selectively distributing information to participants in cooperation with the facilitators to assist in developing the emergency
3. Photography
4. Note taking and collation of workshop materials after the workshop

APPENDIX 3 - WORKSHOP PARTICIPANTS

Agi	Argyropoulos	Seafood News	West Preston	Vic
Kerrod	Beattie	Fisheries Queensland	Brisbane	Qld
Rodney	Bett	Petuna Aquaculture		
Graeme	Bowley	Fisheries NSW	Taylors Beach	NSW
Phil	Corbett	Simplot Australia Pty. Ltd.	Mentone,	Vic
John	Cordin	Austral Fisheries	Perth	WA
Gus	Dannoun	Sydney Fish Market	Pymont	NSW
Debra	Dooan	Port Stephens Fisheries Institute	Nelson Bay	NSW
Luke	Fraser	PIRSA Fisheries and Aquaculture Division	Adelaide	SA
Steven	Gambrellis	Seafood Store		
Glen	Ingham	SARDI	Adelaide	SA
Pete	Jeans	Sydney Fish Market	Pymont	NSW
Joe	Kirby	PFD Food Services Pty Ltd	Kings Meadows	Tas
Nicole	Kirchhoff	National Centre for Marine Conservation and Resource Sustainability, AMC, University of Tasmania	Launceston	Tas
Richard	Luney	Coles Brands	Hawthorn East	Vic
Dan	Machin	Aquaculture Council of Western Australia	Fremantle	WA
Adam	Main	Tasmanian Salmonid Growers Association Ltd (TSGA)	Sandy Bay	Tas
Lukas	Manomaitis	Seafood Consulting Associates	Bangkok	
Cath	McLeod	SafeFish / SARDI	Urrbrae,	SA
Rachel	Mutter	IntraFish Media	London	
Ashley	Oliver	Seafood Industry Victoria	WEST MELBOURNE	Vic
Dos	O'Sullivan	Dosaqua	Cheltenham	Vic
Roy	Palmer	Seafood Experience Australia		Vic
Jim	Paparo	Department of Fisheries WA		WA
John	Preston	Department of Primary Industries, Parks, Water and Environment	Hobart	Tas
Alan	Snow	Alan Snow Consulting	Murarrie	Qld
Vicki	Snow	Alan Snow Consulting	Murarrie	Qld
Richard	Tan Dr		Biloela	Qld
Rachael	Walker	PFD Food Services Pty Ltd	Kings Meadows	Tas
Chen	Wen	Guangdong Prvincial Oceanic and Fisheries Administration	China	
Clinton	Wilkinson	South Australian Shellfish Quality Assurance Program, Plant and Food Standards, Biosecurity SA		SA
John	Wilson	Fisheries Research and Development Corporation	Deakin West	ACT

APPENDIX 4 – PROMOTION OF WORKSHOP

E-mail Distribution to the following seafood groups and identified individuals with a request for on forwarding.

1. Seafood Access Forum Distribution
2. SSA Board
3. SSA Network List
4. Seafood Experience Alliance Distribution
5. People who supported application
 - National Aquaculture Council
 - WAS Asian Pacific Chapter
 - Sydney Fish Market
 - SEA Bob Cox
 - Western Rock Lobster Council
 - Seafood Importers Association of Australasia
6. Fisheries R & D Corporation
7. Aquaculture Producers
 - WAS-APC
 - Australasia Aquaculture registrants
 - Jim Paparo newsletter distribution
8. Seafood Industry Peak Bodies
 - Seafood Experience Alliance
 - Seafood CRC distribution
 - National Seafood Industry Alliance
 - FRDC
 - Seafood Industry Victoria
 - Australian Food and Grocery Council
 - SIAA
9. Domestic Wholesalers
 - Agi – Seafood News
10. Domestic Retailers
 - Master Fish Merchants Association
 - Coles Supermarkets
 - Woolworths Supermarkets
 - IGA/ ALDI/ Costco
11. Seafood Exporters
 - Seafood Access Forum
12. Seafood Importers
 - SIAA
 - VFFMA – Brian Bateman
 - Food & Beverage Importers Association
13. Commonwealth Government
 - DAFF
 - AQIS Import Food and Exports
14. State Governments
 - DPI Victoria
 - Health Department Victoria
 - All State Fisheries and Aquaculture Departments
 - Australian Fisheries Managers Forum Distribution
15. Food Safety Agencies
16. PrimeSafe Victoria
17. Food Standards Australia and New Zealand
18. Local Authority EHO's
19. EHO's Group Melbourne City Council
20. Australian Shellfish Quality Assurance Program distribution

APPENDIX 5 – THE SCENARIO UNFOLDS – LESSON PLAN

<i>Hypothetical Date and Time</i>	<i>Activity</i>	<i>Resource and document for distribution</i>																					
	<p>Opening of the workshop and setting the scene</p> <p>Participants assigned to one of two teams to work through the scenario</p> <p>Explanation of the documents distributed on arrival</p>	<p>The following documents distributed on arrival</p> <ul style="list-style-type: none"> • Seafood Incident Response Plan • Hand 01 - Workshop Program • Hand 15 Assessment of Trial • Hand 02 Onset and duration foodborne illness • Hand 03 SIDF Trial Templates <ul style="list-style-type: none"> ○ SP-1 Seafood Incident Form ○ SP-2 Seafood Incident Response Plan Incident Running Sheet ○ SP-3 Seafood Incident Response Checklist ○ SP-6 Seafood Incident Response Plan Product Recall Checklist ○ SP-7 SSA Checklist in the Event of an Incident 																					
	<p>Objectives of this Exercise</p> <p>The objectives of this exercise are to identify:</p> <ul style="list-style-type: none"> • When and how will the SIRP be instigated? • Who will be the spokesperson? • Who will form the Seafood Incident Response Team (SIRT) and how will it meet? • What will its role be in this event? • What should the key messages be? • Who will provide technical advice to the SIRT? • How will it interrelate with the key stakeholders? • When to declare the incident at <ul style="list-style-type: none"> ○ Alert Phase ○ Action Phase ○ Stand down phase? 	<p>Refer to</p> <p>Handout 03 SIDF Trial Templates</p> <p>PPT Slide Points to Consider (2)</p> <p>PPT Slide – The Fun Begins</p>																					
	<p><i>The timeframe</i></p> <p>The timing for this hypothetical incident is set as the week immediately prior to Christmas 2012.</p>	<p style="text-align: center;">Day 1 of the Incident</p> <p style="text-align: center;">December 2012</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td> </tr> <tr> <td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td> </tr> <tr> <td>24</td><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td> </tr> </table> <p style="text-align: center;">   </p>	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
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<i>Hypothetical Date and Time</i>	<i>Activity</i>	<i>Resource and document for distribution</i>																					
Day 1 Tuesday 18 December	<p><i>Unconfined report from Hospital sources</i></p> <p>Reports are received that about five persons have been treated at the Emergency Centre of the Royal Melbourne Hospital.</p> <p>The symptoms described varied somewhat but included vomiting, diarrhoea, and some numbness or tingling around the lips in one case.</p> <p>All had eaten seafood but the products consumed varied and included fish, oysters, mussels, and blue swimmer crabs.</p> <p>Only two of the reported cases were connected having eaten at the same restaurant venue.</p> <p>Another person reported having consumed seafood product in the home and all other cases reported having consumed seafood at different restaurants.</p> <p>The onset of symptoms seemed to occur about 3-4 hours after consumption.</p>	<i>PPT Slide - Day 1 -Unconfirmed report from hospital</i>																					
	<p><i>Group discussions - SIRP Response</i></p> <ul style="list-style-type: none"> • What should the SIRP do? • Should the SIRP be invoked at this time? • SIRT Contact Lists – Up to date? 	<i>PPT Slide – Discussion Slide (1)</i>																					
	<p style="text-align: center;">Day 2 of the Incident</p> <p style="text-align: center;">December 2012</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td> </tr> <tr> <td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td> </tr> <tr> <td>24</td><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td> </tr> </table> <p style="text-align: center;">   </p>	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
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Day 2 Wednesday 19 December 06:00 AM	<p><i>Media Report – TV News</i></p> <p>Early TV News item (Dawn Buster TV program) with a breaking story reported from a Hong Kong Media source that there have been an unconfirmed number of cases of food poisoning in Hong Kong after people have reportedly consumed seafood from Australia.</p> <p>The number of people involved and the product concerned could not be confirmed at this time.</p> <p>Also refers to a number of cases of food poisoning in Australia recently.</p> <p>The news report continues with a statement by a representative of the <u><i>Australian Council for the Protection of the Health of Ordinary Australians</i></u> who states that</p> <p>“I know that Australia sends its best seafood out of the country.</p>	<i>PPT Slide Day 2 – 6:00 AM</i> <i>Hand 05 Day 2 Media Release</i>																					

