

FRESH PRODUCE SAFETY

A collaborative model



Robyn McConchie¹, Erika Watson¹ and Michael Worthington²

¹ Plant and Food Science, University of Sydney

²PMA A-NZ



THE UNIVERSITY OF
SYDNEY



Horticulture Australia



The HAL Project

Background

Initiated and funded by The University of Sydney Faculty of Agriculture and Environment, PMA Australia – New Zealand and Horticulture Australia Limited (HAL).

Goals

- Identify a model for fresh produce safety research and extension in Australia.
- Raise awareness of the challenges for produce safety and the importance of enhancing our produce safety practices.
- Plan how the industry will deal with outbreaks in the region, particularly crisis mitigation, management and consumer communication.
- Identify research priorities
- Develop local and international collaborative partnerships in research, outreach and education to build knowledge base for the Australian industry.





Outcomes of the Project

FRESH PRODUCE SAFETY

AUSTRALIA & NEW ZEALAND

- Forum: Building a New Paradigm
- PMA Food Safety Task Force
- Research partnership with CPS UC Davis
- Information platform: a go-to website
www.freshproducesafety-anz.com
- Monthly newsletter:
Your Fresh Produce Safety Update
- Freshcare Biennial Workshop: Research Update
- Scope the feasibility of a Centre: Industry Survey
- Research priorities identified
- Collaborative Food Safety Booth



THE UNIVERSITY OF
SYDNEY



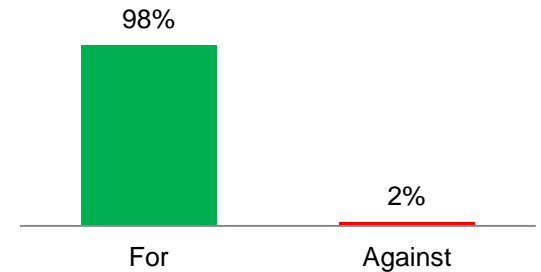


Does the industry need a Fresh Produce Safety Centre?

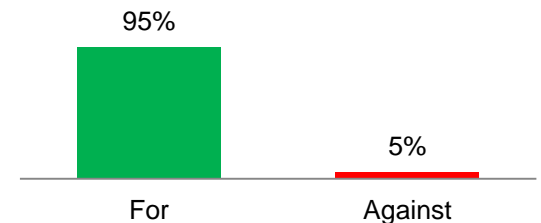
Industry Survey Results

- › Survey sent to 229 recipients, 48% responded
- › Equal representation from stakeholders across the supply chain
- › 98% support establishment of a FPSC
- › 95% support FPSC housed at USyd
- › Role for the Centre:
 - Call for and manage prioritised research
 - Disseminate research outcomes
 - Provide information/education

What is the in-principle support for the establishment of a FPSC?

