

Foods : More Facilitation in Premarketing Process and International Standard are better for Thailand?

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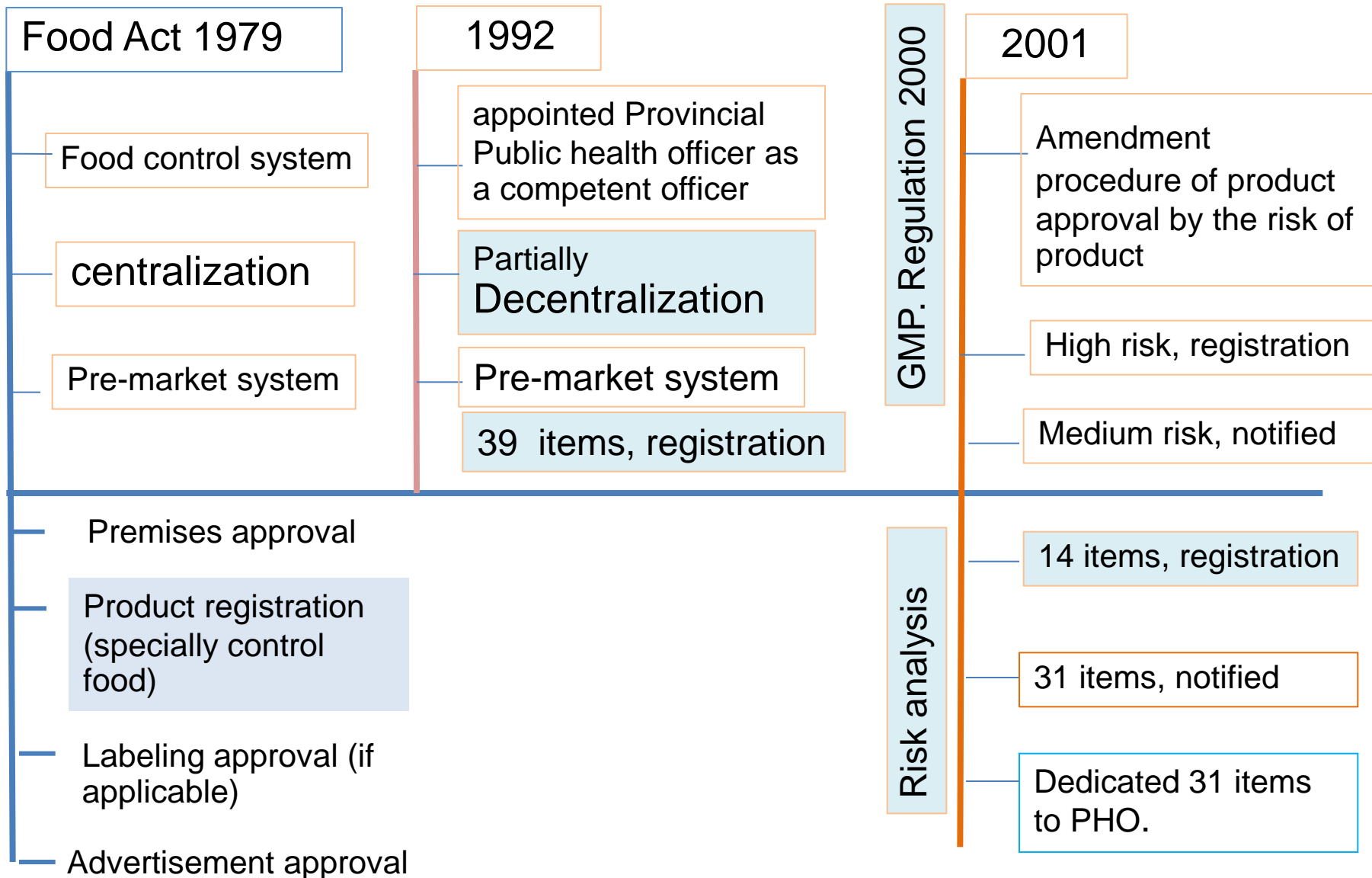
Expert on Food Standard, FDA

