



Contamination, Communication and Confidence

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What I'm going to talk about

Food contamination

Risk perception

Needles in strawberries

Lessons learned



What is food contamination?

Any biological or chemical agent, foreign matter, or other substances that may compromise food safety or suitability.

Food Standards Code 3.1.1

Food Safety Hazards: 3 Types of Contamination



Physical

Plastic
Glass
Metal
Wood
Bandages
Jewelry and other
personal items



Chemical

Allergens
Pesticides
Sanitizers
Lubricants



Biological

Parasites
Viruses
Bacteria

How it usually happens



How do we manage it?

HACCP



**CLEAN
COOK
CHILL**

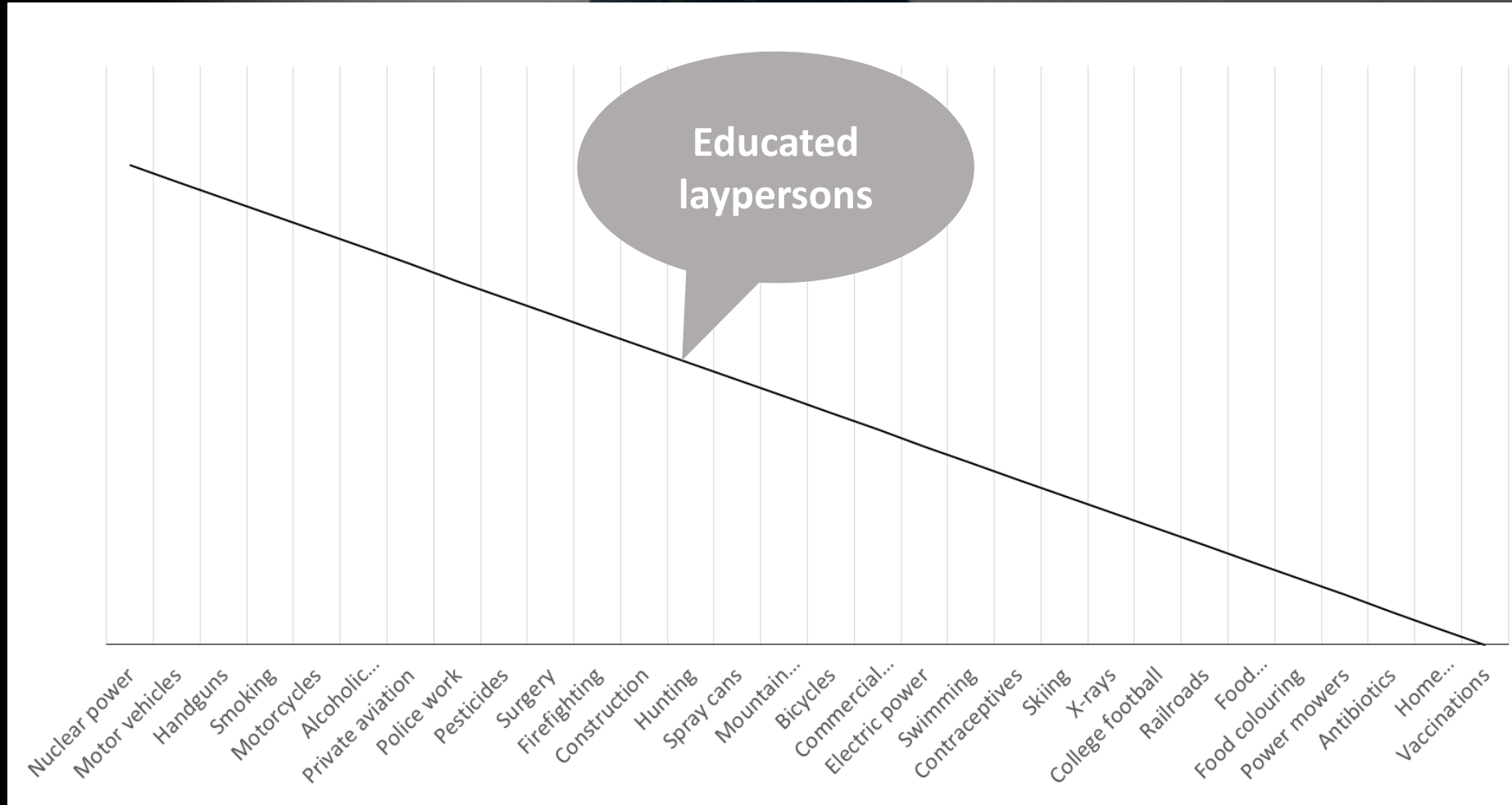
**DON'T
GET
ILL**



Who cares?

