



# International Conference on Innovative Agribusiness Solutions Cairo, 26 – 27 November.

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Michigan State University

# What is CIES

## – The Food Business Forum ?

- 200 retailer companies
- 200 FMCG manufacturer companies
- 150 countries



# What is CIES

## – The Food Business Forum ?

### Main Board

- 17 major retailers
- 15 different countries
- 5 continents



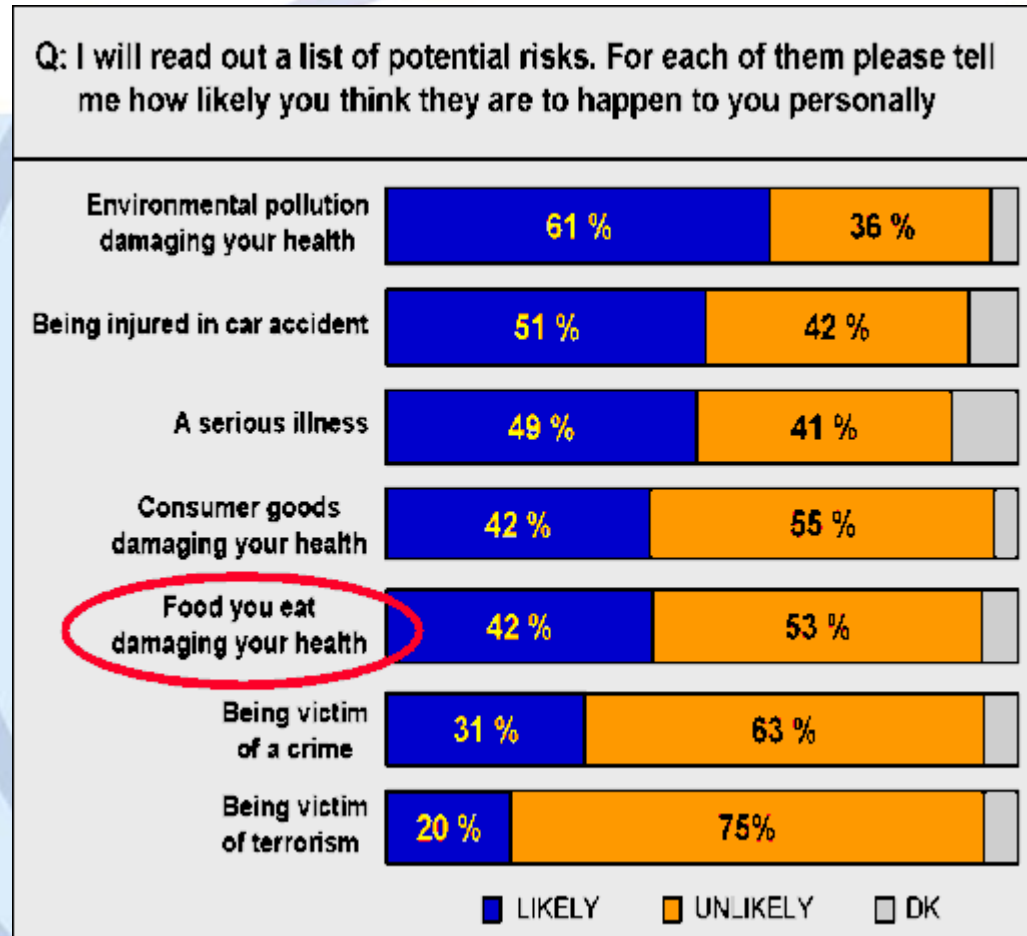


# Current Situation

- Food has never been safer
- Food safety is top of mind for all stakeholders involved in the supply chain
- Consumer confidence must be maintained despite recent food scares.

# General Food Risk Perception in EU

2 out of 5  
EU  
consumers  
believe the  
food they  
eat  
will damage  
their health



# 76 million cases of food-borne illness each year in the U.S. alone

- 5,200 deaths
- 325,000 cases with an average of 6 days in hospital
- 1.9 m who test positive for a specific pathogen
- 12.9 m who visit a physician but are not tested
- 61 m who do not seek medical care
- \$5.6 billion the cost to the economy



**2000 TACO BELL  
HEPATITIS A  
OUTBREAK TIED TO  
GREEN ONIONS**

# Foodborne illnesses have huge impacts on businesses,...

- × Business interruption
- × Wasted time and effort
- × Loss of clientele
- × Loss of markets
- × Damage to reputation



# Current Food Safety Crises

- **Chinese dairy giant recalls milk powder**

Sanlu, China's biggest milk powder manufacturer, sold contaminated milk after farmers laced their produce with industrial chemicals to increase its protein content

- 53,000 Chinese children ill
- 4 infant deaths
- 12,800 hospitalisations

after drinking contaminated milk powder, and four infants have died.



