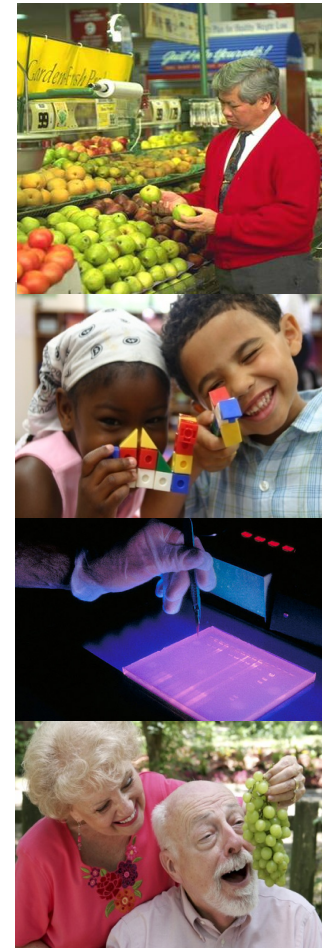


# Effective Third Party Certification of Food Safety

*Presented by,*

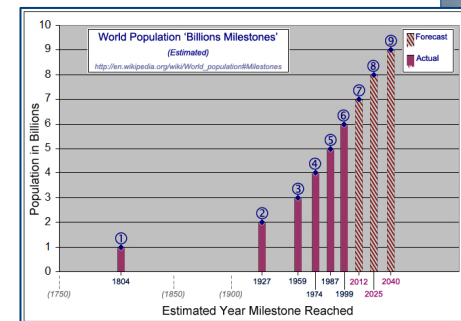
*Dr Jochen P Zoller,  
President Food Services, Intertek  
22nd February, 2010 - 3.30pm - 20 minutes*



# 21st Century FOOD ISSUES

Intertek

- Private Label Foods flood the Marketplace
- Health & nutrition greatly influencing Product Development
- Global Financial Crunch, Cheaper Price → Production Costs, Cuts on food spending
- Decreasing Consumer Confidence
- Clamour for Foods that meet Health, Safety & Environmental Needs
- Changes in Preferences and Sourcing Patterns
- Problems on Traceability - Supplier Food Safety Controls
- Product Mislabeling & Misinformation (Allergens, GMO's, etc)
- Risk & Recall Communication
- Considerable variation in legal / inspecting systems globally.
- Lack of uniformity on facility and product inspections.
- Migration of Hazardous Substances
- Concerns on Food Bio-security
- Consequences of Climate Change
- Environmental Degradation
- World population 6.7B (2010) → 9B (2040)



# Why Manage for Food Safety and Liability Avoidance..

**Intertek**



Customers demand it

It's good for business

Potential product liability

Regulatory requirement

Epidemics are a global phenomenon

→ global trade is highly vulnerable.

Nothing remains the same..