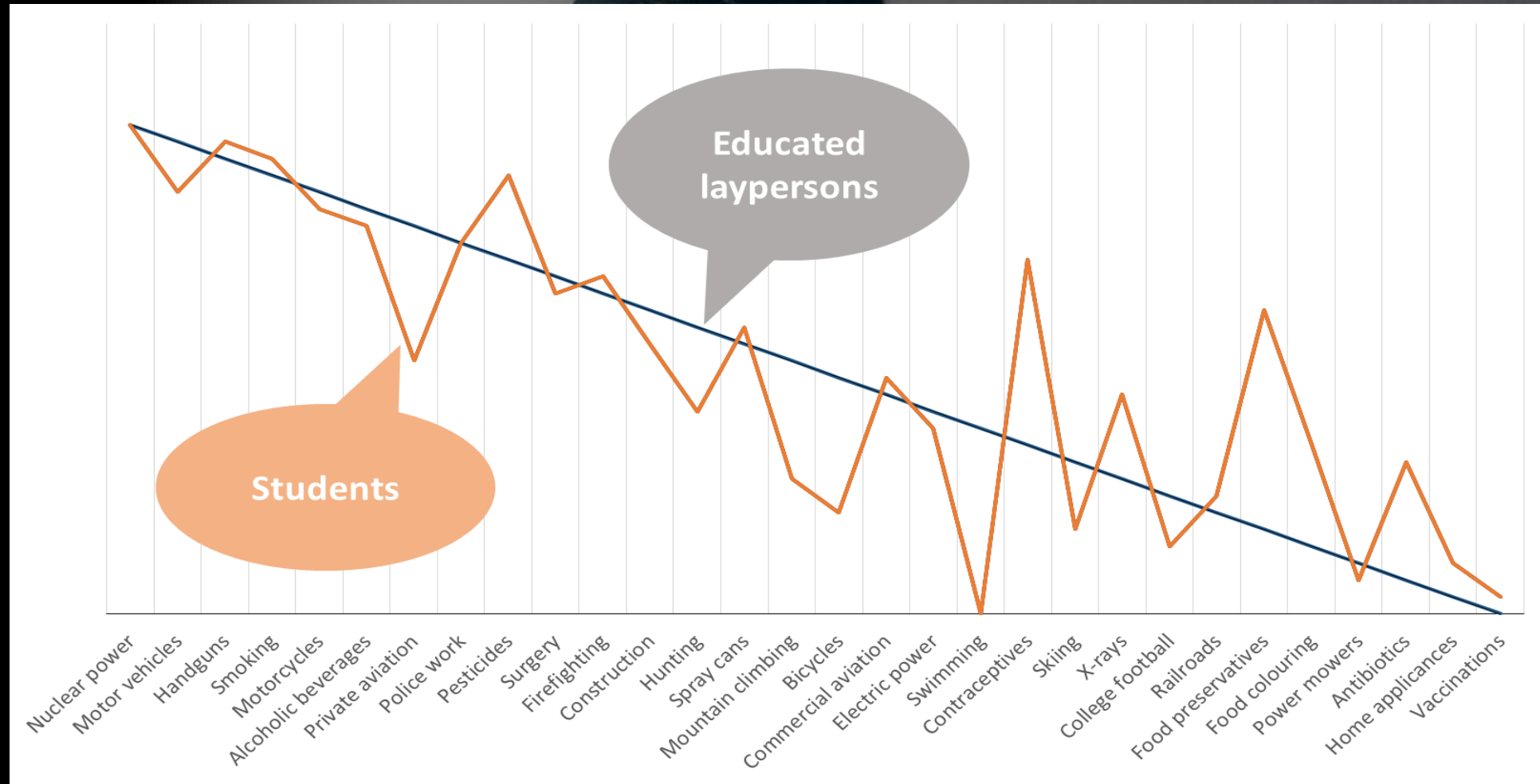


No, really! Who cares...

