



Operation Concord  
INFORMING STAKEHOLDERS RUNSHEET

Document title	Operation Concord: Informing Stakeholders Runsheet
Workstream	Control
Co-ordinator	
Contributors	
Approval needed from	Operation Concord Governance
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9(2)(a)

## Security Level - Restricted

Security level	Restricted
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### Situation

In late November 2014, Fonterra and Federated Farmers received an anonymous letter stating an intention to contaminate infant and other formula with traces of 1080 and release [REDACTED] unless New Zealand stops using 1080 by late March.

6(c),  
9(2)(d)

MPI is the lead agency for the government response and is coordinating across Government and relevant companies and industry groups. The process of releasing information about the threat in a sequenced and controlled manner has commenced. MPI is now using the week 10-17 as the planning assumption for public release.

### Purpose

The purpose of this plan is to provide a detailed overview of the release times, delivery method and responsibilities for informing stakeholders leading up to the public announcement.

The plan is for use in both controlled release situation or in the event of a leak. Only the timing will change i.e. in the event of an uncontrolled release the distribution will likely be conducted in a more compressed timeframe.

There is a separate and detailed communications plan for the public release activities.

### Current Status

Informed	Uninformed
21 Manufacturers	Smaller Global Suppliers
Six Global Suppliers	Regional Councils
Foodstuffs and Progressives	District Councils
Food and Grocery Council CE	Universities and CRIs
[REDACTED]	Other retailers: [REDACTED]

9(2)(b)(ii)

Security Level - Restricted

Infant Nutrition Council	Export NZ	
Operational Solutions for Primary Industries (OSPRI)	Business NZ	
Royal Forest and Bird		
Federated Farmers	NZ International Business Forum	6(a)
NZ Trade & Enterprise	Retail NZ	
Dairy Companies Association of NZ (DCANZ)	Pest Control Research Ltd	
New Zealand's Food & Grocery Council (NZFGC)	Dairy NZ	
New Zealand Infant Formula Exporters Association		9(2)(f)(vi)
The Warehouse	Tourism NZ	

9(2)(b)(ii)



## Run List

NO.	DAY	STAKEHOLDER	MECHANISM	PURPOSE	OWNER	STATUS	
1	D Day - 96 HOURS PRIOR	NZ Diplomatic Posts: Heads of Mission advised of impending tasking Formal Message	Email	Informing them of the release date	MFAT		9(2)(a)
2	D Day -48 HOURS PRIOR (TBC depending on day of week)						6(a)
3							
4		DHB Emergency Management	Email	Informing them of the release date. Release preparation.	MOH		
5		Global Suppliers & Manufacturers group	Email	Confirming release date and expressing confidentiality until public announcement	Operations	Messaging developed	9(2)(b)(ii)
		Food Distribution					

NO.	DAY	STAKEHOLDER	MECHANISM	PURPOSE	OWNER	STATUS
		Council) 1080 Stakeholders (See Appendix 1, 2 & 4)				
6	D Day -24 HOURS PRIOR	Chemist Chains plus retailers (See Appendix 5)	Phone	This group has no prior knowledge of threat and may need time to inform members/stores	DDG supported by Controller	This approach is TBC with health.
7		Chemist Chains plus retailers (See Appendix 5)	Email	Follow up email expressing confidentiality.	Operations	Messaging under development
8						
9		NZ Diplomatic Posts: Formal Message sent on media management and communications	MFAT Formal Message system (NZE0)	To brief Posts on media management and comms approach.	MFAT	Formal Message agreed
10		Specialist disciplines (DHB Chief Medical Officers & Directors of Nursing et al and Public Health Units)	Teleconferences (throughout day) and follow up emails	Advising of situation.	MOH	

9(2)(b)(ii)

9(2)(b)(ii)

6(a)



Security Level - Restricted

NO.	DAY	STAKEHOLDER	MECHANISM	PURPOSE	OWNER	STATUS
11		<b>Community based health services &amp; professional colleagues</b> (GPs, pharmacists, midwives et al)  <b>(2 hours prior to public announcement)</b>	Email	To advise of threat & to provide guidance and information.	MOH	
13		<b>Business Stakeholders</b> (Export NZ, Business NZ, et al)  <b>(1 hours prior to public announcement)</b>  <i>(See Appendix 3)</i>	Phone	To advise of threat and situation. As this group has no prior knowledge of threat	DDG supported by Controller	

9(2)(b)(ii)

