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**2007 PLACE
Conference**

September 16-20

St Louis, MO

GMA – SAFE Audit

Presented by:

Greg Armstrong

Team Leader

Schreiber Foods - Capri

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Don't Just Approve a Supplier



Know Them!

How?



Who is GMA/FPA

The Grocery Manufacturers/Food Products Association (GMA/FPA) represents the world's leading food, beverage and consumer products companies. The association promotes sound public policy, champions initiatives that increase productivity and growth and helps to protect the safety and security of the food supply through scientific excellence. The GMA/FPA board of directors is comprised of fifty-two chief executive officers from the Association's member companies. The \$2.1 trillion food, beverage and consumer packaged goods industry employs 14 million workers, and contributes over \$1 trillion in added value to the nation's economy.

Agenda



SAFE Background



Audit Market Place



SAFE's Point of Difference



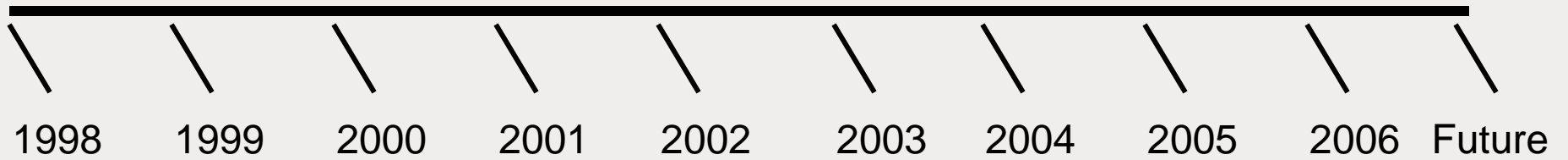
SAFE's Features & Benefits

SAFE Concept

 Raise the food safety bar in the industry

 Reduce the number of audits

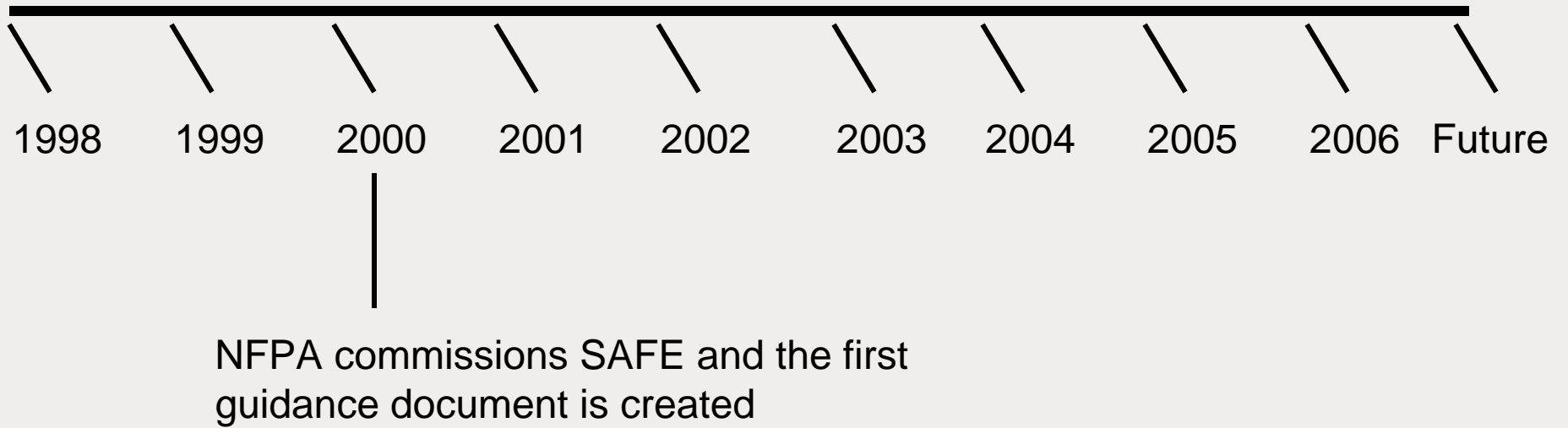
SAFE Timeline



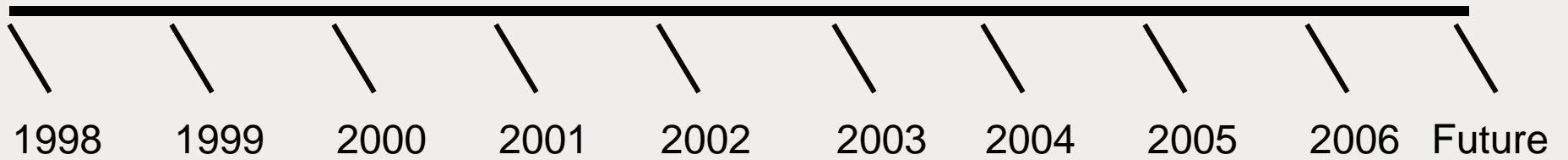
The concept of NFPA sponsoring a third party audit was proposed by Pillsbury

Agrilink Foods, Inc. (Now Birds Eye)	Frito-Lay, North America	Novartis Consumer Health
Allen Canning Co.	General Mills	Ocean Beauty Seafoods, Inc.
Bestfoods Foodservice (Now Unilever)	H.J. Heinz Co. North America	The Pillsbury Company (Now part of General Mills)
Borden Foods Corp.	Hershey Foods Corp.	The Procter & Gamble Company
Campbell Soup Co.	Hormel Foods Corp.	Ralston Foods, Inc.
ConAgra Grocery Products Co.	Hudson Foods	SIG Combibloc Inc.
Wayne Farms LLC	International Food Solutions	Silgan Containers Corp.
Del Monte Foods Co.	Kraft Foods Inc.	Tyson Foods
Dole Packaged Foods Co.	The Minute Maid Company (Now part of Pepsico)	Vlasic Foods International
Fresh Express Fresh Foods	Nestlé USA, Inc.	Welch Foods, Inc.

