

FOOD SAFETY AND QUALITY

Export Section

The Food Safety and Quality Division (FSQD) has been appointed as the Competent Authority (CA) by the European Union (EU) to carry out official controls along fish and fishery products supply chain destined for the EU market. To improve capabilities of Ministry of Health as a CA, a new section named Export Section under the FSQD was established on 3 February 2009. This section is responsible to ensure official control activities carried out on the fish and fishery products supply chain are in accordance with the requirements of the importing country while ensuring coordination of official control activities carried out by the Department of Fisheries (DOA) and Malaysia Fisheries Development Board (LKIM).

- *Export of Fish and Fishery Products to EU*
 - Verification of compliance status of export establishments, transport vehicles, ice producers, independent refrigerated stores, sources of semi-processed fishery products and imported raw materials
 - i. In 2009, 26 processing establishments which applied for the approval had been inspected. Nine (9) of these processing establishments were approved and re-listed for export of fish and fishery products to the EU. Corrective actions are being taken on non-conformances identified in processing establishments which are yet to be approved.
 - ii. Surveillance audit had been conducted on six (6) approved export establishments. These establishments were found to be maintaining their compliance to the EU requirements.
 - Implementation of Monitoring Plan
 - i. Three (3) Monitoring Plans have been developed i.e. Capture Fishery Monitoring Plan, Fishery End Products Monitoring Plan and Water and Ice Monitoring Plan.
 - ii. 864 samples of fish and fishery products and 242 samples of water and ice were taken in 2009 under the monitoring plan.
 - iii. Corrective actions have been taken on all contraventions of EU standards for samples of fish and fishery products and water & ice.

- Improvements in Official Control
 - i. Seven (7) application forms for approval for export of fish and products have been developed
 - ii. Ten (10) SOPs (Standard Operating Procedures) for Official Control activities have also been developed
 - iii. Food Export Certification Information System (FExCIS) has been developed and implemented officially starting on 14 May 2009 for issuance of Health Certificate for the export of fish and fishery products to EU.

- FVO Inspection Mission 2009

FVO Inspection Mission was carried out by two (2) FVO Inspectors from 3 - 12 March 2009. The objective of the mission was to evaluate the CAs' capabilities based on the corrective actions taken on the shortcomings identified in the previous inspection mission in April 2008. The scope of the mission was to inspect the CAs, processing establishments, local aquaculture farms and laboratories. In total, five (5) processing establishments, three (3) aquaculture farms and two (2) official laboratories were inspected.

Based on the inspection mission's findings, the CAs were found to be able to give official guarantees on the control of fish and fishery products exported to EU which is equivalent to EU requirements. Aquaculture farms and processing establishments were found to be in compliance with EU requirements. As recommended by DG SANCO, Ministry of Health made an application on 16 March 2009 for relisting of establishments approved to export fishery products processed from local aquaculture and imported raw materials. In 2009, nine (9) export establishments have been approved and re-listed to export fish and fishery products processed from local aquaculture and imported raw materials to the EU. For the capture fishery sector, CA would ensure the compliance of EU requirements along the supply chain. The FVO Inspection Mission on this sector will be carried out in April 2010.

- *Export of Fish and Fishery Product to The Countries other than The EU (USA)*

For export of fish and fishery products to countries other than the EU, the processing establishments have to comply with the importing country's requirements. The Food Safety and Quality Division (FSQD) is responsible to ensure that the fish and fishery products exported is safe and is in compliance with the importing country's requirements. A control system has been developed for fish and fishery products exported to United States of America (USA), which includes developing a database on

the processing establishments & source of raw materials, verification of the processing establishments and sampling of fish and fishery products exported to the USA.

- Verification of Status of the Processing Establishments for Export of Fish and Fishery Products to USA
 - i. A checklist for verification of processing establishments exporting fish and fishery products to USA has been developed in August 2009.
 - ii. 54 processing establishments had been verified. Out of these, 38 processing establishments were shortlisted for the export of fish and fishery products to USA.
 - iii. Four (4) processing establishments were prohibited from exporting fish and fishery products to the USA due to major non-conformances on pre-requisite programme (PRP) and Hazard Analysis and Critical Control Point System (HACCP).

- Monitoring Plan

The Monitoring Plan for fish and fishery products exported to the USA has been implemented since October 2009. 250 samples were taken and analysed. No contraventions were reported from the analysis of these samples.

- *Export of Fish and Fishery Products to Russia*

In 2009, there was only one processing establishment exporting fish and fishery products to the Russian Federation (RF). In January 2009, *Russian Federation Service for Veterinary and Phytosanitary Surveillance (Rosselkhoznadzor)* imposed new requirements for the import of fish and fishery products. Under this new requirement processing establishments exporting fish and fishery products to the RF have to be inspected and approved by Rosselkhoznadzor before import licences are issued. Since then, Rosselkhoznadzor has stopped import of Malaysian fish and fishery products into the RF.

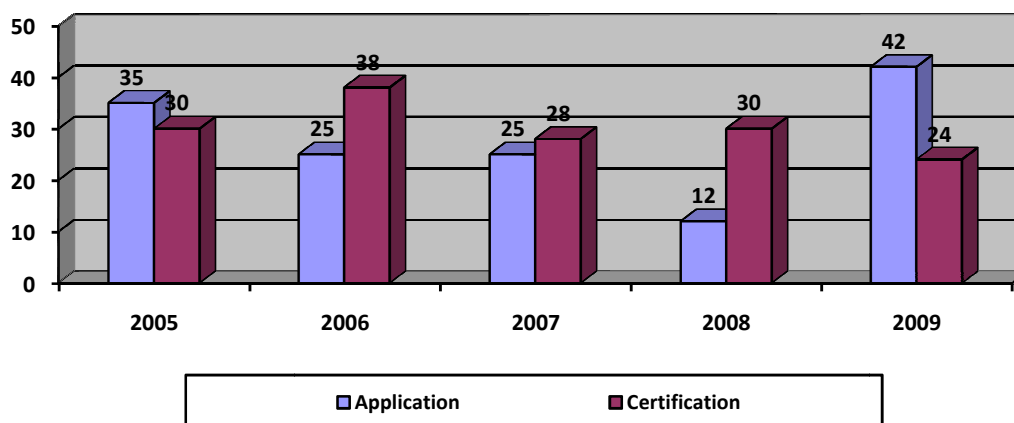
FSQD was requested by Rosselkhoznadzor to provide information on the export control system, volume of production and quantity of fish and fishery products exported to RF. In cooperation with DOF, FSQD has provided the required information on 24 September 2009 and additional information were also provided on 6 November 2009.