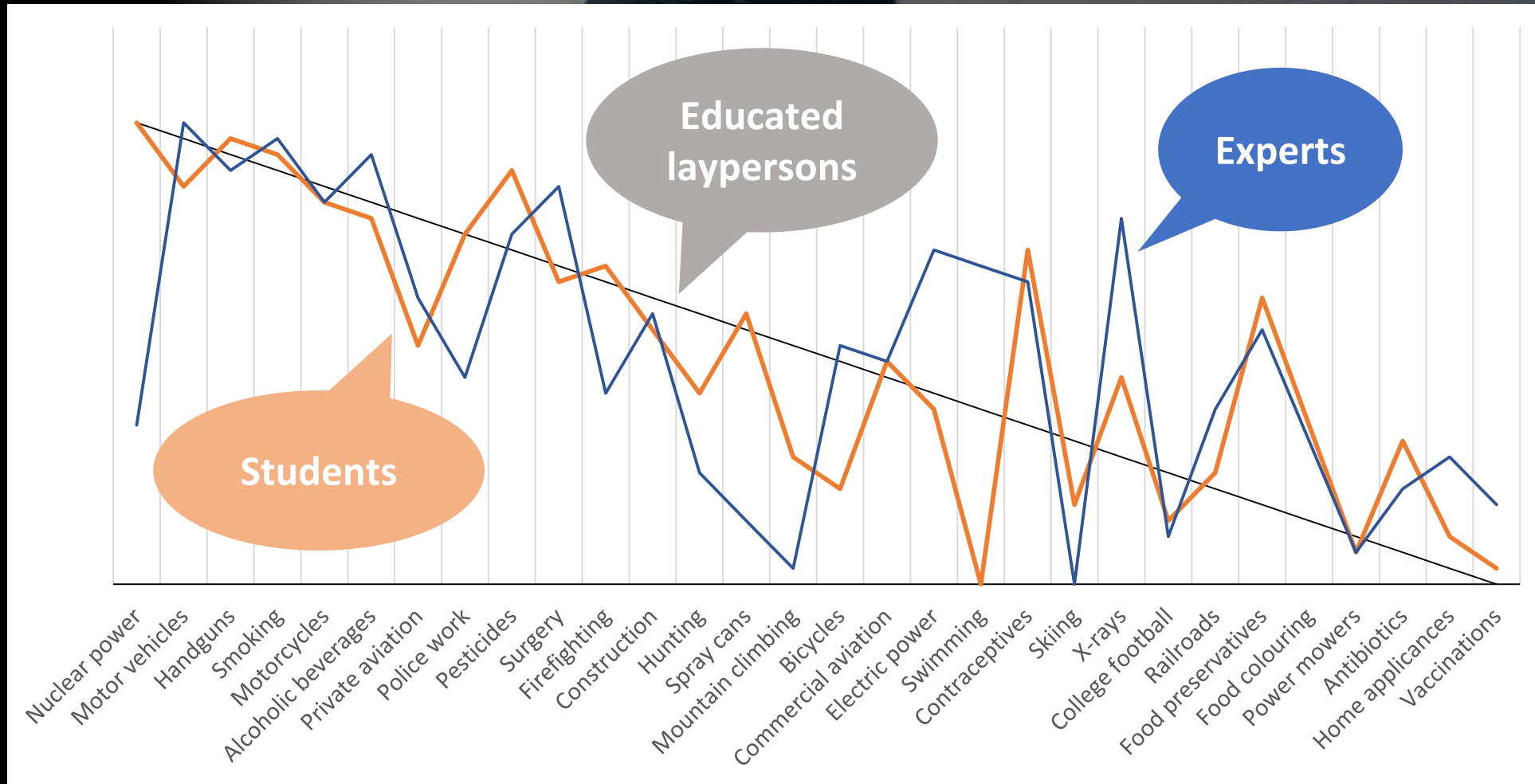


Slovic, P. (1987). Perception of risk. *Science*, 236, 280-285.