SAFE Timeline



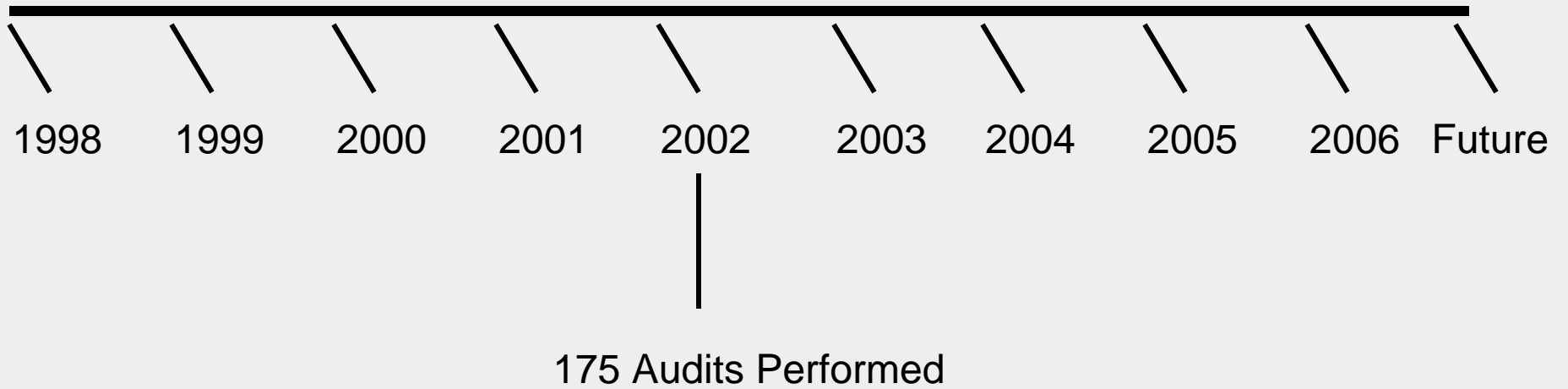
SAFE Timeline



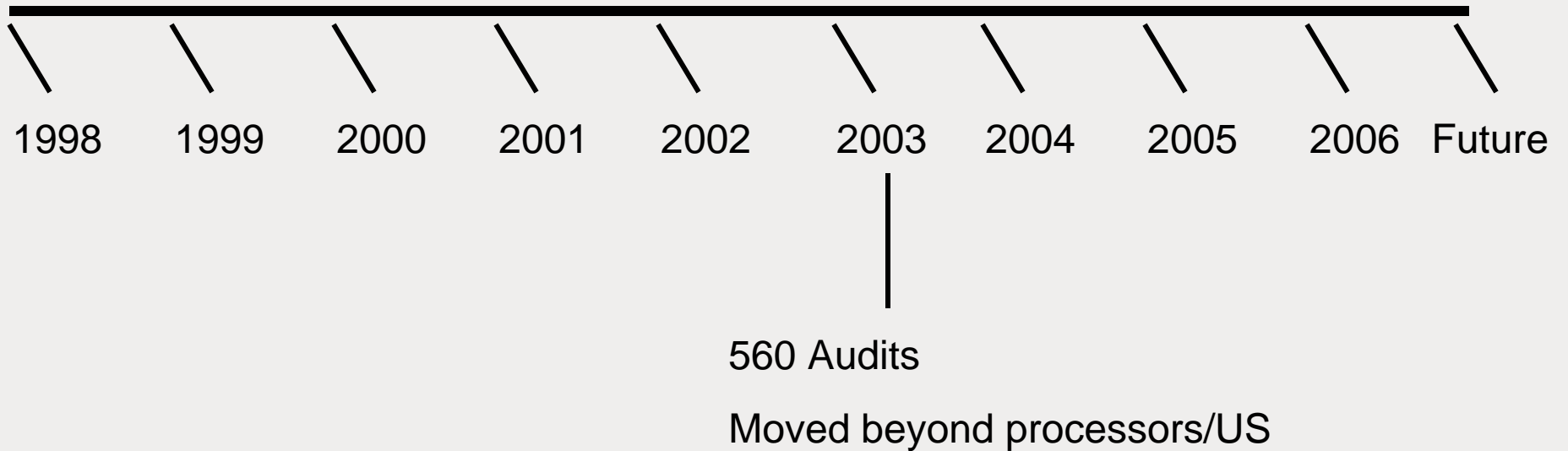
Three Audits Performed