6(a)

9(2)(f)(vi)

NO.	DAY	STAKEHOLDER	MECHANISM	PURPOSE	OWNER	STATUS
16						
17		<b>Schools &amp; Early Childhood centres</b>  <b>(5 mins before public announcement)</b>	Email	Information pack regarding milk products	Ministry of Education	Under development
18		<b>Public announcement</b>  Refer to Communications Plan			NZ Police & MPI DG	
19		<b>International Food Safety Authorities Network</b>  Same time as public announcement	Email/phone from Science Risk Assessment		MPI Science Risk Assessment	

9(2)(f)(vi)

9(2)(a)

6(c)

9(2)(a)



Security Level - Restricted

NO.	DAY	STAKEHOLDER	MECHANISM	PURPOSE	OWNER	STATUS
20		<b>Financial Markets Authority</b> Same time as public announcement	TBC discretion from FMA	To inform Financial markets	MPI Legal	
22		<b>Technical Media Briefing</b> Refer to Communications Plan			PIM	
23		<b>Minister media conference</b> Refer to Communications Plan			PIM	
25	<b>D Day + 24 hours</b>	New regulations for control of laboratory grade 1080	Gazette notice	To tighten control and security of this material	MfE/EPA	

9(2)(b)(ii)

6(a)

Appendix 1 - Appendix 6 withheld under 6(c) and 9(2)(b)(ii) .  
Appendix 7 withheld under 6(a)



# Operation Concord meetings to inform manufacturers and global suppliers

This plan outlines a series of initial meetings held to inform manufacturers and global distributors of infant formula of the risk to this industry prior to MPI notifying the public. It covers the necessary background, run lists and agendas for the following meetings;

- Meeting 1 - New Zealand infant forum manufactures meeting
- Meeting 2 - Global suppliers teleconference/meeting
- Meeting 3 – half day industry workshop – link to plan attached
- Meeting 4 – other laboratories
- Meeting 5 – other stakeholders
- Ongoing daily teleconferences

Still to add to this document a plan and run list for the;

- (It has now been decided that the global suppliers meeting will be face to face and replicate the manufacturers meeting- but may need phone in from 1/2 overseas global suppliers)
- daily teleconferences – [REDACTED] to amend [REDACTED] plan
- meeting with other laboratories – [REDACTED] is working on this
- meeting with other stakeholders – [REDACTED] to work this up

9(2)(a)

## Rationale

The proposed phased release provides the best solution to contacting industry in a controlled manner. It enables MPI to contact them in a controlled manner rather than industry contacting their own global suppliers in an uncontrolled manner. In this way MPI is able to retain control of messaging and ensuring confidence in the actions taken. It is important to realise that this is an issue that affects not one supplier but the whole New Zealand Industry and is a regulatory control issue.

## Purpose of these meetings

- To notify manufacturers and then global distributors of infant formula of the current threat being managed by MPI to this industry group.
- To inform them of what has been done towards mitigating this risk.
- To request manufacturers that they develop/enhance their capabilities for traceability and managing
- To offer assistance with developing their capability in these areas if required.

6(c)

## Response objectives

The overall objectives of the response are;

- To protect consumer health
- To ensure NZ milk products are safe for consumption and maintain confidence in the NZ dairy supply chain
- To maintain NZ's international reputation as a safe food producer



- To maintain relationships with [REDACTED] trading partners

6(a)

### Meeting schedule

Meeting	Date	Time	Where	Stakeholder
1	10 Feb	10-14.30	Pastoral house – face to face in room 3.3	New Zealand infant formula manufacturers (22)
2	11Feb	11-3pm	Pastoral house - face to face in room 3.3	Global suppliers of infant formula
3	13 Feb	½ day	Industry workshop in Auckland	New Zealand infant formula manufacturers (22)
4				Other Laboratories
6	Daily from 11/2	3pm	Response room 3 Industry teleconference	Manufacturers
7	xx	4pm	Response room 3	Other stakeholders

### Background information to the meetings

#### Participants to the Infant formula Manufacturers Meeting

Manufacturers



6(c)

[All all other attendees (OGD representatives)]

FMA, Fonterra and Federated farmers will be invited to join the meeting

#### Notifying participants of the meeting

Appropriate senior leadership of identified manufacturers (appendix 2) are to be contacted by phone to advise them of a meeting in Wellington at which they will be briefed on this issue critical to their business.