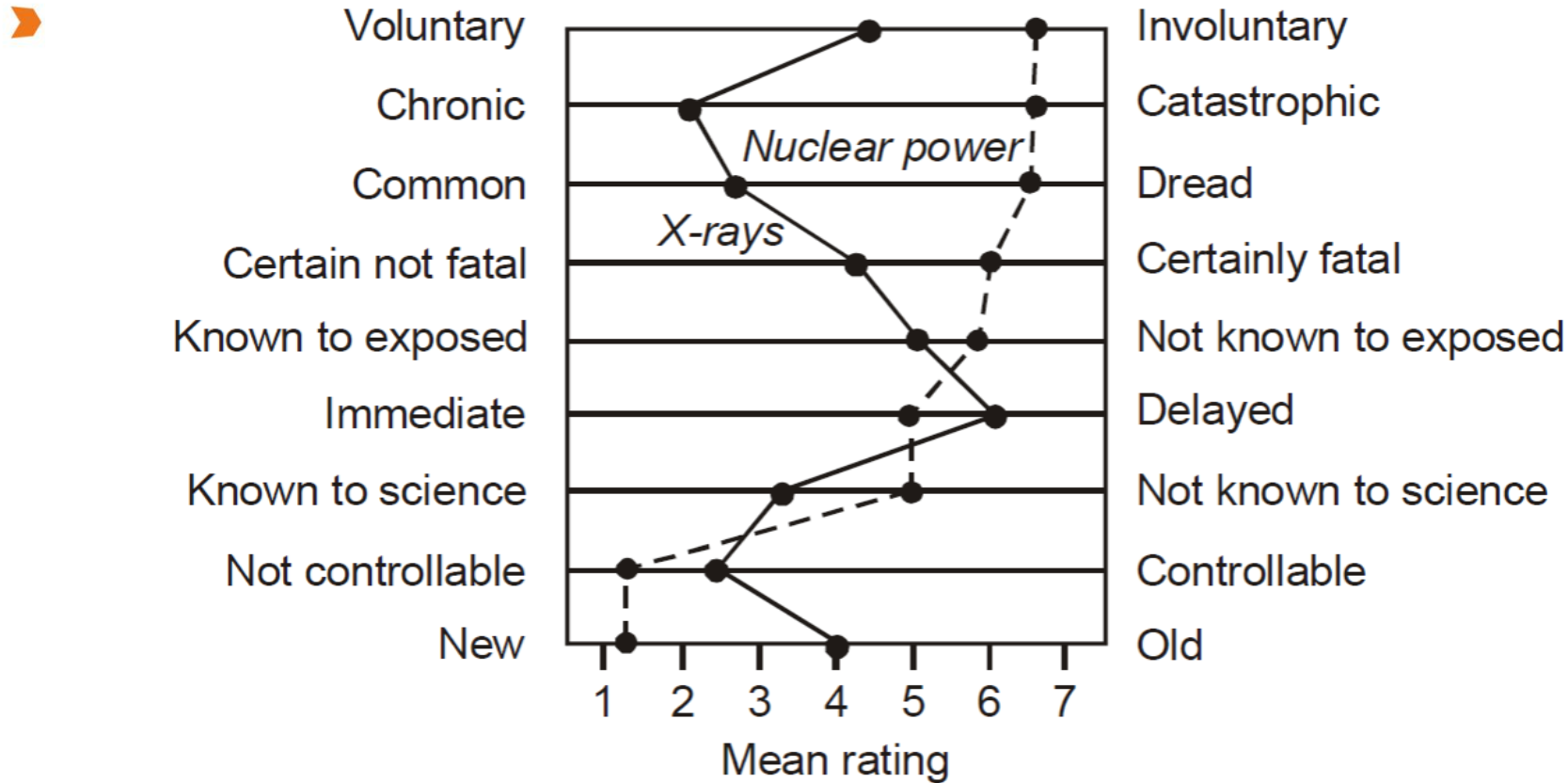
No, really! Who cares...



