

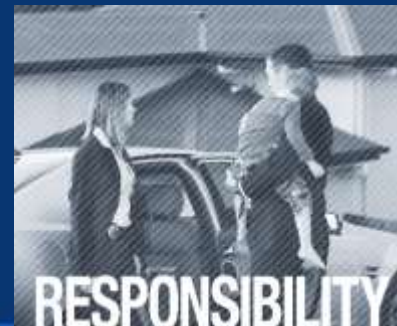


STATE CRIME COMMAND

Leadership is our responsibility. Innovation is our future

Product Contamination

Complexities of managing an enmeshed public health alert and a criminal investigation





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Disclaimer

Information contained in this presentation may relate to ongoing investigations and court proceedings. Information contained in this presentation is not to be recorded, copied or released without the express permission of the Detective Superintendent, Drug and Serious Crime Group, Queensland Police Service



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OVERVIEW

Largest police investigation in Australia in 2018

Eight (8) law enforcement agencies

In excess of 400 Police officers in Queensland alone

Multiple Government agencies - health and agriculture

Rapid introduction of Commonwealth legislation-2 days

Widespread economic damage and loss of public confidence

\$25 million Australian dollars (Approx. 14,000,000 pounds)



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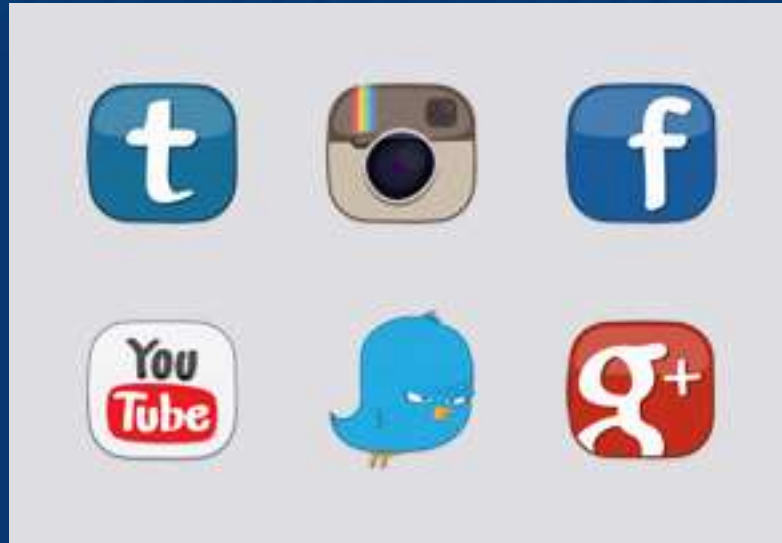
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231 Total reports

37 hoaxes/false and copycat reports

186 contaminants were needles

68 strawberry brands impacted across Australia





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Australian Government

“It’s not a joke, it’s not funny, you are putting the livelihoods of hard working Australians at risk.”

“You are a coward and a grub. If you do that sort of thing in this country, we will come after you.”

Australian Prime Minister Scott Morrison September 2018





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Australian Strawberry Industry

Strawberry season- May to October

260 strawberry growers nationally

Generates in excess of \$550 million



QUEENSLAND
STRAWBERRIES

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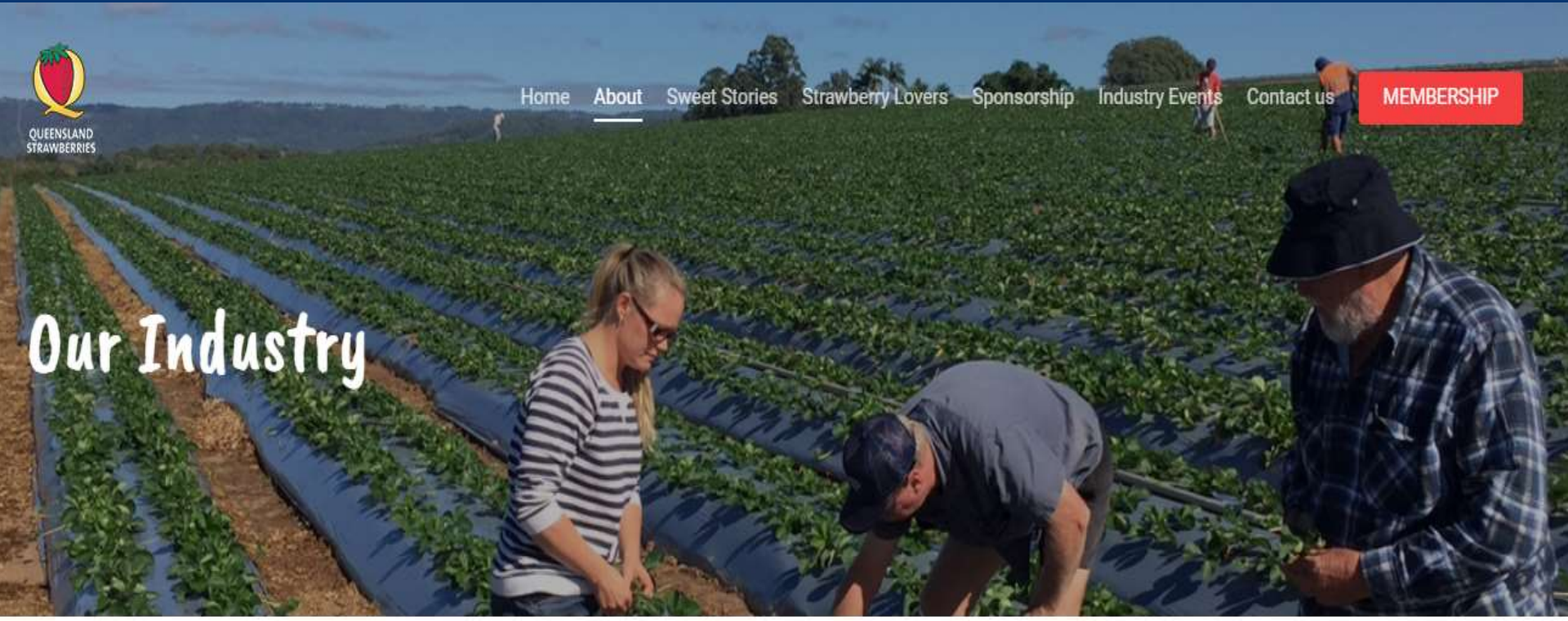
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Our Industry