# Current Food Safety Crises

- Canada's listeriosis epidemic.





# Challenges for the food industry

- Assuring safe food for consumers
- Following consumer trends which can change the way food safety is managed
  - Demand for improved quality and innovation
  - Eating on the move – convenience foods
- Maintaining brand image and reputation.
- Educating the consumer to handle food responsibly.
- Managing the food chain with tighter controls to provide consumers with greater reassurance is key

# Solutions ?

- Consumer research to anticipate and identify risk
- Improve knowledge of food safety risks to manage potential sources of risk
- Ensure better tools are in place to manage food safety risks e.g. technology, standards
- Supply Chains are global and so should solutions be
- Retailers, manufacturers or governments working individually cannot provide adequate protection for the consumer
- Sharing relevant information and knowledge between different stakeholders

**Food Safety is non-competitive.**

**Cooperation is key !**

# Food safety standards can contribute to many objectives

- Volume / value growth in commerce or trade
- Improved or sustained market share
- A more orderly market place
- Higher unit values for products sold
- Reduced price volatility
- Higher added value
- Higher net returns to smallholders
- Improvements in food security
- Better quality of life
- Preservation of biodiversity
- Prevention or mitigation of environmental damage
- **Reduction in food-borne illnesses**



# EXCLUSIVE RESULTS

## - CIES TOP OF MIND SURVEY

	Ranking 2008	Ranking 2007	Ranking 2006
Corporate Responsibility	1	5	11
Food Safety	2	8	6
Consumer Health and Nutrition	3	1	3
Economy and Consumer Demand	4	11	9
Retailer Supplier Relations	5	2	2

# Global Food Safety Initiative

- GFSI launched at the CIES Annual Congress in 2000 following a directive from food business CEOs.
- Food Safety was then and still is top of mind for consumers. Consumer trust needs to be strengthened and maintained while making the supply chain safer.
- Managed by CIES – The Food Business Forum



# GFSI Mission and Objectives

***“Continuous improvement .....  
Confidence in the delivery of  
safe food to consumers”***

- ✓ Convergence between food safety standards
- ✓ Improve cost efficiency throughout the food supply chain
- ✓ Provide a unique international stakeholder platform

# Food Safety: Definition

Assurance that food will not cause harm to the consumer when it is prepared and / or eaten according to its intended use.