No, really! Who cares...



What drives perceptions of risk



VS



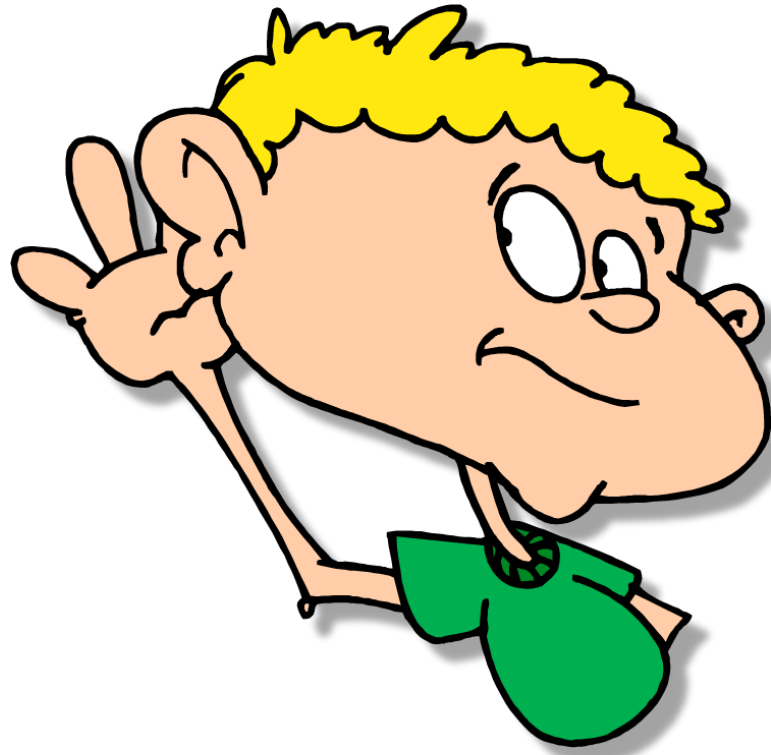
Outrage!

<u>“Safe”</u>	<u>“Risky”</u>
1. Voluntary	Coerced
2. Natural	Industrial
3. Familiar	Exotic
4. Not memorable	Memorable
5. Not dreaded	Dreaded
6. Chronic	Catastrophic
7. Knowable	Unknowable
8. Individually controlled	Controlled by others
9. Fair	Unfair
10. Morally irrelevant	Morally relevant
11. Trustworthy sources	Untrustworthy sources
12. Responsive process	Unresponsive process

