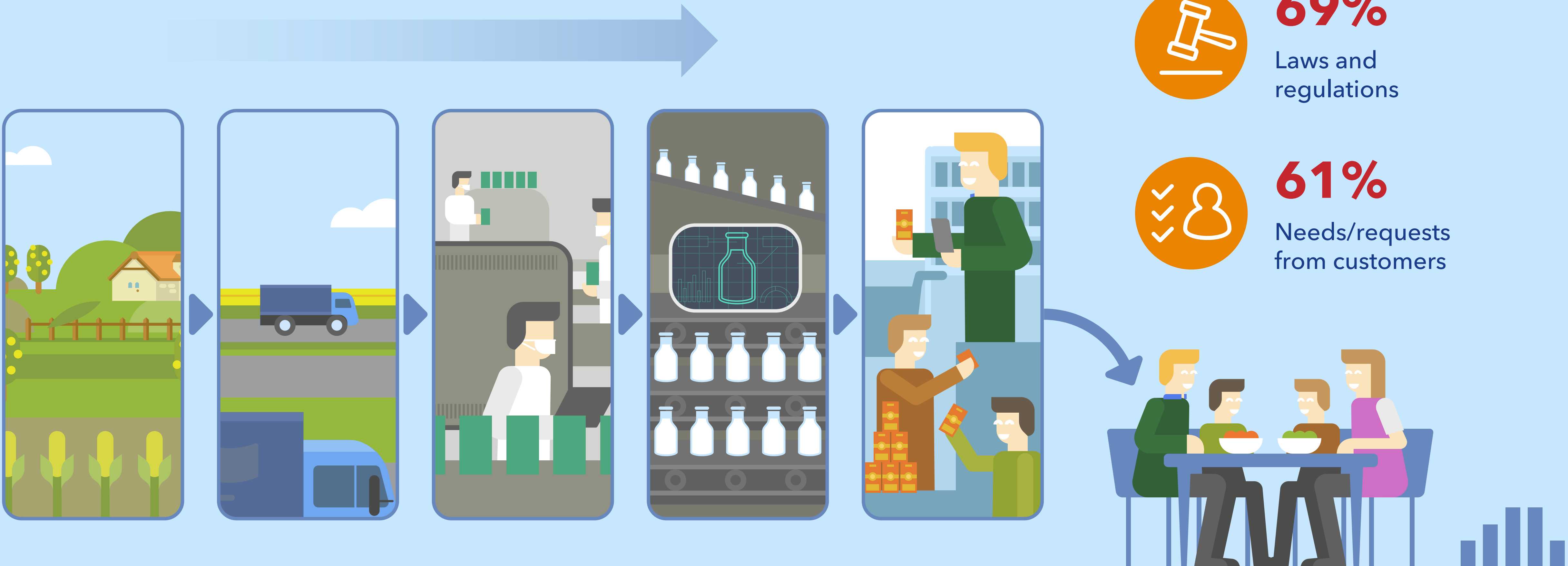


Food Safety: What's Next to Assure Its Future?



Why is food safety important?

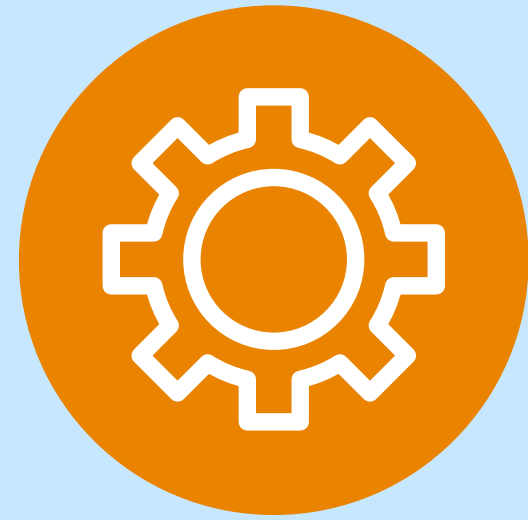
Focus is on protecting consumers, achieving compliance and meeting customer requirements



The survey involved **1,643** professionals worldwide in companies within the food and beverage industry