Sep 10,2016

Scope of presentation

- Pre- marketing process development : past..
...present..future
- Setting Food standard
- conclusion

chronology of pre-marketing process development



Pre-market activities (Oct. 2008-Sep. 2009)	Amount / year (240 d)	remark
A. Consultation A1. verbal	35,654	145 /day
A2. written letter	1,689	6.8/day
B. Application submission	40,000	162.6/day
C. permit	28,278	114.9/day

Reference : Bureau of Food ,October 2009

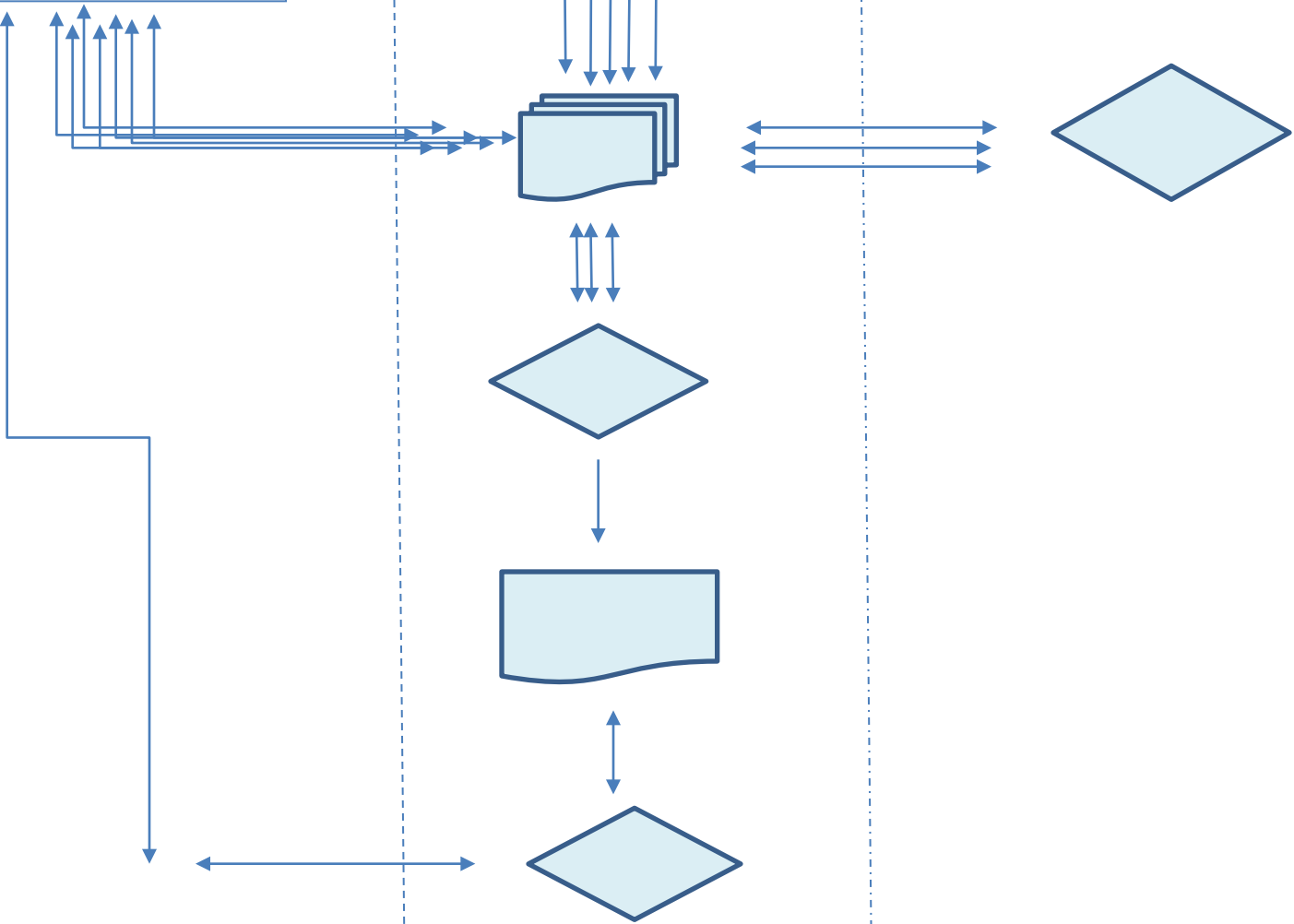
Food business operator