*Your past experiences guarantee nothing..!!!*

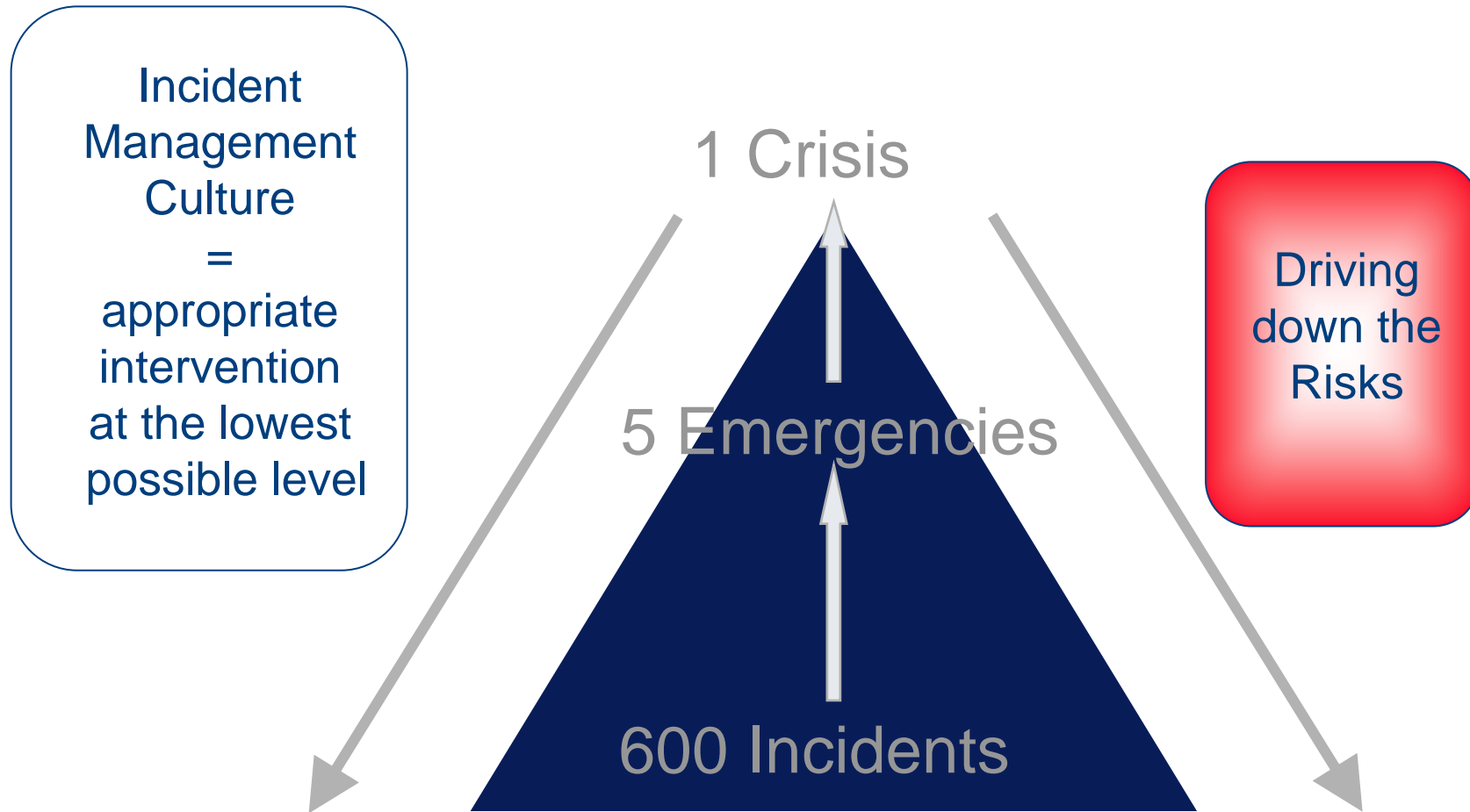
Playing the media

## Failure to manage risk: -

- Always costs money!
- Always damages a reputation!
- Public recalls!