Main risk areas

Lack of food safety culture is a rising risk



77%

Operational
risks



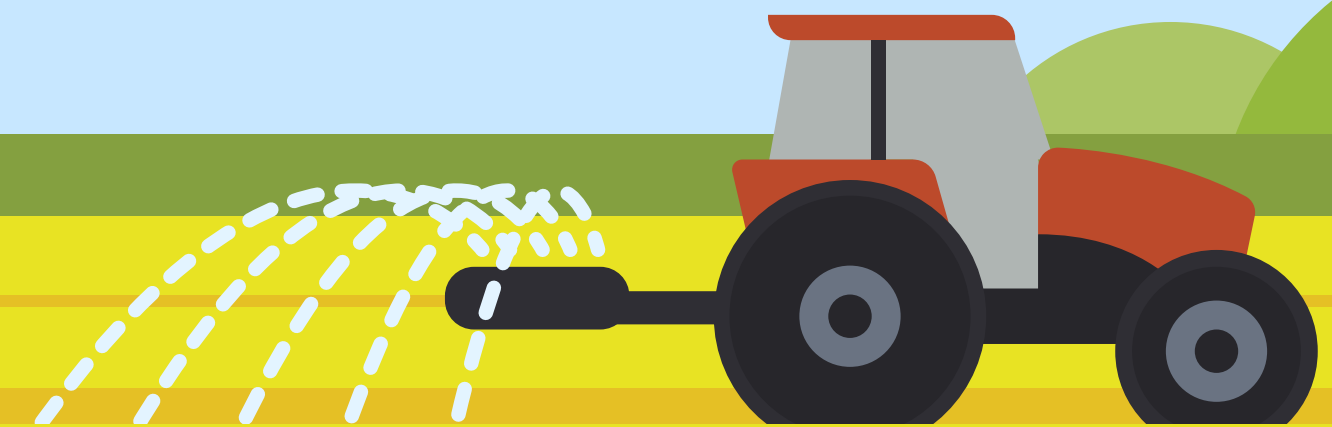
31%

Lack of food
safety culture



28%

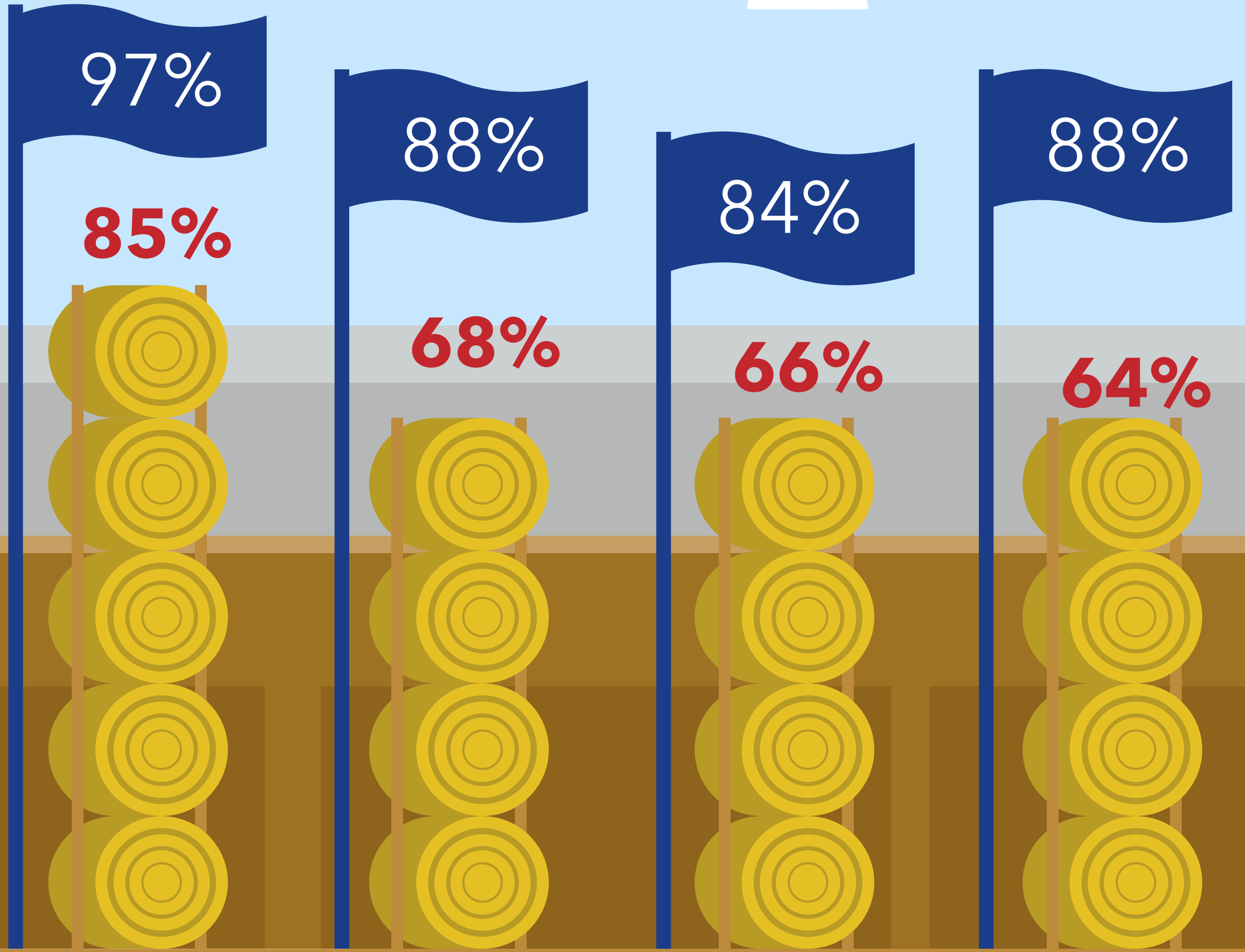
Compliance with
statutory and regulatory
requirements