<i>Hypothetical Date and Time</i>	<i>Activity</i>	<i>Resource and document for distribution</i>
	I believe that all of the seafood that is rejected in Hong Kong will be distributed on the Australian domestic market for ordinary Australians to get sick on".	
Day 2 Wednesday 19 December 09:00 AM	<i>Media Report - Talkback Radio Show asks for an interview with Seafood Industry</i> <i>A nationally syndicated program from one of the "shock jocks"</i>	<i>PPT Slide Day 2 – 9:00 AM</i>
	<i>Workshop Activity Interview with Shock Jock</i> 1. Select someone from the room to be the interviewer 2. Select someone to be the seafood industry representative	<i>PPT Slide Day 2 – 9:00 AM Activity</i> <i>Hand 06 Day 2 Shock Jock Interview</i>
Discussion Points	<i>Group discussions - SIRP Response</i> 1. Should the SIRP be invoked 2. Will SSA be advised at this time 3. Who will be the chair of the SIRT 4. Who will be on the SIRT 5. Should there be a response and who by? 6. Should definitely be in Alert Phase	<i>PPT Slide - SIRP Discussion (2)</i>
Day 2 Wednesday 19 December 10:00 AM	<i>Australian Health Authorities – National Notifiable Diseases Surveillance</i> PrimeSafe and NSW Food Authority have been advised that 35 confirmed cases of foodborne illness were reported overnight. Twenty of these cases occurred at a Leagues Club seafood buffet in Sydney. Fifteen cases were reported at three different Hospital Emergency Centres in Victoria. Two older persons in Sydney and 1 in Melbourne have been admitted to hospital with more severe symptoms. The symptoms described varied between individuals but generally included vomiting, diarrhoea, and a prickly sensation in lips and the extremities. The symptoms varied between individuals from 1 hour to 5 hours after consumption. All people had eaten a range of seafood products including finfish, crustacean, oysters and mussels. The common factor seems to be people who have consumed fresh chilled mussels. No traceability details are available at this time, nor is the source of the product known	<i>Hand 07 Day 2 food poisoning Australia</i> <i>PPT Slide - Day 2 – 10:00 AM</i>

<i>Hypothetical Date and Time</i>	<i>Activity</i>	<i>Resource and document for distribution</i>																																
Discussion Points	<p><i>Group discussions - SIRP Response</i></p> <ol style="list-style-type: none"> 1. Has the SIRT been kept up to date 2. What phase is the SIRP at? 3. What action would the SIRT Leader take 4. What messages should be prepared 5. Who will be the spokesperson? 6. Is further technical advice to the SIRT needed at this time? 	<i>PPT SIRP Discussion (3)</i>																																
Day 2 Wednesday 19 December 18:00	<p><i>Media Report – TV Evening News</i></p> <p>Follow-up news report - about 50 confirmed cases of foodborne illness in Hong Kong.</p> <p>It was also confirmed that the causative product is frozen Mussels from Australia.</p> <p>The reported symptoms included vomiting, diarrhoea, numbness and muscle aches. The onset of symptoms was reported to be about 2-4 hours after consumption.</p> <p>Interview with Australian exporter or with AQIS</p>	<p><i>PPT – Slide Day 2 – 6:00 PM</i></p> <p><i>Hand 08 Day 2 Evening Media Reports</i></p>																																
Day 2 Wednesday 19 December Evening News Current Affairs program	<p><i>Media Report – Today's Affairs, A TV current affairs program</i></p> <p>The <i>Today's Affairs</i> program has a lead story which discusses Australian Seafood.</p> <p>Raises the questions as to whether the product that was to be sent to Hong Kong has now been dumped on the Australian marketplace.</p> <p>Are Australians being supplied with product that has been rejected in Hong Kong?</p>																																	
	<p><i>Workshop Activity</i></p> <ul style="list-style-type: none"> • Need a person who will be the interviewer (Roy Palmer) and a person to be the Seafood Industry Representative • Pretend to conduct the interview 	<p><i>PPT – Slide Day 2 – 6:30 PM Activity</i></p> <p><i>Hand 09 Day 2 Notes for TV Interview with Seafood Industry</i></p> <p>Provides suggested questions</p>																																
	<p style="text-align: center;">Day 3 of the Incident</p> <p style="text-align: center;">December 2012</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>Sun</th> <th>Mon</th> <th>Tue</th> <th>Wed</th> <th>Thurs</th> <th>Fri</th> <th>Sat</th> <th>Sun</th> </tr> </thead> <tbody> <tr> <td>10</td> <td>11</td> <td>12</td> <td>13</td> <td>14</td> <td>15</td> <td>16</td> <td></td> </tr> <tr> <td>17</td> <td>18</td> <td>19</td> <td>20</td> <td>21</td> <td>22</td> <td>23</td> <td></td> </tr> <tr> <td>24</td> <td>25</td> <td>26</td> <td>27</td> <td>28</td> <td>29</td> <td>30</td> <td></td> </tr> </tbody> </table> <p style="text-align: center;">   </p>	Sun	Mon	Tue	Wed	Thurs	Fri	Sat	Sun	10	11	12	13	14	15	16		17	18	19	20	21	22	23		24	25	26	27	28	29	30		
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<i>Hypothetical Date and Time</i>	<i>Activity</i>	<i>Resource and document for distribution</i>
Day 3 Thursday 20 December	<i>Group discussions - SIRP Response</i> 1. What action would the SIRT Leader take 2. Is further technical advice to the SIRT needed at this time? 3. Who will provide this technical advice? 4. What actions does the SIRT propose 5. Who is to be the spokesperson?	<i>PPT SIRP Discussion (4)</i>
Day 3 Thursday 20 December 09:00 AM	<i>Actions by AQIS</i> AQIS has been advised that the Hong Kong regulatory authority has reason to believe that the food poisoning outbreaks in Hong Kong are linked to mussels from Australia Hong Kong authorities have placed an immediate ban on imports to Hong Kong from the exporter. The Hong Kong authorities have also instituted a test and release status on all imports of mussels from Australia. The batch codes will be sent through soon.	<i>PPT Day 3 - 09:00 AM</i> <i>Hand 10 Day 3 - AQIS report Hong Kong ban</i> <i>PPT Day 3 - 09:00 AM</i>
Day 3 Thursday 20 December 12:00 PM	<i>Actions by Australian Authorities (PrimeSafe and NSW Food Authority, Dept Human Services Victoria)</i> Confirmed that the causative agent was Fresh Chilled Mussels and the supplier was traced back to <i>Mussel Up</i> . - An Australian processor and packer. Samples of the product were retrieved along with the Traceability details and batch codes. Source of the mussels to be confirmed.	<i>PPT Slide Day 3 – 12:00 PM Food Poisoning Update - Australia</i>
Day 3 Thursday 20 December 13:00 PM	<i>Food Safety Authorities – Cause</i> The food safety authorities have advised that the most probable cause of the illness is from biotoxins in mussels from the growing area.	<i>PPT Slide Day 3 – Day 3 – 13:00 PM Food Poisoning Update – Australia</i> <i>Hand 11 – Food Safety Facts on Biotxin Poisoning</i>
Day 3 Thursday 20 December 17:00 PM	<i>Actions by Australian Authorities - AQIS</i> Traceability information was retrieved from the Hong Kong authorities including the batch codes and the contact details for the seafood processor. The batch codes and export information are retrieved that allow the product to be traced back to the packer and exporter, <i>Mussel Up</i> .	<i>PPT Slide Day 3 – 17:00 PM Food Poisoning Update - AQIS</i>
	<i>Mussel Up</i> is a licensed seafood exporter with an active AA. They process and export live, chilled and frozen mussels to both the domestic and export markets. Australian product was sold in New South Wales and Queensland as well as Victoria to both the retail industry and the service industry through distributors.	<i>PPT Slide Day 3 – 17:00 PM</i> <i>Hand 12 Company Profile - Mussel Up</i>

