

**SWOT ANALYSIS**

GROUP A ( Brunei Darussalam, Republic of Korea, Indonesia, Papua New Guinea, Malaysia, Chile, Mexico, the United States of America)

**Strength**

- Big companies have recall in place
- Register product before being marketed
- Integrated network of all stakeholders
- Import control of foods and register imported products
- Surveillance system on all foods
- Identity lead agency
- Legislation in place
- Record and Documentation in place
- Traceability in place

**Weakness**

- Complexity of distribution channel (traceability) for products
- Country geographical distribution
- Insufficient human resources
- Small industries – no documentation
- Limited technical support
- No guidelines and protocols to involve all stakeholders
- Companies do not take responsibility
- Lack of products information
- Lack of Government support and commitment
- Complex of coordinated enforcement
- From farm to table bio security risk

**Opportunity**

- To develop guidelines and protocols
- To obtain government commitment and support
- To improve legislation
- To accelerate exchange of information between stakeholder and agencies
- To improve producer and consumer awareness
- To improve technical support/services
- To develop template/SOP for
  1. crisis management
  2. rapid response
- Quality Assurance System demanded by vendors
- More active participation in INFOSAN worldwide

**Threats**

- Failure to take timely action
- Fraudulent documents e.g. smuggling
- Internet sales no control measures
- Consumer misperception of low risk foods
- Inaccurate distribution of imported food
- Lack of defined role of responsibilities in agencies
- Outdated legislation

**RECOMMENDATION :**

Information System

Draft Recall Protocol Guidelines Recommendation

Operational Plan

Comprehensive training Risk Communication

National Information Centre on Food Recall

Establishment of a Food Model that could be used for a food recall plan

Economical traceability system for small and medium industry

Food safety management response