Actions to mitigate risks

Systems and procedures are key, with food safety culture growing

LEADERS ▶



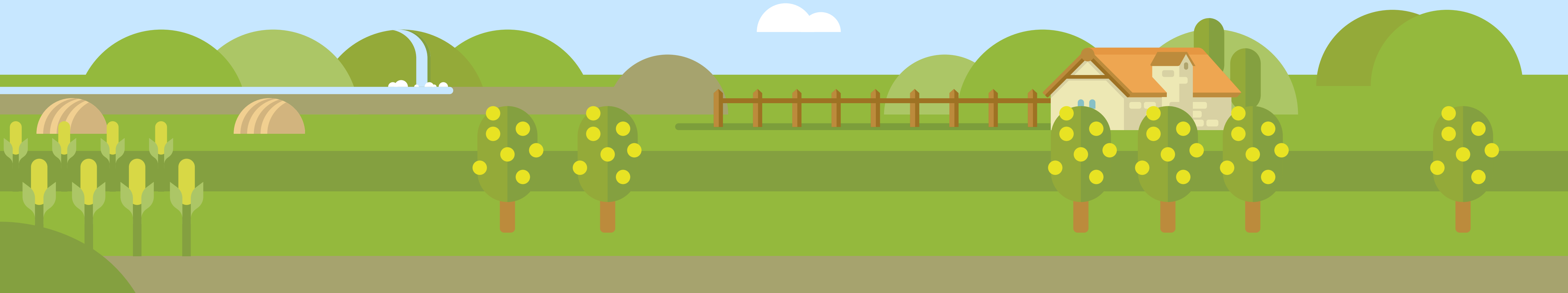
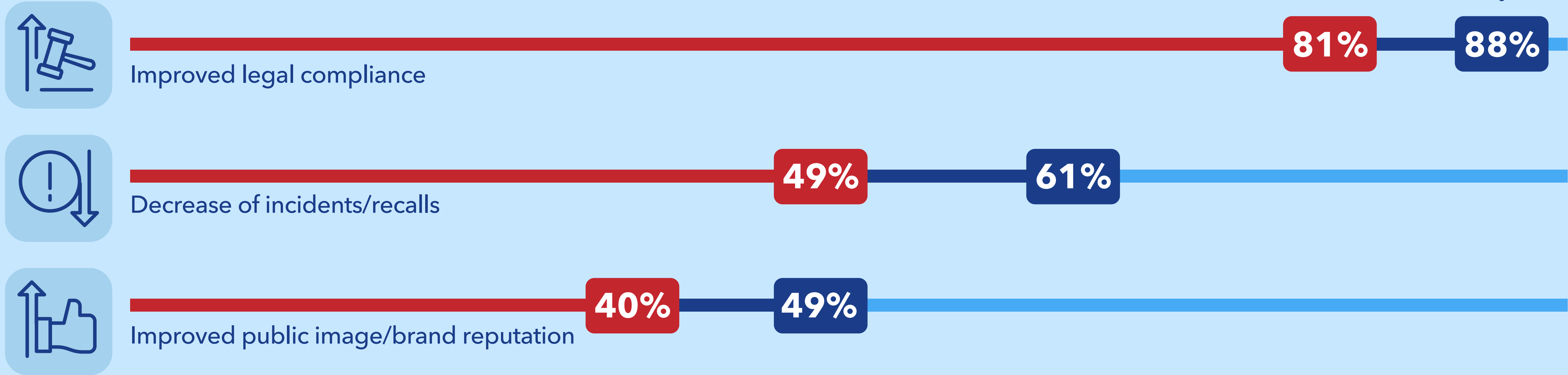
Having a HACCP-based system

