

Minister Launches Kids' Lunch Box Campaign at Royal Show



Minister Macdonald promotes the Food Authority's cooler bags during this year's cook off - Marlene Vaughan looks on.



Marlene Vaughan, Minister Macdonald and celebrity chef Lindy Milan.

Primary Industries Minister Ian Macdonald launched the Food Authority's Safe Kids' Lunch Boxes campaign during a "cook off" at the Royal Easter Show. Mr Macdonald, who last year shared the spotlight in the Woolworths Fresh Food Dome kitchen with celebrity chef Peter Howard, joined high-profile food personality Lindy Milan preparing a meal from a bag of surprise ingredients while highlighting common hygiene mistakes people make in the kitchen. The theme at the Authority's stand this year was time and temperature control, and Mr Macdonald promoted a series of Food Authority cooler bags that keep perishable foods cool to prevent the growth of potentially dangerous bacteria.

The insulated cooler bags also included two new Authority brochures on time and temperature control and handy tips on keeping food safe in fridges, as well as a fridge thermometer. The Food Authority's Kids' Lunches campaign promotes the use of ice blocks and frozen popper drinks in kids lunches to help keep food safe.

Mr Macdonald also promoted the Authority's new mascots, three consumer friendly characters designed to educate people about correct time and temperature control to minimise the risk of food poisoning. *Chilly*, *Fiery* and *Squeaky Clean* featured at the Authority stand, and were emblazoned on chiller show bags, brochures and other educational material. *Chilly* the penguin promotes the slogan "Keep It Cool", *Fiery* the dragon's motto is "Keep it Hot" while *Squeaky Clean* lives by the credo of "Keep it Clean", to reinforce proper hand washing and hygiene. More Easter Show stories and photos turn to pages Two and Three:

Food Authority RLPB Road Shows Boosts Industry Communication



Terry Charlton (Chair MICC), Warren Thatcher (Chairman Northern Slopes RLPB), Deborah King (Manager Northern Slopes RLPB) and Terry Outtrim (Executive Director Operations, Food Authority) at the Inverell RLPB conference.

A series of Food Authority information road shows visited six Rural Lands Protection Board (RLPB) meetings across NSW recently to boost industry communication and consultation. Food Authority Executive Director (Operations) Terry Outtrim and Meat Industry Consultative Committee Chair Terry Charlton hosted the road shows. Every occupier of land liable to pay an animal health rate must pay a meat industry levy to the RLPB. Mr Charlton explained how the Boards collect the levy for the Authority. The average levy in 2005 was \$14. Mr Outtrim then explained how the Authority used the money to ensure that meat produced in NSW remained safe and free from potentially dangerous pathogens. Mr Outtrim said the levy helps ensure the viability of the meat sector by investing back into industry through auditing, inspections, investigations and education of industry members and consumers, as well as stamping out illegal operators and meat substitution scams.



Look who wants the Food Authority's kids lunch box campaign! Turn to Page Three and find out what Uncle Sam is after!





OUTCOMES/PROJECTS

Inaugural Poultry & Egg Industries Advisory Committee Meeting



Minister Macdonald and the inaugural meeting of the new Poultry & Egg Industries Advisory Committee (PEICC)

The inaugural meeting of the Poultry & Egg Industries Advisory Committee (PEICC) met recently to discuss a range of issues affecting the industry sectors. The PEICC is the latest industry committee and joins others representing the meat, seafood, shellfish and dairy industries. Primary Industries Minister Ian Macdonald, who attended the inaugural meeting, said all the industry committees enjoy strong ongoing consultation between industry sectors, the Food Authority and his office. No longer a part of the Meat Industry Consultative Council, it was decided to establish a separate voice for the sector due to its size and the volume of chicken meat and eggs sold. Mr Macdonald said the industry committees were a great partnership and another good example of Government and Industry working together to make sure food in NSW remains second-to-none in terms of safety.

2006 Royal Show



The Food Authority's Easter Show Stand

The Authority's new look stand at the Easter Show attracted many thousands of visitors over the two week event. Again housed in the high traffic Woolworths Fresh Food Dome, the eye-catching stand featured a range of interactive, fun and educational exhibits promoting food safety. This year's theme was "Keep It Cool", and highlighted

the importance of keeping perishable foods cool to prevent the growth of pathogens. Three new mascots were launched at the show. *Chilly* the Penguin (Keep it Cool!); *Fiery* the Dragon (Heat it Up!) and *Squeaky Clean* the Platypus (Keep it Clean!). Temporary tattoos of the three characters proved a bit hit with kids. As always, Food Authority staff were on hand to answer questions about food safety. Popular exhibits included a hand-washing station that uses ultra-violet light to show areas of the hands that have not been washed and dried properly.