Industry Section

- *HACCP Certification Scheme*

The HACCP Certification Scheme was introduced by the Food Safety and Quality Division (FSQD) at the end of 1997 and was launched in 2001. The purpose of this scheme is to assist industry in complying with the requirement of importing countries if necessary, as HACCP is recognized worldwide as a food safety assurance system. As of December 2009, a total of 169 companies were certified under the MoH HACCP Certification Scheme. This certification has helped the industry in meeting the needs of countries of the European Union (EU) and the United States for the export of fish products and fish products.

FIGURE 22.
NUMBER OF CERTIFICATION, 2005-2009



Source: Food & Safety Quality Division, MoH

- *GMP (Good Manufacturing Practice) Certification Scheme*

The GMP Certification Scheme was established at the request of the importer, especially the small and medium enterprise (SMEs) in the country. This certification scheme was launched by the Minister of Health on December 19, 2006. As of December 2009, a total of 34 companies have received GMP certification. This certification will enhance consumer confidence on the products and assist industry in expanding their market.

- *Food Handlers Training Programme*

The objective of this programme is to provide exposure and awareness to all food handlers on food hygiene and safety, personal cleanliness and hygienic food premises, and thus reduce the incidence of food poisoning throughout the country. During the year

2009, a total of 57,579 food handlers were trained by The 117 Food Handler Training School, which is recognized by the MoH. A total number of 472,839 food handlers were trained since 1996. A total of 26 participants were trained in the Teaching Evaluation Compulsory Training Course held from 18 to 21 August 2009 at the Ministry of Domestic Trade, Cooperatives and Consumer (KPDNKK). As of 2009, a total of 257 trainers were recognized by MoH to conduct Food Handler Training Course.

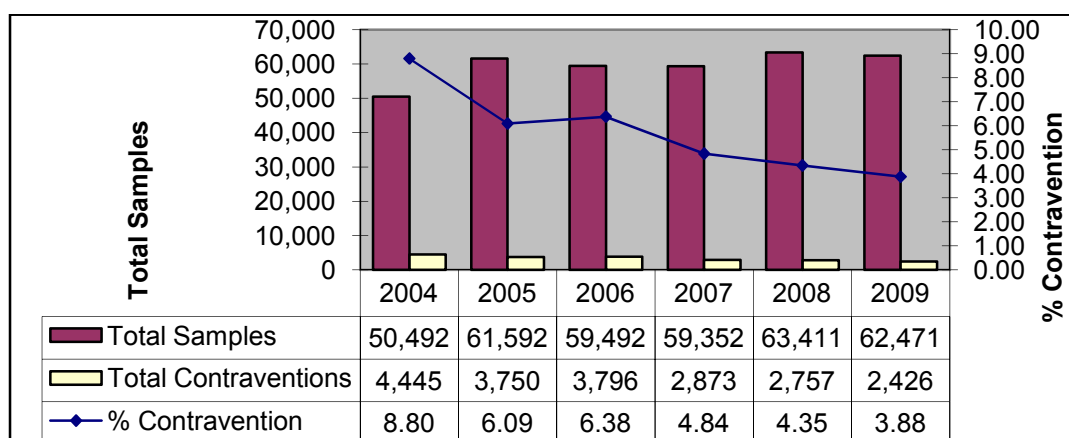
Enforcement (Domestic) Section

- *Food Sampling*

The purpose of food sampling is to ensure that food prepared or sold in Malaysia adhere to requirements under the Food Act 1983 and the Food Regulations 1985. Food sampling target for 2009 is 48,000 samples based on the norm under National Work Plan i.e. 2 samples/1,000 people/year as specified by Food Safety and Quality Division, Ministry of Health. Food sampling is divided based on analysis parameter as follows: microbiology (40%), chemical (55%) and physical (5%)

In 2009, a total of 62,471 food samples were taken for analysis and 2,426 (3.88%) of the samples contravened certain requirements under the Food Act 1983 and the Food Regulations 1985 (Figure 23). Contravention percentage showed a decreasing trend since 2004 i.e. from 8.7% to 3.88% in 2009. A total of 609 offenders were fined in a sum of RM 1,088,300.00 and three (3) offenders were jailed. Meanwhile, 93 offenders were discharged not amounting to acquittal and 19 offenders were discharged and acquitted.

FIGURE 23.
FOOD SAMPLING, 2004 - 2009



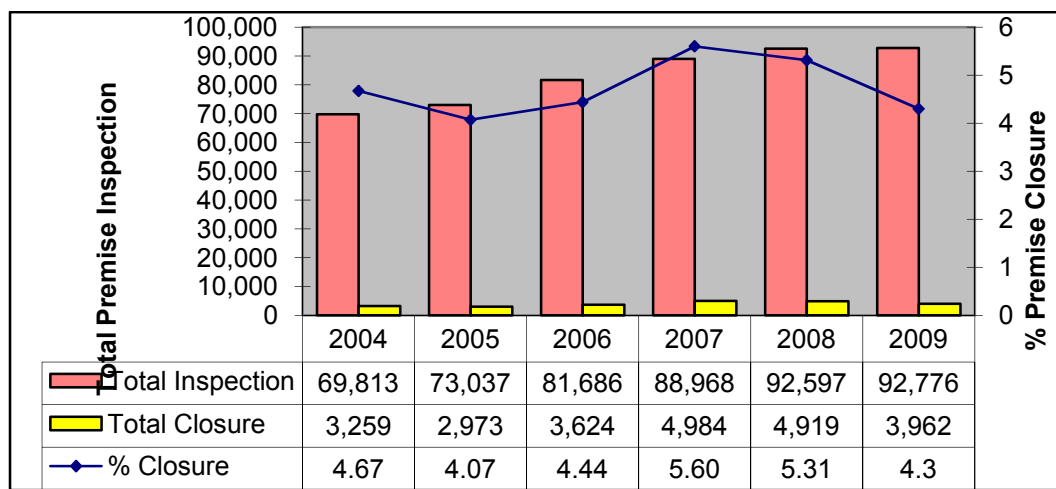
Source: Food & Safety Quality Division, MoH

- *Inspection and Closure of Food Premises*

Inspection of food premises is one of the routine activities conducted to ensure that all food premises are clean and hygienic. In 2009, a total of 92,776 food premises were inspected and 3,962 unsanitary food premises were closed under Section 11, Food Act 1983 (Figure 24).

FIGURE 24.