Procedures to ensure food safety from design

Operating a management system

Food safety culture program

Main benefits from implemented actions

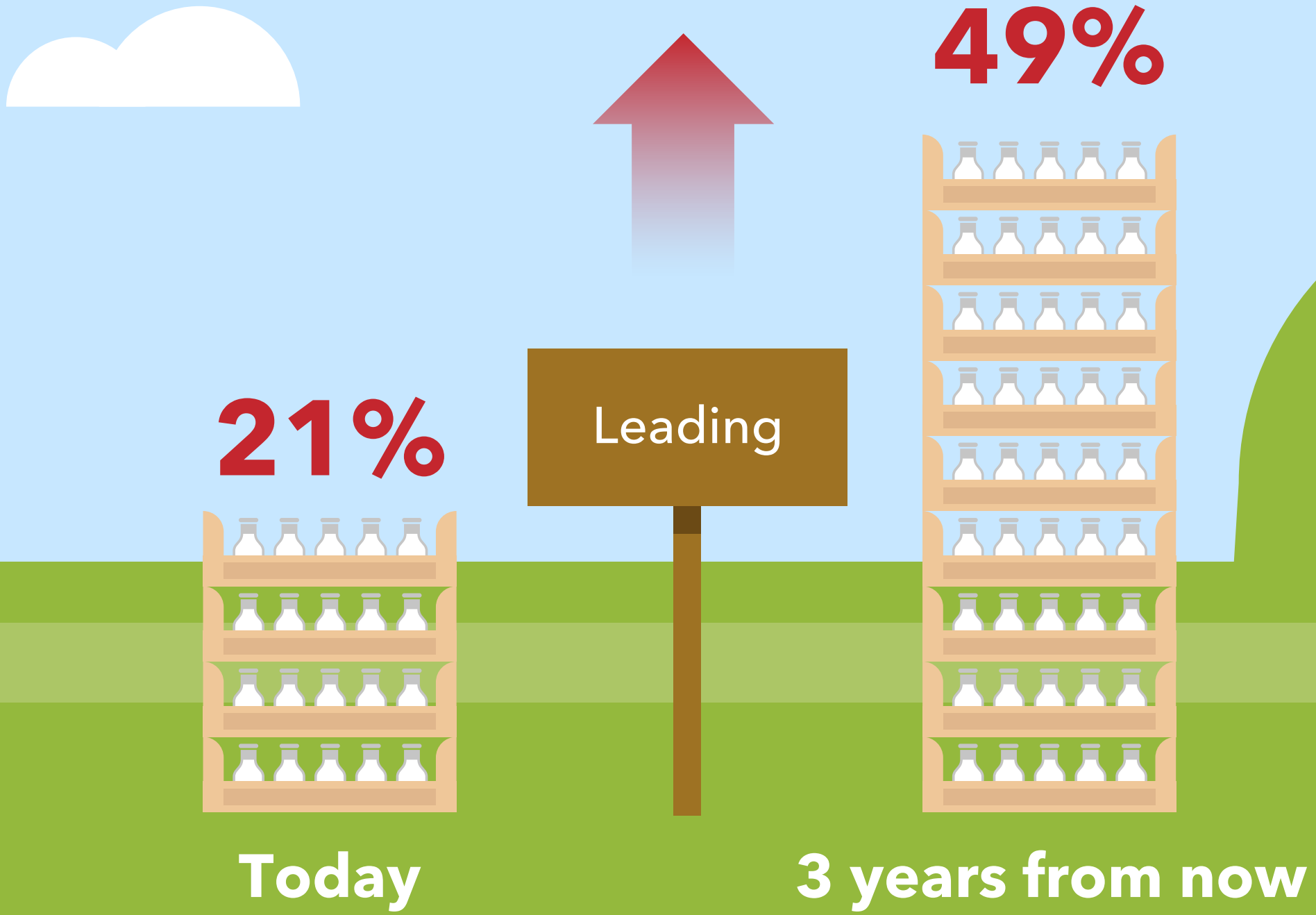
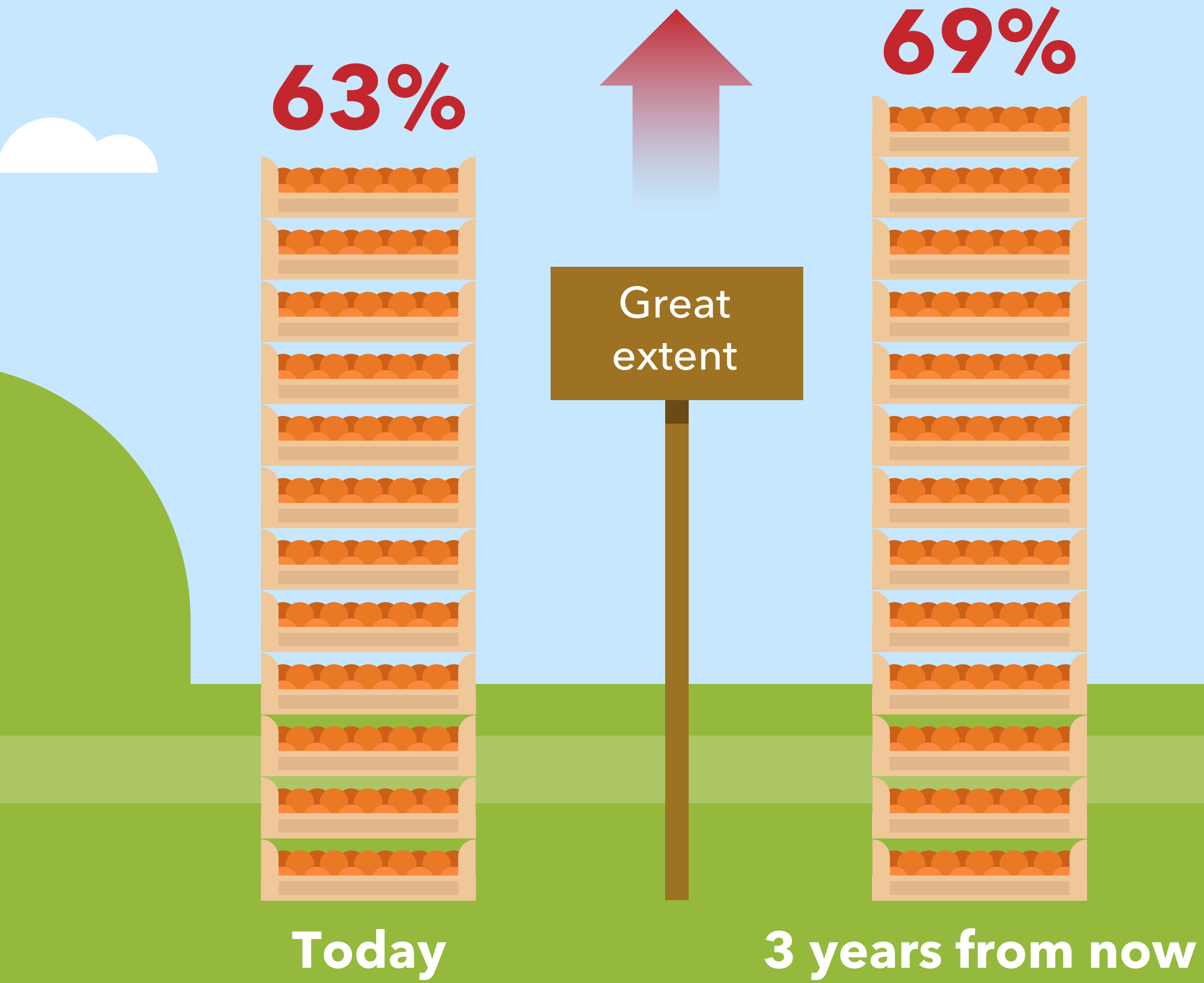


