



FOOD STANDARDS
Australia • New Zealand
Te Mana Kounga Kai - Ahitereiria me Aotearoa

2030 Roadmap

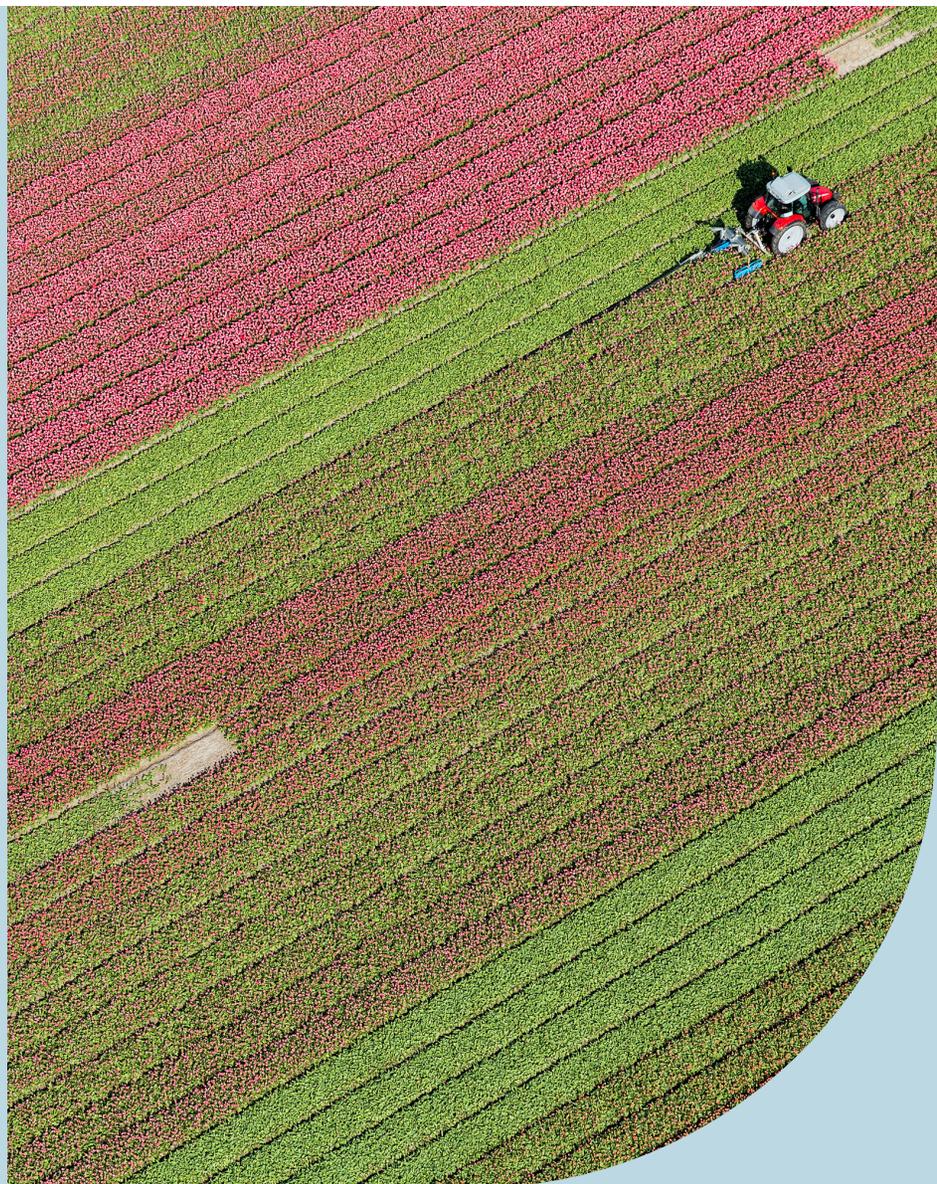
World leading standards,
safe food for life



FSANZ operations

FSANZ undertakes a range of essential activities to ensure the safety and integrity of the food supply:

- **Coordinating food recalls and incident responses** across Australia, ensuring unsafe products are swiftly removed from the market.
- **Surveillance and monitoring of the food supply** to identify emerging risks, inform standards development and support enforcement.
- **Assessment of applications** supporting industry innovation via changes to the Food Standards Code.
- **Maintaining comprehensive food composition databases** and providing tools for industry and regulators.
- **Leading international engagement**, including participation in Codex Alimentarius and collaboration with global partners.
- **Providing advice and risk assessments** to food regulators and supporting consistent implementation of standards.
- **Undertaking proposals** to support the Food Regulation System strategic outcomes.