Hypothetical Date and Time	Activity	Resource and document for distribution																																
	<p style="text-align: center;">Day 4 of the Incident</p> <p style="text-align: center;">December 2012</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>Sun</th> <th>Mon</th> <th>Tue</th> <th>Wed</th> <th>Thu</th> <th>Fri</th> <th>Sat</th> <th>Sun</th> </tr> </thead> <tbody> <tr> <td>10</td> <td>11</td> <td>12</td> <td>13</td> <td>14</td> <td>15</td> <td>16</td> <td></td> </tr> <tr> <td>17</td> <td>18</td> <td>19</td> <td>20</td> <td>21</td> <td>22</td> <td>23</td> <td></td> </tr> <tr> <td>24</td> <td>25</td> <td>26</td> <td>27</td> <td>28</td> <td>29</td> <td>30</td> <td></td> </tr> </tbody> </table> <p style="text-align: center;">   </p>	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	10	11	12	13	14	15	16		17	18	19	20	21	22	23		24	25	26	27	28	29	30		
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<p>Day 4</p> <p>Friday 21 December</p> <p>08:00</p>	<p>Group discussions - SIRP Response</p> <ol style="list-style-type: none"> 1. What action should the SIRT Leader take now? 2. What additional actions does the SIRT propose to make? 3. Is the spokesperson the same? 4. What should the key message be? 5. Would you contact <i>Mussel Up</i>? 	<p><i>PPT SIRP Discussion (5)</i></p>																																
<p>Day 4</p> <p>Friday 21 December</p> <p>09:00</p>	<p>Actions by Mussel Up</p> <p><i>Mussel Up</i> has a Food Recall Plan and has immediately instituted a voluntary recall of product.</p> <p>Traceability details and batch codes confirm that the mussels were received from <i>Victoria Finest Farmed Mussels</i>, an aquaculture based supplier.</p> <p><i>Mussel Up</i> has a declaration from <i>Victoria Finest Farmed Mussels</i>, that product was not harvested while there was a “Closed Status” in place.</p> <p>Traceability details confirmed that <i>Mussel Up</i> has sold this particular batch domestically as frozen mussels, Fresh Chilled Mussels, and processed bottled chilled mussels as well as exported.</p>	<p><i>PPT Slide - Day 4 09:00 AM</i></p>																																
	<p>Group discussions -</p> <p>What Actions should Mussel Up take?</p> <ul style="list-style-type: none"> • <i>Retrieve traceability information</i> • <i>Institute product recall as per the Product Recall Plan</i> • <i>Contact supplier immediately</i> • <i>Contact customers immediately</i> • <i>Who should they advise?</i> <p><i>One Up – One Down Traceability</i></p>	<p><i>PPT Slide - Day 4 09:00 AM</i></p> <p><i>Hand 13 Mussel Up Product Recall</i></p>																																

Hypothetical Date and Time	Activity	Resource and document for distribution																												
Day 4 Friday 21 December 11:00	<p>Media Report -Talkback Radio Show asks for an interview with Seafood Industry</p> <p>Workshop Activity Interview with Shock Jock</p> <ol style="list-style-type: none"> 1. Select someone from the room to be the interviewer 2. Select someone to be the seafood industry representative 	<p>PPT Slide Day 4 – 11:00 AM Activity</p> <p>Hand 14 Day 4 Shock Jock Interview No 2</p>																												
Day 4 Friday 21 December 13:00	<p>Traceability Results and Actions– Victoria Finest Farmed Mussels, the mussel farmer and supplier</p> <p>Traceability results have been retrieved for the Mussels</p> <p>Harvested from a lease in Port Phillip Bay.</p> <p>Harvest data was checked and documentation shows that the mussels were not harvested while a closure was in place.</p> <p>A closure was in place the next day though.</p>	<p>PPT Slide - Day 4 13:00 PM Victoria Finest Farmed Mussels</p>																												
	<p>Group Discussion</p> <p>What Actions should Victoria Finest Farmed Mussels, take?</p>	<p>PPT Slide - Day 4 – Victoria Finest Farmed Mussels</p>																												
Day 4 Friday 21 December	<p>Response in the Market</p> <ol style="list-style-type: none"> 1. Sales and consumption of Mussels has fallen dramatically 2. Sales of all seafood has fallen 3. Media Australia wide is running stories about the safety of consuming seafood on Christmas Day 	<p>PPT Slide - Day 4 The Status Report</p>																												
Discussion Points	<p>Group discussions - SIRP Response</p> <ol style="list-style-type: none"> 1. What action should the SIRT Leader take now? 2. What additional actions does the SIRT propose to make? 3. Is the spokesperson the same? 4. What should the key message be? 5. What proactive steps can you take? 	<p>PPT Slide - SIRP Discussion (6)</p>																												
	<p style="text-align: center;">Day 5 of the Incident</p> <p style="text-align: center;">December 2012</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>Sun</th> <th>Mon</th> <th>Tue</th> <th>Wed</th> <th>Thu</th> <th>Fri</th> <th>Sat</th> </tr> </thead> <tbody> <tr> <td>10</td> <td>11</td> <td>12</td> <td>13</td> <td>14</td> <td>15</td> <td>16</td> </tr> <tr> <td>17</td> <td>18</td> <td>19</td> <td>20</td> <td>21</td> <td>22</td> <td>23</td> </tr> <tr> <td>24</td> <td>25</td> <td>26</td> <td>27</td> <td>28</td> <td>29</td> <td>30</td> </tr> </tbody> </table> <p style="text-align: center;">   </p>	Sun	Mon	Tue	Wed	Thu	Fri	Sat	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
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Hypothetical Date and Time	Activity	Resource and document for distribution																												
Day 5 Saturday 22 December 10:00	<p>Media Report - Request for Media Interview – with who?</p> <ul style="list-style-type: none"> • What is the status of the Food Poisoning Outbreak of Mussels • Are mussels safe to eat? • Is seafood from Australian aquaculture sources is affected, • Should the harvesting and consumption of all seafood from Port Phillip Bay be banned? 	<p><i>PPT Slide - Day 5 Saturday Morning</i></p> <p>Option of another group activity depending on time</p>																												
	<p style="text-align: center;">Day 6 of the Incident</p> <p style="text-align: center;">December 2012</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>Mon</th> <th>Tue</th> <th>Wed</th> <th>Thurs</th> <th>Fri</th> <th>Sat</th> <th>Sun</th> </tr> </thead> <tbody> <tr> <td>10</td> <td>11</td> <td>12</td> <td>13</td> <td>14</td> <td>15</td> <td>16</td> </tr> <tr> <td>17</td> <td>18</td> <td>19</td> <td>20</td> <td>21</td> <td>22</td> <td>23</td> </tr> <tr> <td>24</td> <td>25</td> <td>26</td> <td>27</td> <td>28</td> <td>29</td> <td>30</td> </tr> </tbody> </table> <p style="text-align: center;">   </p>	Mon	Tue	Wed	Thurs	Fri	Sat	Sun	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
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24	25	26	27	28	29	30																								
Day 6 Sunday 23 December	<p>Status of the Outbreak</p> <ul style="list-style-type: none"> • There have been no further incidents of foodborne illness that can be attributed to Mussels • One person who was admitted to hospital with Food Poisoning has died of heart failure • All product has been retrieved and destroyed or identified and held for further testing 	<i>PPT Slide – Status of the Outbreak</i>																												
Day 6 Saturday 23 December	<p>Group discussions - SIRP Response</p> <ol style="list-style-type: none"> 1. What does the SIRT do on a Sunday? 2. What phase of the SIRP should the SIRT be operating under? 3. What actions should it now take 4. What should the key message be? 5. Media statement? 	<i>PPT Slide - SIRP Discussion (7)</i>																												
The weeks Ahead	The outbreak may be contained but the ramifications are going to last for months	<i>PPT Slide - The weeks ahead</i>																												