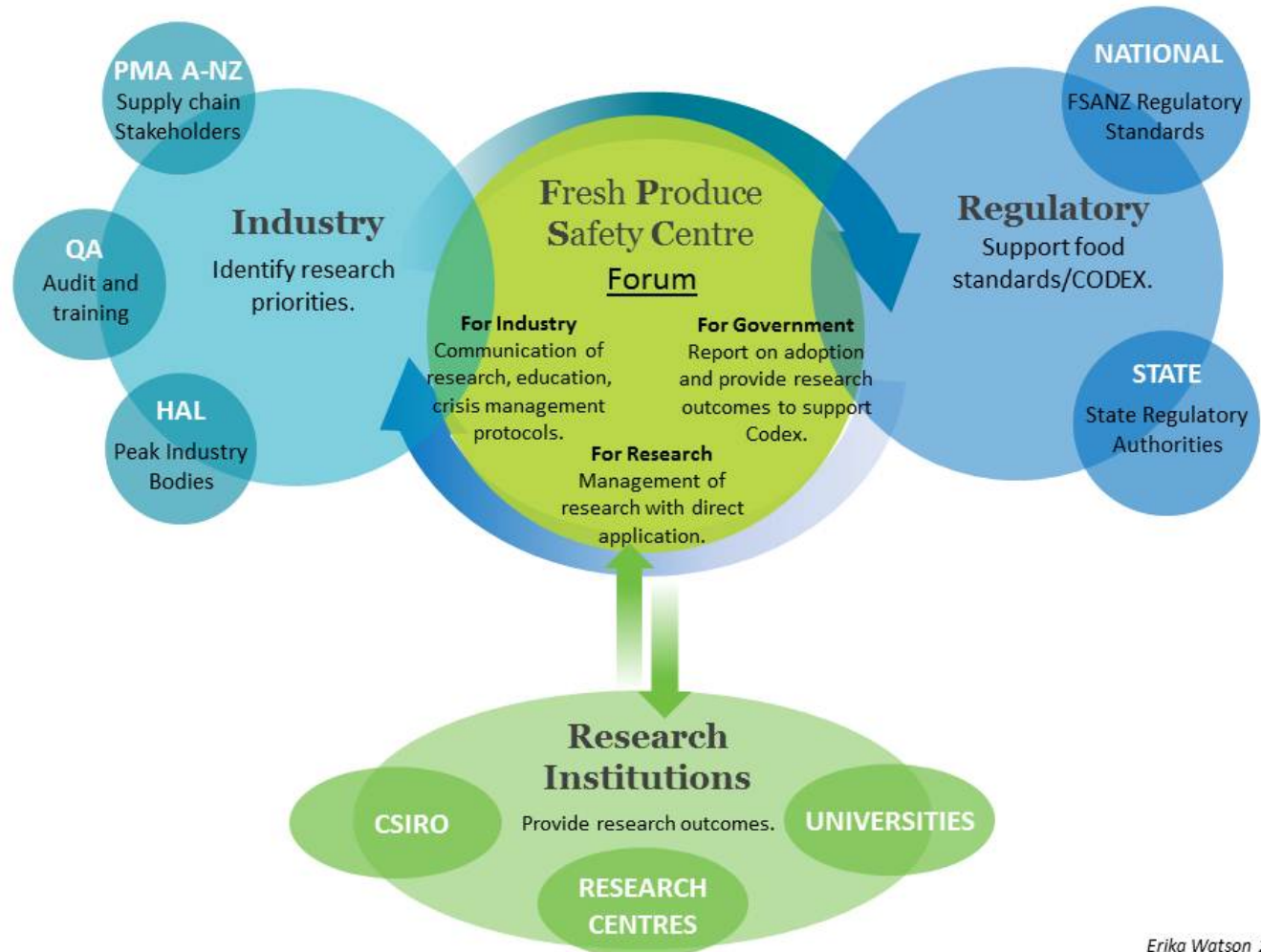


What is the level of support for FPSC to be housed at the University of Sydney





A SAFEHORT CONCEPT MODEL



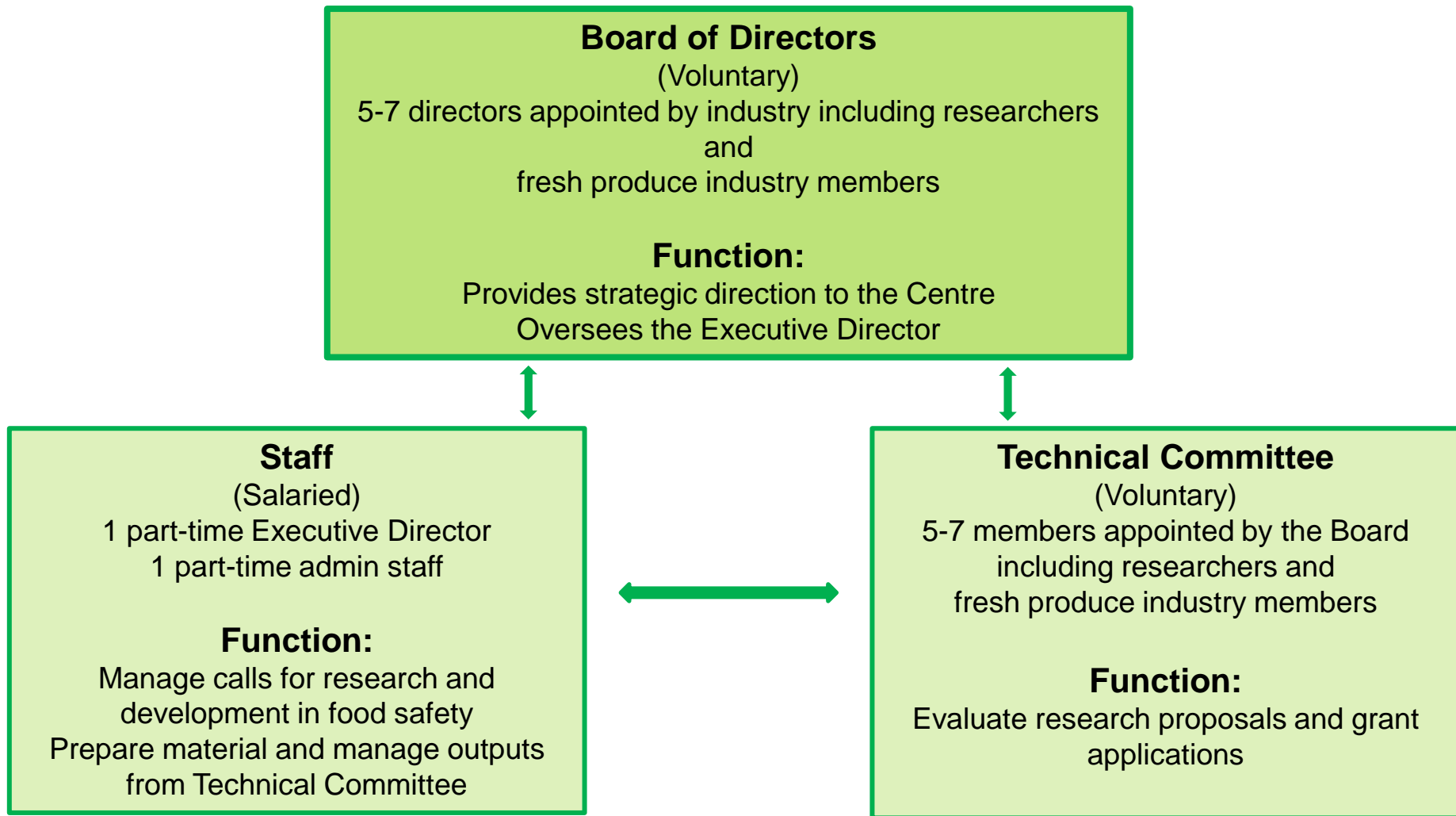
Erika Watson 2013



THE UNIVERSITY OF SYDNEY



A Fresh Produce Safety Centre Model



PLEDGE YOUR SUPPORT FOR A
FRESH PRODUCE SAFETY CENTRE

AUSTRALIA & NEW ZEALAND

at the



**FOOD
SAFETY
HUB**

Booth #61