First Audit was performed in Mexico

SAFE Timeline



SAFE Timeline



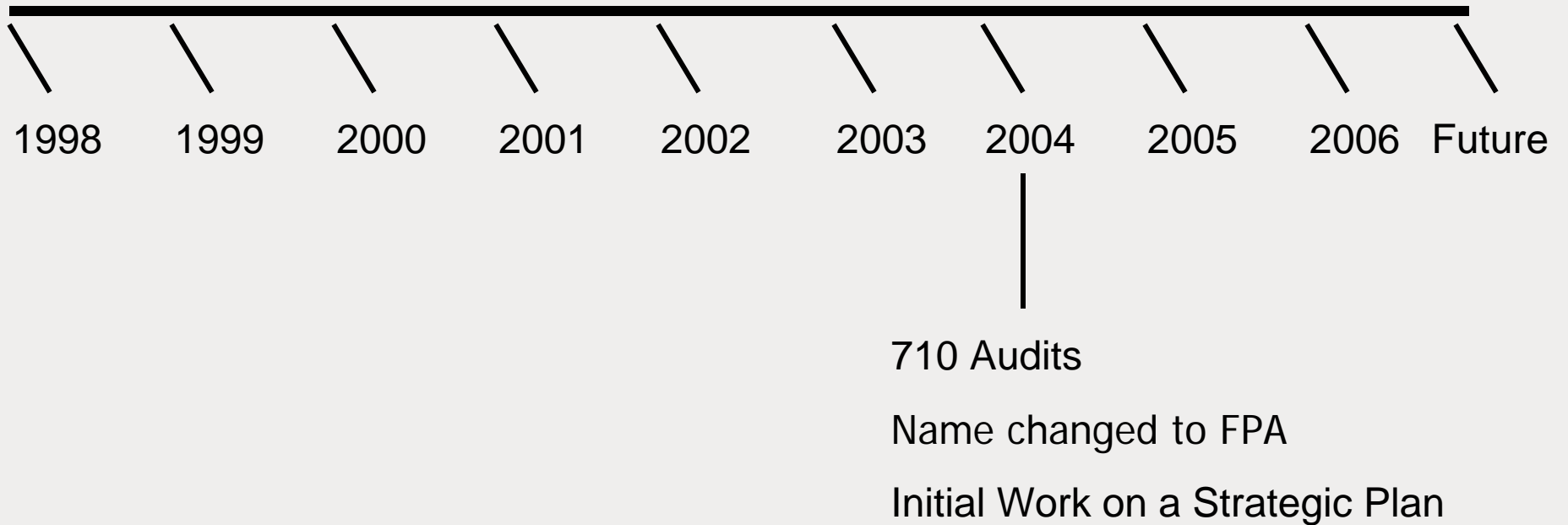
Food Service Companies Now Accepting SAFE