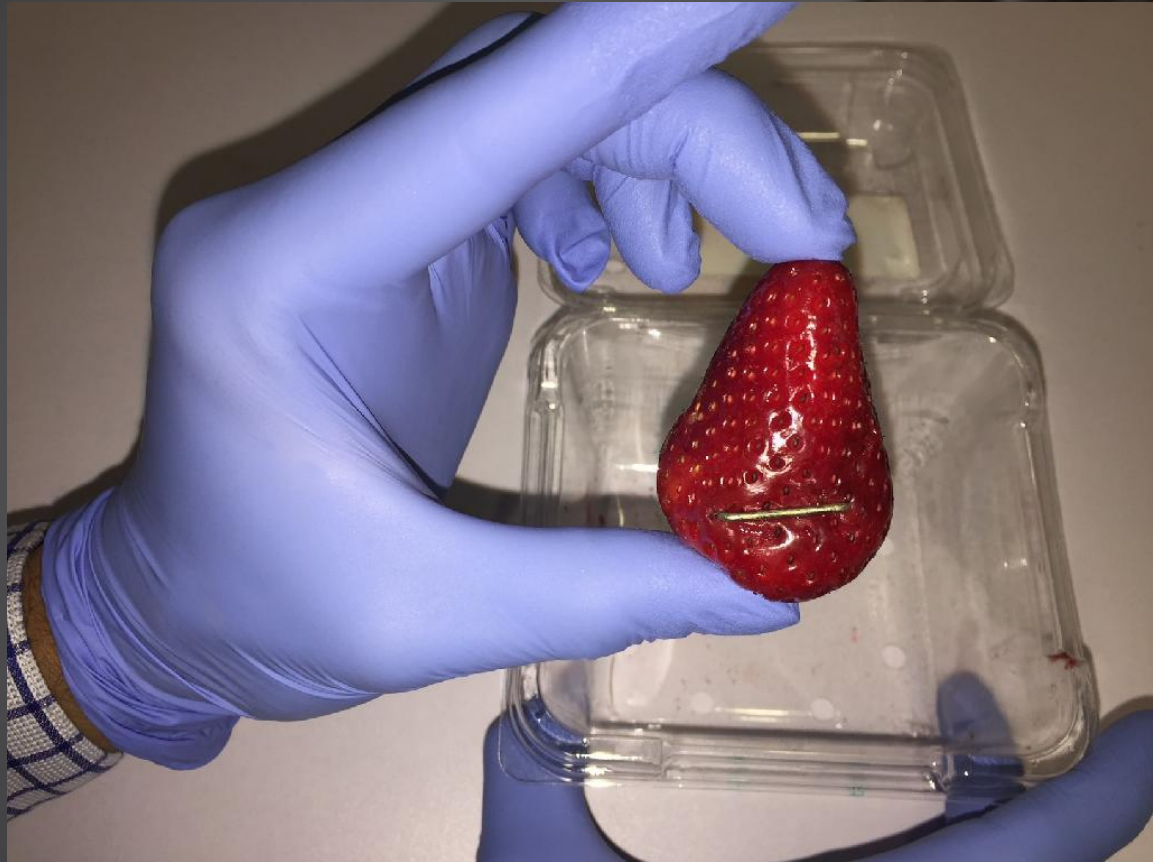
© Peter M. Sandman, 1991



Why does this matter?



Needles in strawberries



9 Sept 2018 – Australia

Widespread media attention

23 Sept 2018 – first NZ report

Followed by numerous more

Context:

13 over previous 5 years

500 complaints / year

90 related to 'foreign matter'

Who would do this?

Motivations complex:

payback

copycats

pranks

often children



What we did...