Source: Codex Alimentarius

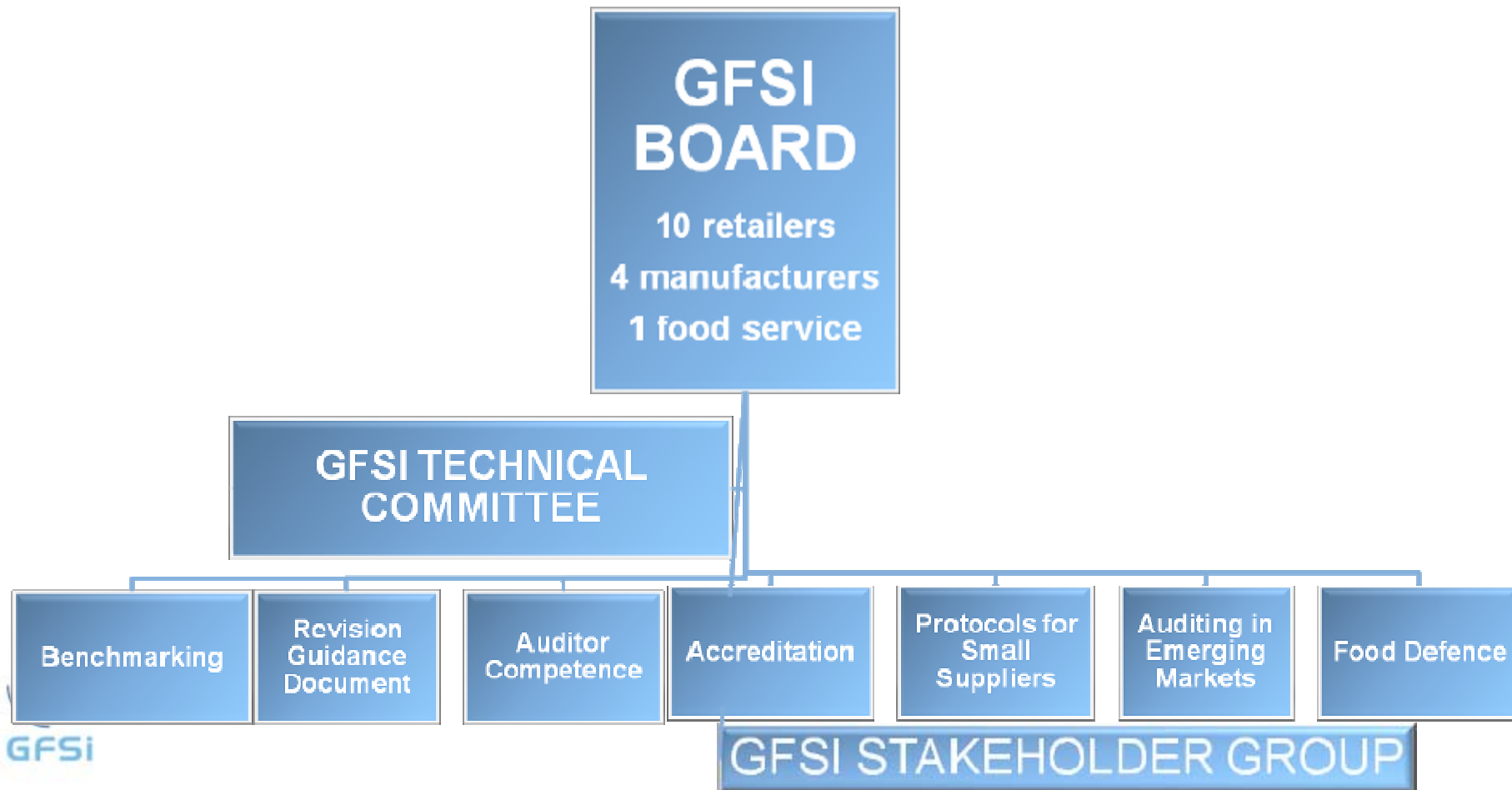
# How does GFSI work ?

- Benchmarks existing food safety standards, including pre-farm gate standards against the GFSI Guidance Document.
- Determines whether a scheme is equivalent to the Guidance Document.
- Helps and encourages food safety stakeholders to share knowledge and strategy for food safety through different platforms and projects.

# What GFSI does NOT do

- Make policy for retailers or manufacturers
- Make policy for standard owners
- Undertake any accreditation or certification activities

# GFSI Governance and Working Groups



# GFSI Board

**Mr. Terry BABBS**

International Trading Law and Technical Director, **TESCO**

**Mr. Hugo BYRNES**

Product Safety and Consumer Affairs Director,  
**ROYAL AHOLD**

**Mr. Marcos CAMPOS**

Quality Assurance Manager, **Bertin SA**

**Mr. Kevin CHEN**

Vice President, **China Resources Vanguard Co.,Ltd.**

**Dr. D.V DARSHANE**

Director Policy & Standards, Global Quality,  
**THE COCA-COLA COMPANY**

**Mr. Bryan FARNSWORTH**

VP Quality Management , **HORMEL FOODS Corporation**

**Mr. Hervé GOMICHO**

Director of Food Quality and Sustainable Development,  
**Carrefour**

**Mr. Cory HEDMAN**

Food Safety and Quality Assurance Director  
**HANNAFORD BROS. CO. (Delhaize Group)**

**Ms Cindy JIANG**

Director of Worldwide Food Safety and Quality  
**MCDONALD'S**

**Herrn Hans-Jürgen MATERN**

Division Manager Quality Assurance, **METRO AG**

**Mr. Payton PRUETT**

Vice President, Corporate Food Technology & Regulatory  
**Compliance, The Kroger Co.**

**Mr Yves REY**

Corporate Quality General Manager, **GROUPE DANONE**

**Mr. Mike ROBACH**

Vice President, Corporate Food Safety and Regulatory Affairs Cargill

**Mr. John P. SUAREZ**

Senior Vice President, Chief Compliance Officer  
**WAL-MART STORES, INC.**

**Herrn Johann ZÜBLIN**

Head of Standards & Social Compliance  
**MIGROS-GENOSSENSCHAFTS-BUND**  
**(FEDERATION OF MIGROS COOPERATIVES)**