APPENDIX 6 – WORKSHOP MATERIALS

Handout 01 – Workshop Program



SEAFOOD SERVICES
AUSTRALIA

Trial of Seafood Incident Response Plan *Melbourne - 1 May 2012*

Program for Day

	Bridge Room 1 Crowne Plaza Melbourne 1-5 Spencer Street MELBOURNE, VIC 3008
0900-0930	Tea Coffee on arrival
0930-0940	Introduction and Outline of Conduct of Workshop Alan Snow
0940-0950	Opening Remarks Roy Palmer
0950-1015	Introduction to the Seafood Incident Response Plan Alan Snow
1015-1200	Workshop Session 1
1200-1245	Buffet Lunch
1245-1430	Workshop Session 2
1430-1445	Group Activity Learning's from Workshop and Action Plan for the future
1445-1500	Closing Remarks
1500	Workshop Close

Handout 02 – Onset and Duration of foodborne illness

An extract from the Bad Bug Book - Appendix 5. Onset & Predominant Symptoms Associated with Selected Foodborne Organisms and Toxins was printed and circulated to participants

Available from

<http://www.fda.gov/downloads/Food/FoodSafety/Foodbornellness/FoodbornellnessFoodbornePathogensNaturalToxins/BadBugBook/UCM297627.pdf>

Handout 03- Templates to be used at the Workshop

The following list of templates and checklists extracted from the SIRP were distributed as Handout 3 for the use by participants at the workshop.

1. SP-1 Seafood Incident Form
2. SP-2 Seafood Incident Response Plan Incident Running Sheet
3. SP-3 Seafood Incident Response Checklist
4. SP-6 Seafood Incident Response Plan Product Recall Checklist
5. SP-7 SSA Checklist in the Event of an Incident

Handout 04- Templates to be used at the Workshop



SEAFOOD SERVICES
AUSTRALIA

Trial of Seafood Incident Response Plan *Melbourne - 1 May 2012*

NOTE :This document does **not** relate to a real emergency and is a document which forms part of a National Trial of the Australian Seafood Incident Response Plan

File Name	D:\Alan Files\ASK work\00-1 Work in Progress\SSA\SIRP Trial Melbourne\Final Report\20120515 SIRP Final Report.docx
Purpose	A list of potential Stakeholders to be used during the Mock Incident
Version Date	Thursday, November 13, 2014
Release Details	Under Embargo – To be used at the Workshop
Handout No	04

Possible Stakeholders

<ul style="list-style-type: none">• DAFF Biosecurity (AQIS)• PrimeSafe Victoria• NSW Food Authority• Vic Dept of Health• The Centre for Food Safety of Food and Environmental Hygiene, the Hong Kong based regulatory authority• EHO's• Other Australian Food Safety Authorities• FSANZ• ASQAAC• National Seafood Industry Alliance (NSIA)• Seafood Services Australia	<ul style="list-style-type: none">• The Australian exporter, packer, and supplier• The Aquaculture producer/supplier• The Hong Kong Importer• The Australian Mussel Growers Association• National Aquaculture Council• Seafood Industry Victoria• NSW Seafood Council• Seafood Retailers who are selling the product domestically• Seafood Distributors• Seafood Experience Australia• Australian seafood consumers• Hong Kong based and affected consumers
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Trial of Seafood Incident Response Plan Melbourne - 1 May 2012

NOTE :This document does not relate to a real emergency and is a document which forms part of a National Trial of the Australian Seafood Incident Response Plan	
File Name	D:\Alan Files\ASK work\00-1 Work in Progress\SSA\SIRP Trial Melbourne\Final Report\20120515 SIRP Final Report.docx
Purpose	This is the Media Release AM Day 2 of Workshop
Version Date	Thursday, November 13, 2014
Release Details	To be distributed during the workshop
Handout No	05

Wednesday 19 December 2012 – 6:00 AM

Transcript of Media Story

TV Channel 678 Programme – Dawn Buster

Presenters Jack and Jill

Jill

And now a sickening story that we have just received from our Hong Kong associates.

There have been an unconfirmed number of food poisoning cases reported to Hong Kong authorities overnight.

The concerning issue is that all of these people who have fallen sick have reportedly consumed seafood from Australia.

We have not been able to confirm what they actually ate yet but we understand that all people were at a seafood buffet in a Hong Kong hotel and seafood from Australia was served.

We have not been able to confirm with authorities as to the number of people affected.

Jack, this is not a good look for Australian seafood, is it.

Jack

No Jill, I agree and this comes on top of some reports of food poisoning in a Melbourne hospital.

We were able to talk to Mr Fred Nurk, spokesman for the *Australian Council for the Protection of the Health of Ordinary Australians*.

Fred Nurk

"I know that Australia sends its best seafood out of the country rather than keep it home for us to enjoy.

Here we have seafood that is making people sick in Hong Kong and we get the second best product...

My concern is that we are really eating second rate product. Also, is this seafood now going to be fed onto the local market for us to eat?

Food poisoning is on the increase around the world and we do not want our elders and our children eating food that is going to make them sick"

Jill

Thank you Mr Nurk

We will try to get a comment from the Australian seafood industry

Jack

Yes Jill. It also looks as we are going to maybe think of a replacement for seafood at Christmas.

End of Transcript



Trial of Seafood Incident Response Plan Melbourne - 1 May 2012

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File Name	D:\Alan Files\ASK work\00-1 Work in Progress\SSA\SIRP Trial Melbourne\Final Report\20120515 SIRP Final Report.docx
Purpose	This is to be used as a guide to possible questions Talkback 9:00 AM Day 2 of Workshop
Version Date	Thursday, November 13, 2014
Release Details	To be used during the workshop as a guide to the Interviewer
Handout No	06

Wednesday 19 December 2012 – 9:00 AM

Talkback Radio Show Shock Jock asks for an interview with Seafood Industry

Background

Alan Smith has a national syndicated radio program out of Melbourne Radio Station 3XYZ

He has seen the morning news program on Dawn Buster.

Also has been told that there were at least 20 people in hospital overnight with food poisoning from Mussels. 1 person is still in hospital on; life support.

Possible questions

- *Good morning xxxxxxx I guess you saw the TV story this morning about all of those poor people in Hong Kong getting sick from our seafood.*
- *His with the facts, food poisoning in Hong Kong and in Melbourne form Australian seafood.*
- *Are you aware that one person is in hospital on life support?*
- *What does the seafood industry have to say about this?*
- *This is not a good look for the week before Christmas, is it?*
- *It looks as if the Christmas Chook might be back on the table this year – Stuff the prawns.*



Trial of Seafood Incident Response Plan Melbourne - 1 May 2012

NOTE :This document does not relate to a real emergency and is a document which forms part of a National Trial of the Australian Seafood Incident Response Plan	
File Name	D:\Alan Files\ASK work\00-1 Work in Progress\SSA\SIRP Trial Melbourne\Final Report\20120515 SIRP Final Report.docx
Purpose	Food Poisoning in Australia – Day 2 at 10:00 AM
Version Date	Thursday, November 13, 2014
Release Details	To be used during the workshop as a Handout
Handout No	07

Wednesday 19 December 2012 – 10:00 AM

Australian Health Authorities – National Notifiable Diseases Surveillance

Key points

PrimeSafe and NSW Food Authority have been advised that 35 confirmed cases of foodborne illness were reported overnight.