Protecting consumers paramount

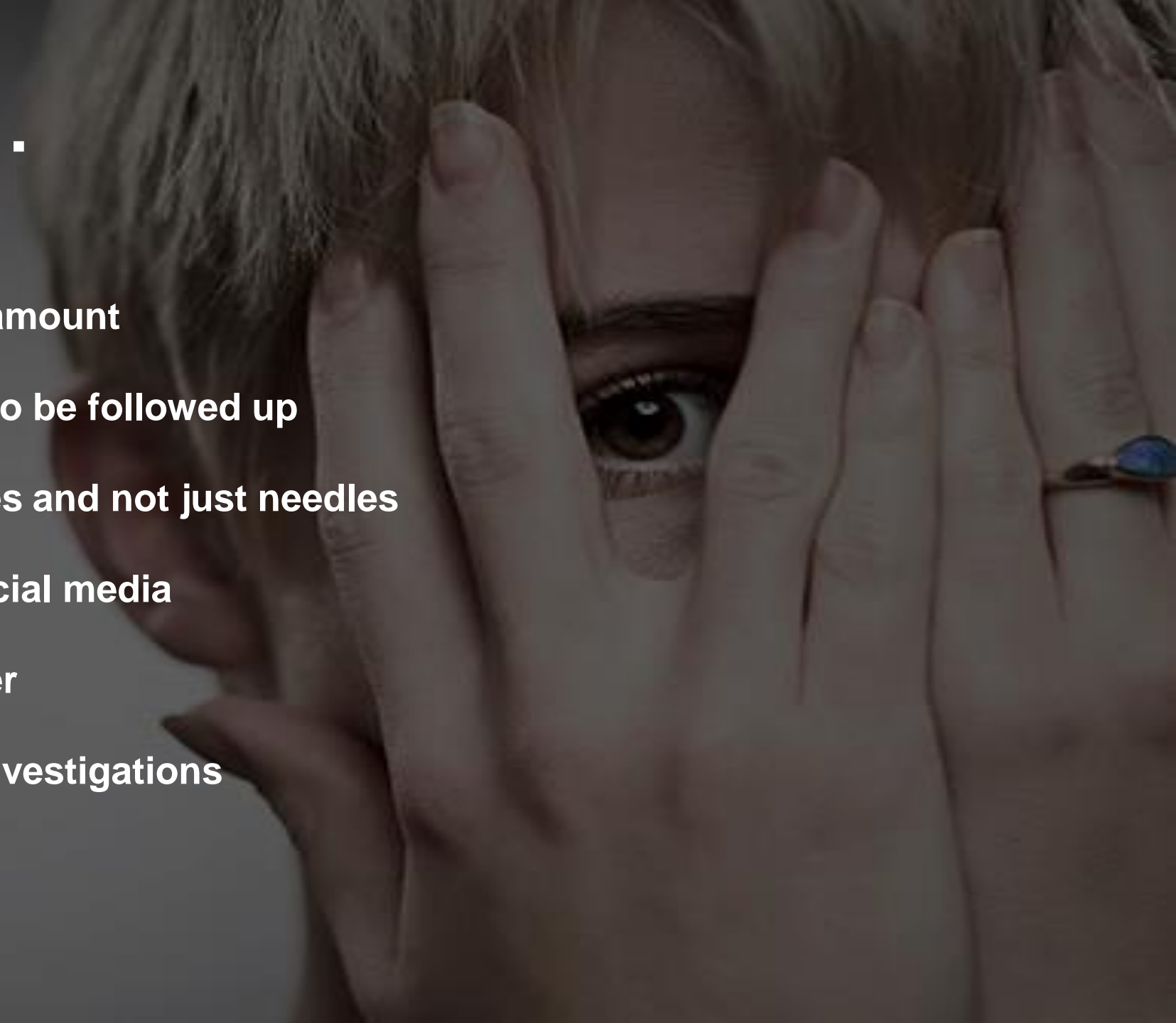
all reports needed to be followed up

not just strawberries and not just needles

reports through social media

Tampering a criminal matter

supported Police investigations



What we did...

Industry liaison group

informing

coordination

advising on measures



Reactive media

27 media enquiries (23 – 25 Sept)

Radio, TV, print, online

Consistent messaging



Responsive media

Reduce the outrage

Consumers can be vigilant

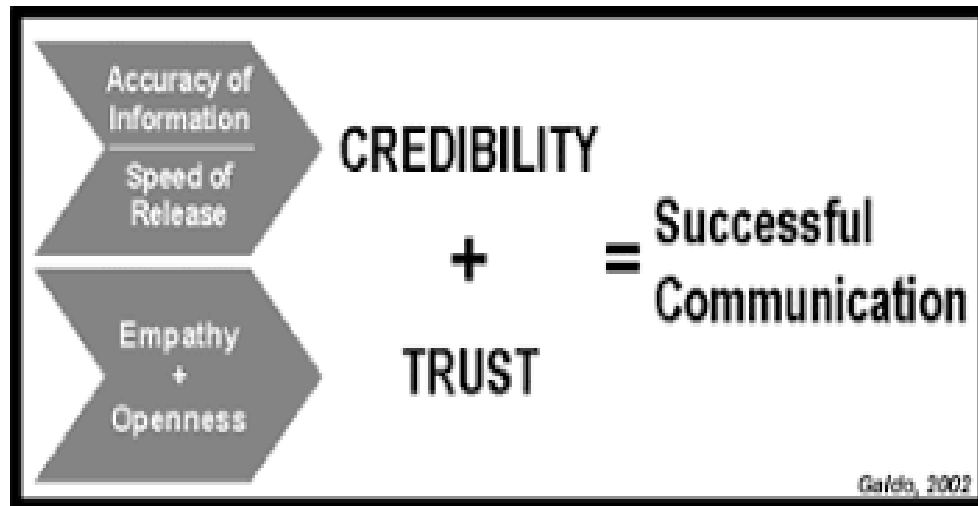
Talk to your retailer or us

Putting power in consumers' hands



Lessons learned

- **Pre-established relationships are key**
- Statements from Police reduced copycats**
- Communications critical**



Thank you

Q&A Session

Thank you