FSANZ addresses key food system challenges through proposals

Current challenges include:

- **Global food trade is increasingly complex**, with over \$100 billion in food exports dependent on trusted standards.
- **Public health challenges** such as obesity, allergen-related hospitalisations and antimicrobial resistance persist.
- **Technology and innovation** are reshaping the market, from lab-grown foods to ecommerce-driven purchasing.
- **Consumer expectations** are shifting, with growing demand for transparency, sustainability, affordability and convenience.
- **International environments are becoming increasingly complex and interconnected**, with new food technologies, climate change, trade challenges and cost of living all adding pressures.

Global reforms underway

FSANZ is recognised internationally as a trusted and independent standards setter. Comparable agencies, including the European Food Safety Authority (EFSA), the US Food and Drug Administration (FDA), Singapore Food Agency (SFA) and Health Canada, are pursuing reforms that mirror this Roadmap's themes:

- **Digital labelling and ecommerce:** the EU is piloting QR code-enabled labels; SFA mandates online display of nutrition and allergen information.
- **Public health labelling:** Chile and Mexico have introduced mandatory front-of-pack (FoP) warning symbols; many other countries are considering FoP schemes.
- **Novel foods regulation:** the UK, US and Canada are refining pathways for cell-cultured and biotechnology-derived foods and expect FSANZ can assist in establishing international best practice.

Australia and New Zealand must keep pace in these areas to remain globally competitive, protect consumers and avoid trade friction.





FSANZ 2030 Roadmap

The Roadmap has been designed to support and align with the Food Regulation System's Strategic Outcomes:

1. Safe and suitable food
2. Healthy food supply
3. Informed and empowered consumers
4. Thriving food economies

FSANZ 2030 Roadmap



Safe and suitable food

Formulated
Supplementary Sports
Foods



Healthy food supply

Young Child Formula
Commercial Foods for
Infants and Young
Children
Nutrient Reference
Values



Informed and empowered consumers

Health Star Ratings
eCommerce/Digital Labelling



Thriving food economies

Nutritive Substances
and Novel Foods
International Alignment
Review

Evaluation Framework



Strategic outcome 1: Safe and suitable food

Formulated supplementary sports foods

Problem: Current standards for sports foods are outdated, developed when the market was smaller and less diverse. Rapid product innovation has created consumer confusion, risks of inappropriate use and enforcement difficulties.

Benefits: A modernised standard will provide clarity for industry, support safe innovation and ensure consumers - particularly young adults and athletes - have access to products with accurate, evidence-based information.

Global environment: EFSA and FDA regulate sports supplements under broader food or supplement categories and the regulations for composition and labelling are inconsistent with Code requirements. FSANZ has the opportunity to establish a robust framework for sports foods to balance consumer safety with innovation into the future, bringing standards more inline internationally.



Strategic outcome 2: Healthy food supply

Young child formula review

Problem: Current standards for young child formula are no longer fit-for-purpose, having been established before the development of these products. In the absence of appropriate regulation, such formulas have been marketed as essential instead of a niche supplementary product, conflicting with recommendations of dietary guidelines.

Benefits: Aligning composition and labelling requirements with the latest scientific evidence and international best practice will support the nutritional needs of the young children who require dietary supplementation, while also providing parents with clear and relevant information to make the right product choices for their family.

Global environment: Codex Alimentarius has recently revised its *Standard for follow-up formula for older infants and product for young children*. Aligning with these requirements, where appropriate, will strengthen international alignment and improve early childhood nutrition.

Strategic outcome 2: Healthy food supply

Commercial foods for infants and young children review

Problem: Packaged foods designed, sold and marketed to parents of infants and young children may not provide for the nutritional needs identified in dietary guidelines, while making many claims about benefits.

Benefits: Revising standards can help ensure products support healthy child development, reduce long-term chronic disease risk and build consumer trust.

Global environment: The UK has introduced marketing restrictions for high-sugar children's foods; WHO guidance calls for stricter controls. FSANZ's review will consider strengthening and expanding standards, safeguarding the next generation's nutrition.