Twenty of these cases occurred at a Leagues Club seafood buffet in Sydney.

Fifteen cases were reported at three different Hospital Emergency Centres in Victoria.

Two older persons in Sydney and 1 in Melbourne have been admitted to hospital with more severe symptoms.

The symptoms described varied between individuals but generally included vomiting, diarrhoea, and a prickly sensation in lips and the extremities.

The onset of symptoms varied between individuals from 1 hour to 5 hours after consumption.

All people had eaten a range of seafood products including finfish, crustacean, oysters and mussels.

The common factor seems to be people who have consumed fresh chilled mussels.

No traceability details are available at this time, nor is the source of the product known



Trial of Seafood Incident Response Plan Melbourne - 1 May 2012

NOTE :This document does **not** relate to a real emergency and is a document which forms part of a National Trial of the Australian Seafood Incident Response Plan

File Name	D:\Alan Files\ASK work\00-1 Work in Progress\SSA\SIRP Trial Melbourne\Final Report\20120515 SIRP Final Report.docx
Purpose	Food Poisoning in Australia – Day 2 at 18:00 PM – 6 O'clock News
Version Date	Thursday, November 13, 2014
Release Details	To be used during the workshop as a Handout
Handout No	08

Wednesday 19 December 2012 – 6:00 PM

Transcript of Media Story

TV Channel 678 Programme – 6 O'clock News Bulletin

A number of people have been hospitalised in episodes of food poisoning in Melbourne and Sydney from Australian seafood.

Industry sources have confirmed that possibly another 200 people have been affected by food poisoning in Victoria and New South Wales.

People affected complained of symptoms including vomiting, diarrhoea, numbness and muscle aches approximately 2-4 hours after consumption.

Mary Mary, spokesperson from Food Standards Australian and New Zealand said today that people who believe they may be affected should immediately seek medical attention.

Meanwhile, following on from our breaking story this morning on the Dawn Buster show that there are up to 100 confirmed food poisoning cases of foodborne illness in Hong Kong from Australian seafood, Hong Kong authorities have confirmed that the most likely cause of the food poisoning was Australian Mussels.

More on this story later in Today's Affairs.



Trial of Seafood Incident Response Plan Melbourne - 1 May 2012

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File Name	D:\Alan Files\ASK work\00-1 Work in Progress\SSA\SIRP Trial Melbourne\Final Report\20120515 SIRP Final Report.docx
Purpose	To be used by the interviewer as part o the exercise when interviewing a representative of the seafood industry.
Version Date	Thursday, November 13, 2014
Release Details	Facilitator Use Only - To be used during the workshop by the interviewer only
Handout No	09

Background information included in Hand 08 Day 2 Evening Media Reports

Interviewer Questions could include but not limited to below

Thanks you _____ for appearing on this program.

1. Do you have any further information on the number of confirmed cases of food poisoning in Australia at this time?
2. Are there any deaths at this time?
3. Has the cause of the food poisoning been confirmed?
4. Are you aware of the symptoms that this crook seafood is causing?
5. Fred Nurk, from the *Australian Council for the Protection of the Health of Ordinary Australians* appeared on this program and claims that Australian seafood is unsafe. He also claims that seafood that has been rejected in Hong Kong is being sold to Australian consumers.
6. What comments do you have to make?
7. What should people do if they show these symptoms?
8. Finally, in view of this epidemic, Should Australians consider the traditional baked chicken, ham and vegetables for Christmas this year.
9. Thanks you



Trial of Seafood Incident Response Plan Melbourne - 1 May 2012

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File Name	D:\Alan Files\ASK work\00-1 Work in Progress\SSA\SIRP Trial Melbourne\Final Report\20120515 SIRP Final Report.docx
Purpose	To provide further information about the outbreak in Hong Kong based on information received by AQIS
Version Date	Thursday, November 13, 2014
Release Details	Facilitator Use Only - To be used during the workshop
Handout No	10

Actions by AQIS

AQIS has been advised that the Hong Kong regulatory authority has reason to believe that the food poisoning outbreaks in Hong Kong are linked to mussels from Australia

Hong Kong authorities have placed an immediate ban on imports to Hong Kong from the exporter.

The Hong Kong authorities have also instituted a test and release status on all imports of mussels from Australia.

The batch codes will be sent through soon.

Handout 11 – Food Safety Facts on Biotxin Poisoning

A web based document on biotoxin poisoning was distributed as Handout 11

This document is available at <http://foodsafety.suencs.com/food-safety-facts-on-biotoxin-poisoning-asp-pp-dsp-and-ciguatera-poisoning>

Handout 12- Company Profile - Mussel Up



SEAFOOD SERVICES
AUSTRALIA

Trial of Seafood Incident Response Plan *Melbourne - 1 May 2012*

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File Name	D:\Alan Files\ASK work\00-1 Work in Progress\SSA\SIRP Trial Melbourne\Final Report\20120515 SIRP Final Report.docx
Purpose	To give a Company Profile for Mussel Up
Version Date	Thursday, November 13, 2014
Release Details	Under embargo – To be used as workshop Materials
Handout No	12

Company Profile - Mussel Up

Mussel Up

- Processes and packs live, chilled and frozen mussels
- Supplies both the domestic and export markets
- Has an active Approved Arrangement and has been audited recently. Given an A rating

Product Reveal

- Product imported from New Zealand suppliers for further processing
- Mussel farmer with active leases in Port Phillip Bay

Product Distribution

- Live
 - Food wholesalers who supply to food businesses in New South Wales, Queensland and Victoria
 - Victoria based seafood retailers
- Frozen chilled packaged
 - Exported to Hong Kong
 - Food wholesalers who supply to food businesses in New South Wales, Queensland and Victoria
 - Victoria based seafood retailers
- Frozen processed and packaged
 - Exported to Hong Kong
 - Food wholesalers who supply to food businesses in New South Wales, Queensland and Victoria
 - Victoria based seafood retailers

Extract from SOP – Product Reveal

On reveal, product is inspected by the Production Manager as per the following procedures

1. Documentation will be checked to ensure that product is received from Approved Suppliers: or approved harvesting areas as per the Approved Supplier List and Product Sourcing Requirements
2. Documentation will be checked to ensure that the following information is received and to ensure that sufficient information is available to ensure traceability chain is in tact
 - Incoming mussels will be accompanied by documentation stating:
 - a. Product Received (quantity/Species)
 - b. Size
 - c. Name of Grower/Harvester
 - d. Unique Lease Number
 - e. Identification: Lot/Harvest area
 - f. Transfer Certificate Number
 - g. Harvest Date and Declaration - Open Status
 - Details of product received will be recorded in the Product Reveal Sheet Data recorded will include:
 - a. Date and Time received
 - b. Product Received (quantity/Species)
 - c. Quantity Received
 - d. Approved Supplier Name/Vessel Name
 - e. Batch details for traceability
 - f. Lot/Harvest Area
 - g. Transfer Certificate Number
 - h. Total quantity for export
 - i. Quantity for domestic purposes
 - j. Product Temperature
 - k. Condition of product received
 - l. Any corrective actions taken
 - m. Received by
 - Original tags with traceability details from original bag/packaging is to be retained for 90 days

Packaging

3. Packaging will be inspected upon reveal for signs of damage or contamination during transport
4. Products with damaged packaging will be inspected and repacked or rejected as per Control of non-conforming product



Trial of Seafood Incident Response Plan Melbourne - 1 May 2012

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File Name	D:\Alan Files\ASK work\00-1 Work in Progress\SSA\SIRP Trial Melbourne\Final Report\20120515 SIRP Final Report.docx
Purpose	Food recall undertaken by Mussel Up to recall product
Version Date	Thursday, November 13, 2014
Release Details	Under embargo – To be used as workshop Materials
Handout No	13

Actions taken by Mussel Up

Mussel Up has a Food Recall Plan and has immediately instituted a voluntary recall of product.