INSPECTION AND CLOSURE OF FOOD PREMISES, 2004 – 2009



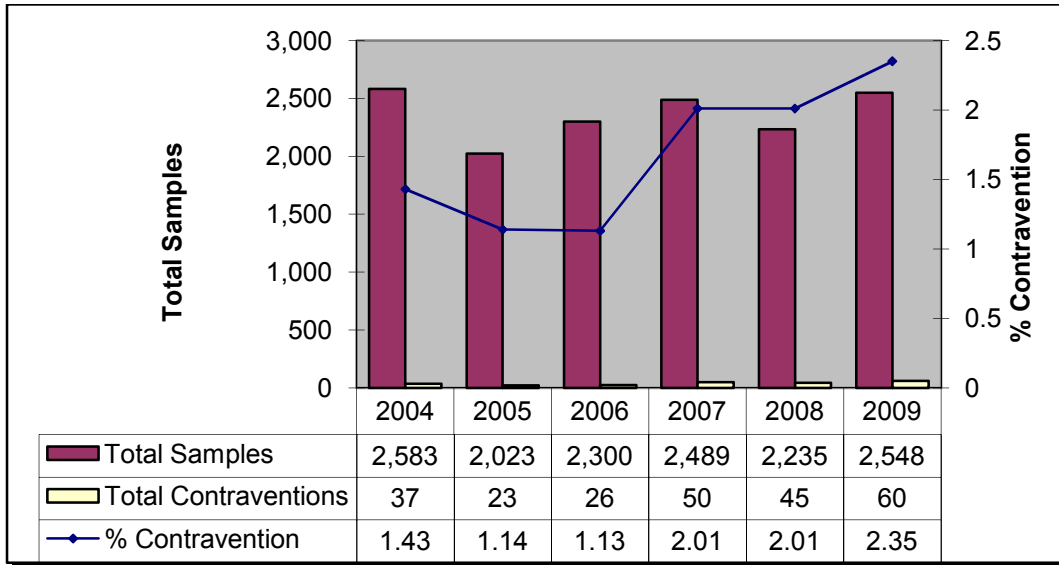
Source: Food & Safety Quality Division, MoH

- *Pesticide Residue*

In 2009, a total of 2,548 food samples (Figure 25) were taken for pesticide residue analysis in which 2,012 of the samples were vegetables and 536 remaining samples were fruits. Results of the analysis indicate that 36 (1.8%) of the vegetable samples and 24 (4.5%) of the fruit samples were detected with pesticide residue content above the Maximum Residual Limit (MRL) as stated in Table 16, Regulation 41, Food Regulations 1985.

FIGURE 25.

SAMPLING OF FRUITS AND VEGETABLES FOR PESTICIDE RESIDUE, 2004-2009



Source: Food & Safety Quality Division, MoH

- **Drug Residue**

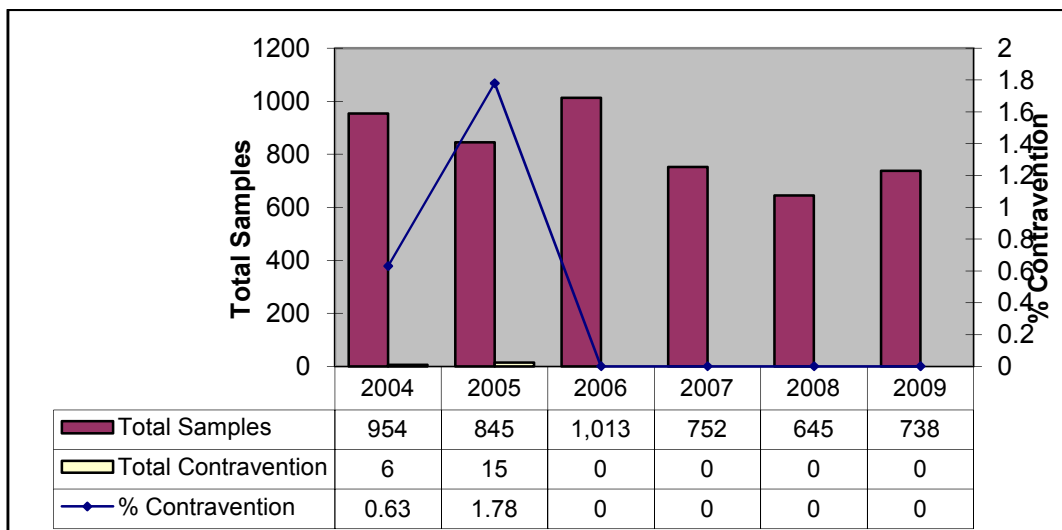
Abuse of veterinary drugs is still a persistent issue in food safety although the Food Regulations 1985 prohibit the use of Beta-agonist, Nitrofurantoin and Chloramphenicol in food.

- Nitrofurantoin

The Ministry of Health is continuously monitoring the issue of nitrofurantoin abuse in food. A total of 679 poultry samples and 59 egg samples were taken for analysis of nitrofurantoin residue and none of them contravene the Food Regulations 1985 (Figure 26).

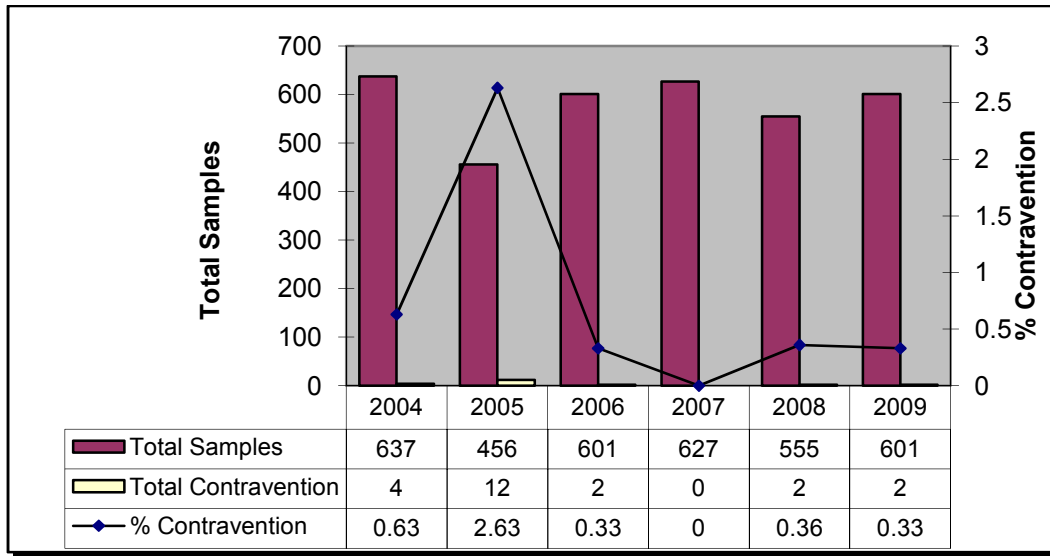
FIGURE 26.

