Quality Management from the Bin to the Box

Sustainable Food Security in ASEAN
Role of Genetics and New Technologies

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Customer Choices

- Safety and Quality
- International Standards
- Contracts
- Identity Preserved
- Halal, Organic …
- Preference for GMO vs non GMO
- Willingness to Pay
  Associated Premiums

Food Companies have Safety Programs

We do this by having:
- A comprehensive food safety program that meets or exceeds regulatory requirements and ensures global consistency
- Benchmarking annually to ensure the robustness of our food safety program
- Continuously evolving our global strategies on Food Safety, with global goals to drive further progress
Management Led Values

Identify risks that impact safety, security and nutrition
- Agricultural production
- Post-harvest handling
- Storage
- Transportation

Raw materials - Pathogens - Cross-contamination

Managing Food Safety Risks – Ensure Food is Safe and Legal

Identify risks that impact safety, security and nutrition
- Consumer Contact
- Point of Sale
- Handling
- Consumption

Raw materials - Pathogens - Cross-contamination

Customer Choices
Food Safety is Big News

Public/Private/Large/Small – Effects all Companies

Food Safety Across the Product Life Cycle

- **Product Design**
  - Supplier Management
  - Hazard Analysis
  - Example: Peanut in RTE Granola Bar

- **Manufacturing**
  - Hazard Control
  - Risk Management
  - Example: Cereal Manufacturing

- **Marketplace**
  - Analysis of Consumer Feedback
  - Example: Cookie Dough

"We’ve genetically engineered a tuna exactly the same diameter as our cane."
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Food Safety Programs

Kellogg Quality and Food Safety Philosophy
- Implications for Suppliers of Goods and Services
- Quality Expectations
- Auditing Standards
- Supplier Obligations
- Broker/Trader/Importer Obligations

Aflatoxin is the most prevalent mycotoxin
Based on European Rapid Alert System for Food and Feed mycotoxin reports

2013 Kellogg Supplier Quality Requirements
August 19, 2013
71 Pages
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Procedures and Performance Standards e.g. HACCP

HACCP is a management system in which food safety is addressed through the analysis and control of biological, chemical, and physical hazards from raw material production, procurement and handling, to manufacturing, distribution and consumption of the finished product.

Dairy, Juice, Retail and Food Service, Seafood

U.S. Food and Drug Administration
Protecting and Promoting Your Health

Procedures and Performance Standards e.g. GMPs

Good Manufacturing Practices are essential for the manufacture and distribution of (refrigerated) foods that are safe from microbiological hazards. GMPs cover the food safety practices in
- ingredient receipt and handling
- product development
- processing
- packaging
- storage and distribution
- record keeping – and audits (enables Traceability)

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Snack Bars

Labels Provide Important Information

Food Safety Governance
Strong Culture & Leadership

- Appropriate Structure
- Organizational Capability and Capacity Needs Assessment
- Policies and Standards - Management Commitment
- Goals, objectives and plans - Procedures and Performance Standards e.g. HACCP
- Effective Communication - Culture of Reporting Safety Incidents
- Line Management Accountability and Responsibility
- Motivation and Awareness - Inspections and Audits
- Processes & Actions - Incident Investigation
- Learning - Education, Training and Development
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- Hot-topic articles and industry trends in Cereal Foods World
- Discounted subscription to Cereal Chemistry

▶ Volunteerism
- Enhance your personal leadership as a volunteer for a section, division, working group, panel, or committee

▶ Educational Opportunities
- Stay current and make key connections through the Annual Meeting, webinars, workshops, and more!

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