CKE Restaurants	Carlsons	BMMI
International Dairy Queen	Avendra	Gordon Food Service
Sysco	Domino Pizza	Panera
Cara	Chick-Fil-A	Bob Evans
Jack In The Box	McDonalds	ARAMARK Corp
OSI	Quiznos	Denny's
Starbucks	Ruby Tuesday	The Cheese Cake Factory

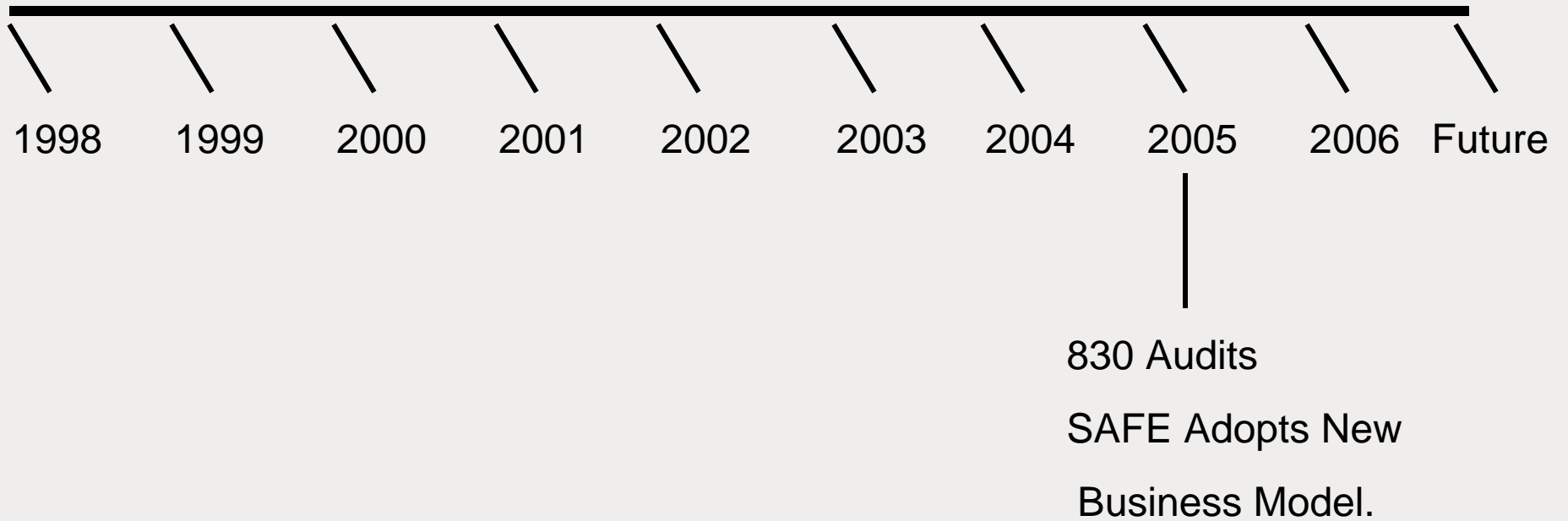
Retailers

A&P	Kroger
Ahold USA	Publix
Gelson's Market	Safeway (Mandates)
Costco	Target
Giant-Eagle (Considering)	H.E.B.
Whole Foods	Winn-Dixie
Agroindustrias Cepia S.A.	

