



**Asia-Pacific
Economic Cooperation**

2021/SOM2/SCSC/FSCF/005

Agenda Item: 5.2

An Industry Perspective on the Future of Food Safety Collaboration

Purpose: Information
Submitted by: Food Industry Asia



**8th Food Safety Cooperation Forum
28-29 May 2021**



AN INDUSTRY PERSPECTIVE ON THE FUTURE OF FOOD SAFETY COLLABORATION

YiFan Jiang
Head of Science and Regulatory Affairs, Food Industry Asia



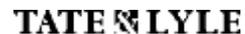
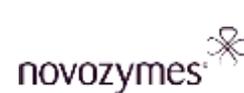
VISION

To build a vibrant food and beverage industry for a healthy and prosperous Asia.

MISSION

To represent the food and beverage industry in Asia – promoting a climate for sustainable growth and serving as a regional knowledge hub for science-based advocacy.

OUR MEMBERS



POST-COVID-19: WHAT IS THE FUTURE OF REGULATORY FOCUS?

Regulators think there will be **fundamental changes** to food safety control system post COVID-19

72%

SMART REGULATION

A holistic, collaborative, and modern approach to continuously improve regulations to be agile, more effective and efficient to reduce administrative burden, facilitate trade, and ensure safe, quality, nutritious and accessible food in a sustainable way.

Ensuring Future Regulatory Excellence

Horizon Scanning

- Emerging technology / innovation
- Emerging risks
- Crisis preparations

Modernisation Initiatives

- Farm-to-fork strategy
- Implement new technologies
- Comprehensive review / regulatory impact assessment
- Reference international standards

Stakeholder Engagement

- Industry / experts
- Public participation & inclusion
- Guide / enable consumer choices

THE JOURNEY TOWARDS SMART REGULATION



The European Union (2010)

- **Building on its better regulation policy in force since 2002**
 - A **“life-cycle” approach** covering design to ex post evaluation
 - Smart regulation focuses on closing the policy gap – investing more in **policy evaluation, simplification** and **engaging the other actors**
 - The tools of smart regulation (EU)
 - Regulatory impact analysis/assessment
 - Measurement and reduction of administrative burdens
 - Simplification of existing legislation and regulation, including consolidation, codification
 - Consultation of stakeholders
 - Ex post evaluation and fitness check



United States (2020)

- **New era of smarter food safety – FDA (US)**
- The New Era of Smarter Food Safety Blueprint is centered around four core elements:
 - **Technology-Enabled** traceability
 - **Smarter Tools and Approaches** for prevention and outbreak response
 - **New business model**
 - **Food safety culture**
- The world is rapidly becoming more digital with advances in AI, IoT, data analytics, sensor technologies, and blockchain are able to improving regulations



SMART REGULATION-CORE PRINCIPLES

8 CORE PRINCIPLES OF SMART REGULATION

EXISTED IN GOOD REGULATORY PRACTICE CORE PRINCIPLES

	Holistic approach	Holistic approach throughout the regulatory/policy cycle from impact assessment to evaluation/review/fitness check of regulation
	Efficiency and simplification	Simplification of regulations and promotion of harmonization, equivalence, and mutual recognition including outcome/risk-based regulation
	Stakeholder collaboration	Collaborate with different stakeholders including gov't, private sectors, association, and public through consultative approach
	Science & evidence-based	Regulations and policies should be developed based on sound science and evidence and not arbitrary
	Transparency & accessibility	Regulation to be transparent and accessible easily for public and private sectors

NEW PRINCIPLES IN SMART REGULATION

	Social governance & shared responsibility	Enabling the third party, business, NGO, or consumers to help contribute towards setting up the regulation and compliance through self regulation/voluntarism.
	Relevant and forward thinking	Better recognize future innovation and risks, allowing regulators to be adaptive, flexible and agile about regulations to spur innovation
	Technology enabled	Implementation of technology especially digitalization and data-driven analytics, to improve the effectiveness/efficiency of regulation.

POTENTIAL AREAS/TOPICS TO BE CONSIDERED



Social governance
& shared
responsibility



Relevant and
forward thinking

GUIDANCE FOR ENSURING FOOD SAFETY FOR PRODUCTS SOLD THROUGH NEW BUSINESS MODELS

- With lockdowns imposed, movement restricted due to the pandemic, more consumers are opting to purchase their foods through online platforms, including products purchased from overseas.
- With the **surge of e-commerce**, there is a need to secure food safety and responsible marketing of food products sold through the internet, as well as the new supply chain and delivery channels.
- Since 2020, Food Industry Asia has been working collaboratively with Enterprise Singapore and the Singapore Food Agency on a **Voluntary Standard for Food E-commerce** with the aim to define industry best practices to ensure food safety of food products sold through internet.



Technology
enabled

DIGITAL PRODUCT IDENTITIES THROUGH LEVERAGING TECHNOLOGY

- Making product information digital to replace/complement physical labels/documents opens great opportunities in the new technology era.
- Advantages of **paperless submission** and **e-certification**
- In collaboration with GS1, Food Industry Asia is putting forward a proposal which aims to facilitate the availability of complete product data through **digital labelling** for the benefit of
 - **Consumers:** Make available product information in the consumer's languages
 - **Government:** Regulatory efficiency and specificity through data management
 - **Food Industry:** Lower compliance cost



Science & evidence-
based approach

THE USE OF FOOD-GRADE RECYCLED PET IN PACKAGING MATERIALS

- Recycling is an essential part of the circular economy and helps achieve the Sustainable Development Goals. However the use of Food-Grade Recycled PET is still not widely accepted in most of the economies despite available technologies to ensure food safety.
- In 2020, an **industry-proposed model standard and process for rPET** to be used in food grade packaging was developed by FIA and its members.
- Stronger collaboration with food regulators and risk assessment bodies needed to establish understanding of the food safety risks and develop regulatory standards.



THANK YOU!

YiFan Jiang

Yifan.jiang@foodindustry.asia