Strategic outcome 2: Healthy food supply

Nutrient Reference Values (NRVs)

Problem: Regulatory NRVs underpin labelling and related compositional claims, yet current values are inconsistent with national values and in some cases with global science.

Benefits: Updating our NRVs strengthens regulatory consistency and supports accurate nutrition labelling claims, ensuring nutrition information reflects current scientific advice.

Global environment: Codex is reviewing regulatory NRVs; EFSA has adopted new reference intakes; Canada and the US recently revised dietary reference intakes; NHMRC continues to update 2006 NRVs. Alignment will enhance credibility and support global harmonisation.

Strategic outcome 3: Informed consumers

Health Star Ratings (HSR)

Problem: Voluntary uptake remains well below the 70% target agreed by food ministers, with fewer than 40% of intended products displaying the rating. This gap has prompted renewed consideration of whether a voluntary approach can deliver consistent, trusted nutrition information for consumers.

Benefits: Strengthening or mandating HSR will provide a clear, trusted front-of-pack tool to support healthier choices, helping to ensure informed consumers.

Global environment: Chile and Mexico have strong mandatory warning labels; the EU is considering a harmonised front-of-pack scheme. FSANZ can incorporate the system into a framework that promotes consistency and supports educational efforts.





Strategic outcome 3: Informed consumers

Digital labelling/eCommerce*

Problem: Current on-pack labelling is static, space-limited and costly to update while online food sales are growing rapidly, with inconsistent information provided in these marketplaces. Consumers are wanting greater transparency on food information via different pathways.

Benefits: Digital labelling and eCommerce can leverage digital supply chains to enhance consumer information in the online environment. Combined with the ability to provide real-time information, these innovations can support healthy and informed consumers, improve food access, social inclusion and drive competition providing regulatory certainty.

Global environment: Codex, the EU, US and South Korean markets are all exploring digital concepts and innovations. FSANZ would be among the first regulators to embrace these innovations in our regulatory decision-making.

* Policy work is also being progressed to support these pieces



Strategic outcome 4: Thriving food economies

Nutritive substances and novel food

Problem: Innovation in new foods and nutritive substances is outpacing current regulatory categories, leading to uncertainty and delays.

Benefits: Clearer, risk proportionate pathways for nutritive substances and novel foods will reduce regulatory burden, support innovation and ensure consumer protection.

Global environment: The US FDA, EFSA and Health Canada are refining novel food pathways, with reliance and mutual recognition emerging as common tools. FSANZ's updates will maintain competitiveness for domestic producers.