Application

officer

2009

Committee



Food business operator

Application

officer

2009

Committee

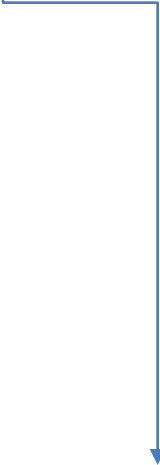
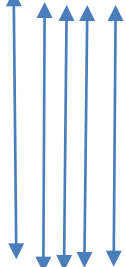
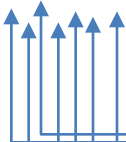
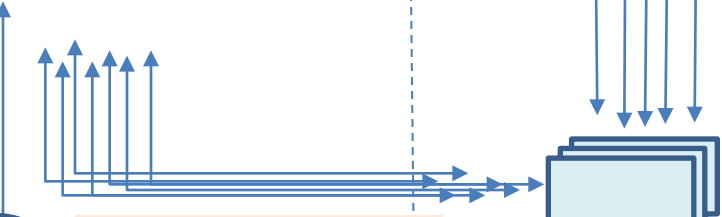
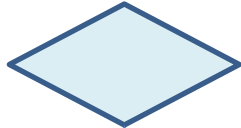
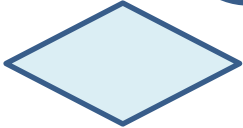
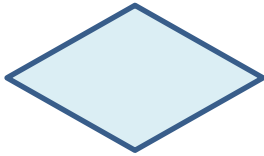
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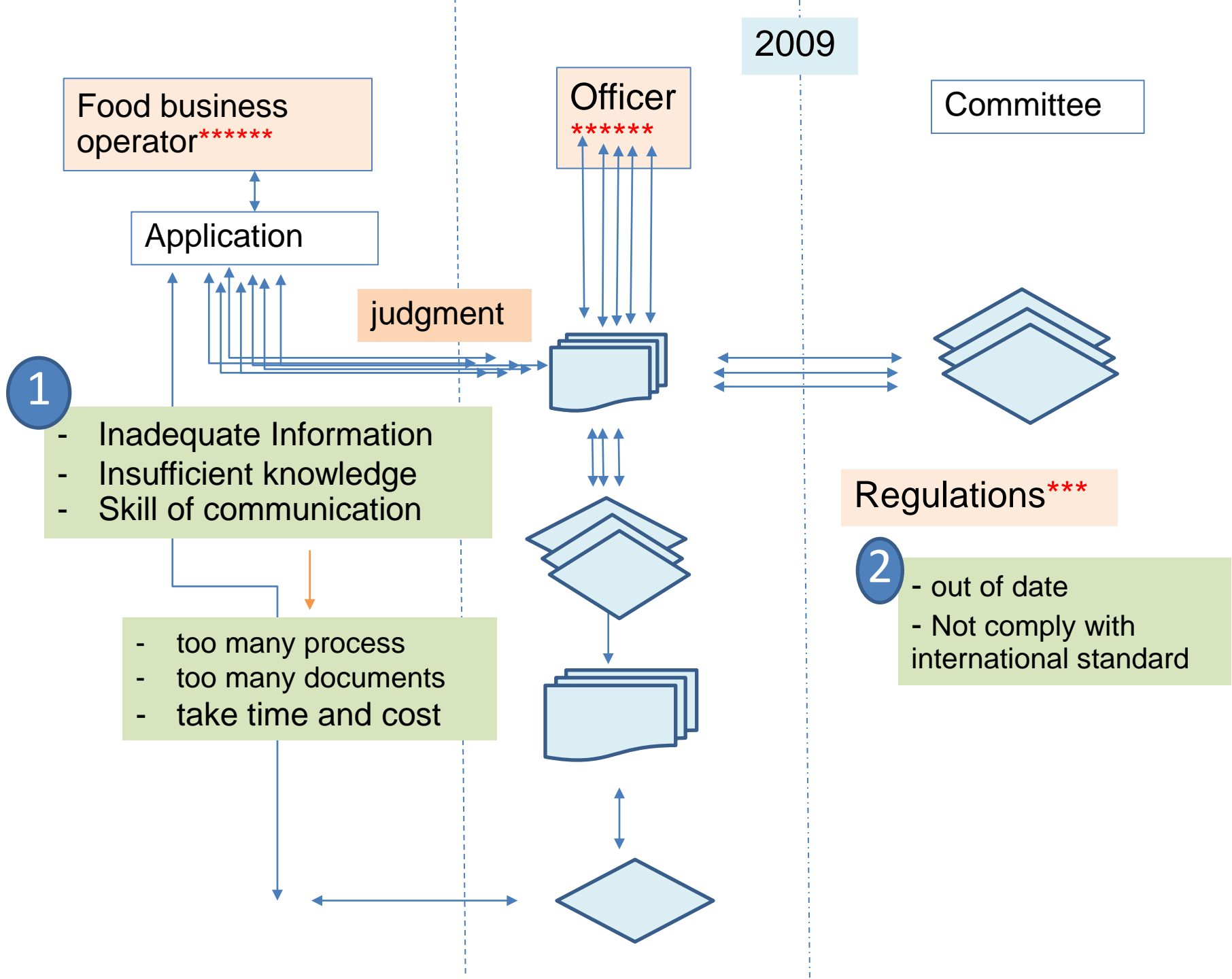
• Required more documents