# How to avoid or manage risk?

**Intertek**

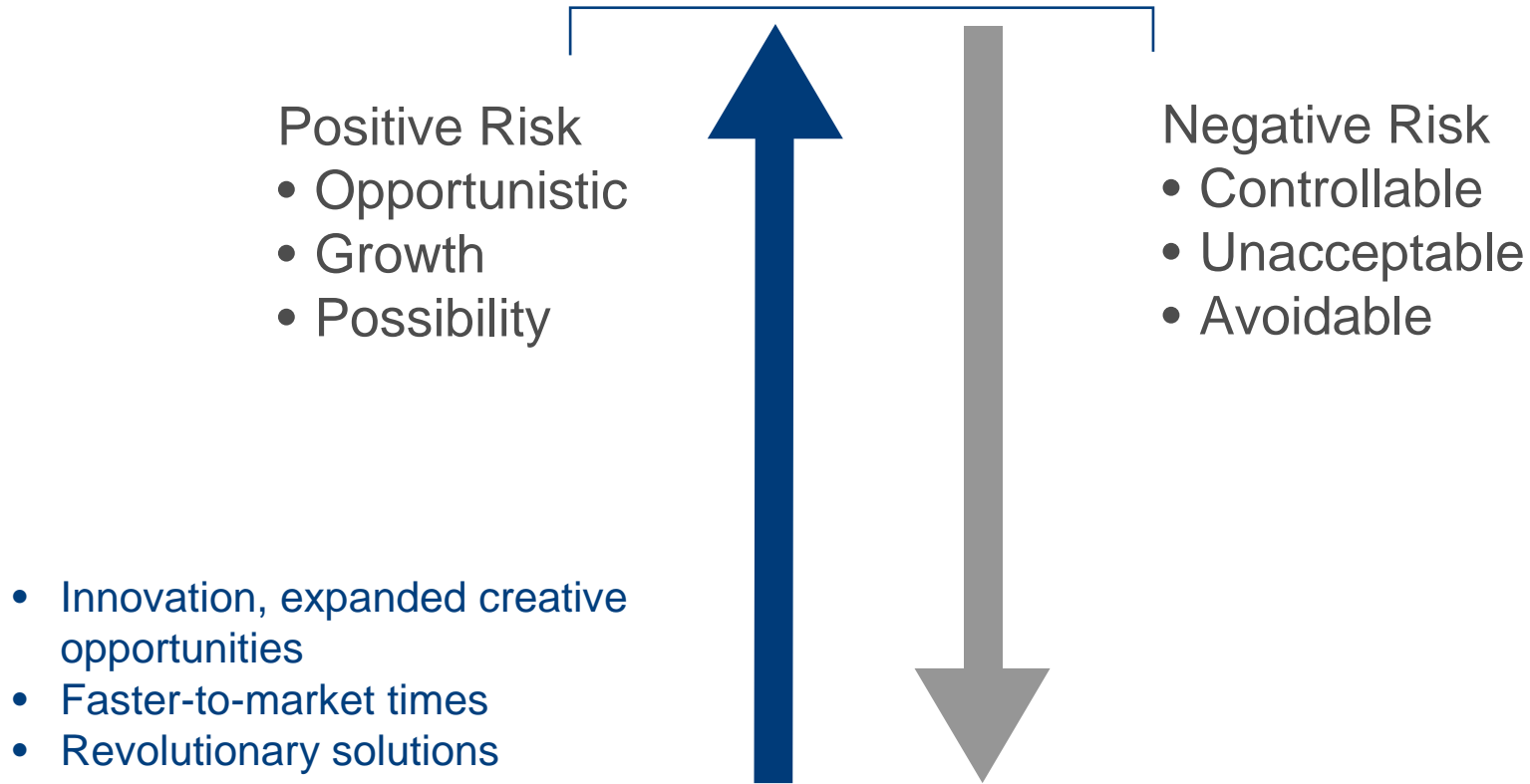


# Risk Management

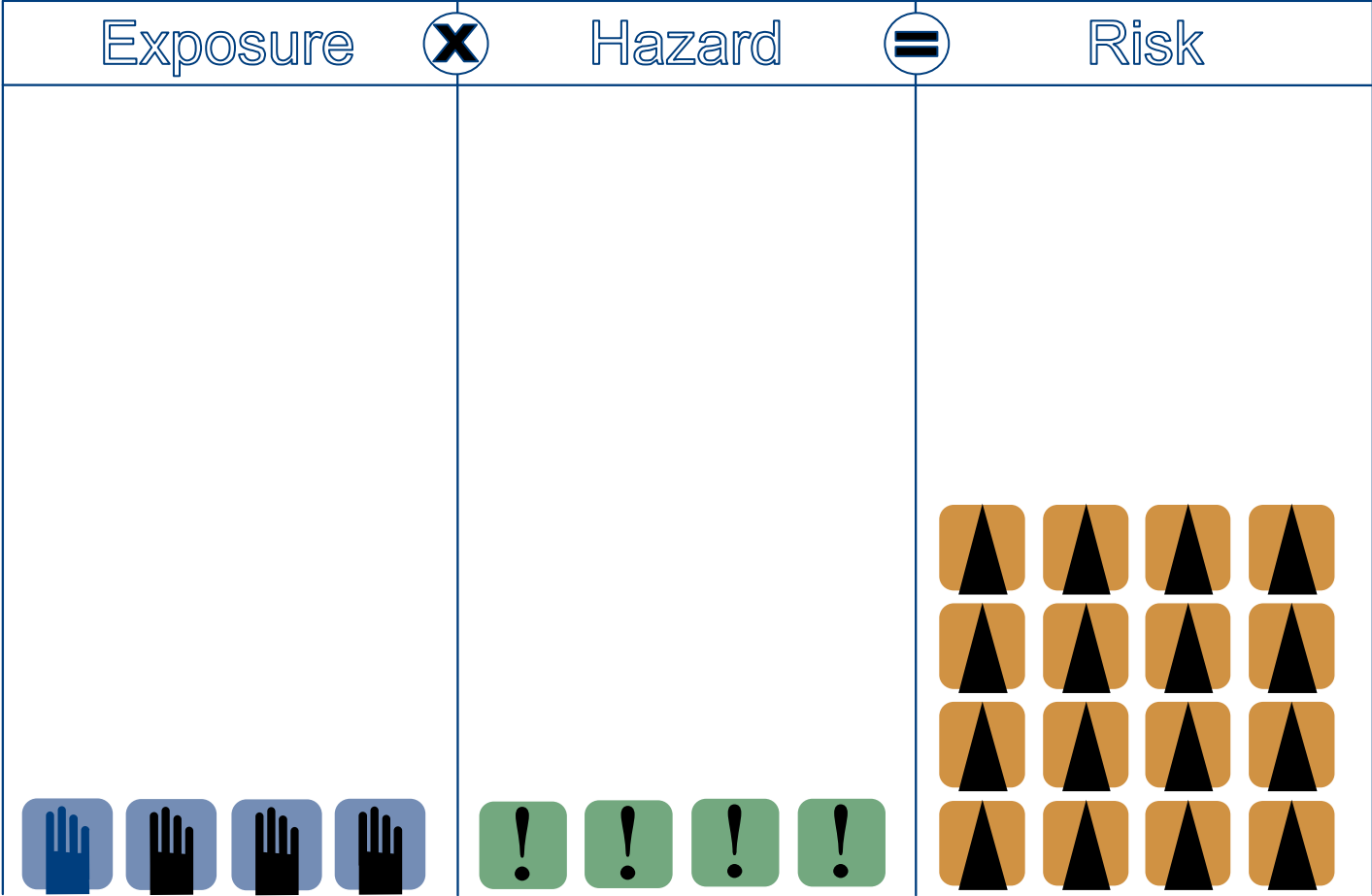


Risk management means taking deliberate action to shift odds in your favour — increasing the odds of good outcomes and reducing the odds of bad outcomes.

