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Tasmanian Government **Media Release**

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Guy Barnett, Minister for Primary Industries and Water

Boosting Tasmania's primary produce traceability capacity

The Tasmanian Liberal Government is boosting primary produce traceability systems to help uphold the State's reputation for producing safe, high quality agricultural products and food for both the domestic and export markets.

Good traceability systems also protect our producers from counterfeiting and underpin customer and consumer confidence by ensuring the integrity and safety of our produce.

Today we are releasing a consultation paper for the development of a Primary Produce Traceability Strategy to support Tasmanian producers and their products.

This five-year strategy is intended to align with existing Brand Tasmania programs and will benefit Tasmanian businesses by ensuring our agricultural products are safe and attractive to all markets.

Feedback from all stakeholders is essential to the successful development of a draft Strategy which will be released later this year for full public consultation.

We are also delivering this election commitment through the recruitment of a Senior Policy and Program Officer to assist in the development of Tasmania's primary produce traceability systems.

Working closely with Biosecurity Tasmania, the position is designed to assist with critical projects including:

- The development of Tasmania's primary produce traceability strategy;

- Enhancement of livestock traceability to protect Tasmanian producer markets and the integrity of Tasmanian produce; and
- Implementation of the requirements of the National Traceability Framework to capture all primary produce including plants, plant products and seafood.

More information on the Primary Produce Traceability Strategy can be found here:

www.dpipwe.tas.gov.au/ppt

Applications for the new traceability position closes on August 30 - more information here: www.jobs.tas.gov.au