

Food Safety Capacity Building in the Asia Pacific Economic Cooperation: Positive Impacts on Trade and Public Health

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Why be concerned with capacity building?



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Food Safety Incidents Can Be Costly

- **Public Health Impact**
 - Food borne illness a serious threat to millions
 - Impact particularly devastating to those in developing countries



Public Health Impact

- Consumer Confidence
- Impact on local food safety
 - Development of “multi-class” system of food quality and safety
 - Efforts to repair “brand”
 - Highest quality reserved for export
 - Poorer quality left for local population

Public Health Impact

- Impact on local food safety
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 - Efforts to repair “brand”
 - Less safe foods for local population

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 - Erosion of trust by local population

Public Health Impact

- Impact on local food safety
 - Development of “multi-class” system of food quality and safety
 - Efforts to repair “brand” often leads to:
 - Less safe foods for local population
 - Erosion of trust by local population
 - Limitations on food choices

Public Health Impact

- Impact on local food safety
 - Development of “multi-class” system of food quality and safety
 - Increased susceptibility to infectious diseases

Public Health Impact

- Impact on local food safety
- Impact on DISTANT food safety

Public Health Impact

- Impact on local food safety
- Impact on DISTANT food safety
 - Reduced local public health = increased risk of contaminated exported products

Public Health Impact

- Impact on local food safety
- **Impact on DISTANT food safety**
 - Reduced local public health = increased risk of contaminated exported products
 - **Reduced focus on food safety increases risk of economic adulteration**

International Food Safety

- **Recognition** of food safety as a priority issue
 - International Health Authorities (WHO)

The screenshot shows the WHO website interface. At the top, there is a navigation bar with language options: عربي, 中文, English, Français, Русский, and Español. Below this is the WHO logo and name, a search bar, and radio buttons for "All WHO" (selected) and "This site only".

Home	Food safety
About WHO	About Contact us Publications Related links
Countries	WHO > Programmes and projects > Food safety > Foodborne disease
Health topics	printable version
Publications	Last reviewed/updated
Data and statistics	7 January 2008
Programmes and projects	Initiative to estimate the Global Burden of Foodborne Diseases
Food Safety	Foodborne Diseases – a Growing Risk
Zoonoses	
Microbiological risks	
Chemical risks	
Biotechnology (GM foods)	
Food standards	

Foodborne diseases encompass a wide spectrum of illnesses and are a growing public health problem worldwide. They are the result of ingesting contaminated foodstuffs, and range from diseases caused by a multitude of microorganisms to those caused by chemical hazards. Recent global developments are increasingly challenging international health security. These developments include the growing industrialization and trade of food production, the rapid urbanization associated with a more frequent food preparation/consumption outside the home and the emergence of

In this section:

1. [Foodborne Diseases – a Growing Risk](#)
2. [The Unknown Burden](#)
3. [WHO's Initiative](#)
4. [Foodborne Disease Burden Epidemiology Reference](#)

Food Safety Incidents Can Be Costly

- **Public Health Impact**
 - Food borne illness a serious threat to millions
 - Impact particularly devastating to those in developing countries
- **Economic Impact**
 - Losses due to productivity
 - Declines in trade
 - Increased health costs
 - Disproportionate impact on small businesses



Economic Impact

- Consumer Confidence
 - Impact on trade and local economy

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 - Value of “Brand”
 - Commercial brand

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 - Reputation of exporting economy

Economic Impact

- Consumer Confidence
 - Impact on trade and local economy
 - Value of “Brand”
 - Commercial brand
 - Reputation of exporting economy
 - Mistrust by customers leads to negative impact on suppliers

International Food Safety

- **Recognition** of food safety as a priority issue
 - International Health Authorities (WHO)
 - International Trade Authorities (APEC)

APEC Ministers Ready to Push for Regional Food Safety Body

Japan Economic Newswire

September 5, 2007

Pacific Rim foreign and trade ministers are set to begin a two-day meeting in Sydney on Wednesday that will focus on ways to boost food safety in the region, counter terrorism and advance global trade liberalization talks.