—Dan Borge, *The Book of Risk*

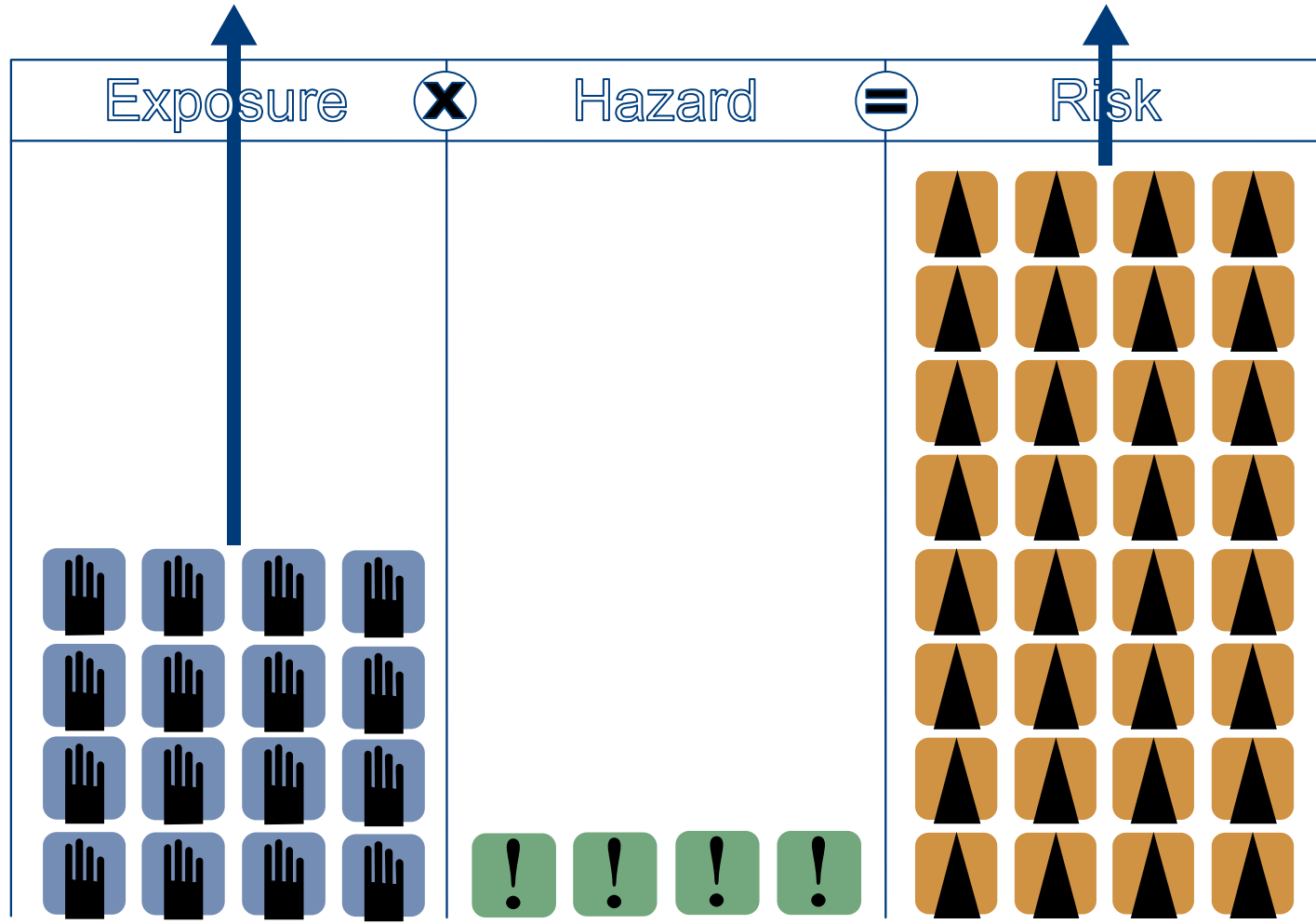


# Risk Equation



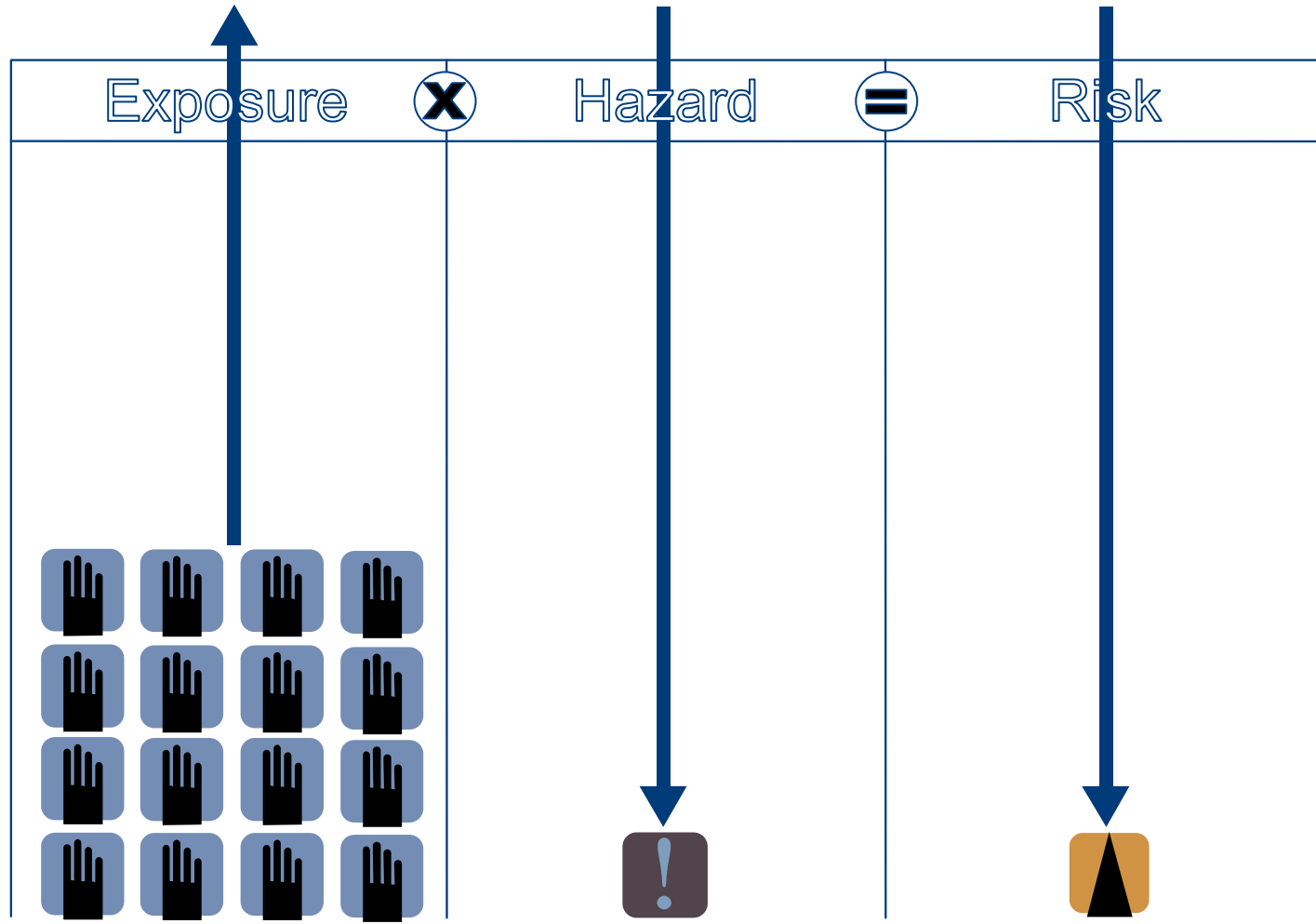
# Risk Equation

High Exposure. High Risk.