Senior leaders of identified global suppliers will be contacted by Fonterra's senior account managers who have a good working relationship with these individuals advising them that they will shortly receive a phone call from MPI inviting them to a meeting regarding an issue. At no time will they divulge any details of the issue. This will be followed up by a similar notification to senior leadership of identified global suppliers (appendix 2) advising them of a similar briefing meeting which will be held in the afternoon after the manufacturers meeting.

Careful consideration needs to be given to the timing of the invitations, as several of the global suppliers may wish to travel from overseas and adequate time needs to be given in order for them to make the necessary travel arrangements. If they are unable to attend in person they will be asked to nominate an alternative representative or arrangements made for them to join via teleconference.



Prior to any conversation commencing, MPI will gain a verbal undertaking that the recipient of the call will treat the nature of the call, and the meeting request, in strictest confidence. MPI will advise that a written confidentiality agreement will need to be signed before the meeting.

No other information will be provided on the call, other than the time and place of the meeting, although a confirmatory email will be supplied. Conference call facilities will not be provided.

Adequate advanced notification will be given to allow representatives to attend. A script (Appendix 1) has been prepared for this notification. The notification will be carried out by DDG(s) through a phone call to each organisation on the contact list (Appendix 2).

The name on this contact list used as a starting contact point is the Chief Executive or Director General level. In all cases if primary points of contact are not reached within 2 hours then a suitable senior technical representative will be contacted to ensure all companies are suitably notified within a 3 hour period. Due to the amount of time this will take to carry out, it will need to involve more than one DDG, and is likely to need up to four.

Only one person from each organisation will be allowed to the meeting(s)- in the case of global suppliers this may be increased to two, and this will be mentioned in this initial call. If multiple representatives from organisation arrive for the industry meeting, only one will be allowed access to the meeting. It may be useful to have a fisheries officer present to maintain security and enforce this.

### **Bringing participants into the meeting**

Once the time and date of the meeting (s) have been agreed, participants will be told to arrive at level four reception and will be directed to head down the stairs to the table outside of room 3.3.

### **Room set up and sign in to the meeting**

The meeting will be set up in room 3.3 with a meeting reception table located outside of the meeting door.

At the meeting reception table, representatives will be; provided with a name tag, asked to sign in and return their signed confidentiality agreements. If representatives fail to sign the confidentiality agreements they will be refused access to the meeting. Spare confidentiality agreements will be available on the reception table should the representatives forget to bring them with them.

All Industry representatives will be asked to surrender their mobile devices until after the meeting. We will provide a secure method for this (plastic boxes at the reception desk and post it notes to identify the owners of the phone).

Inside the meeting room we will ensure there is'

- Long table at the front of the room for presenters
- Power point facilities available
- At least 50 chairs set out in a conference arrangement
- Tea, coffee and biscuits in the room for consumption before the meeting

## Package of information

The package of information has been developed and finalised. Governance will approve this. Once this has been completed the package of information will be collated into MPI folders, named with the participant's name.

This information will be kept in the main room ready for handing out once the meeting has started. No advance disclosure is provided.

## Links



6(c)

## Briefing talking points

### Introductions

Thank you for coming to this meeting and agreeing to sign the confidentiality agreement.

At this meeting I will give you a briefing on a significant issue that could have an effect on your business.

As it is a criminal matter, we have a police representative here to give you an overview of the current status of the investigation.

Because some of you are listed companies, we will provide advice from the FMA regarding your obligations with respect to the information we will share today.

This has involved a whole of government co-ordination and I will discuss what our activity has been to date and what that might mean for you.

We will also give you information about what we assess you could do to protect your customers and business from potential risk.

### Background

A threat targeting New Zealand interests has been received, involving a stated intention to release 1080 contaminated infant formula [REDACTED] unless New Zealand stops using 1080 [REDACTED]

6(c), 9(2)  
(d)

The threat was conveyed in letters received by Fonterra and Federated Farmers at the end of November 2014. A package of white powder, subsequently confirmed as milk powder laced with a [REDACTED] was included with each letter.

6(c)



MPI has actively considered the point at which to inform other manufacturers and decided the best course of action was to wait until we had gathered certain pieces of information and had measures and advice in place that would assist them in developing a response.

It is important to note that MPI and manufacturers operate a number of regimes that provide assurance for the integrity and security of the supply chain for infant formula.

Our intention was to be in a position to provide advice and to put additional precautionary assurance requirements in place before engaging with these manufacturers.