SAMPLING OF POULTRY AND EGGS FOR NITROFURAN ANALYSIS, 2004 – 2009



Source: Food & Safety Quality Division, MoH

FIGURE 27.
SAMPLING OF POULTRY FOR CHLORAMPHENICOL, 2004 -2009

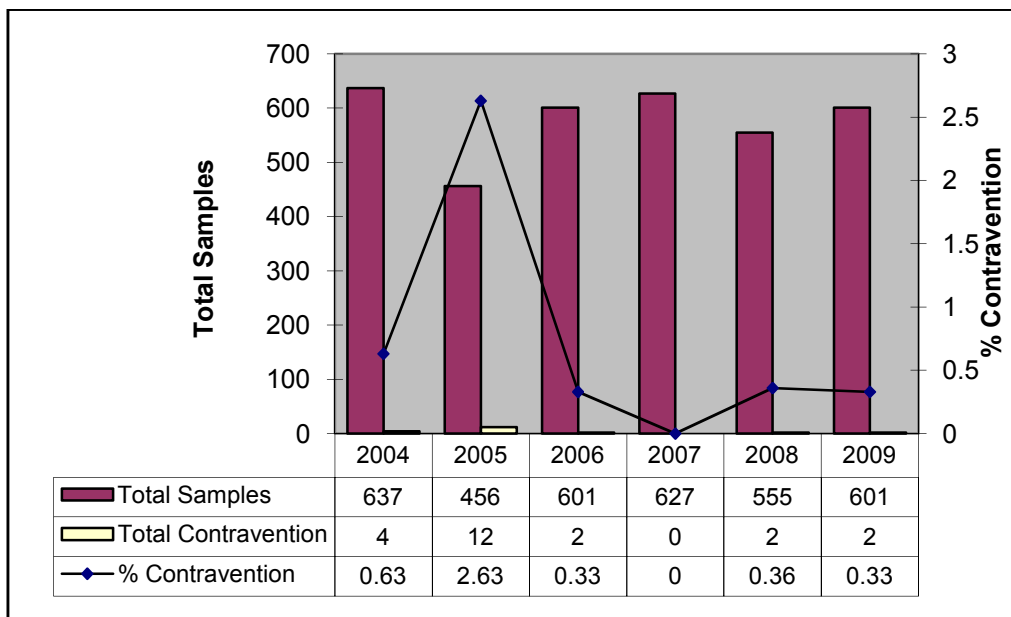


Source: Food & Safety Quality Division, MoH

- Chloramphenicol

Sampling was done to detect abuse of chloramphenicol in poultry and fish. A total of 601 poultry samples were taken and 2 (0.33%) samples were detected to contain chloramphenicol (Figure 24). On the other hand, out of 259 fish samples taken for chloramphenicol analysis, 2 (0.77%) samples were found positive (Figure 28).

FIGURE 28.
SAMPLING OF FISH FOR CHLORAMPHENICOL, 2004 - 2009

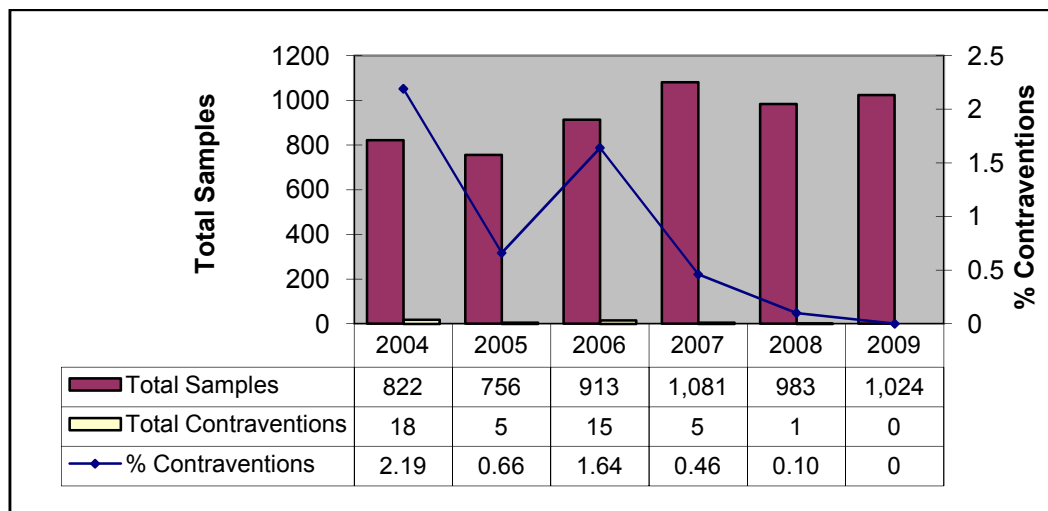


Source: Food & Safety Quality Division, MoH

- **Beta-Agonist**

In 2009, a total of 1,024 samples were taken for beta-agonist analysis (Figure 26). These include ham (448 samples), beef (410 samples), lamb (78 samples) and duck (88 samples). Continuous enforcement efforts by the Ministry of Health through routine inspections and special operations have a positive impact in the number of beta-agonist abuse which resulted in a reduction of contravention cases. In 2009, none of the samples taken was detected positive for beta-agonist.

**FIGURE 29.
MONITORING OF BETA-AGONIST, 2004 – 2009**



Source: Food & Safety Quality Division, MoH

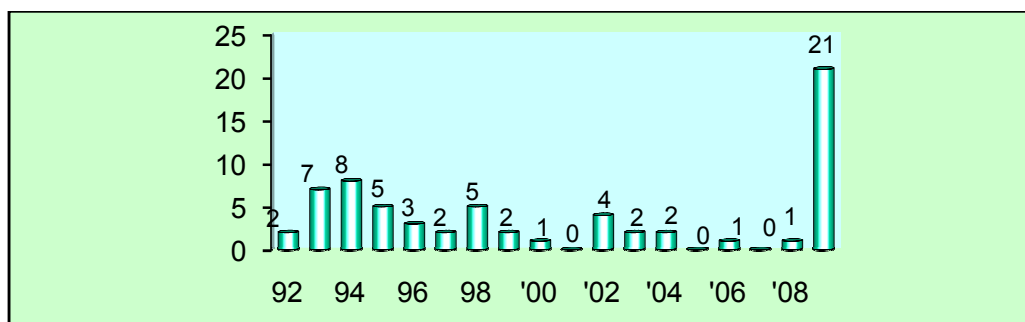
- **Licensing**

- **Natural Mineral Water**

Production and importation of natural mineral water in this country must be licensed in accordance with Regulation 360A, Food Regulations 1985. Since this regulation was introduced in 2000, a total of 66 licences of natural mineral water source were issued until the 31st of December, 2009 (Figure 30). The issuance of the licences contributed to fee collection of RM 270,000.00.