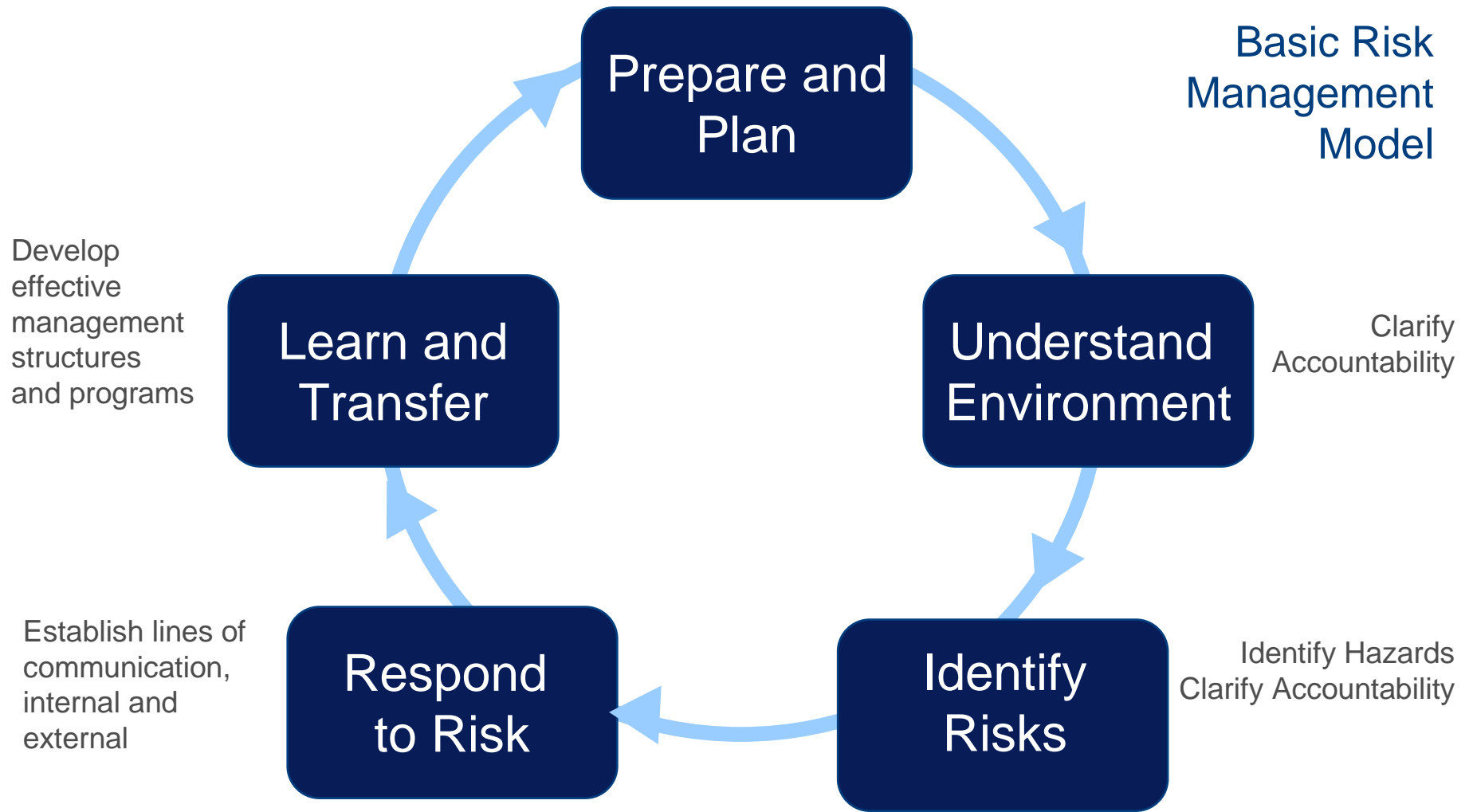
# Risk Equation

High Exposure. Reduce Hazard. Lower Risk.





# What Can Be Done to drive Risks down? Can Certification support?



# How does Certification support a professional Risk and Crises Management?

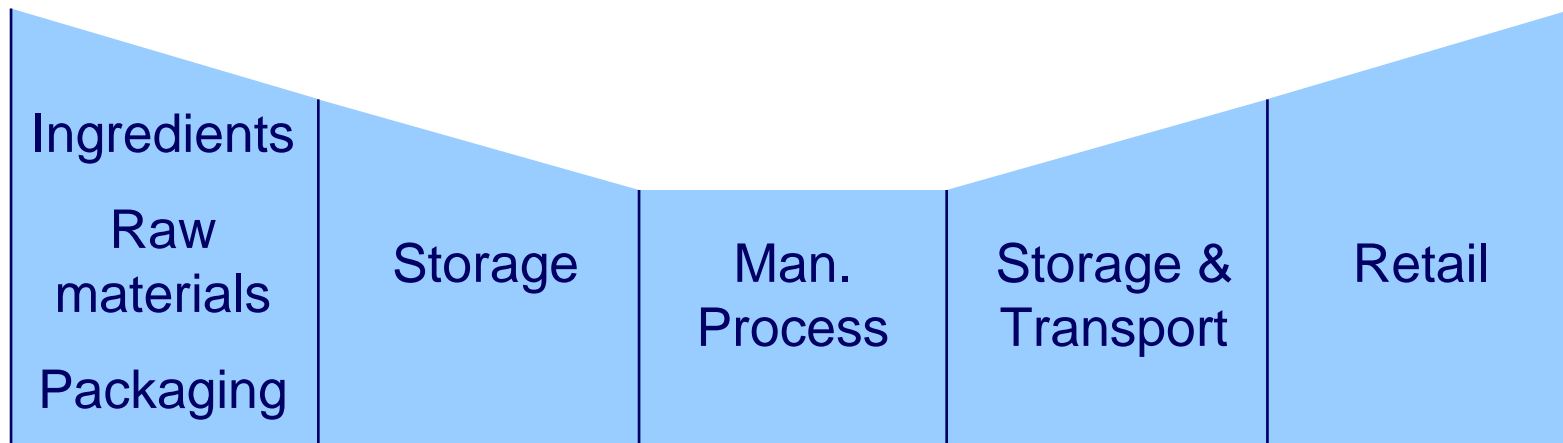


- The Certification process does always include the evaluation of the Risk and Crisis management system of the company.
- Evaluation of the installed processes will be neutral and independent. (Basic Risk Management Model)
- Constructive feedback from industry professionals.