Graphic computer displays showed how bacteria can multiply rapidly at warmer temperatures. A simple to follow wall chart demonstrated the perils of the "Temperature Danger Zone". Show bags with two new Authority brochures and fridge thermometers were on sale. The show bags doubled as insulated carry bags so consumers can keep perishable food cool and hot food at the right temperature to avoid bacteria growth.

A competition to win a new \$1700 fridge proved very popular. Several thousand entries were received and the winner was drawn by Director-General George Davey. The entry forms asked consumers about their food safety knowledge and this information will help the Authority devise future education campaigns.

...and the winner is!



George Davey with the winning entry of the Authority's "Win a Fridge" competition. Congratulations to Vanessa Ryan of Collaroy!



The hand-washing station at the Authority's stand proved very popular.



New Food Authority mascots - Chilly; Fiery and Squeaky Clean!

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Catrin May and Michael Apollonov at the stand.



Bacteria binary growth displays.



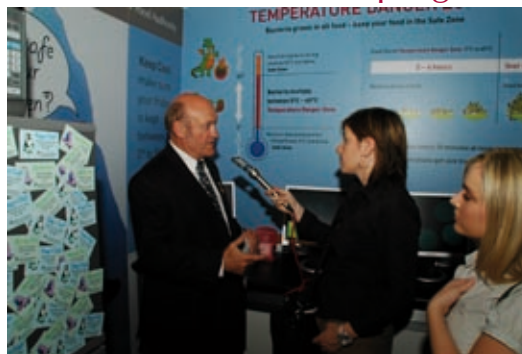
Kelly Collins, George Davey, Kaylene Griffith, Samara Kitchener, Minister Macdonald's Chief of Staff Tony Hewson and DPI Director of Public Affairs & Media Bill Frew.

Mystery Photo



Who's that at the DPI stand at the Royal Show? While we can't vouch for the two characters in the middle, the skinny blonde on the left and straw-headed flaxen youth on the right look suspiciously familiar!

US Army Recruits Authority Kids' Lunch Box Campaign



Minister Macdonald does a radio interview during the launch of the Authority's lunch box campaign.



A Food Authority Survey promoting safe kids' lunch boxes will be used by the US Army to highlight correct time and temperature control after the Army's Environmental Health unit spotted the Kids' Lunch Box initiative on the Authority's web site. Kids' lunch boxes is the Authority's latest educational campaign - research by the Authority's science team found up to 40% of children aged under 12 risked food poisoning due to warm lunch boxes. In launching the campaign at the Royal Show, Primary Industries Minister Ian Macdonald said parents should pack frozen poppers or ice blocks in their kid's school lunches to minimise any risk. The survey examined the lunch boxes of 590 children at 3 schools across Sydney. A separate survey revealed that lunch boxes without frozen poppers or ice blocks were up to 12 degrees warmer than lunch boxes with poppers or ice blocks. Tests by the Food Authority's lab showed sandwiches in paper bags and lunch boxes without poppers or ice blocks had nearly five times the number of bacteria after five hours. The Kids' Safe Lunch Box campaign was part of the Authority's "Keep It Cool" education initiative at the Royal Show. The lunch box survey, and a wealth of easy-to-follow food safety information, can be found at the Food Authority's web site at www.foodauthority.nsw.gov.au.

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Food-Borne Illness Snapshot



The importance of good hand washing and hygiene in a restaurant cannot be overstated. Despite numerous warnings there is always the odd business that fails to pay adequate attention to hygiene - with adverse consequences. Recently the Food Authority's Food-borne Illness Investigation Unit was forwarded information from a local council about several people who allegedly fell ill after eating at a restaurant. **Continued Page Four:**



An investigation was undertaken with the assistance of NSW Health. Inspection of the restaurant found that it was in a reasonably clean condition. However, hand wash basins located in the kitchen were not provided with soap or single-use towels and were also being used for the preparation of food - clear breaches of the Food Standards Code. Subsequent testing uncovered evidence of faecal contamination in several food samples, indicating poor hygiene and general food handling. An improvement notice was served and the restaurant given 24 hours notice to take corrective measures. Hand washing is simple, quick, and one of the best defences against the spread of disease. Amazingly, there are some who still seem to see it as an 'optional extra'.