FIGURE 30.

ISSUANCE OF NATURAL MINERAL WATER LICENCES, 1992 – 2009



Source: Food & Safety Quality Division, MoH

However, only 25 licences were still active in 2009. 22 of the 25 licences issued are from local sources while the remaining licences issued are from foreign sources. No licences of natural mineral water source were revoked in 2009. In 2009, there were 33 applications for license of natural mineral water source received in which 21 new licences were issued during the period.

- **Packaged Drinking Water**

Regulation 360B, Food Regulations 1985 was gazetted in the year 2000 where it is compulsory to obtain a licence for the source of package drinking water before undertaking the business. Until 2009, a total of 209 applications for packaged drinking license were approved (Table 10). However, only 170 licences are still active until 2009.

TABLE 10.

LICENCE APPROVAL ACCORDING TO STATE, 2001 – 2009

No.	State	2001	2002	2003	2004	2005	2006	2007	2008	2009	Total	Active License
1	Perlis	0	0	2	1	0	0	1	1	2	7	6
2	Kedah	0	0	4	0	0	2	1	0	0	7	5
3	Pulau Pinang	0	3	4	0	1	1	2	0	2	13	9
4	Perak	0	5	0	0	0	5	0	1	0	11	8
5	Selangor	6	10	5	3	3	4	2	8	3	44	33
6	FT KL	1	1	1	3	0	1	0	1	2	10	10
7	N. Sembilan	0	1	2	1	0	1	0	0	0	5	4
8	Melaka	0	0	2	1	0	2	0	1	0	6	5

No.	State	2001	2002	2003	2004	2005	2006	2007	2008	2009	Total	Active License
9	Johor	1	4	4	4	0	7	3	1	1	25	20
10	Pahang	0	2	7	1	1	2	0	1	1	15	10
11	Terengganu	0	0	0	0	1	0	0	0	1	2	2
12	Kelantan	0	2	3	6	3	2	0	8	0	24	20
13	Sarawak	0	2	2	3	6	4	1	0	0	18	17
14	Sabah	0	2	6	3	2	1	1	1	2	18	19
15	FT Labuan	0	1	0	0	2	1	0	0	0	4	4
Total		8	33	42	26	19	33	11	23	14	209	170

Source: Food & Safety Quality Division, MoH

- Non-Nutritive Sweetener

There were five different licenses issued by MoH for non-nutritive sweetener under the Regulation 133 (5), Food Regulations 1985. Non-nutritive sweetener includes acesulfame potassium, saccharin and sodium saccharin. In 2009, a total of 24 licences for non-nutritive sweetener were issued which contributed a sum of RM 4,500.00 in fee collection (Table 11).

TABLE 11.
NUMBER OF NON-NUTRITIVE SWEETENERS LICENCES ISSUED ACCORDING TO STATE,
2009

Item	State	Type of License					Total license issued	Fee Collected (RM)
		B	B1	B2	B3	B4		
		RM200			RM50			
1.	Kedah	0	0	0	2	0	2	400.00
2.	P. Pinang	1	1	0	3	0	5	1,000.00
3.	Perak	0	0	0	4	0	4	800.00
4.	Selangor	1	7	0	0	1	8	1,600.00
5.	Melaka	0	0	0	0	1	1	50.00
6.	Kelantan	1	0	0	0	0	0	200.00
7.	WP KL	0	1	0	1	1	3	450.00
Total		3	9	0	10	2	24	4,500.00

Source: Food & Safety Quality Division, MoH

- Special Operations

The enforcement operations carried out in 2009 is as listed in Table 12.

TABLE 12.
OPERATIONS CARRIED OUT IN 2009

No.	Operation
1.	Operation Chinese New Year (Ops Shu 2008)
2.	Operation Belacan 2008
3.	Operation Flavoured Milk
4.	Operation Ramadhan 2008
5.	Operation Packaged Drinking Water / Natural Mineral Water
6.	Operation Beta-agonist
7.	Operation Boric Acid
8.	Operation Plastic Substances in Cooking Oil
9.	Operation Packaged Drinking Water / Natural Mineral Water

Source: Food & Safety Quality Division, MoH

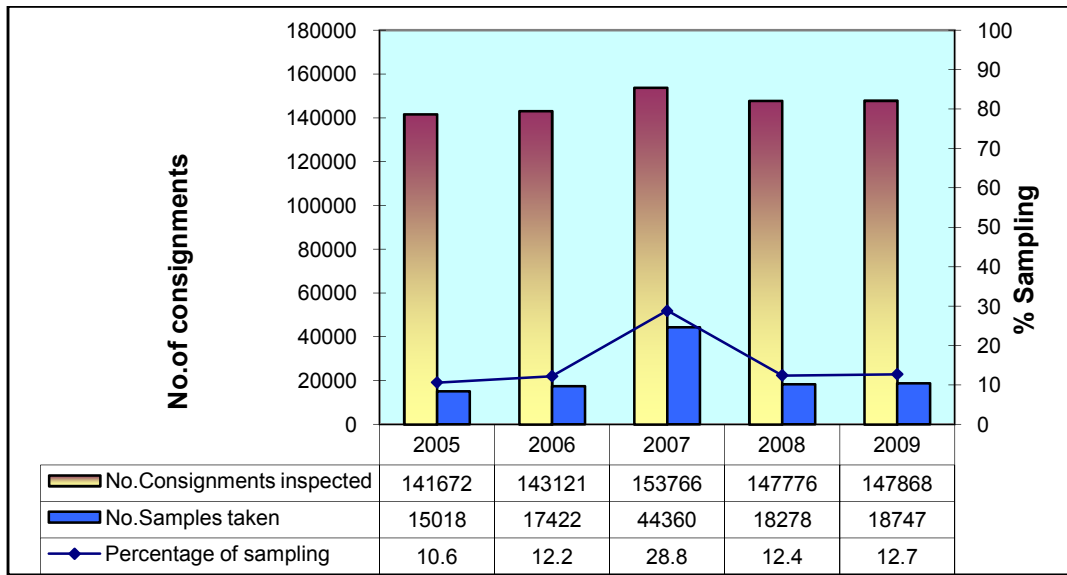
Enforcement (Import) Section

- *Food Import Control System*

Food import control management is assisted by Food Safety Information System of Malaysia (FoSIM - web based application system). Recently upgraded to Version II, the system uses risk based approach in determining food safety hazard of imported food. The risk attributed to the food is determined by six levels of examination. The levels of examination vary from Level 1 where food is automatically released without inspection to Level 6 where food is automatically rejected.