The ministers from the 21 member economies of the Asia-Pacific Economic Cooperation forum are unlikely to go into the details of the issue of global warming because it will be discussed extensively during a two-day APEC leaders' summit starting Saturday, Japanese delegates said.

The ministers are planning to push for an initiative to launch an APEC-wide "food safety cooperation forum" aimed at harmonizing food safety regulations in China and elsewhere in the region based on global standards, according to a draft of their post-meeting statement obtained earlier by Kyodo News.

Although the draft statement does not single out China, it suggests the ministers will effectively press Beijing to do more to ensure the safety of its exports amid rising concern, especially in the United States, over the safety of Chinese-produced food and other products.

It will be the first time that the issue of the safety of food and other products linked to China has been taken up at a major international conference, reflecting concern on the part of China's trading partners such as the United States and Japan about the potentially negative impact of the issue on the region's economic growth.

"We discussed the issue of food safety and the actions APEC economies can take to facilitate trade and ensure the health and safety of our populations by improving food regulation and inspection consistent with international food safety standards, devoting greater resources to food safety and establishing more effective communication networks," the draft says.



Why Asia-Pacific?



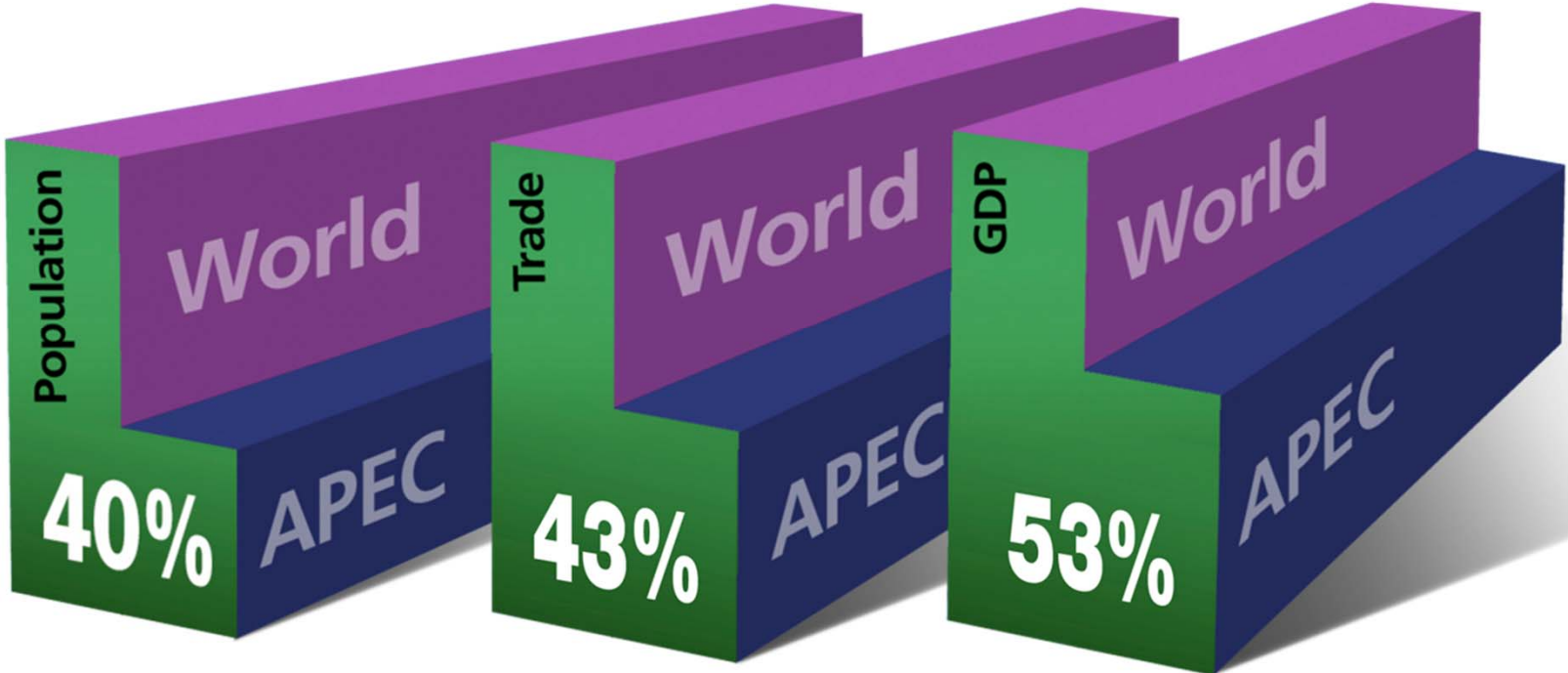
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Why Asia-Pacific?

