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Food safety and international trade – the Finish experience

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Evira's export team

The mission:

Evira promotes the market access and implements country specific control systems in order to hold on to specific markets.

Prerequisites:

- Close cooperation with food business.
- Active use of the Team Finland -network.
- Operations founded on the principles of reliability and sustainability.

Strategic perspectives and realism

- Finland isn't a big volume player.
- Quality is an argument Finland can use.
- Which is the definition of quality?

Food safety is definitely a quality indicator and is particularly highlighted in the Asian markets.

What arguments to use?

The National Resources Institute of Finland (Luke) and Finnish Food Safety Authority Evira collected and outlined the arguments sustained by facts and scientific research:

<https://www.luke.fi/ruokafakta/>

Example: clean water

Remember that water is not used only as a beverage!

In food industry water is also used:

- as a food ingredient (f. ex. in marinades)
- for cleaning and disinfection
- as a preservative (f. ex. associated with salt)
- for hand washing and toilet flushing

Example: control programs

Zoonotic status

- Salmonella
 - ✓ national Salmonella control program
 - ✓ Target: Salmonella positive (*Salmonella* spp.) animals and meat $\leq 1\%$ each year
 - ✓ Strict Salmonella control of feed
- Campylobacter
 - ✓ national Campylobacter control program
 - ✓ low occurrence in poultry meat

Residues and contaminants

- ✓ national residue control program
- ✓ extremely low levels (including heavy metals)

Example: the broader the smile, the better the food safety

The Oiva system coordinated by Evira brings the results of food control and monitoring to the attention of consumers

- the local food control authorities carry out audits concerning the food safety of all food companies, like grocery stores, restaurants and the food industry in all parts of Finland
- described with four alternative smileys
- published on the internet and at company entrances
- based on food legislation



EXCELLENT



GOOD



TO BE
CORRECTED



POOR

Example: Hygiene proficiency testing

Training and knowledge on:

- Basic microbiology and food contamination
- Food poisoning and hygienic working methods
- Personal hygiene
- Cleaning
- Own or in-house control, and
- Legislation

More than 1 000 000 hygiene passports have been issued from 2002. Almost 20 % of the whole population.

Other valid arguments

- Animal disease status
- Animal welfare conditions
- Low usage of antibiotics
- And many other...

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www.evira.fi