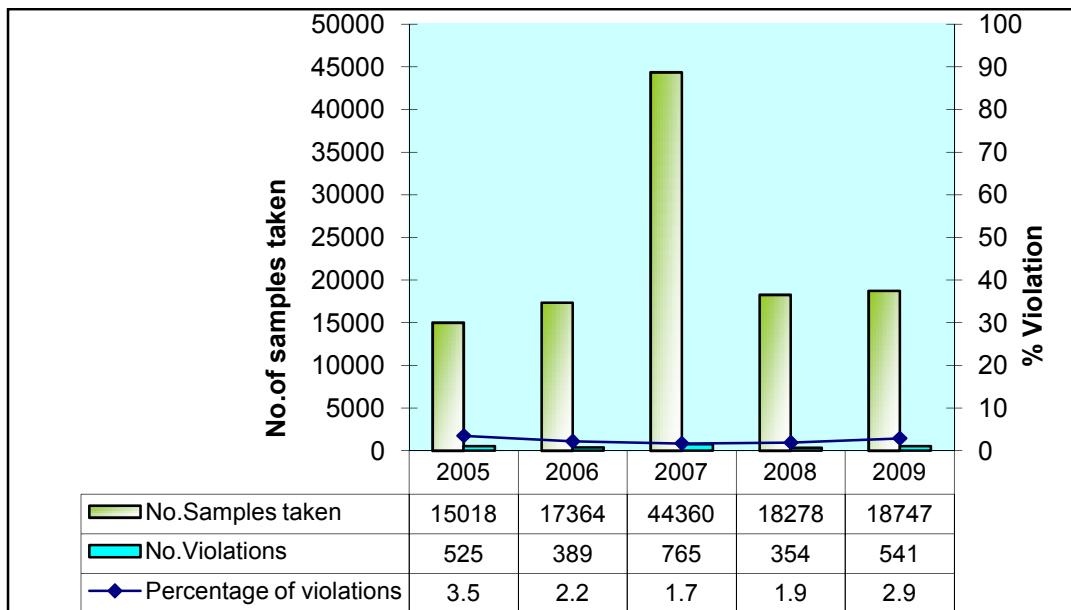
In 2009, 147,868 consignments were inspected and 18,747 samples (12.7%) were taken for analysis (Figure 31). From the total samples taken for analysis, 541 samples (2.9%) contravened the Food Act 1983 and its Regulations 1985 (Figure 32).

FIGURE 31.
TREND OF FOOD IMPORT CONSIGNMENT INSPECTION AND SAMPLING ACTIVITIES, 2005 - 2009



Source: Food & Safety Quality Division, MoH

FIGURE 32.
TREND OF FOOD IMPORT VIOLATIONS, 2005 – 2009



Source: Food & Safety Quality Division, MoH

In the year 2009, there were 160 food alert issued for food consignments coming from 22 countries. Food Safety and Quality Division (FSQD) reviews and assesses each notification of food alert sent by entry points. FSQD will then disseminate the food alert to all states and entry points for appropriate action.

All flavouring substances imported into Malaysia for use in food must obtain approval from the Director prior to importation. The total number of application received and processed for approval is 407. In the year 2007, there were 10 applications received and processed for approval, where else in 2008 the number of application and approval increase to 236, however in 2009 the number of application and approval were reduced to 161.

Activities carried out by this section in the year 2009 were:

- i. Establishing the National Monitoring Programme of Imported Food Products
 - a) Pesticides residue and heavy metal in nut and nut product (May - October 2009)
 - b) Heavy metal in imported tea, based on food alert from EU RASFF (May - October 2009)
 - c) Mycotoxin in spices, based on food alert from EU RASFF (May - October 2009)
 - d) Acid Boric in imported prawns and shrimp, based on food alert from EU RASFF (May - October 2009)
 - e) Detection of Genetically Modified Food (GMO) in imported grains, based on food alert from EU RASFF (May - October 2009)
- ii. Redrafting and reviewing the proposed Food Import Regulation.
- iii. Reviewing the existing policy on Bovine Spongiform Encephalopathy (BSE) - Interagency Committee on BSE was convened to update the latest available scientific information on BSE and its control. Both the Ministry of Health (MOH) and the Ministry of Agriculture and Agro-Based Industry (MOA) worked closely to address this matter
- iv. Development of FoSIM Version II, with new elements incorporated such as:
 - a) Web-based on line registration for importers and agents
 - b) Automatic generation of food inspection level using Risk Based Approach
 - c) Higher speed server for higher FoSIM performance
 - d) More user friendly system
- v. FoSIM Version II application training for forwarding agents, importers and Ministry of Health officials.
- vi. Planning & development of specification for fosim domestic to assist in domestic enforcement activities.

Codex & International and Standards Development Section

Previously, the development of standards under the Food Regulations (FR) 1985 and discussions pertaining to Codex standards at the national level were managed independently by two (2) separate Sections. The Committee that oversees the development

of FR 1985 rested under the Standard Development Section, while the Committee that looks at Codex standards was under the responsibility of the Codex and International Section.

Despite constant communication and sharing of input from the Codex Section, the task to harmonise national standards with those of Codex proved to be difficult and could not be carried out in tandem with the latest development in Codex standards because of the sectional segregation. Realising this shortcoming, the two Sections were merged in August 2009 and named as the Codex & International and Standards Development Section. Now, reviewing and updating of FR 1985 as well as formulation of new legislations can be performed more comprehensively, efficiently and in line with the development of Codex standards and those of other countries.

- *Codex Activities At The National Level*

The Food Safety and Quality Division (FSQD) which is the Codex Contact Point and the Secretariat to the National Codex Committee (NCC), plays the lead role in facilitating and coordinating Codex activities at the national level especially in ensuring national coherence on various Codex issues of national interest and Malaysia's participation in Codex meeting. The NCC consists of 20 National Codex Sub-Committees (NCSC), one (1) Codex Task Force (TF) and 11 Codex Working Groups (WG) that are established to consider and formulate the national position on subject matters discussed within the corresponding Codex Committees (Appendix 1).