In addition, this is the subject of a criminal investigation. We needed to closely manage the flow of information to prevent damaging that investigation.

Our first priority is always the safety of consumers.

6(c), 9(2)  
(d)

The New Zealand Government views this threat with the utmost seriousness. Police immediately launched a criminal investigation and MPI, with the support of multiple government agencies, has focused on putting additional measures in place to further protect the infant formula supply chain.

Other government agencies have also been working to support the police investigation.

New Zealand infant formula processing factories maintain high levels of security as a normal routine and there has been no evidence found to date that normal supply chain assurances or factory security has been compromised.

It is important to note this is a criminal threat to deliberately contaminate. This is not about the integrity of our food safety system which is world class.

6(a)

1080 is a critical tool for pest control and protecting New Zealand's native flora and fauna – which are a vital part of what makes New Zealand New Zealand. It is also a vital tool for controlling bovine tuberculosis and as such is very important to our agricultural industries.

The situation reflects continuing deeply held opposition in some sectors of the community about 1080 use in New Zealand, despite independent and rigorous reviews that have endorsed its use within tightly regulated pest control operations.

There is significant resource being applied to the investigation and the full force of the law will be applied.

I will now hand over to the police to brief you on progress with the investigation.



6(c)

Sampling and testing protocols

6(c)

6(a),  
9(2)(d)

9(2)(c)



## **What do you need to do know?**

Need to add text

### **Summary**

In summary I want to emphasise that this is a criminal matter and is being dealt with by police as a criminal investigation.

It does not reflect on New Zealand's food safety system or the work that you do to protect your customers from food safety risk.

We have considered this matter carefully and believe it was important to gain some understanding of the nature of the threat and risk it imposed before advising the public and causing unnecessary anxiety, and to put some precautionary measures in place.

Also, if we released information to the wider public too early, it could be unhelpful to the police investigation.

I have gathered you here because it could have an effect on your business and you need to think about your options.

I have provided copies of our supply chain assessment for you to take away and help inform your options.

[We will be releasing the information publically] or [we want you to maintain confidentiality]

### **DECISION TO BE MADE**

In order to minimise any undue anxiety from the public or other regulators, it is important that any public announcement is carefully managed.

To that end, it is important to maintain full confidentiality of this information as outlined in the confidentiality agreement until the planned announcement is made.

We will, of course, keep you fully informed on the ongoing status of threat

We are able to provide fortnightly video conferences, updates on MPI's secure website, and opportunities to speak with myself or a member of my team.

### **[Open for initial questions]**

Give you the opportunity now to move to break out rooms to discuss the details provided in more detail and we will reconvene in 30 mins to address any final questions.

Opportunity for those of you that are listed companies to consult with representative of FMA if you need to in separate break out rooms

### **[Open for final questions]**

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## Run list for New Zealand manufacturers (Meeting one) and global suppliers (meeting two)

\* Time = time till first meeting

Time	Task	Responsibility	Status
	Find out if there are NZ reps for each global supplier	Intel	completed
	Decide teleconference or face to face	Controller	Completed- Face to face (with possible dial in of one supplier)
	Amend run order and agenda to reflect decision above	Operations	Completed
	Develop; <ul style="list-style-type: none"> <li>- confidentially agreement and check with legal</li> <li>- register for approved contact name</li> <li>- sign in register for the meetings</li> <li>- stakeholders sitrep – work up if needed</li> <li>- questions register</li> <li>- register, and process for updating, for who has been told about operation Concord</li> <li>- a liaison schedule for when the stakeholder situation report will be sent out, when the teleconferences will be held and how stakeholders access these and how stakeholders submit questions</li> </ul>	Operations Operations Operations  Logistics Operations Logistics  Operations	Completed Completed Started   Need to resolve frequency and style
	Prepare presentations without power point for the manufacturers meeting <ul style="list-style-type: none"> <li>- activity to date</li> <li>- what you need to do now</li> </ul>	PIM	Originally presentations, but now talking points.

