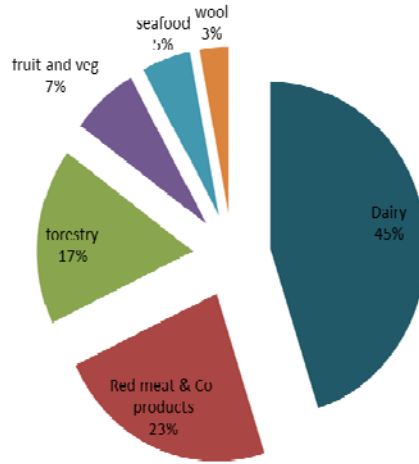


Global Food Demands and their impact on New Zealand Meat Exporters



NZ primary exports by value June 2010 to 2011

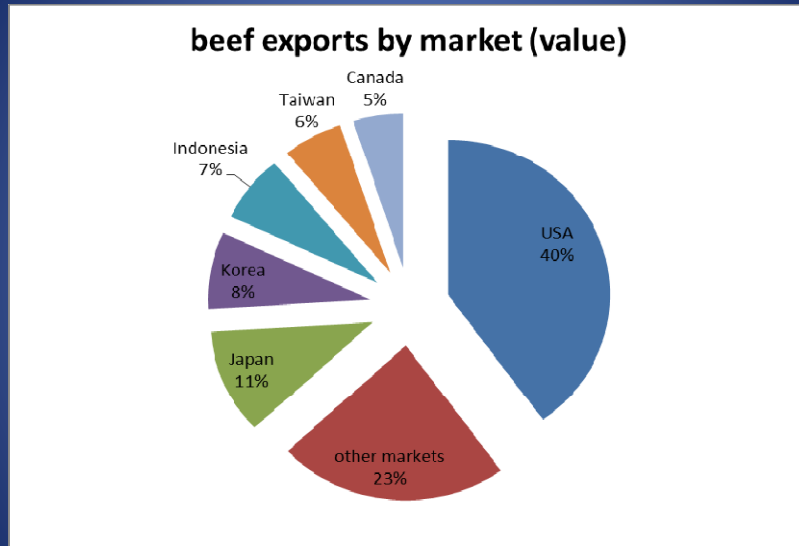


MIA website – source: Statistics NZ, Overseas Merchandise Trade

Origins of requirements

- Overseas market access requirements and legislation
- Individual Customer/company standards and specifications
- Service providers

Potential issues that can be caused by demands



MIA website – source: Statistics NZ, Overseas Merchandise Trade

Escherichia coli

- O157:H7 – adulterant – N60 testing since 2008
- Top six (O26, O45, O103, O111, O121 and O145)
- 100 other serotypes with stx associated with human disease
 - ie German outbreak O104:H4

Foodborne Illness Investigations - Wisconsin E. Coli Probe Focused on School by Dan Flynn | Oct 27, 2011 : www.foodsafetynews.com
 For elementary school students, it's probably not a good day when administrators send home stool collection kits. But that is part of a prolonged investigation in Wisconsin that has not been able to find the source of an E. coli O157:H7 outbreak.

By asking for stool specimens, however, Wisconsin's Green County Health Department and the state Division of Public Health identified four Abe Lincoln Elementary School students infected with the same strain of E. coli O157:H7 responsible for 9 illnesses and one death between mid-August and mid-September.

No source has been identified for either the four recent cases or the nine earlier illnesses.

St. Louis E. coli outbreak grows, may be linked to salad bars: www.stltoday.com
 The E. coli bacteria that has sickened at least 22 people across the St. Louis region may be linked to produce at local grocery stores.

The confirmed E. coli cases include 16 in St. Louis County, two in Jefferson County, two in St. Charles County, one in St. Louis City and one in St. Clair County. At least six people have been hospitalized

AMA warns of cholera outbreak www.ghanaweb.com
 Health officials in Accra have issued a cholera alert following Wednesday's devastating floods which displaced hundreds of residents.

The Accra Metropolitan Assembly (AMA) said sanitation in the city is in a deplorable state and is likely to trigger a massive outbreak of Cholera and other water borne diseases

US: Cantaloupe listeria outbreak continues to rise -By: Sam Webb | 27 October 2011 www.justfood.com
 A further five people have died from the cantaloupe listeria outbreak in the US, bringing the total dead to 28. The Centers for Disease Control and Prevention (CDC) yesterday (26 October) provided an update on the outbreak, which originates from cantaloupes sold under Jensen Farms' Rocky Ford

Foodborne Illness Outbreaks - Salmonella Outbreak Tied to Imported Pine Nuts - Wegmans Food Markets Recalling Product by Mary Rothschild | Oct 27, 2011 www.foodsafetynews.com
 Forty-two people in six states have Salmonella Enteritidis infections linked to contaminated Turkish pine nuts from bulk bins at Wegmans grocery stores, the Centers for Disease Control and Prevention reported Wednesday

Foodborne Illness Investigations - 14 E. Coli Cases in St. Louis by News Desk | Oct 27, 2011; www.foodsafetynews.com
 Media reports say the St. Louis County Health Department has reported 14 cases of pathogenic E. coli infection since Tuesday.

The Missouri Department of Health and Senior Services is assisting local public health officials in the investigation but has not yet been able to determine the source of contamination. The Centers for Disease Control and Prevention has been notified of the outbreak.

Those sickened range in age from 11 to 94, according to the St. Louis Post-Dispatch.

Health officials have urged anyone who has experienced severe stomach cramps, nausea and diarrhea to seek medical attention

Access to information

Individual Customer/company standards and specifications

























Sourced from company websites

- Food safety and food quality are only a small part of the picture
- Animal welfare
- Corporate social responsibility
- Health and safety
- Environmental

Service providers

- Particularly slow steaming and super slow steaming
- Transhipping
- Weather forecasting

Process flow chilled to UK



Foodborne illness

- we recognise our responsibilities in being able to provide safe and suitable food
- Prevention and reduction of foodborne illness
- 1.8 million deaths, and 4 billion cases globally attributed to diarrhoeal diseases every year ^[WHO]

Acknowledgements

- www.mia.co.nz
- www.google.com
- www.foodsafety.govt.nz
- UK, EU and USA supermarket and restaurant websites

Thank you