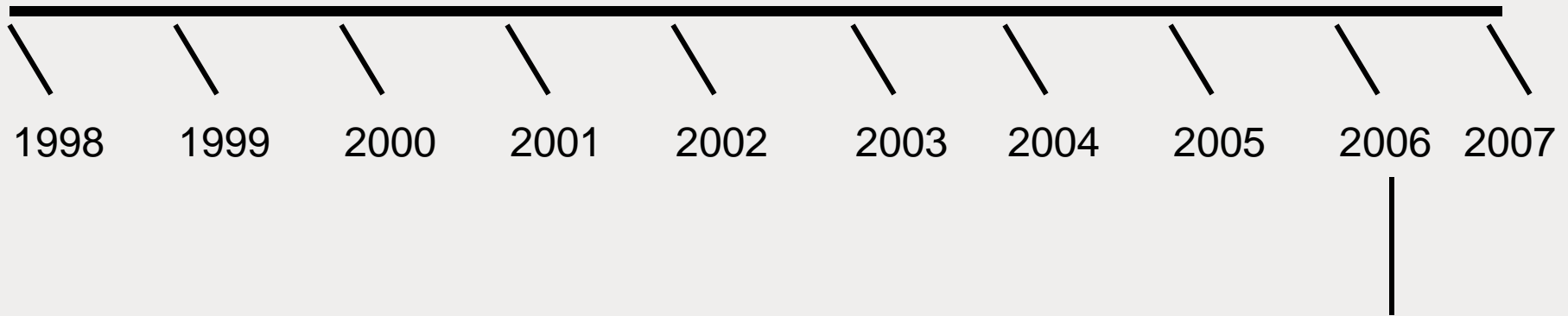
SAFE Timeline



SAFE Timeline



SAFE Timeline



Building Year

800 Audits

New Software

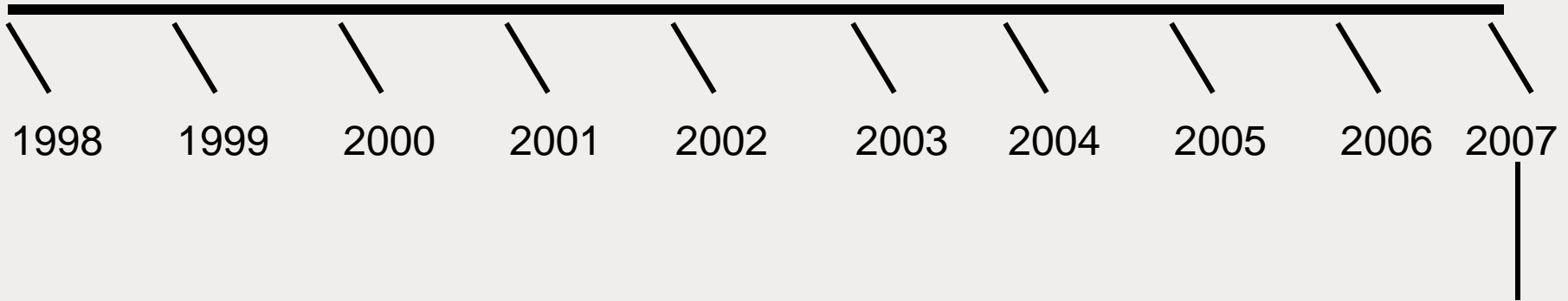
Implementation of Business Plan

Process Review / Shadow Audits

Non-member Governance

Customer Web Interface

SAFE Timeline



Name changed to GMA-SAFE

Focus Year

Tweak program

Complete Merger

Audit the SQAFs

Implement Marketing Program

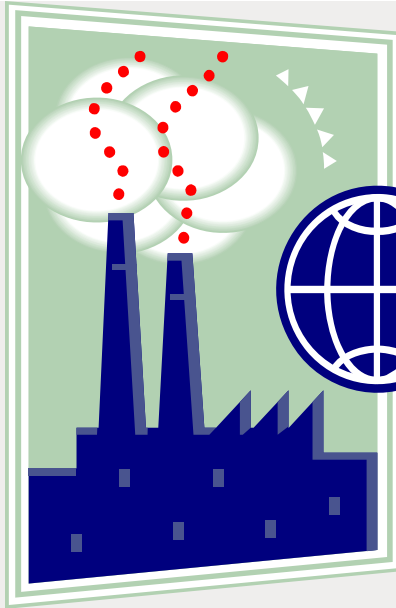
1250 Full Audits

315 Express Audits



One Auditor

Visiting
One
Plant



Providing
One
Report



That All Can Use

Meaning



Processors



Limited Interruption



Controlled Costs



Brand Name
Protection



Retailers



Due Diligence



Decides the Standard



Easy to Manage

For the industry, this means vertical and horizontal integration

What does that mean?

