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

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

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

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

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

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

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

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

The Hon. Katrina Hodgkinson MP
Minister for Primary Industries
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<tr>
<th>CHALLENGES</th>
<th>ACHIEVEMENTS</th>
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<tbody>
<tr>
<td>✗ Too much red tape for small business and industry</td>
<td>✓ Streamlined administration processes and removed $6 million in costs</td>
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<tr>
<td>✗ Low awareness of quality nutritional information for consumers</td>
<td>✓ Nutritional labelling on menus and front of pack enabling consumers to make informed food choices</td>
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<td>✗ Variable skill in safe food practices in NSW food services</td>
<td>✓ Increased skill through training in safe food handling and animal welfare</td>
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<td>✗ Administrative burden for small businesses to easily operate in the food retail sector</td>
<td>✓ Improved customer service through online 24/7 access for 15,000 online licence applications</td>
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<td>✗ Non-licensed businesses low rate of compliance</td>
<td>✓ 94% compliance across all industry sectors</td>
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<td>✗ Seasonality and climate variation impacts to sustainable food supply</td>
<td>✓ NSW leads in safe, sustainable, healthy, premium food and food products</td>
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OUR VISION FOR THE FUTURE

FOOD SAFETY, CONFIDENCE AND CERTAINTY ACROSS THE SUPPLY CHAIN

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

95% compliance by NSW businesses with food safety requirements.

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

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

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

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