In 2009, Malaysia participated in 10 Codex meetings at the international level. At the national level, one (1) NCC meeting, 32 NCSC meetings including WG meetings and four (4) TF meetings were held in preparation for and as follow-up to international Codex meetings.

For the first time since being designated as the host government of the Codex Committee on Fats and Oils (CCFO) in July 2007, Malaysia hosted the 21st Session of the CCFO from 16 to 20 February 2009. The session was successfully held in Kota Kinabalu, Sabah and was attended by 103 participants from 37 member states, one (1) member organisation (European Community) and five (5) international organisations. The session was chaired by Ms. Noraini Dato' Mohd. Othman, Director of the Food Safety and Quality Division, Chairperson of the CCFO.

Malaysia also plays an active role in various cooperation at the ASEAN level such as the ASEAN Expert Group on Food Safety (AEGFS), in which Malaysia acts as the coordinator for the ASEAN Food Safety Improvement Plan (AFSIP). Two (2) delegates from Malaysia

attended the 7th Meeting of the AEGFS which was held in Singapore from 13 to 15 October 2009. The 7th AEGFS agreed for Malaysia to review and update the 2004-2008 AFSIP plan for 2010-2015 and be renamed as AFSIP II. Malaysia as coordinator of the Monitoring and Surveillance Programme, presented the Framework on Monitoring and Surveillance at the 7th AEGFS. As a follow through to this Framework, the 7th AEGFS agreed that Malaysia develops a project on Food Consumption Data for the region. Under the 'Enhancing Food Safety by Strengthening Food Inspection Systems in ASEAN Member States' which is a joint project between AEGFS with FAO and the Government of Japan, two (2) workshops and one (1) training course were organized in 2009. Malaysia also participated in two (2) other meetings at the ASEAN level namely the ASEAN Task Force on Codex (ATFC) and the ASEAN Consultative Committee on Standards and Quality (ACCSQ) Prepared Foodstuff Product Working Group (PFPWG).

FSQD is responsible as the National Enquiry Point for all Sanitary and Phytosanitary Measures (SPS) activities pertaining to food safety. This includes preparing SPS notifications, providing reviews of other countries on Malaysia's notifications, summarizing Malaysia's position on issues being discussed at international SPS meetings, etc. During the year in review, as many as 958 foreign notifications from the WTO/SPS Committee pertaining to food safety were received and evaluated. In 2009, Malaysia issued eight (8) SPS notifications, of which three (3) were issues under the purview of FSQD. In 2009, a total of 1491 foreign notifications from the WTO TBT Committee pertaining to food safety were received and evaluated.

In 2009, FSQD engaged in several Free Trade Agreements (FTA) between Malaysia - Australia free Trade Agreement (MAFTA), Malaysia - Chile Free Trade Agreement, Malaysia - New Zealand Free Trade Agreement (MNZFTA) and Malaysia - US Free Trade Agreement (MUSFTA). FSQD also engaged in bilateral negotiation between Malaysia - Indonesia, Malaysia - Thailand, Malaysia - Japan and Malaysia - Egypt; multilateral negotiations between Brunei Darussalam - Indonesia - Malaysia - Philippines; and provided input pertaining to SPS issues on food safety.

- *The Activity of The Advisory Committee on The Food Regulations 1985 (JPPM)*

This Committee was established to approve proposed amendments to the Food Regulations 1985. This Committee comprises representatives from government agencies, public institutions of higher education, consumer and professional organisations. There were eight Expert Working Committees (JKKP) established under this committee to review applications from the industry or other parties to amend the Food Regulations 1985. In addition, the

JKKP will also discuss amendments to the Food Regulations 1985 for the purpose of harmonization with Codex standards. FSQD is also a member of various committees under other departments such as the Department of Veterinary Services, Department of Fisheries and Department of Agriculture which are also directly involved in the Food Regulations 1985 review and amendment process.

- *Gazettement of Amendments to The Food Regulations 1985*

In 2009, a total of five (5) gazettements were issued which comprises three (3) new legislation, and two (2) amendments to existing standards. The gazettements are as shown in Table 13.

TABLE 13.
GAZETTEMENT OF THE FOOD REGULATIONS 1985 AMENDMENTS IN 2009

No.	Regulation	Date of Gazettement
1.	Food Hygiene Regulations P.U. (A) 95 / 2009	28 February 2009
2.	Food Regulations (Issuance of Health Certificate for Export of Fish and Fish Product to the European Union in 2009) P.U. (A) 92 / 2009	28 February 2009
3.	Food Regulations (Amendment) Act 2009 P.U. (A) 113 / 2009	12 March 2009
4.	Food Regulations (Amendment) (No.2) 2009 P.U. (A) 306 / 2009	24 August 2009
5.	Food Regulations (Amendment) (No.3) 2009 P.U. (A) 405 / 2009	19 November 2009

Source: Food & Safety Quality Division, MoH

The implementation of the Food Hygiene Regulations 2009 will result in significant implications for all stakeholders involved in the food industry such as operators and food handlers. Since the regulations were gazetted on 28 February 2009, numerous awareness and information activities were held.

The Standard for Wholesome Ice which is an amendment to the FR 1985 was gazetted on 12 March 2009. The amendment was made to raise standard and cleanliness of ice used in the country where it is mandatory for all the ice factories in the country to be licensed. It is also consistent with the requirements of the EU.

- *Product Classification And Label Screening Services*

To improve services of this section to the public, product classification of Food Drug Interface (FDI) products and label screening services was introduced in addition to the labelling advisory services which are currently available.

- i. "Food Drug Interface (FDI)" Product Classification;

A total of 1411 applications for classification of products were received in 2009 and some of it was discussed at the Food Drug Interface (FDI) Product Classification Committee Meeting. This classification service is to classify whether the products is food by FSQD or pharmaceutical product by National Pharmaceutical Control Bureau.

- ii. Label Screening and Labelling Advisory Services;

Free label screening service has been given to the industry since 2008. A total of 512 labels have been screened in 2009. Through this service, the industry will be informed of the status of their product label and if they require more clarification, they are advised to apply for the labelling advisory services.

This Section also provides Labelling Advisory Service through the Labelling Advisory Committee to industries that need such services. The charge is RM 1,000.00 per label. The applicant is required to amend their product labels based on the comments provided in accordance with the Food Act 1983 and Food Regulations 1985. A total of 43 labels were reviewed by the Labelling Advisory Committee in 2009.

Communication and Consumerism Section

Communication and Consumerism Section was established in August 2009 and its functions are (1) To plan and coordinate all food safety and quality promotion activities, and (2) To coordinate and respond to complaints and inquiries related to the food safety and quality. Activities done in 2009 were as follows:

- i. Food Safety Promotion at the National Level among TABIKA Children.

