



MEDIA RELEASE
11 March 2015

Blackmailing activists target food safety

Agcarm supports the government's response to a letter threatening to lace infant formula with 1080.

Agcarm chief executive Mark Ross says "Food safety is of utmost importance to our economy and industry. A deliberate contamination contravenes everything we are trying to achieve as an agricultural nation."

Fortunately, New Zealand regulators and industry groups work closely together, allowing for a rapid and effective response to threats of this kind.

New Zealand manufacturers maintain high levels of security. This has increased since the threat was received. The government is also monitoring and eliminating risks associated with the blackmail attempt.

"Although the threat is most likely a hoax, it is a significant act of stupidity", says Ross.

Agcarm promotes the responsible use of animal health and crop protection products as an integral part of New Zealand's high-yielding and sustainable agriculture, along with the need to protect our unique environment from unwanted pests and diseases.

About Agcarm

Agcarm is the industry association of companies which manufacture, distribute and sell products that keep animals healthy and crops thriving. Member companies are committed to ensuring that these products are used safely, effectively and sustainably

Mark Ross 04 499 4225; 027 442 9965