Tathra Oysters - Prestigious Awards for Excellence



George Davey presents Gary Rodely (left) with the Champion Sydney Rock Oyster Exhibit Award at this year's Royal Show.

South Coast Oyster farmer Gary Rodely and his Tathra Oysters pulled off two coups in April - winning two highly regarded awards for excellence. The first ever Sydney Royal Wine, Dairy and Fine Food Supreme Champion Award, the President's Medal, was awarded to Tathra Oysters at a special dinner celebrating outstanding excellence from Australian producers. Deputy Prime Minister the Hon. Mark Vaile presented Gary, owner of Tathra Oysters, with the President's Medal and a cash prize of \$10,000 after he beat five other contenders. Sponsored by the NSW Department of Primary Industries and Woolworths Ltd, the Award recognises champion products and producers from the Royal Agricultural Society of NSW (RAS) Wine, Dairy and Fine Food Shows (WD&FF). Tathra Oysters also won this year's Sydney Rock Oyster Exhibit. Gary was presented with his award at the Royal Show Fine Food Awards Presentation by Food Authority Director-General George Davey. The Food Authority administers the NSW Shellfish Program which regulates all licensed oysters ensuring produce remains second-to-none in terms of safety. Separately, the Authority is sponsoring the "Champion Regional Food" in the September round of the Fine Food Awards. The award will be judged later this year and the winner recognised at next year's show.

2nd Anniversary Stakeholder Dinner

About 80 guests attended the Food Authority's Second Anniversary Stakeholder dinner at the See Room at the Royal Show. Stakeholders representing the Authority's partners in government, industry, academia and community groups attended the function. Director-General George Davey outlined the Authority's accomplishments over the past 12 months, while Primary Industries Minister Ian Macdonald stressed the importance of Government and industry/community partnerships.



FSANZ CEO Graham Peachy with Heather Yeatman from the University of Wollongong and husband Charlton Yeatman.



NSW Dairy Industry Conference Member Bob Grey and Colin Gray, Executive Director, Australian Chamber of Fruit & Vegetable Industries Ltd.



NSW Dairy Industry Conference Chairman Bert Vidler with Mrs Vidler (left) and Ministerial staffer Anita Gylseth (right).

Strategic Plan 2006-2009

A Staff meeting was held at Newington head office to coincide with the Authority's 2nd Anniversary to outline the updated Strategic Plan direction for 2006-2009. Director-General George Davey briefed staff on the Strategic Plan and how it will ensure the Authority continues to deliver "safe food to plate" for consumers. The Strategic Plan is the blueprint driving the Authority forward over the next three years, and helps ensure *deliverables* and goals are met on time. Staff then

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devoured a very tasty sponge cake commemorating the Authority's second year of operation.



Bruce Nelan and Tony Rowse



Peter Yankos with George Davey.



Jane Verwoerd and David Miles.



Brett Campbell, Rod McCarthy and Brian Biffin

Beijing Delegation Visit

The NSW Food Authority recently hosted a two day visit for a Beijing delegation. The group represented a variety of fields, including staff members from the Beijing Agriculture Bureau, Health Bureau and the Legal Affairs office. A number of presentations were conducted covering food-borne illness and recalls, risk assessment, enforcement, managing food safety at the Sydney

Olympics and an overview of New Scheme Development. A site visit was held at GSF Australia. GSF Australia was invited to host the half-day visit as they are one of largest plant product businesses licensed with the NSW Food Authority and have a large product range with an international focus.



Authority Young Professionals



George Davey with Food Authority young professionals.

The Institute for Public Administration Australia (IPAA) recently held a Young Professional's breakfast, where CEOs from NSW public agencies had breakfast with some of their younger staff. A number of good initiatives to assist younger staff and the Authority were raised, including forming an "Emerging Leaders" forum. All interested staff will be invited to attend. The Emerging Leaders forum will strive to help people attain their leadership career goals in a fun and supportive environment. Food Chain will run further updates on the Emerging Leaders forum in coming months.

International Women's Day Award



Minister Macdonald presents the award to Samara Kitchener

Samara Kitchener's name has been added to the International Women's Day 2006 NSW Honour Roll for her energy and leadership in spearheading the Food Authority's successful Mercury in Fish education campaign. Congratulations Samara!

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