Food safety is relevant for business strategies

but need for focus remains high

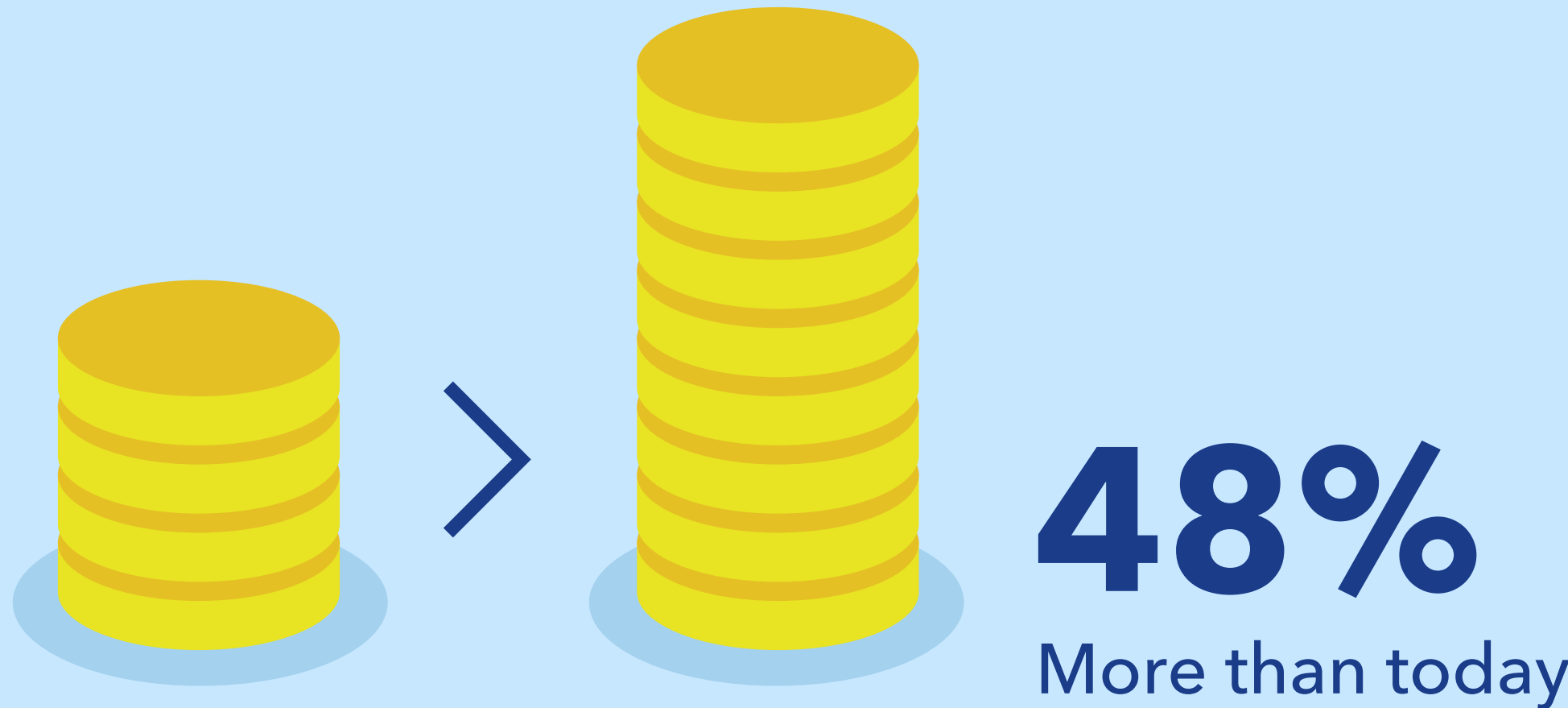
A few companies see themselves as leading in food safety