	- next steps		
	Prepare presentations for the global suppliers meeting <ul style="list-style-type: none"> <li>- background</li> <li>- activity to date</li> <li>- next steps</li> </ul>	PIM	
2 Feb	Seek agreement from Cabinet to inform stakeholders	Governance	Completed 5 Feb
3 Feb	Determine a date for the meetings one and two	Governance	Completed- Set for 10 and 11 Feb
4 Feb	Book the rooms – 3.3 and 2 break out rooms for the full day, relocate current meeting holders.	Logistics	Completed
4Feb	Develop the script for the initial call to manufacturers	PIM	
4 Feb	Develop the script for the initial call to global suppliers	PIM	
4 Feb	Develop confirmatory email to manufacturers and global suppliers	Operations	

6(c)



	Sign off both scripts	Governance	[REDACTED]	6(c)
	Brief those making the calls to global suppliers and manufacturers on scripts and the spreadsheet of info	Controller	[REDACTED]	
4 Feb	Develop contact list for all manufacturers and global suppliers	Intel	[REDACTED]	
	Agree and sign off manufacturers contact list	Controller	Completed 5/2/15	
4 Feb	Develop contact list for all other participants including MPI, MFAT, Police etc	Operations/Planning	Deputy Controller to decide who from police will attend. to invite [REDACTED] from MFAT.	9(2)(a)
	Invite everyone to the meeting via a calendar invite showing time and room	Logistics/Operations	[REDACTED]	
4 Feb	Determine how many DDGs we needed to make all the calls (four?)	[REDACTED]	Completed- Scott, Andrew [REDACTED]	
	Book DDGS Calendars for phone calls to manufacturers and global distributors	logistics	Completed	
	Develop spreadsheet of phone calls to make and for filling in contact details of initial contact, attendees for meeting, Liaison officers and attendees to ½ day workshop	[REDACTED]	[REDACTED]	6(c)

9(2)(b)(ii)

	Brief DDG on scripts and spreadsheet to complete	Controller	
	Appoint someone to sit with DDG to assist with spreadsheet	Operations	Who is this
5 Feb	Ascertain from Fonterra who will attend both meetings	Operations	Awaiting information from fonterra
	Notify global suppliers	CE to CE, then Fonterra account managers and then DDG (Scott)	Planned for Thursday 5 Feb. 15
	Notify other manufacturers	DDGs	Planned for Thursday 5 Feb. 15
	Notify controller and liaison when these calls are done	DDG	
	Notify other attendees MFAT, MPI etc	Liaison	Who does this, do we approval
	Request FMA to attend industry meeting and present and be around for drop in session at end of meeting	Controller	FMA unlikely to attend
	Send out confirmatory email with the confidentiality agreement	Operations	
	Inform logistics of final numbers for meeting	Operations	
9 Feb	Book Catering for the Manufacturers meetings and Global suppliers meeting	Logistics	
	PIM and subject matter experts develop talking points	PIM	
	Governance agree the package of information and contact list	Logistics	Completed
	Ensure that we have secure numbers for the liaison teleconference	Logistics	Completed – but only relevant if this goes ahead
5 Feb	Ensure subject matter experts are available to attend both meetings.	Logistics/Operations	has made a start on this

9(2)(a)



9 Feb	Collate and name the package of information ready for handing out on the day	Logistics	
	Organise security for those not allowed into the meeting – fisheries officers?	Logistics/Operations	Controller to check with Andrew Coleman whether it is needed
9 Feb	Phone collection boxes/pouches sought and a record keeping system prepared for these.	Logistics	
9 Feb	Approve all talking points as fit for purpose	Controller	
9 Feb	Notify MPI reception that these visitors will arrive on 10/11 and where they are to go	Logistics	
9 Feb	Find table for outside of the room and room set up	Logistics	
9 Feb	Identify and inform who staffs this table	Logistics	Completed
9 Feb	Print/prepare name badges	Logistics	
9 Feb	Check the power point, lights, teleconference etc work	Logistics	
10 Feb	<b>MEETING ONE: Hold Manufacturers Meeting</b>		
11 Feb	<b>MEETING TWO: Global suppliers meeting</b>		
12 Feb	<b>MEETING THREE – meeting with other laboratory suppliers</b>		
13 Feb	<b>MEETING FOUR Traceability and workshop</b>		
11Feb onwards	<b>Daily teleconference with industry</b>		