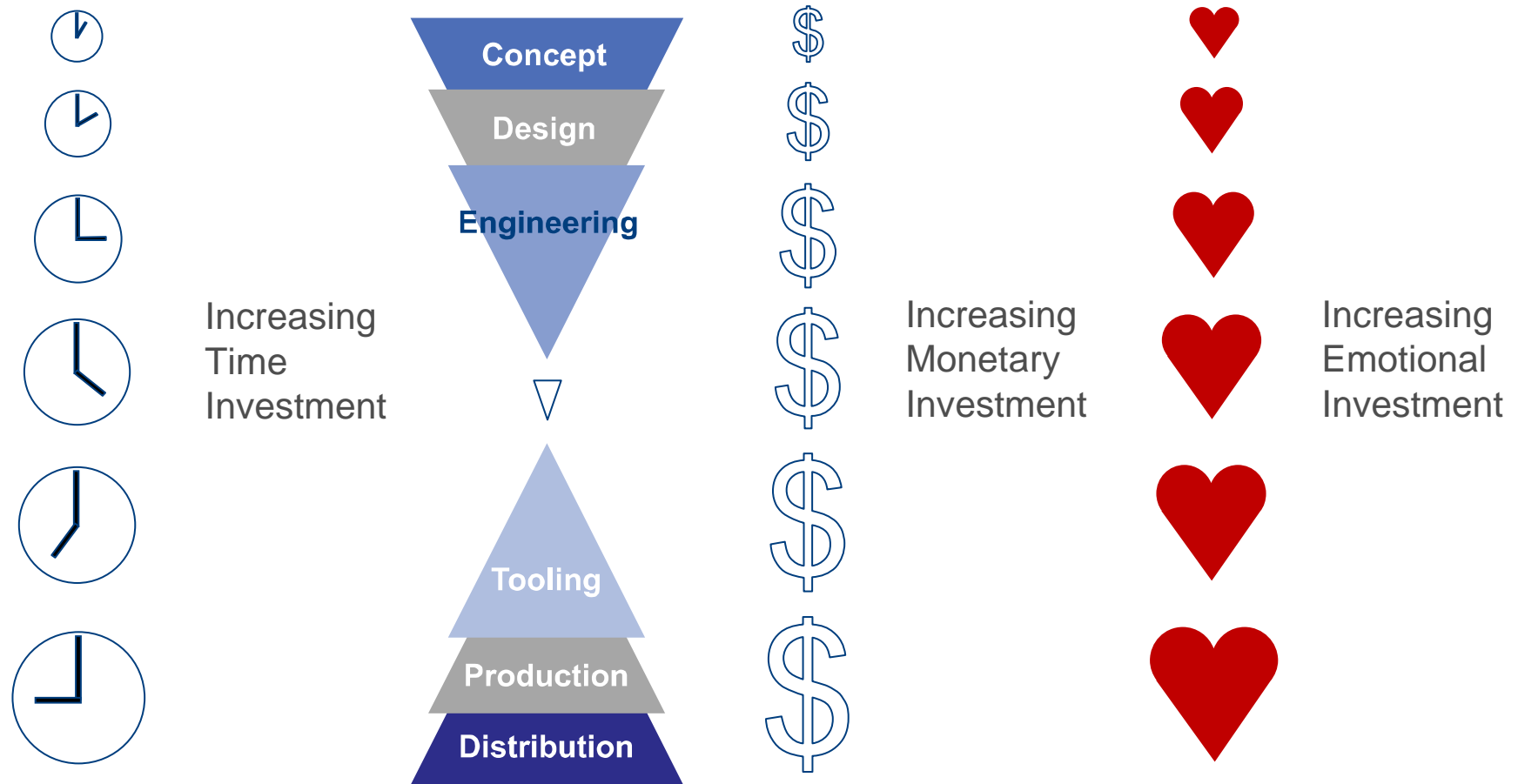


Complexity & Multiplication of Impact



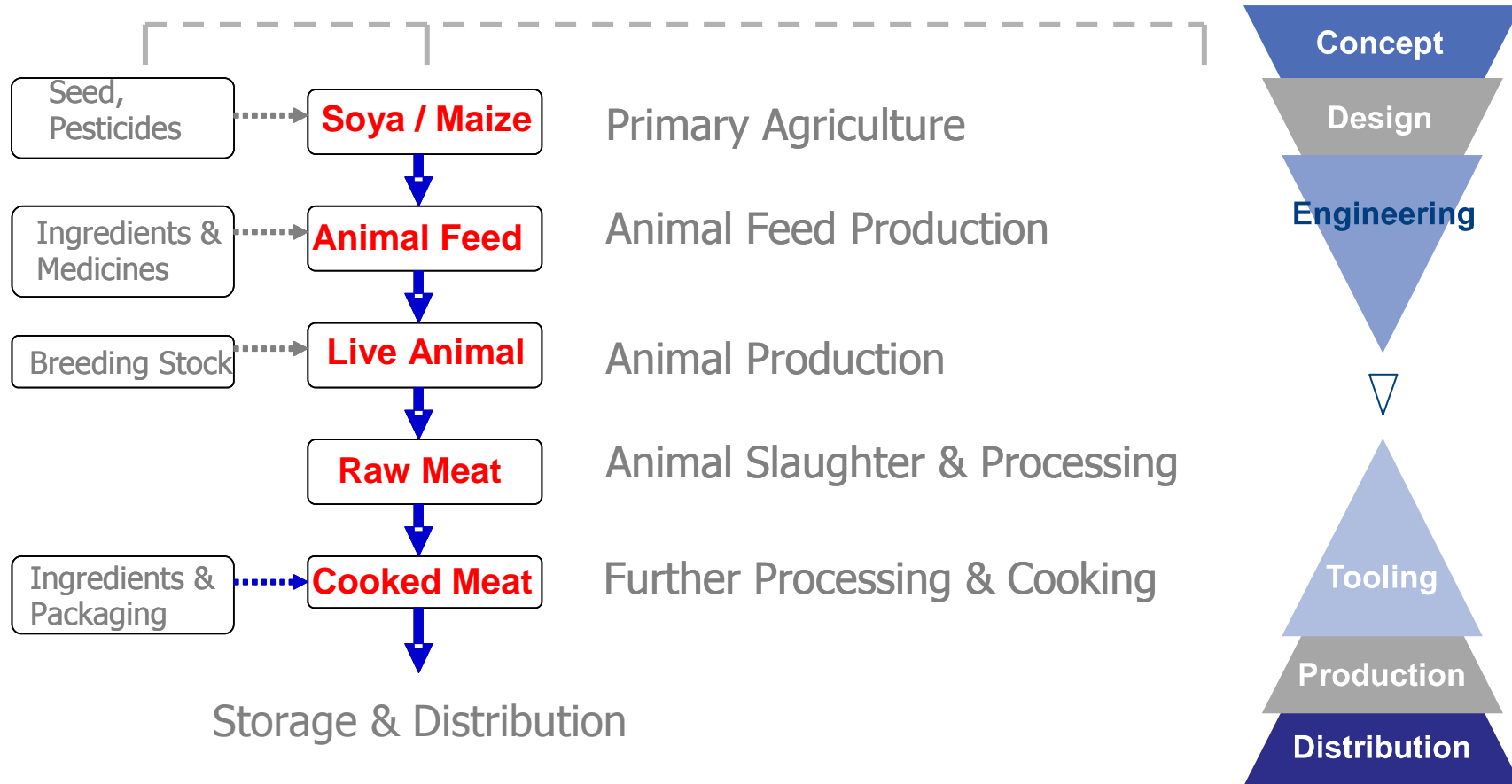
Reduction of Risk (Risk = Hazard x Exposure)