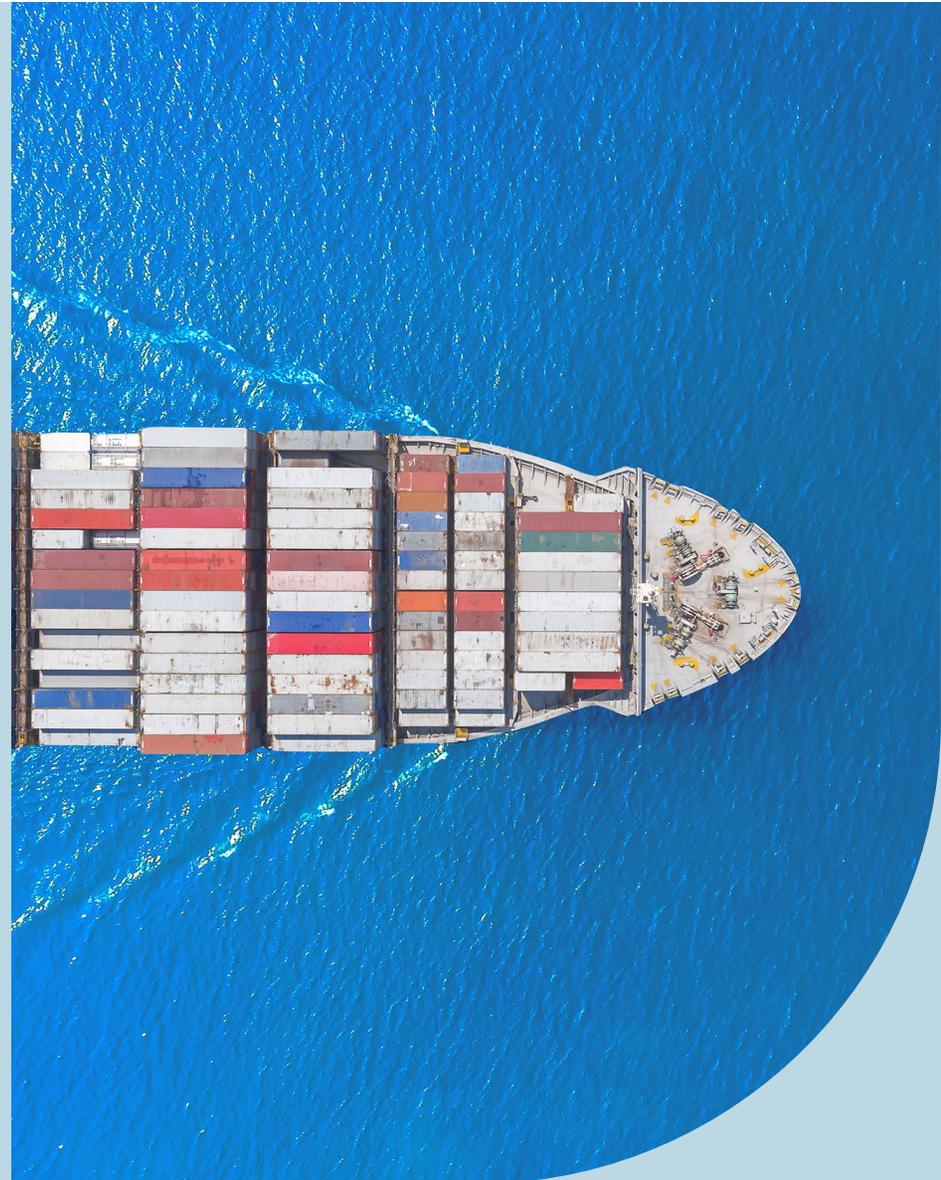
Strategic outcome 4: Thriving food economies

International alignment review

Problem: Duplicative risk assessments based on the same information slow market access and raise costs. Current shared risk-assessment arrangements (e.g. with Health Canada) and the annual Maximum Residue Limits harmonisation proposal facilitate trade and market access and could be expanded to other standards.

Benefits: Expanding international alignment will reduce duplication, accelerate safe innovation and enhance competitiveness. It supports exporters by harmonising standards with key trading partners.

Global environment: Numerous countries are seeking to increase collaboration and sharing of risk assessments as benefits are broadly recognised and agreed. The Australia/Canada GM assessment pilot has demonstrated the benefits of a shared approach.



Cross-cutting work

Evaluation framework

Problem: Some long-standing standards, such as those for seafood and poultry, may no longer reflect current science or public health priorities. *Campylobacter* remains a leading cause of gastroenteritis, biotoxins in seafood are an emerging risk, and allergen-related incidents in food service are rising.

Benefits: Establishing a systematic evaluation framework that ensures standards remain fit-for-purpose, responsive to evidence, and capable of reducing preventable illness. The framework will embed continuous improvement into FSANZ's stewardship of the Code.

Global environment: The US FDA and EFSA undertake rolling reviews of high-risk categories; Canada is piloting a standards evaluation model. Aligning with these practices will strengthen FSANZ and Food Regulatory System responsiveness and credibility.



Stakeholder engagement

This Roadmap was developed with input from the Food Regulation Standing Committee and wider system stakeholders. Ongoing collaboration with jurisdictions, industry, consumer groups and public health experts will be critical.

FSANZ will maintain transparent processes and clear communication to ensure confidence in outcomes.





Success in 2030

Upon completion and implementation of these proposals and projects, success will look like:

- Lower foodborne illness rates
- Healthier diets for children
- Consumers empowered by trusted, transparent, accessible information
- Industry enabled to innovate and export faster
- High trust in the food supply across Australia and New Zealand

FSANZ will monitor metrics against these to ensure the systems work is delivering positive impact for society.



Conclusion

The FSANZ 2030 Roadmap sets an ambitious but achievable agenda for reforming and strengthening food regulations across Australia and New Zealand.

By addressing outdated standards, embracing digital innovation, aligning internationally and prioritising public health, FSANZ will ensure our food standards remain world-leading and consumers and industry alike benefit from a safe, transparent and future-ready food system.

*World-leading standards,
safe food for life*