Traceability details and batch codes confirm that the mussels were received from *Victoria Finest Farmed Mussels*, an aquaculture based supplier.

As part of their export requirements, Mussel Up has a supplier declaration on file from *Victoria Finest Farmed Mussels*, that product was not harvested while there was a “Closed Status” in place.

Traceability details further confirmed that *Mussel Up* has processed and supplied this particular batch for both the domestic and export markets.

<i>Domestic Market</i>	
Live mussels	5day shelf life from process date
Fresh Chilled Mussels	14 days shelf life
Processed in plastic containers	2 months
Frozen Pack - Mussels	3 months
<i>Export Market</i>	
Frozen Pack - Mussels	3 months

Handout 14 - Shock Jock Interview No 2



SEAFOOD SERVICES
AUSTRALIA

Trial of Seafood Incident Response Plan *Melbourne - 1 May 2012*

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File Name	D:\Alan Files\ASK work\00-1 Work in Progress\SSA\SIRP Trial Melbourne\Final Report\20120515 SIRP Final Report.docx
Purpose	To provide a guide for the interview on Day 4 of the incident
Version Date	Thursday, November 13, 2014
Release Details	To be used during the workshop as a guide to the Interviewer
Handout No	14

Day 4 Thursday 21 December 11:00

Talkback Radio Show Shock Jock Alan Smith asks for a follow-up interview with Seafood Industry

Background

Alan Smith has a national syndicated radio program out of Melbourne Radio Station 3XYZ

He conducted the interview with a representative from the seafood industry a couple of days ago and is conducting a follow-up interview.

Possible questions

- Good morning xxxxxx Well what is the latest with the crook mussels
- Do you know where these Mussels have come from?
- What is being done to protect us from eating contaminated mussels?
- What does the seafood industry have to say about this?
- How widespread is the food poisoning?
- What are the symptoms?
- What should people do if they start to show the symptoms
- Is all seafood from Port Phillip Bay contaminated?
- This is not a good look for the week before Christmas, is it?
- It looks as if the Christmas Chook might be back on the table this year – Stuff the prawns.



Trial of Seafood Incident Response Plan *Melbourne - 1 May 2012*

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File Name	D:\Alan Files\ASK work\00-1 Work in Progress\SSA\SIRP Trial Melbourne\Final Report\20120515 SIRP Final Report.docx
Purpose	To be used as a guide to assessing the effectiveness of the workshop and to recommend amendments to the SIRP
Version Date	Thursday, November 13, 2014
Release Details	To be distributed the SIRP Workshop
Handout No	15

General assessment of responsiveness to Incident	
Was the industry response to the incident well managed and controlled?	
Was there a common spokesperson or a common message?	
What did not work well during conduct of the incident?	
What did work well during conduct of the incident?	
General assessment of the Seafood Incident Response Plan	
What did not work well?	
Were the checklists useful?	
How can checklists be improved?	
Did you complete the running sheet?	
How effective or useful was the Running Sheet?	
What parts of the SIRP can be improved?	

Responsiveness of stakeholders to incident	
Did Seafood Services Australia respond appropriately and give adequate support to industry?	
Did the government stakeholders interact and provide good advice to industry?	
Did industry bodies provide good support and backup to Government stakeholders?	
What can be done to improve the responsiveness?	
Any other comments or suggestions	
Any other comments for improvement of the Plan?	

APPENDIX 7 – WORKSHOP RECOMMENDATIONS

Recommendation	Action
Contact lists	
1. Contact lists must be audited and updated a minimum of annually to ensure that they are current and correct when needed.	Being updated as part of the distribution of the revised SIRP
2. 24 hour contact numbers for all contacts needs to be included.	Being updated as part of the distribution of the revised SIRP
3. The creation of a Linked-in group specifically for SIRP Contacts is to be further investigated. (See http://www.linkedin.com/home).	
4. After hours contact numbers for all duty officers including the SIRP secretariat to be included.	Being updated as part of the distribution of the revised SIRP
5. Mobile telephone numbers for all seafood industry CEO's to be included	Being updated as part of the distribution of the revised SIRP
6. Contact numbers and details for all other associated groups to be included e.g. Barramundi farmers, Mussel Growers, etc)	Being updated as part of the distribution of the revised SIRP
7. 24 Hour contact numbers for seafood experts to be included	Completed
Meetings of the Seafood Incident Response Team	
8. It was agreed that generally, meetings would be held by teleconference	Noted
9. Other methods are to be investigated including some of the videoconferencing packages available now such as GotoMeeting. (see http://www.gotomeeting.com.au)	
10. The SIRP Team Leader and secretariat needs to cater for the fact that participants may be joining the conference, teleconference, videoconference from remote locations and possibly not with smart phones, etc.	Noted
11. It was recommended that, in the event of an incident, the SIRP use the term of Emergency Centre where the SIRT leader is to be based.	Incorporated into the revised SIRP
12. Need to cater for all types of phones – i.e. do not assume that all participants will have a Smartphone. Some participants still have phones that simply make phone calls.	
13. A resource audit to be conducted to determine the expertise that would be available in the event of an incident that can be called upon by the SIRT.	

Recommendation	Action
SIRT Membership and resources	
<p>14. All states have a State Disaster Plans (Displan) in place. The terms commonly used in emergency planning are</p> <ul style="list-style-type: none"> • Coordinator • Planning • Operations • Logistics <p>It was recommended that the Seafood Incident Response Team be vertical, tight, and focussed and that the key positions be:</p> <ul style="list-style-type: none"> • Team Leader • Media Liaison • Industry Liaison • Technical Expert <p>It was agreed that these positions should be included in the SIRP and have positions and role for the position articulated in the plan.</p>	<p>Incorporated into the revised SIRP</p>
Industry Liaison	
<p>15. The clear message from industry participants in the workshop was that the position of Industry Liaison was essential and industry would like to have contact with the SIRT in the event of an incident.</p> <p>Recommended that this position be a key member of the SIRT.</p> <p>The role of the position would, in the event of a recall or recalls by different organisations to maintain liaison with the companies concerned and to provide or organise further assistance or advice if required.</p>	<p>Incorporated into the revised SIRP</p>
Media Liaison	
<p>16. Recommended that a bank of good news articles about the seafood industry be created and kept on hold and rolled out if needed to counteract any bad publicity.</p>	
<p>17. Need to develop and maintain linkages to Seafood Supportive media contacts to call on if needed.</p>	
<p>18. Media Liaison functions to develop a number of prepared media statements with fill in spaces that can be rolled out quickly if needed.</p>	
<p>19. Investigate adding “briefing suggestions” for the media liaison function</p>	
<p>20. Develop a file of good media clips, photos, footage of good “happy” seafood experience and seafood purchasing consumers to be used if needed</p>	