- Volume of Trade

Why Asia-Pacific?



World 6.7 billion

APEC 2.7 billion

World US\$40 trillion

APEC US\$17 trillion

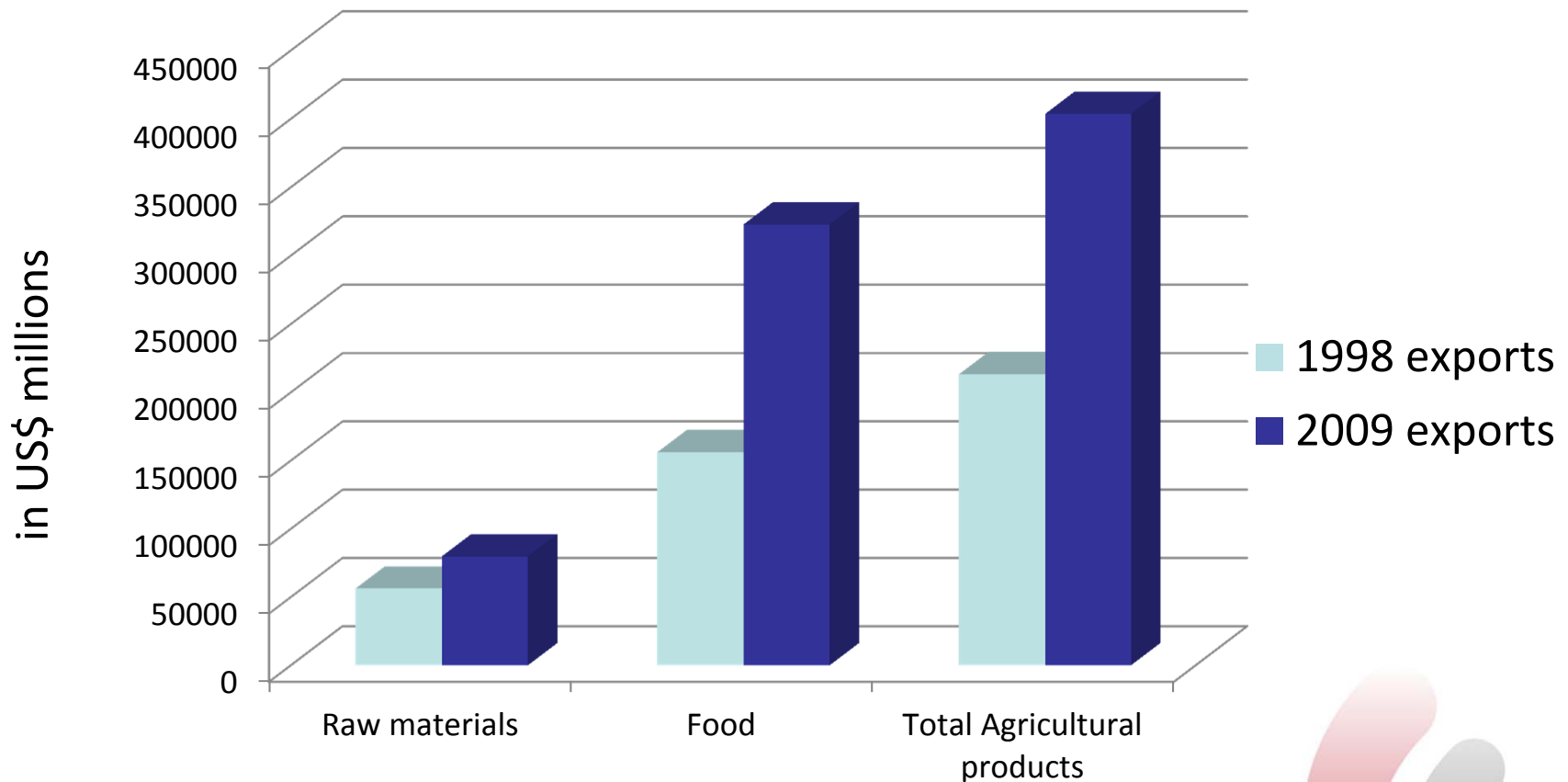
World US\$61 trillion

APEC US\$32 trillion

Source: Department of Trade and Foreign Affairs, Australia (2009), "The APEC Region Trade and Investment 2009"

Why Asia-Pacific?

APEC Agricultural Exports to World



Source: United Nations, Commodity Trade Statistics; Chinese Taipei - Ministry of Finance



Made in America? *Stonyfield Farm yogurt*



organic milk powder - New Zealand



strawberries - China



apple puree - Turkey



blueberries - Canada



bananas - Ecuador

- *BusinessWeek* October 16, 2006

Why Asia-Pacific?

- The global food supply chain has become increasingly inter-connected
- APEC economies comprise a major source of inputs into global supply chains for food



Why Asia-Pacific?

- Volume of Trade
- Existing Efforts within Asia Pacific Economic Cooperation (APEC)

APEC Economies



APEC Food Safety Initiatives

- APEC Food Safety Cooperation Forum (FSCF)
 - Food safety regulators
 - Build food safety regulatory systems consistent with internationally recognized food standards
 - Exchange technical information to identify and address food safety capacity needs

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FSCF Food Safety
Cooperation Forum
PTIN Partnership Training
Institute Network

- Partnership Training Institute Network (PTIN)
 - Public-private partnership of industry, academia, and government
 - Resources and expertise to address food safety capacity building priorities in the APEC region

PTIN Strategic Goals

To facilitate trade and improve public health by:

- Better assuring the safety of the food supply chain in the APEC region
- Building capacity in the use of international standards and best practices in food safety

What is Involved in Capacity Building?



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Develop Pilot Programs under the APEC FSCF

Food Safety Capacity Building Priorities:

- Food safety regulatory systems