- a) National Level Food Safety Campaign for TABIKA Children was held on 2 March 2009 at the Tabung Haji Complex, Kota Kinabalu, Sabah. The program was launched by the former Deputy Minister of Health, Y.B. Datuk Dr. Hj. Abdul Latif bin Ahmad. The ceremony was attended by 400 TABIKA children and teachers and the theme is "Trust your sense, before eating, observe, smell, taste".

- ii. Transport Coordination Workshop for Food Safety Promotion Activities in Langkawi Seaview Hotel, 9-11 August 2009.

- iii. Meeting Action Plan for Food Safety Campaign 2010 at the Bayview Hotel, Melaka on 9-12 November, 2009.

- iv. Publication of Food Safety Material and Bulletin (Table 14)
- v. Activities to enhance knowledge on food safety through mass media/website and community participation (Table 15)

TABLE 14.
PUBLICATIONS OF FOOD SAFETY MATERIAL, 2009

Types	Title
Pamphlets	<ul style="list-style-type: none"> • Specific guidance on the use of towels among food operators • 5 Guides to Safer Food • Ice • Reduce PAH in Food • Wash Hand Sticker
Poster	<ul style="list-style-type: none"> • OBSERVE, SMELL, TASTE • Observe and Choose
Exhibition Education Material	<ul style="list-style-type: none"> • OBSERVE, SMELL, TASTE • Observe and Choose • FoSiM

Source: Food & Safety Quality Division, MoH

TABLE 15.
ACTIVITIES TO ENHANCE KNOWLEDGE ON FOOD SAFETY IN 2009

Type	Activities
<i>Exhibition (national)</i>	8 times : <ul style="list-style-type: none"> i. HIMSS Asia Pacific 2009 Conference ii. Smart Kids Exhibition iii. MIHAS iv. Malaysian International Food and Beverages (MIFB) v. Healthy Catering vi. Seminar on Food Processing Industry vii. Fabulous Food 1Malaysia viii. Halal Carnival
Mass media	Food Safety Media Campaign with the theme "Observe and Choose" 3 times slot TV/Radio 2 articles – Ministry of Health Supplement
Seminar	Standards and Consumer Seminar Series 2009 organized by the Ministry of Domestic Trade, Cooperatives and Consumer (KPDNKK) in collaboration with the Food Safety and Quality Division, MOH and other agencies have been conducted throughout the country.
Research	1 Media Campaign Research was carried out in 2009

Source: Food & Safety Quality Division, MoH

Policy Section

- *Activities Carried Out under The National Food Safety and Nutrition Council (NFSNC)*
 - i. One (1) Steering Committee Meeting was held on July 10, 2009 in preparation for the Eighth NFSNC Meeting held on 19 November 2009. The Eighth NFSNC Meeting was chaired by the Honourable Minister of Health and was attended by the Chief Secretary to the Ministry/representative, the Director/representative related agencies, the Federation of Malaysian Manufacturers (FMM), Federation of Malaysian Consumer Associations (FOMCA) and professional bodies represented by the president/representative of their respective associations. A total of 21 issues and six proposals, including an action plan were tabled at the meeting. The National Action Plan on Food Safety 2010-2020 was approved at the Eighth NFSNC Meeting, in which the action plan was drawn up in accordance with the principles of from farm to table.
 - ii. Two (2) technical meeting was held on 16th June 2009 and 9th June 2009 in preparation for the Steering Committee Meeting.
 - iii. Permanent Secretariat of National Food Safety and Nutrition Council (NFSNC) has been established in February 2009.
 - iv. Review Meeting of National Food Security Action Plan was held from 26th to 29th May 2009

- *Activities Involving Policy For FSQD*
 - i. To strengthen food safety and quality activities, organizational structure in FSQD were reviewed:
 - a) Policy and Development Section was established
 - b) Codex and International Section and Standards Development Section has been incorporated into Codex and International and Standards Development Section.
 - c) Promotion and Consumerism Section was established to replace Promotion Unit.
 - d) A unit to address issues on exports other than to the European Union (EU) was created under Export Section.
 - e) Food Operator Training School (SLPM) activities were acquired from the The Cleanliness and Safety Training Academy (ALKEM) from March 1, 2009.
 - f) The Achievement of the 9th Malaysia Plan for Food Safety and Quality Program has been prepared and presented in:
 - g) Assessment of achievement of 9MP by a consultant appointed by the MoH

- h) Brainstorming Session to Identify Issues and Challenges towards Health Plan Legislation 10MP.
 - i) Technical Working Group (TWG) of 10MP under JKA.
 - ii. Planning the 10th Malaysia Plan for Food Safety and Quality Program has been prepared and presented in:
 - a) Brainstorming session to Identify Issues and Challenges towards Health Plan Legislation 10MP.
 - b) *Technical Working Group* (TWG) of 10MP under JKA.
 - iii. The following documents have been prepared:
 - a) Strategic Plan Draft: Food Safety and Quality Control 2009 – 2016
 - b) Approximate Budget Management (ABM) in 2010
 - c) Program Agreement 2009-2010
 - d) Review on *National Work Plan*
 - e) Memorandum for Strengthening Food Safety and Quality Program
- *Activities Involving The Key Result Area (KRA) / Key Performance Indicator (KPI) FSQD*
 - i. Preparation of 5 Key Result Area (KRA) for Food Safety and Quality Activities
 - a) Food Poisoning Reduction
 - b) Market Access for Fishery Product
 - c) Clean Food Premises
 - d) Foods Sold Comply with Food Act 1983 and Food Regulations 1985
 - e) 31 Client Services
 - ii. Two reports have been prepared and submitted to the Human Resources Division, Ministry of Health.
 - iii. Preparation of five Key Result Areas (KRA) for Y.B Deputy Health Minister.
 - a) Food Poisoning Reduction
 - b) Market Access for Fishery Product
 - iv. Preparation of Key Performance Indicator (KPI) for Director General of Health (DG)
 - a) The number of food industry getting recognition under the certification scheme Hazard Analysis and Critical Control Point (HACCP) Malaysia
 - v. Preparation of Key Performance Indicator (KPI) for TKPK (KA)
- *Quality Activities Involving FSQD*
 - i. Preparation of documents for adequacy audit ISO 9001:2000 FSQD

- ii. Preparation of Work Procedures Manual (WPM) for the Food Safety and Quality Activities in the state
- iii. Preparation for the Star Rating System (SRS) audit MoH in 2010.