Recommendation	Action
Technical Expertise	
<p>21. Recommend that contact details for the Safe Fish initiative be added to the SIRP.</p> <p>Access to good technical information from a competent authority is necessary as part of the media management in the SIRP. The resources of the SafeFish initiative through Cath McLeod are available in the event of an emergency.</p>	<p>Incorporated into the revised SIRP</p>
Structure of the Seafood Incident Response Plan and Templates	
<p>22. The templates need to be reviewed but were generally OK.</p> <p>Suggested that some of the lists were too long and maybe look at points and sub-points rather than a long list.</p> <p>The checklists will be reviewed based on this comment.</p>	
<p>23. Action column to be added to SP-2, the Running Sheet. It was recognised that this was potentially a very important tool.</p>	<p>Incorporated into the revised SIRP</p>
<p>24. A section to be added to the SIRP which clearly shows the role of the SIRP and where it sits in relation to other Incident Response Initiatives</p>	
<p>25. Consider the development of a binary decision support tree to include in the SIRP which would facilitate decision making and link to recourses or other incident response protocols.</p>	
<p>26. Consider the development of a special dropbox area where all SIRP documents and templates will be housed with access available to all SIRT members. See http://www.dropbox.com</p>	
<p>27. SIRP and templates continue to also be stored on a centralised website</p>	
<p>28. Consider including contact numbers for testing laboratories in the SRP or in a central place (e.g. the Dropbox area)</p>	
Trial and Review of the SIRP	
<p>29. Trial of the SIRP to be conducted annually</p>	<p>Noted and will be conducted subject to funding</p>
Who will be responsible for the SIRP	
<p>30. Historically, ASIC was the custodian of the SIRO with SSA providing the technical backup and administrative assistance in the event of an incident.</p> <p>No recommendation was ensuing as to who should be the custodian of the SIRP. It was however suggested that NSIA as a peak industry body was the most likely contender.</p>	

APPENDIX 8 – MEDIA REPORTS

Media release distributed after the event

MEDIA RELEASE

Seafood “emergency” tests industry response plan

A group of delegates attending an international aquaculture conference in Melbourne have taken part in a simulated seafood “emergency” to see how its current Seafood Incident Response Plan (SIRP) works in the light of an emergency.

Participants at a workshop to test Australia’s SIRP actively participated in a real life simulation where an adverse seafood related incident unfolded. The trial was structured to involve all sectors of the industry and to test industry responsiveness to the SIRP.

The workshop, a part of the Australasian Aquaculture Conference 2012, and funded through Fisheries Research & Development Corporation, was also designed to test and strengthen the linkages between industry and existing emergency strategies in place by food regulatory authorities.

“The idea of simulating a real-life seafood ‘incident’ the way we did today is to test how well the industry and associated authorities respond,” said Alan Snow, the workshop leader for the Seafood Services Australia project. “It also helps identify weaknesses of our current SIRP and potential improvements that can be made.”

“We hope we will never have to use the SIRP in real life, however undertaking this test of response from industry and authorities has provided many valuable insights which would allow us the better deal with such incidents should they ever occur. It has even allowed participants to think about strategies which can reduce the likelihood of real seafood emergencies,” Mr Snow said.

No participant received prior warning about the “incident” and they all were required to base their responses on the current SIRP which was developed in 2010. Today’s exercise will provide a structure for the next version of the SIRP. The workshop also enables both government and industry people to network and it was good to see some international people engaged. Seafood is by far the largest traded food commodity globally therefore the effects of such an emergency are real and present.

Australasian Aquaculture Conference 2012 is being held at the Melbourne Convention and Exhibition Centre and concludes Friday 4 May.

Over 1000 delegates from around the world are at the conference and associated trade show and workshops/meetings and it is the biennial event of the National Aquaculture Council of Australia and the World Aquaculture Society-Asia Pacific Chapter.

Facts

- Food Standards Australia & New Zealand (FSANZ) estimate that the annual cost of foodborne illnesses is \$2.6 billion
- There are 11,500 new cases every day of foodborne illnesses
- There are 120 deaths per annum from foodborne illness

- According to OzFood Net there are 1.2 million doctor consultancies resulting in 300,000 prescriptions for antibiotics each year

Contacts:

Alan Snow

Seafood Services Australia

0418 199 516 email: ask@askonsulting.com.au

Roy Palmer

Australasian Aquaculture Conference 2012

0419 528 733 email: roydpalmer@gmail.com

Jim Paparo

Media Liaison, Australasian Aquaculture Conference 2012

0417 946 788 email: jppaparo@gmail.com

ABC Rural Report for North and West and Eyre Peninsula: Monday May 14th, 2012 including MP3 of interview

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Regional Rural Report » Rural Report for North and West and Eyre Peninsula: Monday May 14th, 2012

Rural Report for North and West and Eyre Peninsula: Monday May 14th, 2012
Monday, 14 May 2012

Seafood industry members respond to "emergency"

Brooke Neindorf

Aquaculture industry members found themselves as part of an emergency at the recent Australasian Aquaculture Conference in Melbourne.

But it wasn't a real emergency.

It was a simulated seafood emergency to see how the Seafood Incident Response Plan works.

Alan Snow is a seafood consultant with Seafood services Australia and helped to coordinate the emergency scenario.

He says it's important that the industry is prepared.

Audio

Eyre Peninsula and North and West Rural Report 14/05/12

09:14

Available at

<http://www.abc.net.au/rural/regions/content/201205/3501899.htm?site=northandwest>

The Media interview can be downloaded from

<http://www.abc.net.au/rural/regions/content/201205/3501899.htm>

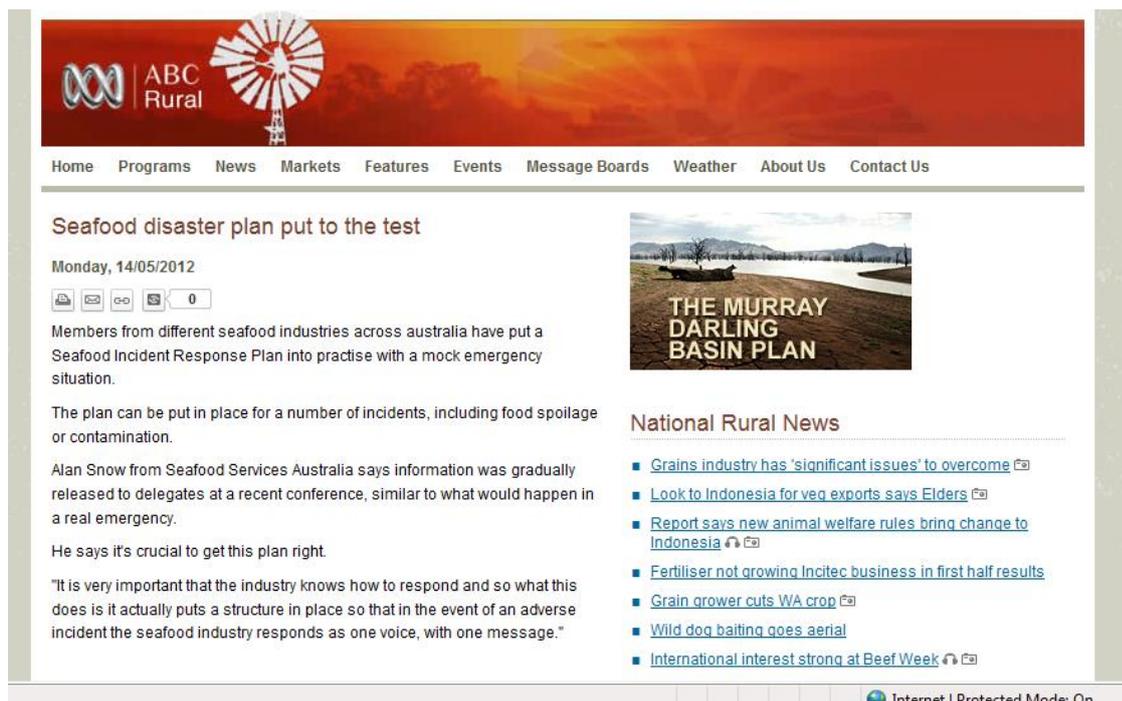
Seafood.com – Tuesday May -1 2012

Attendees at Australian aquaculture conference test response plan in simulated 'seafood emergency'

SEAFOOD.COM NEWS [seafoodnews.com] May 1, 2012

A group of delegates attending an international aquaculture conference in Melbourne have taken part in a simulated seafood “emergency” to see how its current Seafood Incident Response Plan (SIRP) works in the light of an emergency according to a press release from the Australasian Aquaculture Conference & Trade Show 2012