## Appendix 1 - Meeting 1 agenda - New Zealand Manufacturers

Date: Tuesday 10 Feb

Location: 3.2 and 3.3

Time: 1000 – 1415

	Time	Agenda item	Presenter/responsible person
1	1000	Arrive at MPI level four reception and be directed down the stairs Report to the registration desk outside of meeting room 3.3. Refreshments available on arrival	Logistics
2	1030	Introduction – welcome and health and safety briefing, introduction to the MPI DG	Scott Gallacher
3	1040	Background to the issue and the meeting	Martyn Dunne
4	1055	The threat and threat assessment	
5	1110	Why we are talking to you now – purpose of meeting outlined and package handed out	Scott Gallacher
6	1120	Activity to date outlined – series of presentations <ul style="list-style-type: none"> <li>- Overseas trade</li> <li>- </li> <li>- Sampling and testing</li> <li>- What MPI will be telling the public</li> </ul>	Controller
7	12.20 - 1250	Lunch provided in 3.3	
	1250	What do you need to do now <ul style="list-style-type: none"> <li>- Confirm organisational contact</li> <li>- Consider companies traceability systems</li> <li>- ½ day workshop to assist industry in aligning effort to these areas</li> <li>- Participate in daily liaison teleconference, submitting questions in writing to liaison in advance</li> </ul>	
8	1320	Summary and next steps	Scott Gallacher
9	1330	<b>Breakout discussion</b> Opportunity for Industry to go to break out room to discuss and consider information in package and the consequences	Logistics
10	1400 - 1430	Reconvene and final opportunity to ask questions	Scott Gallacher

9(2)(a)

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## Appendix 2 - Meeting 2 agenda for global suppliers

Date: Wednesday 11 February

Location: 3.2 and 3.3

Time: 1100 - 1400

	Time	Agenda item	Presenter/responsible person
		Tea and coffee on arrival	
1	1100	Arrive at MPI level four reception and be directed down the stairs Report to the registration desk outside of meeting room 3.3	Logistics
2	1115	Introduction – welcome and health and safety briefing, introduction to the MPI DG	Scott Gallacher
4	1130	The threat and threat assessment	[REDACTED]
5	1145	Why we are talking to you now Activity to date outlined – subject matter experts available <ul style="list-style-type: none"><li>- International trade</li><li>- [REDACTED]</li><li>- Sampling and testing</li><li>- What MPI will be telling the public</li></ul>	Scott Gallacher [REDACTED]
6	12.30-13.00	Lunch and opportunity to read briefing packs	
7	13.00-13.30	Questions	Scott Gallacher
8	13.30 - 1400	Closing remarks	Scott Gallacher

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**Appendix 3 – Agenda for meeting 3 – half day industry workshop**

**Appendix 4 – Agenda for meeting 4 – other laboratories**

This document does not exist.

**Appendix 5 – Agenda for meeting 5 – other stakeholders**

This document does not exist.

**Appendix 6 – Agenda for Ongoing daily teleconferences with industry**

This document does not exist.

**Appendix 7 – Agenda for Ongoing weekly teleconferences/email update with stakeholders**

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## Industry Traceability

6(c)

Within the Operations Workstream and its broader plan for engagement with the infant formula industry, the Tracing and Recall Workstream is planning how MPI will work with NZ-based dairy operators (manufacture, storage, and transport) and exporters to meet the objectives of the Operation Concord response.

### Response Objectives

- To protect consumer health
- To ensure NZ milk products are safe for consumption and maintain confidence in the NZ dairy supply chain
- To maintain NZ's international reputation as a safe food producer
- To maintain relationships with trading partners

6(a)

The initial focus of the Tracing and Recall Workstream is to prepare for and run an industry workshop on traceability and management

6(c)

This document outlines a plan for an industry workshop to ensure an appropriate and consistent approach to traceability and management. The workshop is expected to be held approximately two days after the first notification of industry, which will be via a physical meeting of senior leaders from a selection of infant formula manufacturers (the Infant Formula Manufacturers Meeting).

6(c)

### Purpose of the Traceability

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- Ensure that risks to consumers of NZ product are protected
- Manage risks to NZ trade
- To inform and support industry in its response to the threat
- To align efforts and focus.

### Selection of participants

Named participants will be nominated by companies represented at the Infant Formula Manufacturers Meeting either at the meeting or via [oclogistic@mpi.govt.nz](mailto:oclogistic@mpi.govt.nz). No more than two representatives per company will be admitted.

Recognised agencies will be invited:

9(2)(a),  
6(c)

Nominated workshop participants: This list will be checked by and compared with the list of regulatory contacts held by MPI as part of its approval process [MPI action] (see Appendix 1).