and more aspire to become leading in 3 years



Willingness to invest in food safety

Companies will continue to invest in the next 3 years



Drivers for food safety system certification

Ticket-to-trade and improvement of food safety programs are key

79%



Requirements from existing customers

54%



Improve food safety program

46%

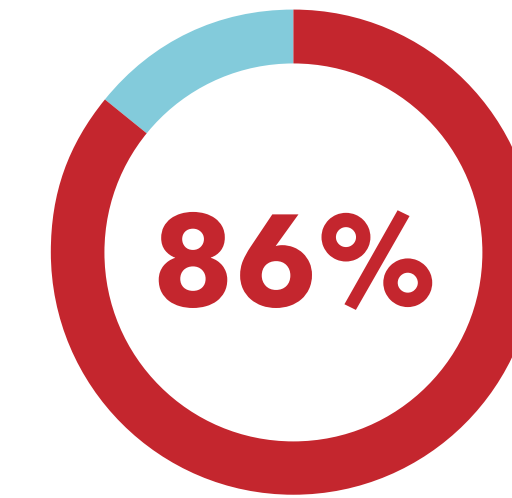
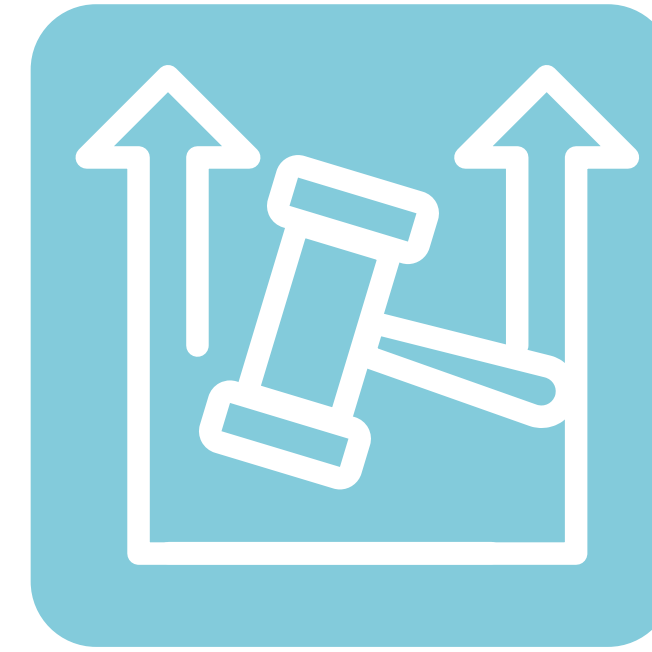
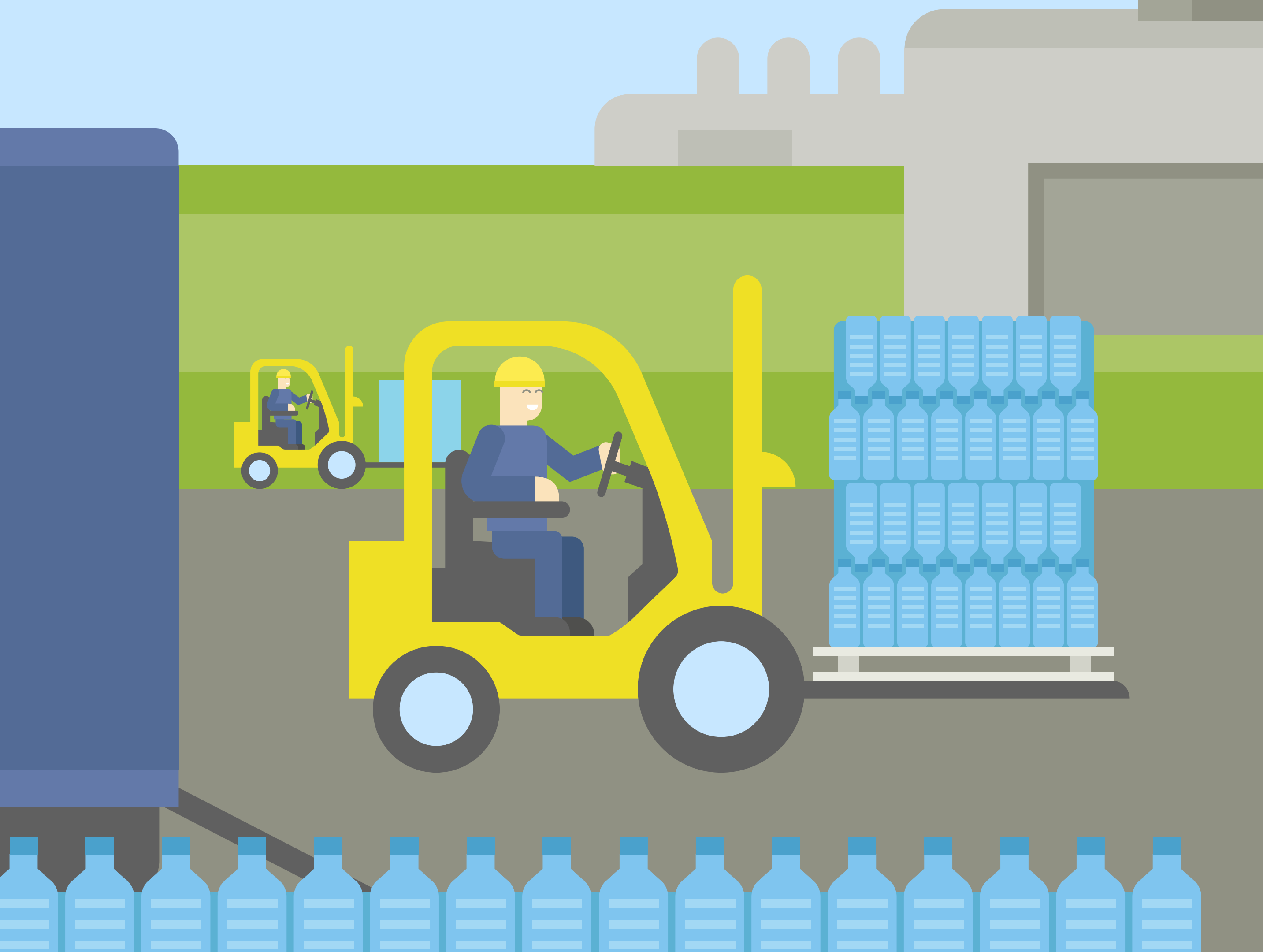