# GFSI Technical Committee

- An international multi-stakeholder group
- Over 50 food safety experts
- Open to key experts by invitation.
- Works on projects of common interest to ensure continuous improvements in food safety

# GFSI Technical Committee



SAI GLOBAL



LRQA

Measure the Difference



groupe carrefour



certification



Sainsbury's  
making life taste better



BRITISH RETAIL CONSORTIUM  
for successful and responsible retailing



# GFSI Stakeholders

- Wide group of food business stakeholders
- Annual meeting
- Opportunity to influence GFSI strategy
- Share knowledge and best practice with other food safety experts in keeping with the GFSI mission.

# GFSI more representative worldwide

- New Board Members
  - Kevin Chen, China Resources Vanguard
  - Cindy Jiang, McDonalds, USA
  - DV Darshane, The Coca-Cola Company, USA
  - Payton Pruett, Kroger, USA
  - Marcos Campos, Bertin, Brazil
  - Mike Robach, Cargill, USA
- Increasing the reach and involvement of all influential stakeholders in food safety with food service:
  - Strategic Alliance with National Restaurants Association, USA



# Convergence means confidence

- Benchmarking work on four key food safety schemes (BRC, IFS, Dutch HACCP and SQF) reached a point of convergence.
- All schemes were completely aligned with the GFSI Guidance Document Version 5 requirements.
- This means increased confidence in the schemes and comparable audit results.

# What is the Guidance Document ?

- **The Guidance Document 5th Edition represents a multi-stakeholder approach to food safety best practice in the form of key elements for food production:**
  - Food Safety Management System
  - Good Practices & HACCP Requirements
  - Requirements for the delivery of food safety management systems
- **Provides guidance on how to seek alignment for existing standard owners.**
- **Provides a framework for benchmarking.**
- **Provides guidance on the operation of certification processes.**
- **It is NOT a new standard !**



# GFSI Breakthrough

The following companies have agreed on common acceptance of GFSI benchmarked standards

**METRO Group**

*The Spirit of Commerce*

 **Ahold**

**WAL★MART**

**MIGROS**

  
groupe**carrefour**

**TESCO**

**ICA**



**DELHAIZE  GROUP** Group Strength, Local Expertise

# What does this mean ?

‘Once certified, accepted everywhere’  
Now a reality concerning the following  
food safety schemes

## BRITISH RETAIL CONSORTIUM



international  
food standard



*A commitment to safe, quality food.*



# CERTIFICATES ISSUED GLOBALLY

- Over 30,000 certificates issued against GFSI recognised schemes in 2007
- 50% increase compared to 2006

# GFSI Cost Efficiency

## Example – Retailer X(6000 audits per year)

€6 000 000 Annual Cost Saving

(Outsourcing food safety audits using a GFSI recognised scheme and gaining greater control on the supply chain)

## Example – Manufacturer Y

Past 8 Food Safety Audits - €8 000

Present 1 Food Safety Audit €1 000

# GFSI Adding Value ...

- Less duplication
- Driving continuous improvement in the content of standards.
- Healthy competition between existing schemes, driving continuous improvement in the delivery of the standards.
- More cost efficiency in the supply chain.
- Comparable audit approach and results
- Confidence in sourcing and safer food for the consumer

# Join us at CIES Events!

- [www.ciesfoodsafety.com](http://www.ciesfoodsafety.com)



The banner is split into two main sections. The left section has an orange background and features the CIES logo (a globe with 'CIES' and 'THE FOOD BUSINESS FORUM' text) and the text 'BARCELONA 2009 04-06 February' and 'CIES INTERNATIONAL FOOD SAFETY CONFERENCE'. The right section has a black background with the text 'FOOD SAFETY: A GLOBAL CHALLENGE' in white and orange, and a 3D graphic of a Rubik's cube with red tomatoes and yellow lemons on its faces.

- [www.ciessummit.com](http://www.ciessummit.com)



The banner features a grey background with a red silhouette of the New York City skyline, including the Statue of Liberty. On the left, it says '53<sup>rd</sup> World Food Business Summit' with five stars above the '53'. At the bottom left, it says '17th-19th June 2009, Waldorf Astoria Hotel, New York'. On the right, there is the CIES logo (a globe with 'CIES' and 'THE FOOD BUSINESS FORUM' text).

For more information:

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