

Are Food Safety Certifications Solutions to Restore Falling Consumer Trust in Food?

Peanut butter food poisoning, baby milk scandal, nationwide recalls, eggs linked to salmonella, dioxin infected meat... Food safety issues break the news regularly around the globe and yet our food seems to have never been as safe...



Dominique Huret from Cape Decision focuses on this hot topic with Toshihiko Shirabe, Vice President for Japan and Korea of LRQA, the leading certification agency.

And he concludes: "Today food safety is our fastest growing segment because before being a business need, food safety is a social need!"

During the recent Food Safety Day in Tokyo, Cenk Gurol, Vice Chair of Global Food Safety Initiative (GFSI) and Chief Supply Chain Management Officer of AEON, a worldwide food retailer, summarized the challenge:

"LRQA is an offshoot of Lloyd Register, the well-known Company created in London in 1760. At the origin, the company's role was to check that vessels and ships were safe for transportation all around. Located in the London's docks, the agents were undergoing ship assessments, building a company now world renowned for its rigor in controlling all society assets. So safety is in our DNA! Lloyd Register Quality Assurance or LRQA was created in 1985. During the Margaret Thatcher years, industry certification became a priority in the UK to reduce quality inspection cost. At that time, the creation of the ISO standard was the first to target quality assurance "says Toshihiko Shirabe, LRQA Vice President for Japan and Korea

"In addition to the human tragedy, food safety issues are causing damage to companies in eroding consumer trust and affecting sales and profitability. But countries also are impaired by additional healthcare costs, bad impact on local economies and possible social or political turmoil."

In 2011, the Aarhus University in Denmark conducted a survey on who consumers trust for accurate information in case of serious food risk.

Who do consumers trust for their food? Aarhus University 2011

The figures show rather limited trust by consumers for public authorities and brand names. So the demand for producers and consumers to be reassured of the quality of the products is huge. For companies as well as retailers, third party assessments can help safeguard consumers' trust and brand reputation and also identify risks.

Indeed in these days, the food supply chain is worldwide, suppliers are numerous and risks stay invisible. In Japan today, the retail sectors have no legal obligation to be third party assessed.

But modern world realities are striking: manufacturers face an increasingly complex flow of goods, but have often insufficient time and resources to gather information on the origin of the raw materials. So, in order to fulfill this responsibility, food retail trade chains introduced surveillance and safeguarding systems to control manufacturers and production of food.

After the ISO 9001 standard, certifiable quality assurance standards in the retail trade developed rapidly on a larger scale: IFS in Germany, BRC in the UK, SQF2000 in the US and HACCP worldwide. Luckily these standards are harmonized internationally through the Global Food Safety Initiative. Its objective is to standardize and improve the food safety standards of suppliers and harmonize monitoring activities.



LRQA office opened in Japan in 1990. Offices are located in the Yokohama docks (Tokyo harbor), sharing office space with Lloyd Register in charge of maritime affairs.

Objective: answer companies need to manage risk, global supply chain's uncertainty and legislative demands.

LRQA Japan today assesses about 3.000 organizations each year.

The company employs 35 permanent assessors and about 100 subcontractors

Food industry certifications in brief:

- *ISO 9001: certification for quality management system. It is regarded as “the mother of all standards for quality management”. Established in 1987 in particular in the customer/supplier relationship for semi-finished goods. It was the first normative approach to monitor by certification whether suppliers had a quality management system in operation.*
- *ISO 22000 : management systems for food safety Developed in 2005, this international standard was built on a comprehensive HACCP base and according to the Codex Alimentarius. First norm to introduce “prerequisite programs”, the ISO 22000 norm places emphasis on documentation and proof that all measures required for food safety have been planned well before, during and after implementation.*

This standard is also an important tool for suppliers of semi-finished food products.
- *HACCP stands for Hazard Analysis and Critical Control Point. It is a preventive system to try to assure the safety of food and consumers. Originally, on a voluntary base, it was aligned with EU regulation on food and hygiene in 2004. In the EU, every food business operator is compelled to implement the HACCP concept.*
- *IFS is a harmonized standard for producers of private brands. It is specially aimed at France, Germany and sometimes neighboring countries. Its objective is to furnish an assessment basis for all producers of private brands with uniform formulation and execution of audits, mutual recognition of audits and transparency throughout the supply chain.*
- *The BRC is the entry ticket to the UK. This standard covers all companies in the food chain wishing to import food in the United Kingdom, independent of size and complexity. Similar to IFS for the content but not the audit system, the certificates are generally valid for one year.*

Key No. 80763



IFFFA

The No.1 for the meat industry
Frankfurt am Main, 4 – 9. 5. 2013

Taste the Trends.

IFFFA is the No.1 forum for the latest trends in the industrial and hand-crafted processing and marketing of meat and sausage products. Make sure you're here for the global premieres of a host of innovative technologies and products.

www.iffa.com



Scan the
QR code to
find out more!

**New:
Hall 11**