# The Business Process



# Example of Agri-food Supply Chain

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# You Must Know Your Products.. before getting started !

**Intertek**

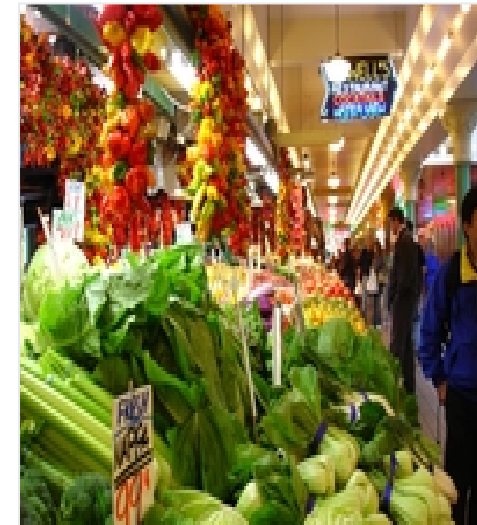
**Product description and specification are created for every food product, specifying:**

## **A. Partner Identification;**

- Supplier profile and selection criteria – which generation are your suppliers in.
- Ongoing performance

## **B. Formulation and Raw Materials;**

- List of raw materials, ingredients and formula
- Packaging specification
- Product characteristic
- Traceability of materials



# You Must Know Your Products.. before getting started !

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**Intertek**

## **C. Production Process and Control;**

- Process flow diagram and operating procedures
- Quality control plan
- Product identification and traceability

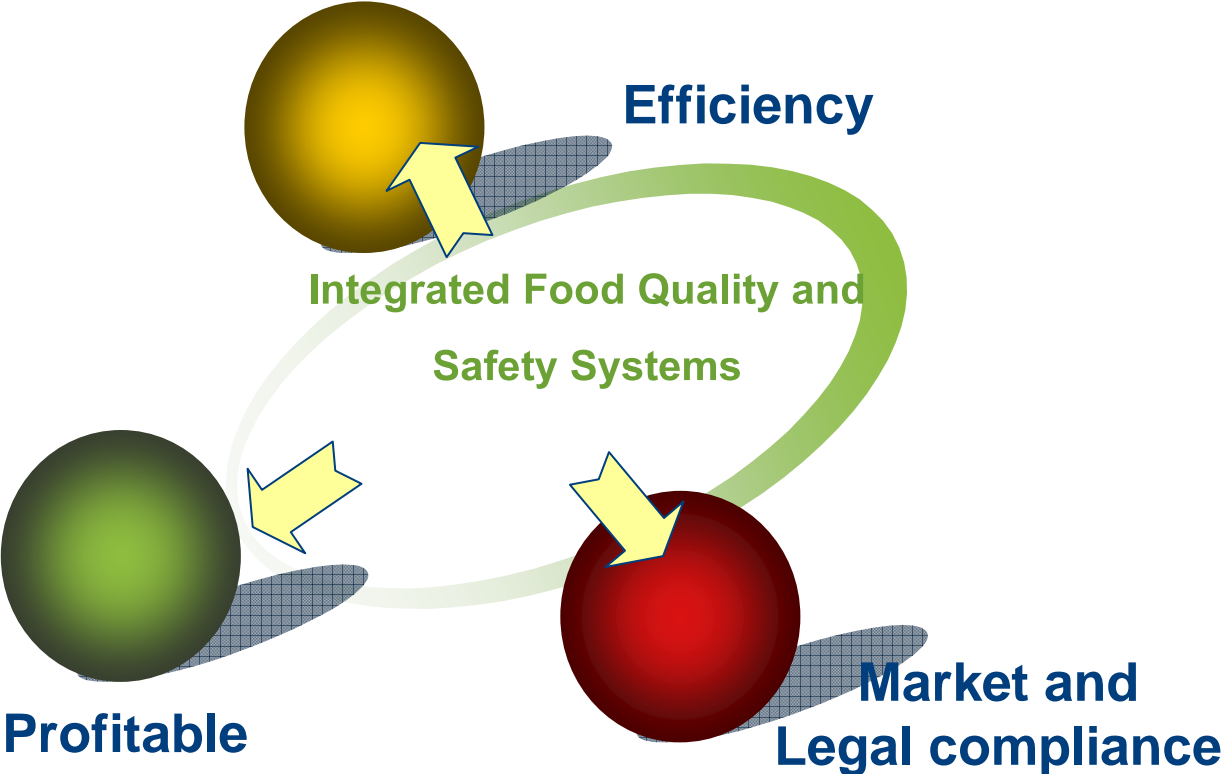
## **D. Technical Specification Sheets;**