2

• not comply to standard (ingredients / food additives)
• Incorrect labeling (Name & claims)

2





Chronology of pre-marketing process development

2011

Reprocess pilot project

Lean management

Capacity building

Stakeholder communication

Increase FBO participation

Simplified process

Reprocess Ice cream registration

Average 72 d. to 20 d.

2012

Set training course

Focus on quality system

Reviewed regulations base on risk

New process for pre-M

Well-trained resources

FBO Classification

Revised 7 food items

2013 - present

Expanded reprocess project (7 Items)

Started stakeholder communication

Amendment 7 regulations base on risk analysis (registration to notification)

Increase FBO responsibility

Simplified process

Permit approval take 7 days or 15 days (35 d)

Implemented by Partially IT

CHALLENGE :PRE-MARKETING PROCESS IN THE FUTURE

Long Term (1-3 years)

3M+T

Fully Implementation by Information technology



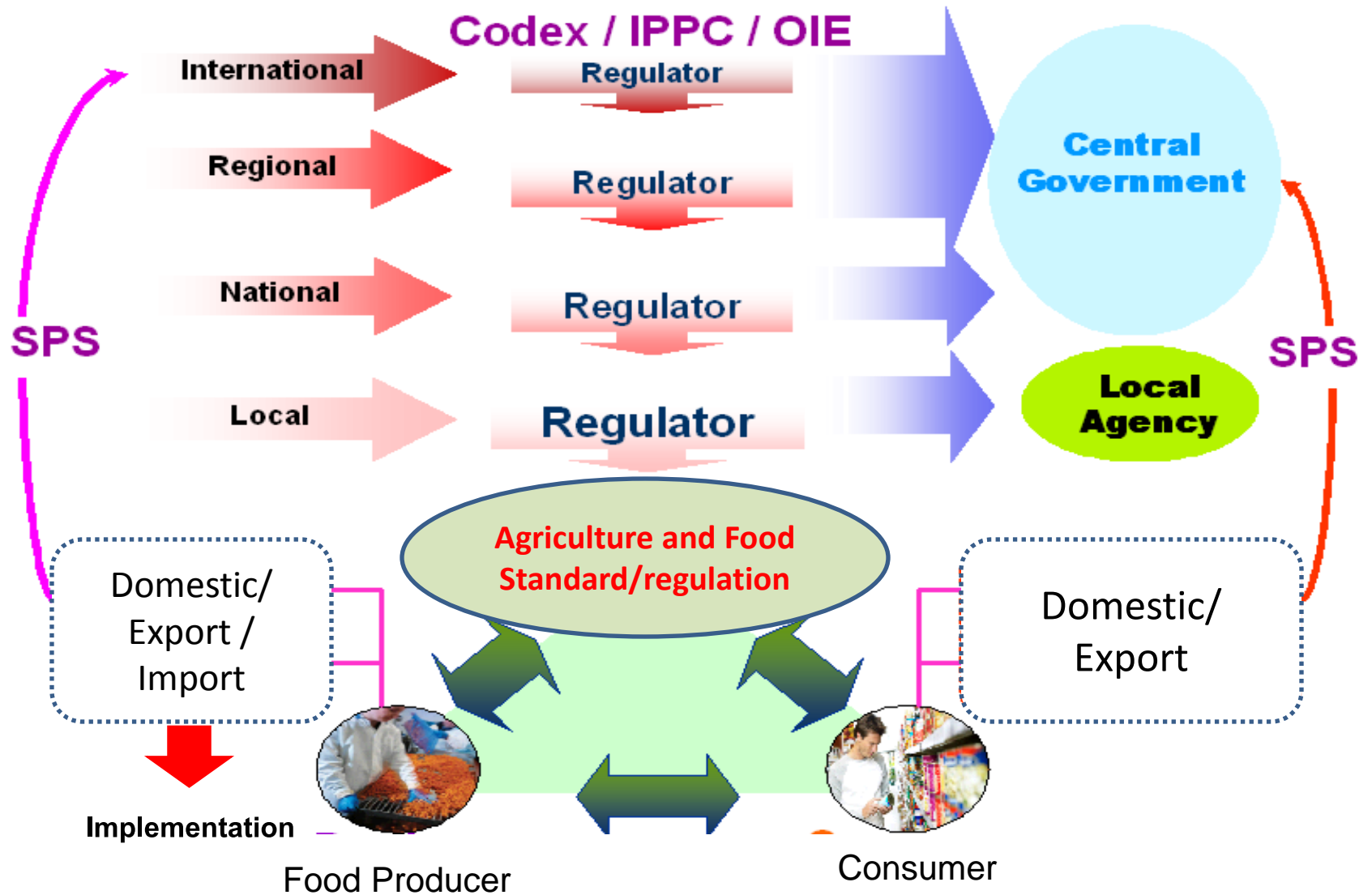
Auto e-submission



Re-engineering consumer protection system

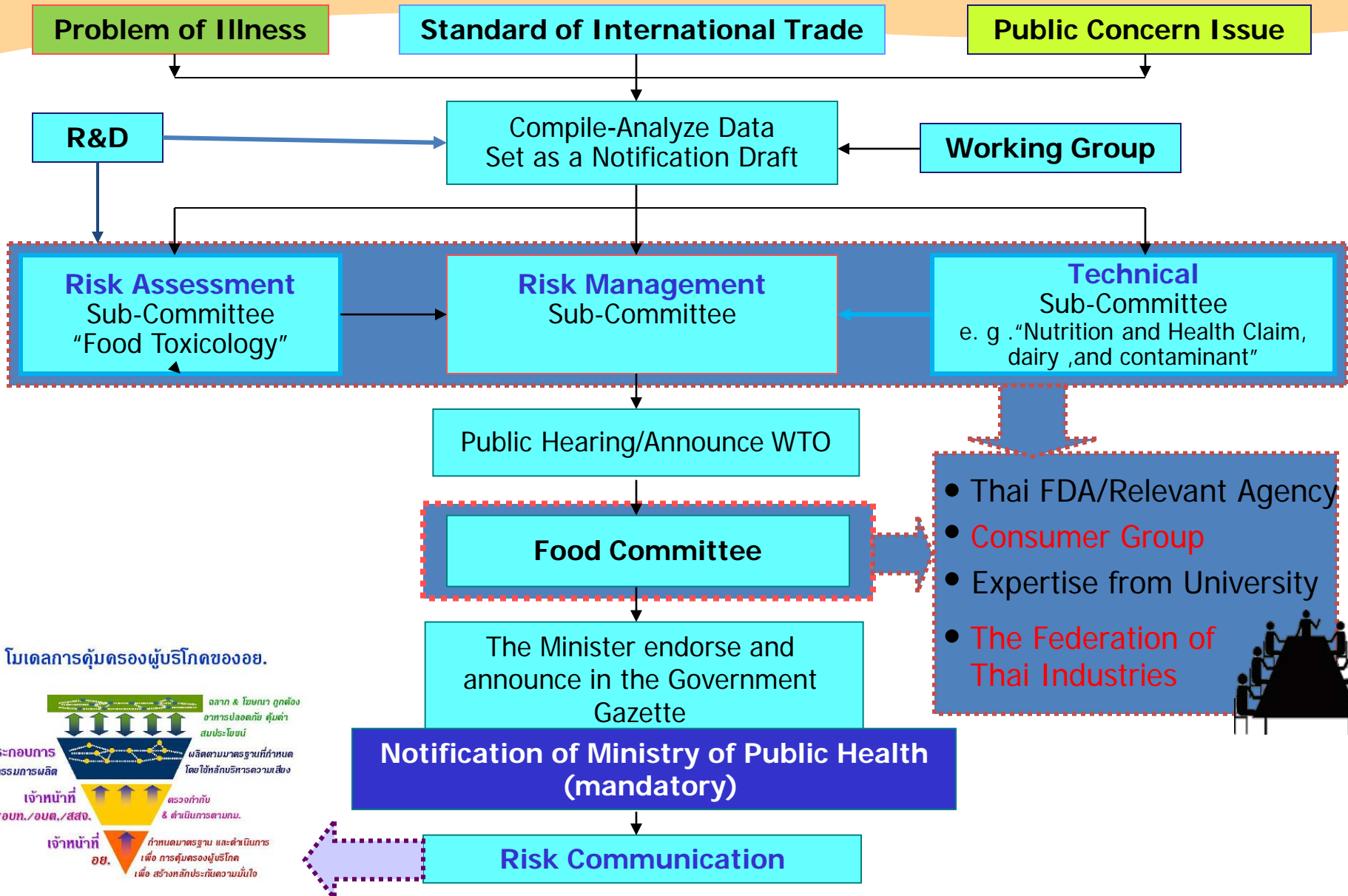
- Based on **Risk Management**, premises required quality assurance system
- high risk product required registration ,medium risk product required notified
- Low risk product required product filing by FBO
- Advertisement required self assessment ,only high level of health claims required pre marketing process.
- FBO need to **Implement food quality assurance system** including Traceability and Recall by **Food Safety Supervisor**
- FBO required to **self assessment/ regulation**
- **Certified body** will provide services related to food safety such as GMP certification, safety evaluation on new food additive, health claim, novel food

ALL ARE STANDARDS



* SPS = Sanitary and Phytosanitary Measures

Setting food standard



โมเดลการคุ้มครองผู้บริโภคของอย.



Notification of Ministry of Public Health (mandatory)

Product

Safety

- physical
- chemical
- microbial
- packaging
- storage condition

Benefit

- Identity
- quantity

Labelling

- General Labelling
- Nutrition Labelling
- Health Claim

Premises

Sanitation/hygiene

GMP

Specific GMP

HACCP

Advertisement

Not Falsifying

Not Misleading

Not Allow Medicinal Claim



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THANK YOU

สำนักงาน
คณะกรรมการอาหารและยา
FOOD AND DRUG ADMINISTRATION

Thai Food and Drug Administration
<http://www.fda.moph.go.th>