9(2)(a)

Named nominees are to be contacted by phone to advise them that they have been nominated by their company to attend a meeting in Auckland on Friday 13 February, at which they will be briefed on an issue critical to their business. Prior to any conversation commencing, MPI will gain a verbal undertaking that the recipient of the call will treat the nature of the call, and the meeting request, in strictest confidence. MPI will advise that a written confidentiality agreement will be supplied via email, and this will need to be signed before admission to the meeting.

No other information will be provided on the call, other than the time and place of the meeting. Conference call facilities will not be provided.

## Bringing participants into the meeting

The workshop will be held at the Auckland Biosecurity Centre (ABC), Tom Pearce Drive .

All attendees need to sign in at reception on arrival at ABC – Attendees list provided to reception by Logistics.

At the meeting reception table, representatives will be asked to return their signed confidentiality agreements (extra copies provided on the day). They will then be provided with a name tag. If representatives fail to sign the confidentiality agreements they will be refused access to the meeting.

## Package of information

A meeting agenda, [REDACTED] and Response contact information will be provided.

6(c)

## Room set up

Set up for the room will be as follows:

- Room set up for approximately 50 people – Seating will be theatre style; AV working (note the **presenters to bring copies of ppts on USB**) The team at ABC will put a laptop in the room for us to use and check all the equipment is working properly on Thursday. If copies need to be provided to attendees, logistics can do this on Friday morning at ABC
- Check whiteboard working, new markers, duster
- No lectern available – provide one desk at the front for presenters to use
- Extra desks will be removed from the room and stored
- 2 x Desk on left as enter room – will be set up for coffee/tea/water etc
- Check phone/electronic equipment turned off
- Lunch ordered for 12pm – light finger food (kitchen to be cleaned and stocked up for attendees)
- Agenda for day – copies to be placed on seats
- Staff assisting on Friday: [REDACTED] (ABC)
- FLIGHTS to Auckland: Logistics to coordinate

9(2)(a)

## Links

- [FCS link to scripts for initial call to workshop representatives][**based on script used for senior leaders meeting**]
- [FCS link to MPI presentations] [REDACTED] to provide]
- Nominated attendees list ("Tech workshop" tab):

9(2)(a)

6(c)

- Tasks list: Appendix 2
- Talking points for introduction and conclusions: Appendix 3, Appendix 4



## Workshop Agenda

Location: Auckland Biosecurity Centre, Tom Pearce Drive, Auckland Airport

Date: 13 February

Time: 1000 – 1500

Catering: Tea and coffee will be provided between 1000 and 1030 and a light lunch at midday

	Time	Agenda item	Responsible person	
1	1000	Attendees sign in at Auckland Biosecurity Centre reception and be directed to the registration desk inside the ABC Ground Floor Function Room Confirm participants' identities against list, Collect confidentiality agreements and issue ID badges	Logistics	
2	1030	<b>Introduction &amp; Background</b> Welcome and health and safety briefing Statement of confidentiality Background	[REDACTED]	9(2)(a)
3	1045	<b>Purpose of meeting</b> <ul style="list-style-type: none"> <li>Ensure that risks to consumers of NZ product are protected</li> <li>Manage risks to NZ trade</li> <li>Ensure industry managers responsible for product safety are informed of the threat and are supported in the management of their risks</li> <li>To support the alignment of focus and effort</li> </ul> <b>Scope of meeting</b> Traceability / tracing other questions to be directed to Liaison ( <a href="mailto:OCLiaison@mpi.govt.nz">OCLiaison@mpi.govt.nz</a> )	[REDACTED]	6(c) 9(2)(a)
4	1100	[REDACTED] [REDACTED] [REDACTED] [REDACTED]	MPI Response Team	6(c)
	Midday	Lunch		
5	1300	<b>Traceability and tracing</b> Legal requirements Observations about traceability MPI and market expectations Triggers for tracing product Analytical findings Possible market demands  Open discussion Agreed management options	[REDACTED] All	9(2)(a)
6	1430	<b>Conclusions</b> Contact details for further information: <a href="mailto:OCLiaison@mpi.govt.nz">OCLiaison@mpi.govt.nz</a> , Confidentiality	[REDACTED]	9(2)(a)

Appendix 1 is withheld under 9(2)(a)