ABC Rural News – Seafood disaster plan put to the test



The screenshot shows the ABC Rural News website. The main article is titled "Seafood disaster plan put to the test" and is dated Monday, 14/05/2012. The article text reads: "Members from different seafood industries across Australia have put a Seafood Incident Response Plan into practice with a mock emergency situation. The plan can be put in place for a number of incidents, including food spoilage or contamination. Alan Snow from Seafood Services Australia says information was gradually released to delegates at a recent conference, similar to what would happen in a real emergency. He says it's crucial to get this plan right. 'It is very important that the industry knows how to respond and so what this does is it actually puts a structure in place so that in the event of an adverse incident the seafood industry responds as one voice, with one message.'" To the right of the article is a section titled "National Rural News" with a list of links: "Grains industry has 'significant issues' to overcome", "Look to Indonesia for veg exports says Elders", "Report says new animal welfare rules bring change to Indonesia", "Fertiliser not growing Incitec business in first half results", "Grain grower cuts WA crop", "Wild dog baiting goes aerial", and "International interest strong at Beef Week".

- Available at <http://www.abc.net.au/rural/news/content/201205/s3502125.htm>

Foodservice Gateway -



The screenshot shows the Foodservice Gateway website. The main article is titled "Seafood Incident Response Plan put to the test" and features a large image of cooked shrimp. The article text reads: "Seafood Services Australia has put together a Seafood Incident Response Plan to aid seafood industry professionals across Australia in dealing with emergency situations, ABC news reports. The plan is designed to cover a number of potential incidents including contamination and food spoilage. Delegates at a recent Seafood Services Australia conference were given information on a mock emergency to test the plan. Seafood Services Australia member Alan Snow says it is crucial to get the plan right to properly prepare industry professionals for real emergencies. 'It is very important that the industry knows how to respond and what this does is it actually puts a structure in place so that in the event of an adverse incident the seafood industry responds as one voice, with one message,' he told the ABC." To the right of the article is a featured advertisement for "Hello Foodservice" magazine, titled "LATEST PROGRAM LIVE NOW!" and dated March 2012.

- Available at <http://foodservicegateway.com.au/archives/6713>

Similar articles have been distributed through

- Efficient Farming News – see <http://www.efarming.com.au/News/agricultural/14/05/2012/170043/seafood-disaster-plan-put-to-the-test.html>
- FIS Australia – see http://fis.com/fis/worldnews/search_brief.asp?l=e&id=52178&ndb=1
- Fish Update see http://www.fishupdate.com/m/fullstory.php/aid/17493/Seafood_93emergency_94_tests_industry_response_plan.html
- WA Fish e-News 18 May 2012 see [Seafood disaster plan put to the test - 14 May 2012](#)

APPENDIX 9- FOOD SAFETY ISSUES

Participants were asked to highlight food safety issues that they believed were of importance.

The issues identified are listed below.

Qualifications	Concerns	Added Issues
Aquaculture PhD	Consider aquatic diseases to be a potential issue that may affect seafood volume.	Impacts of aquatic diseases to human health in the media.
PhD Foodborne viruses MSc Marine Biotoxins	Australia in rough order of public health impact for seafood <ol style="list-style-type: none"> 1. Ciguatoxin 2. Histamine These two most cases of illness associated with seafood consumption/year. <ol style="list-style-type: none"> 3. Foodborne viruses norovirus and hepatitis A. About 400 cases confirmed 2000-2010 and about 2000 cases 1990-2000 (Wallis Lakes !!!!) <ol style="list-style-type: none"> 4. Marine biotoxins – highly regulated and well managed therefore not too many public health issues. 5. Pathogenic bacteria. Listeria, Vibrios etc. 	
Informal; 30 years involvement in seafood processing including – canned abalone cooked live lobster, trout and salmon processing and RTE smoked seafood production. HACCP Training	RTE seafood in any form includes cooked, chilled, canned, smoked and raw.	
MSc Marine Biology/Aquaculture Business Development PhD Aquaculture/Fisheries Fish Health and Performance	Traceability boat to plate. Disease risks/Contamination Risks and Control Safe/Unsafe Fishing/aquaculture practices awareness and regulation.	Consumer choice and Education
No experience in Food Safety. Work in Government Aquaculture sector	Perceived risks/threats – both public perception issues affecting markets. Antibiotic use for salmon industry – public perception marketing issue.	Naturally occurring toxins in shellfish – adequate testing and monitoring processes in place.
Food Handler Certificate	Greatest challenge is temperature control. Less reputable companies/businesses cutting/transporting/selling not	Lack of traceability Lack of regulation/enforcement Cross contamination-retailers

Qualifications	Concerns	Added Issues
	operating under correct cold-chain procedure. Education of end users is crucial to ensure food safety.	particularly poor at allowing products to touch or rest against each other.
	Disease control will be the largest danger in the future	Environmental pollution
HACCP Certification	Traceability	Public education of seafood benefits.
Bachelor Tech Aquaculture Bachelor Innovation and Enterprise Master of NRM	Major problem lack of active and passive disease surveillance. Why?? Limitations on funding.	
	Black Market Trade	Grading standards across industry
	Food safety threats Organisational skills Industry peak bodies at all levels Regional/State/National Lack of preparedness.	
Principal Food Safety Auditor RABQSA HACCP/FSMS Auditor TQCSI	Uncertified imported seafoods	
HACCP trained. BAP certification. Worked in seafood consulting since 2001 and worked in aquaculture since 1995. Consumer of seafood since birth!	Fresh wild seafood – contaminants from environment i.e. PCB's, dioxin and industrial waste. Aquaculture seabed-antibiotic and chemical residues. Lack of consumer understanding about seafood products and quality. CO treatment.	
	Low levels of training in hygiene for workers in processing areas. Little knowledge of food safety procedures. Low/no levels of accredited food safety programs implemented. Lack of engagement/accountability for process workers – are not given information or do not care and no enforcement from higher management.	
BSc Food Maintenance. Management and Marketing (food safety modules included)	Food Safety Aspects. What is lacking. <ol style="list-style-type: none">1. Training development focused on ready to eat fish and seafood with particular focus on ?? and other pathogens.2. Linked to no. 1, is lack of focused training resources	

Qualifications	Concerns	Added Issues
	<p>from a factory hygiene point of view again with focus on ready to eat seafood and fish.</p> <ol style="list-style-type: none"> 3. Segregation of raw and cooked ready to eat seafood in retail outlets (esp. independents) 	
<p>BSc Botany and Zoology MSc Aquaculture, with food safety modules. Manager of WASQAP on behalf of WA mussel producers Association. Qualified Internal Auditor.</p>	<ol style="list-style-type: none"> 1. need an integrated plan for all incidents across the spectrum. 2. Poor incident response, (business culture), across the whole spectrum of - food safety; marine pests; fish health; biosecurity; OSH; environmental harm. 3. Majority resources within Government. 4. Need to integrate the 7 P's into the industry. i.e. Prior and proper preparation prevents piss poor performance. 5. Clarifying who is responsible for incidents. 6. Ensuring the responsible party is competent. 7. Industry governance fragmentation. 	<p>What are the trigger levels for the SIRP?</p>
	<ol style="list-style-type: none"> 1. Difficulty getting sufficient size to compete internationally. Australia is most successful in niche markets. 2. Cost not always competitive. 3. Difficult to have wide ranging harm. Industry covers a very large area and is hard to attack. Most likely scenario is by scare campaign that will significantly reduce sales. 4. Australian industry regarded as clean. 5. Need to improve standards of small players as "bad news" affects all parties. 6. Increase pressure for approach of health claims to support sales. 7. Problems for seafood are often associated with other components (coatings, marinades etc.). This must not be ignored due to spin off effects on the industry. 	