- Packaging list – consumption units, sales, grouping and distribution
- Finished product spec. and lot no. & batch identification

## **E. Specific Requirements**

- Labeling – legal special instruction, allergens,..
- Intended use – sensitive group of consumers

# Enhancing Food Quality & Safety...





# Why certification program is needed by the industry?

**Intertek**

- Increasing consumer demand for product differentiation in global markets
- Buyers are increasingly using assurance schemes to verify quality
- Certification an increasingly valuable “ticket to trade”
- Small players’ tool for global competition
- Excellent tool for the operator to:
  - Validate their quality and/or traceability system against international standards
  - To communicate to customers and suppliers the quality standard they have achieved
- Increases producer’s credibility
  - Verify label claims – Halal, Non-GMO, organic, Kosher, fair trade, etc



# Managing Future Risk..

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Change in technology

Change in the law #

Change in consumer attitude toward risk

Change in customer requirement & expectations

Change in business *environment*.....

*.....never be the same...!!*

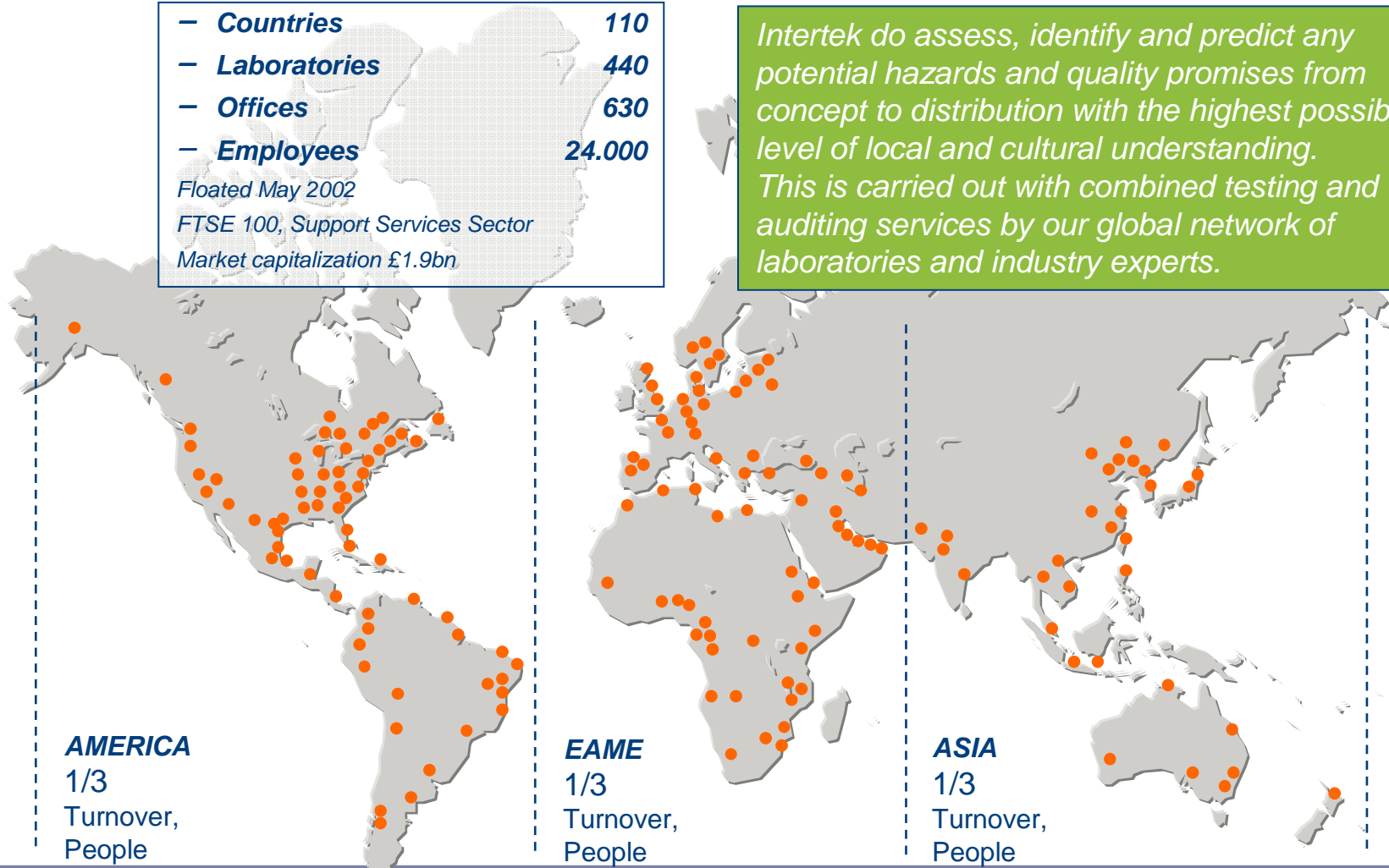


# Intertek Intelligence



– <b>Countries</b>	<b>110</b>
– <b>Laboratories</b>	<b>440</b>
– <b>Offices</b>	<b>630</b>
– <b>Employees</b>	<b>24.000</b>
<i>Floated May 2002</i>	
<i>FTSE 100, Support Services Sector</i>	
<i>Market capitalization £1.9bn</i>	

*Intertek do assess, identify and predict any potential hazards and quality promises from concept to distribution with the highest possible level of local and cultural understanding. This is carried out with combined testing and auditing services by our global network of laboratories and industry experts.*



**AMERICA**  
1/3  
Turnover,  
People

**EAME**  
1/3  
Turnover,  
People

**ASIA**  
1/3  
Turnover,  
People

# THANK YOU FOR YOUR ATTENTION

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The Intertek logo is a dark blue rounded rectangle with the word "Intertek" in white, bold, sans-serif font.

## Intertek Food Services

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