## Appendix 2: Tasks

Task	Responsibility	When	Status
<b>Planning</b>			
Preparation of this plan			Underway
Sign off of this plan	Governance/Ops Manager	10 Feb	
<b>Meeting logistics</b>			
Determine names of workshop attendees 20 companies, all three verifiers    		11 Feb	
Get approval for briefing and invitation		By 11 Feb	Done 8/02/2015 12:38 p.m.
Invite attendees	Logistics	11 Feb	
Include attendees in FMA list	Logistics	13 Feb	
Populate confidentiality agreements with names of participants and file here...          	Logistics	Between 10-12 Feb	
Procedure for dealing with alternate reps	Logistics		
Prepare pack for attendees <ul style="list-style-type: none"> <li>confidentiality agreement,</li> <li>meeting agenda,</li> <li></li> <li>Response contact information.</li> </ul>	Logistics		
Reconcile attendees against invitation list	Logistics	13 Feb	
Collect confidentiality agreements	Logistics	13 Feb	
Admit attendees (on confirmation of identity and provision of confidentiality agreement)	Logistics	13 Feb	
Determine location of meeting (Auckland?)			Done
Book location (ABC)	Logistics		Done
Plan facilities	Logistics		Done
Catering	Logistics		

9(2)(a)

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Meeting substance			
Prepare agenda	██████████		Draft
Confirm presenters	██████████		Done
Agenda signoff	Governance		
Approve presentations	Governance		
Follow up			
<u>Debrief for Ops manager</u>	██████████		
Actions form workshop	██████████		

9(2)(a)

9(2)(a)

### Appendix 3: Introduction talking points

Thank you for coming to this meeting and agreeing to sign the confidentiality agreement.

At this meeting I will give you a briefing on a significant issue that could have an effect on your business. This will be a summary of a briefing given to your senior leaders.

The issue in question has involved a whole of government co-ordination and I'll outline what our activity has been to date and what that might mean for you.

We will also discuss what you can do to protect your customers and your business.

A threat targeting New Zealand interests has been received, related to opposition to 1080 use in New Zealand.

The threat involves a stated intention to release 1080 contaminated infant formula [REDACTED] unless New Zealand stops using 1080 [REDACTED]

6(c), 9(2)  
(d)

Our first priority is always the safety of consumers and Government views this threat with utmost seriousness. Police immediately launched a criminal investigation and MPI, with the support of multiple government agencies, has been focused on putting additional measures in place to further protect the infant formula supply chain.

New Zealand infant formula processing factories maintain high levels of security as a normal routine and there has been no evidence found to date that normal supply chain assurances or factory security has been compromised

It is important to note this is a criminal threat to deliberately contaminate. This is not about the integrity of our food safety system which is world class.

[REDACTED]

6(a)

The situation reflects continuing deeply held opposition in some sectors of the community about 1080 use in New Zealand, despite independent and rigorous reviews that have endorsed its use within tightly regulated pest control operations.

There is significant resource being applied to the investigation and the full force of the law will be applied.

This workshop is one of several streams of work underway to respond to this threat. One other stream of direct relevance to this group is a testing plan for milk and milk products, with a focus on infant formula and infant formula ingredients.

We stress the confidentiality of this issue. This is an ongoing Police investigation. You are being told because you are in a position to reduce the significant risk to your business. However, disclosure of this information could undermine that Police investigation, and could increase the risk to your business and New Zealand's economy.

### Appendix 4: Conclusion talking points

I want to emphasise that this is a criminal matter and is being dealt with by police as a criminal investigation.

It does not reflect on New Zealand's food safety system or the work that you do to protect your customers.

You are gathered here because it could have an effect on your business and you need to think about your options.

I've provided copies of our [REDACTED] for you to take away and help you consider your options. We have also provided you a contact email address for our response team: [ocliaison@mpi.govt.nz](mailto:ocliaison@mpi.govt.nz)

6(c)  
9(2)(a)

In order to minimise any undue anxiety from the public or other regulators, and not to undermine an ongoing Police investigation, any public announcement needs to be carefully managed. To that end, it is important to maintain confidentiality of this information as outlined in the confidentiality agreement until the announcement is made.

We will, of course, keep you informed of any information that can assist you in managing your risks.





## Agenda: Manufacturers and Global supply teleconference

**Location:** Meeting Room 11.3  
**Time:** 14:00 – 15.00  
**Chair:** [REDACTED]

9(2)(a)

	Time	Topic	Presenter
1	14:00	Meeting rules	[REDACTED]
2		Response Update	Incident Controller
3		Trade Update	[REDACTED] [REDACTED]
4		Comms Update	[REDACTED]
5		Sampling Update	[REDACTED]
6		Questions (and answers)	All
7		Date of next meeting	

9(2)(a)