

WORKING PAPER

LAMB BRAND NATIONAL COMPLIANCE HARMONISATION

PURPOSE: For industry stakeholders to discuss potential avenues for national harmonisation of the issuing and control of non-food safety related sheepmeat marks and brands that are administered by State Regulatory Authorities (SRA).

LINKAGE TO THE SHEEPMEAT INDUSTRY STRATEGIC PLAN 2015-2020:

- Theme 6.1: Undertake a comprehensive review of the meat and livestock specification language for lamb and sheep that delivers recommendations for enhancements.

BACKGROUND: The issuing and control of sheepmeat marks and brands for AUS-MEAT accredited establishments are uniformly administered through the National Accreditation Standards governing the use of the Australian Meat Industry Classification System.

Depending upon the existence of relevant state legislation, for those establishments that are not AUS-MEAT accredited, the issuing and control of non-food safety related sheepmeat marks and brands are administered by the relevant SRA. In states that do not have legislation governing sheepmeat category branding, no controlling body oversees the application of sheepmeat category marks and brands at non-AUS-MEAT accredited establishments.

Known Legislation Governing Non-Food Safety Related Sheepmeat Branding*:

| Jurisdiction | Act | Subordinate Legislation | Regulatory Authority |
|--------------|--|--|---|
| Federal | <i>Export Control Act 1982</i> | <i>Export Control (Meat and Meat Products) Orders 2005</i> | Department of Agriculture and Water Resources |
| QLD | - | - | Safe Food Production Queensland |
| NSW | <i>Food Act 2003</i> | <i>Food Regulation 2015</i> | NSW Food Authority |
| VIC | <i>Meat Industry Act 1993</i> | <i>Meat Industry Regulations 2015</i> | PrimeSafe Victoria |
| TAS | - | - | - |
| SA | - | - | PIRSA Meat Hygiene Unit |
| WA | <i>Western Australian Meat Industry Authority Act 1976</i> | <i>Western Australian Meat Industry Authority Regulations 1985</i> | WA Meat Industry Authority |

*Further legislative instruments may be identified through SRA consultation

ISSUE / COMMENT: The varying state legislative frameworks, or lack thereof, governing the issuing and control of non-food safety related sheepmeat marks and brands is periodically

cited in allegations of dishonest conduct within the industry. These allegations have the ability to damage the integrity and professional image of Australia's lamb industry, both at home and in export markets. The strong domestic and global demand for Australian lamb products is built on a reputation for quality, safety and integrity.

SCA view the national harmonisation and industry management of non-food safety related standards for non-AUS-MEAT accredited sheepmeat processing and slaughtering establishments will mitigate these claims and strengthen the integrity of the lamb brand. An opportunity exists, through the consultation mechanisms required to assess a change in the definition of lamb, for industry to work in partnership with the relevant SRA's in establishing a new industry owned and managed standard.

Potential industry managed alternatives to individual State legislated requirements for the use of sheepmeat marks and brands not related to food safety in non-AUS-MEAT accredited establishments, may include:

| # | Description of Alternative | Regulation Required | Oversight Body |
|---|---|---------------------|--|
| 1 | Incorporate in <i>Australian Standard for the Hygienic Production and Transportation of Meat and Meat Products for Human Consumption (AS4696:2007)</i> requirements to comply with the AUS-MEAT language and Accreditation Standards in an enterprise's Approved Arrangement. | Yes | Australian and New Zealand Food Regulation Ministerial Council (ANZFRMC) |
| 2 | Call up the AUS-MEAT Language under the Food Standards Code or/arrangements under an MOU similar to those currently in place with DAWR under the Export Control Act | Yes | Food Standards Australia New Zealand (FSANZ) |
| 3 | Adoption of the AUS-MEAT Language and Accreditation Standards as a prescribed code under the <i>Competition and Consumer Act 2010</i> . | Yes | Australian Competition and Consumer Commission (ACCC) |
| 4 | Inclusion of AUS-MEAT Accreditation as a condition of uniform State based licensing arrangements. | Yes | State Government |
| 5 | Register certification trade marks (CTM) for basic sheepmeat categories. | No | Australian Competition and Consumer Commission (ACCC) |
| 6 | Establish a national program that approves the use, through an effective Company Quality Management System, of non-food safety related sheepmeat marks and brands. | No | Industry |
| 7 | Alternative options for national lamb brand compliance harmonisation yet to be evaluated | NA | NA |