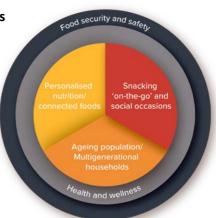# Theme
Food security and safety

Food security and safety underpins current consumer trends, and is often a primary driver of purchase decisions in many countries.

Breaches in food security, integrity and safety standards across the supply chain have led to consumer scepticism and a willingness to pay more for 'safe' food and services.

Counterfeit, substitute or tainted food products are significant issues in international markets. Recent examples of this include tainted baby formula in China and horsemeat substitution in the United Kingdom.

Consumers are seeking more information and reassurance about their food - what is in it, how it is made or produced, and where it comes from. In many of these markets, affluent consumers are willing to pay a premium for products perceived as safe.

Whether seeking personalised nutrition options, healthy snacking alternatives or catering for a multigenerational household, products and solutions that deliver trust to consumers and provide assurances on quality, safety and integrity are highly desirable.

Solutions could include:

- counterfeit prevention and tamper-proofing technologies such as authentication codes, digital signatures and invisible, edible inks and
- lifetime traceability and proof-of-provenance
- smart packaging that addresses product freshness and quality
- real-time inventory management track-and-trace systems where the conditions within and outside the pack are active and intelligently monitored along the supply chain
- packaging that offers a long shelf life and preserves the eating quality and nutritional benefits without additives

Positioning Australian red meat

People who enjoy Australian beef, sheepmeat or goatmeat trust that it is safe, ethically-produced and of a high quality. A system of food safety measures, quality assurance and traceability from paddock to plate guarantees its integrity.

Products and solutions that utilise Australian red meat are uniquely positioned to leverage its 'clean, green' reputation, its national traceability systems and freedom from major endemic livestock diseases to address consumer concerns around food safety and security.

Supporting MLA research

- [Australian red meat integrity systems](#)
- [True Aussie Beef, Lamb & Goat](#)
- [Xinova smart packaging open innovation](#)
- [Review of emerging packaging technologies and trends for red meat](#)
- [Crazy Dragon – Australian red meat dumplings in China](#)
- [Supply chain standards, supply chain management program and strategy development](#)