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How does this incident help us to understand the dynamics and challenges of the modern public safety crisis?





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The Queensland Health, Food Safety Standards and Regulation Unit are primarily responsible for Product Contamination investigations.



Queensland
Government

The Queensland Police Service, Major and Organised Crime Squad has responsibility for the investigation and prosecution of intentional Product Contamination offences





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Challenges

- Deregulated industry
- Escalation
- Workforce identification
- Coordination of the government response
- Transitioning investigator focus
- Achieving priority engagement
- Unified media strategy and messaging
- Social media
- Contamination of other products
- Distractions



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DONNYBROOK BERRIES' OWNER'S CRIMINAL PAST REVEALS \$18M DRUG HAUL. STORY PAGE 3

brisbane times



Council accused of going soft on Mafia-linked strawberry farmer

Sections 1829 - 9:24pm

A strawberry business owned by a Victorian man linked to the Mafia cleared 40 hectares of protected bushland in Queensland without permission and has made a mockery of planning and transport laws while the local council has looked on, neighbours claim.

Donnybrook Berries is owned by Pasquale "Pae" Cudari, a convicted drug trafficker from Mildura named in a 2003-confidential Australian Crime Commission report into organised crime as a known associate of Calabrian Mafia figures in Australia.

ABC NEWS

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Lessons to be learnt from strawberry sabotage crisis, including central agency to oversee communication

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ABC Rural | By Jennifer Nichols
Posted 5 February 2019 at 5:43 am

The New York Times Australian Woman Accused of Spiking Strawberries With Needles



STRAWBERRY NEEDLE

9 NEWS

ABC NEWS

LOCATION: Brisbane, Qld [Change]

Just In Australia Votes World Business Sport Science Health

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'Food terrorism' and other possible culprits behind the strawberry contamination scare

Background Briefing | By Hagar Cohen and David Lewis
Updated 31 Oct 2018, 3:29pm

Needle reportedly found in strawberry in Tauranga

6:48 am on 7 December 2018

Share this Twitter Facebook Email Google+ RSS LinkedIn

A needle has been reportedly found in a strawberry in Tauranga.



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Lessons Learnt

- Maintaining key points of contact and relationships
- Establishing the lead agency
- Communication and Media
- Briefing cycle/format
- Access to industry experts
- Managing expectations
- National coordinated approach including exercising
- Exit strategy-return to business as usual



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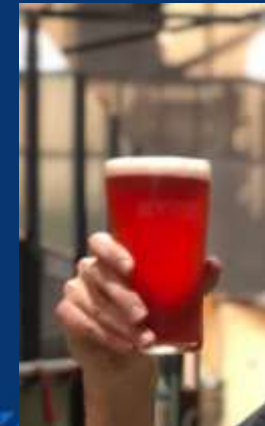
Cut 'em up
Don't cut 'em out



SUPPORT
QUEENSLAND
STRAWBERRIES

NATIONAL QUEENSLAND FOOD & DRINK

Can't get your hands on a strawberry sundae? Grab a beer instead





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myPolice Queensland Police News

IMMEDIATE EMAIL NOTIFICATION

Police arrest woman over strawberry contamination

myPolice on Nov 11, 2018 @ 3:55pm

The Queensland Police Service has arrested a 50-year-old woman following a complex investigation into the alleged contamination of strawberries in Queensland in September.

After the discovery of punnets of strawberries contaminated with needles, Queensland authorities notified the public of the safety risk on September 12.

The QPS coordinated a national investigative response with multiple government, law enforcement and intelligence agencies.

A police taskforce was established with officers from the State Crime Command coordinating the investigation together with detectives in a number of police districts in Queensland.

Following an extensive investigation, officers arrested a 50-year-old woman this afternoon.

The woman is expected to be charged this evening and appear in the Brisbane Magistrates Court tomorrow.

Investigations are continuing.

If you have information for police, contact Policelink on 131 444 or provide information using the [online form](#) 24hrs per day.



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queensland

Woman faces court over strawberry contamination

The 50-year-old woman who has been charged over the strawberry needle crisis was acquitted by "sane fight or revenge", a court heard today.

News Photo

NEWS 11 NOVEMBER 10, 2018 10:04AM





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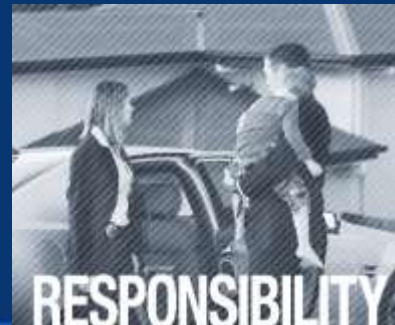
Thank you



INNOVATION



LEADERSHIP



RESPONSIBILITY



FUTURE