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

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<th>Category</th>
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| **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- Outdated legislation |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