- Food inspection and certification systems
- Technical skills and human resource capacity (internationally accredited standards and procedures)
- Information-sharing and communication networks

Develop Pilot Programs under the APEC FSCF and PTIN

Common specific areas of focus:

- Supply Chain Management
- Food Safety Incident Management
- Laboratory Competency
- Risk Analysis
- Food Safety Regulatory Systems

A Global Model

- The PTIN has partnered with international donor organizations and institutions
- Eventually, the PTIN public-private partnership model could address food safety capacity building needs on a sustainable basis worldwide



Impact

Rewards and Outcomes



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Rewards and Outcomes

- Improved public health

Food Safety Integrally Linked to Food Security

“Situation that exists when all people, at all times, have physical, social, and economic access to sufficient, safe, and nutritious food that meets their dietary needs and food preferences for an active and healthy life”

Source: FAO, 2004



Rewards and Outcomes

- Improved public health
- **Greater uniformity**

Rewards and Outcomes

- Improved public health
- Greater uniformity
- **Efficiencies in trade**

Rewards and Outcomes

- Improved public health
- Greater uniformity
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- **Reduced cost**

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- Improved public health
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- **Regulatory prioritization/reduced oversight**

Rewards and Outcomes

- Improved public health
- Greater uniformity
- Efficiencies in trade
- Reduced cost
- Regulatory prioritization/reduced oversight
- **Consumer Confidence**

Summary

- Food Safety is a Global issue that requires an international approach
- The Asia-Pacific region is an important trade block that has demonstrated a commitment to improving food safety
- A public-private partnership to improve food safety currently exists in the Asia-Pacific region that can serve as a global model