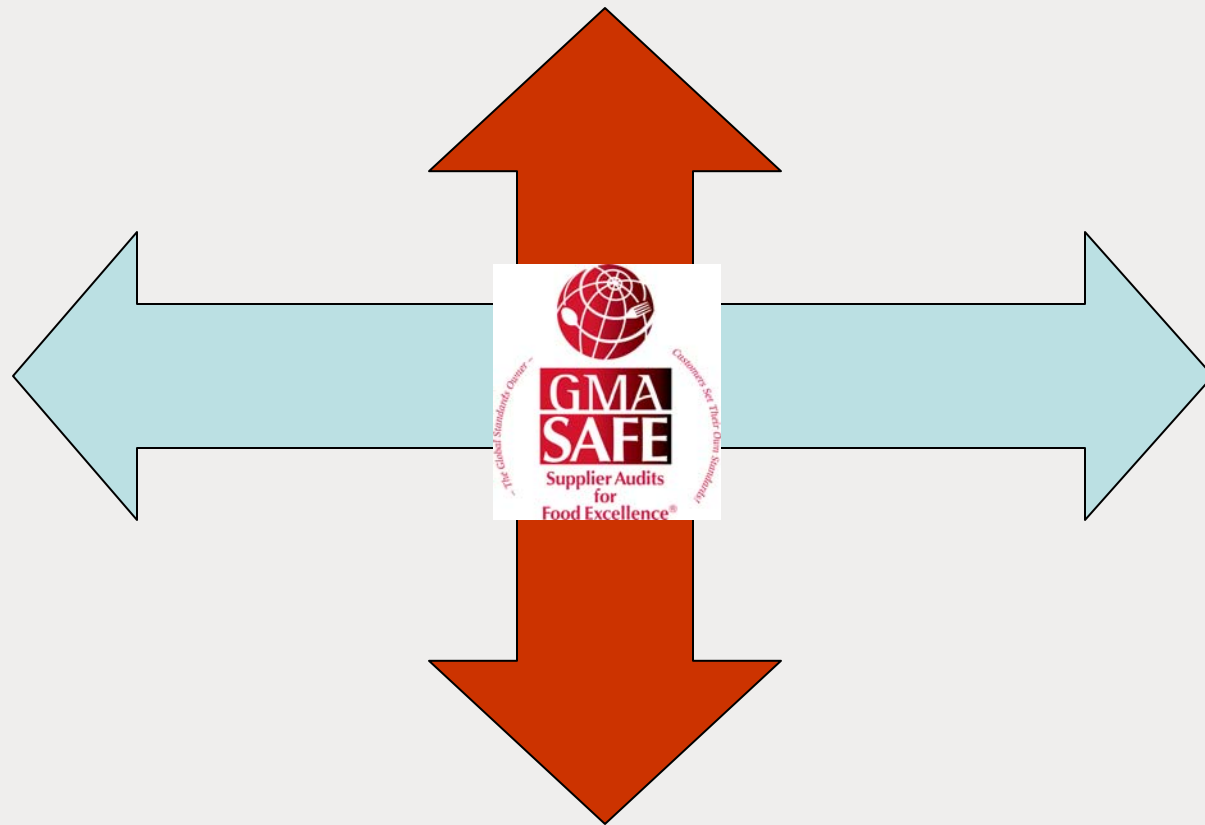
One Audit

Used everywhere around the world

That can be configured to a users preference

Allows for trending

Auditors having one audit to learn. Allows them time to perform a quality audit. Leading to better auditor competence



Governance of the SAFE Program



International



Processors



Retailers



Food Service



Primary Packaging Companies



Auditing Companies

SAFE Family of Audits



Full



Full-Dairy



Full-Aseptic



Full-Spice



Mandate a minimum
of 32 hours in a
facility



Warehouse & DC



Primary Packaging



No mandatory time



GMA-Express



Mandate 12 hours in
a facility

SAFE

Point of Difference

How would you like to have all the information on your desktop about a supplier to be able to assess whether that supplier meets **your** standard?

SAFE's Point of Difference

Requirements

SAFE

Requirements


Deficiency

 Bait traps not 50 feet apart





Fully Meets

Since this facility is located within the city limits of Chicago, they only have three bait stations that are located in the rear of their facility, behind a locked gated fence. These stations are inspected monthly by a licensed Pest Control Operator. To offset not placing poison traps along public streets this company has doubled efforts on sealing doors, docks and other entrances into the facility. They also have doubled the number of curiosity traps present around the interior of the facility. Curiosity traps are present on either side of all entry ways into the facility. Trend reports show zero captures over the last ten month. There was one field mouse captured in trap # 16 in April 2006. This trap is located in the boiler room which is removed from processing with no interior entry way into the facility.

Outcome

 Increase cost to your supplier

Cost To Supplier

-  The site would need 44 total bait stations
-  Purchase 41 new (already have 3) @ \$29/each = \$1189
-  Incremental inspection cost \$3 per station per visit \$123 per visit (typically 24 visits/ per year) = \$2952
-  Total increase cost to site = \$4141 per year

CCP Failure With No Corrective Action

“The metal detection records (CCP) for 11/21/05 indicated that the metal detector reject device had failed, but corrective actions were not documented. The production records showed that the first pallet of product was finished at 9:17. The first metal detector check was conducted at 9:30. The metal detector check indicated that the reject device on the detector was stuck open and was not properly operating. The product that had been run prior to the metal detector being repaired had not been placed on hold, per procedure.”

SAFE's Point of Difference

Scored Audit: With a CCP Failure

Company Still Received a 95%

SAFE: There would be no score to cloud the judgment.

The Judgment would have been either Does Not Meet or Critical Failure.

(Witness Contamination or Regulatory Failure)

Scored Audit Outcome

Artificially high score with critical failure

SAFE

Program Features



Narrative Audit



Universal Format



Different reports for different users



Paperless System



Expedited Audits



Calling Program



Customer Web Interface



For Use with Specific Customer

Do you plan on using this FPA-SAFE Audit to meet the audit requirements of any of the following sponsor companies?

- Sysco Safeway General Mills Publix Gelson's Market
- Heinz Coca-Cola Chic-Fil-A Masterfoods USA Gordon Food Service
- Wrigley Kraft CKE Restaurants International Dairy Queen Corporation
- Ahold USA Unilever Welch's Avendra
- Costco Cara Operations Limited Campbell Soup Nestle

- [Home](#)
- [Support/Help](#)
- www.fpa-safe.org
- [Logout](#)

In addition to the Terms and Conditions outlined in section 5.4 of the FPA-SAFE Program Supplier Agreement, the "Sponsor" shall be notified that bid has been submitted by the auditee for a scheduled audit, an initial copy of your FPA-SAFE audit, if the sponsor chooses to have it sent to them will be automatically forwarded to the selected company(ies) immediately upon acceptance by the FPA and the finished audit shall be automatically released to the "Sponsor" when the audit is posted on the secure web site.

I agree to these Terms & Conditions

Type of Audit to Be Performed.

- Express Food Safety - available for audits after Jan 15 2007
- Food Safety
- Packaging
- Warehouse
- Aseptic
- Spice
- Dairy

Auditor Information

Name	Company	Phone	Fax	eMail
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Auditor Selection

Please use the option below to select a list of auditors from whom you wish to solicit Audit Proposals. Each Auditor will receive electronic notification of your request. Once received, you will be notified via email of incoming Audit Proposals.

FPA Supplier Audit Schedule

Print Summary

Print

Audit Schedule

Supplier

For Use with Specific Customer

The supplier is planning on using this FPA-SAFE Audit to meet the audit requirements of the following companies:

- Costco
- Unilever
- Masterfoods USA
- Heinz
- Safeway
- Welch's
- Wrigley
- Coca-Cola
- General Mills
- Kraft

Schedule Dates

Audit Start Date: Dec 04, 2006
Number of Days: 5 days
Status: Scheduled

Auditor Information

Name: Ronald McCulloch
Email: rmcculloch@aibonline.org

Site Contact Information

Site Contact:
Email:
Office Address 1:
Office Address 2:
City:
State/Province:
Postal Code:
Country:
Office Telephone:
Fax Number:








Navigation

- » **All Audits**
 - by Status
 - Initial Review
 - Final Review
 - By Supplier
 - Flat By Supplier
 - By Audit Comp.
 - By Auditor
 - By Audit Code
 - Past Due
 - Audits On Hold
 - Sponsored
 - By Country
 - Packaging
 - By Product Category
- » **Scheduled Audits**
- » **Completed Audits**
- » **Return Home**











One Audit / Many Users



What is the SAFE Calling Program

-  Supplier list to SAFE
-  Provides a letter for SAFE
-  SAFE makes calls
-  Users: Kraft, General Mills, Welch's, Masterfoods, Nestle, Heinz and Wrigley
-  Cost: \$0

Customer Web Interface

-  Build your own supplier database
-  Search SAFE database for:
 -  Suppliers
 -  Products
 -  Geography
 -  Audit Status
-  Scorecard templates & score supplier audits
-  Industry Averages
-  Filter information
-  Information sharing platform

Executive Summary - Part 1

Section Rating Summary

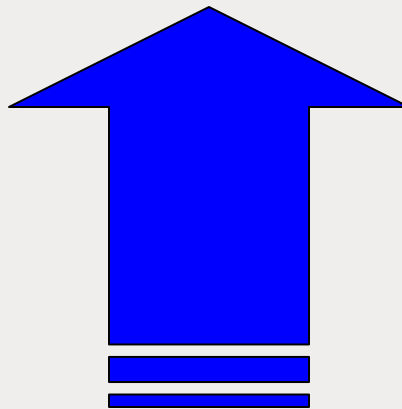
Category	Section	Rating				
		Fully Meets	Partially Meets	Does Not Meets	Critical Failure	Not Applicable
1.0 MANAGEMENT RESPONSIBILITY	1.1 Management Commitment and Review	✓				
2.0 FUNDAMENTALS	2.1 Infrastructure	✓				
	2.2 Sanitation	✓				
	2.3 Pest Control	✓				
	2.4 Chemical Control	✓				
	2.5 Personnel Practices	✓				
	2.6 Training & Education			✓		
	2.7 Handling, Storage & Delivery	✓				
	2.8 Vendor Approval	✓				
	2.9 Control of Materials	✓				
	2.10 Equipment Approval for Use	✓				
	2.11 Packaging Approval for Use		✓			
	2.12 Traceability and Crisis Management	✓				
	2.13 Calibration, Measuring and Test Equipment	✓				
	2.14 Visitor and Contractor Access Control		✓			
	2.15 Traffic Control	✓				

SAFE's Point of Difference

SAFE Audit



Fact Based &
Outcome
Focused



Requirements Audit



Arbitrary Standards
& Deficiency
Focused

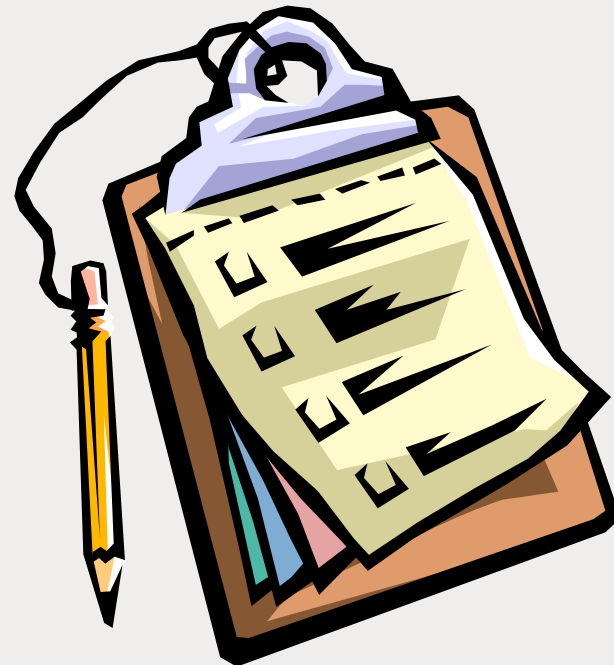
Thank You

PRESENTED BY

Greg Armstrong

Team Leader

Schreiber Foods - Capri



*Please remember to turn
in your evaluation sheet...*