Requirements from new customers

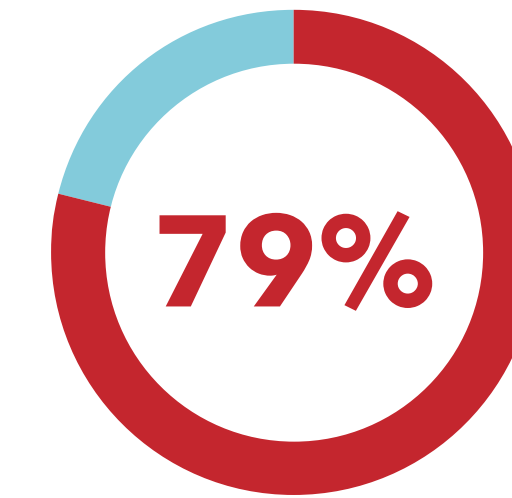


Benefits from certification

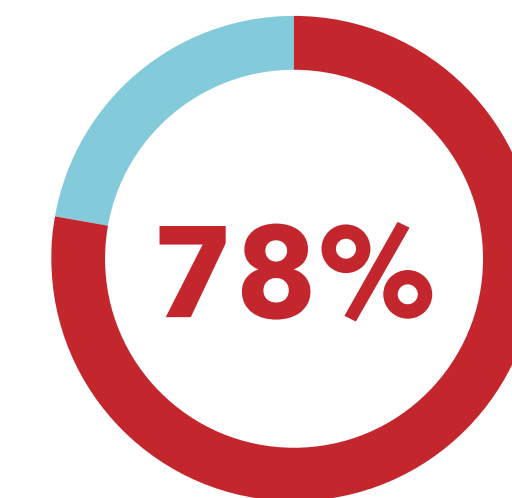
Better prepared employees can help mitigate rising food safety culture risk



Improved ability to comply with legal requirements



Improved product quality/safer food



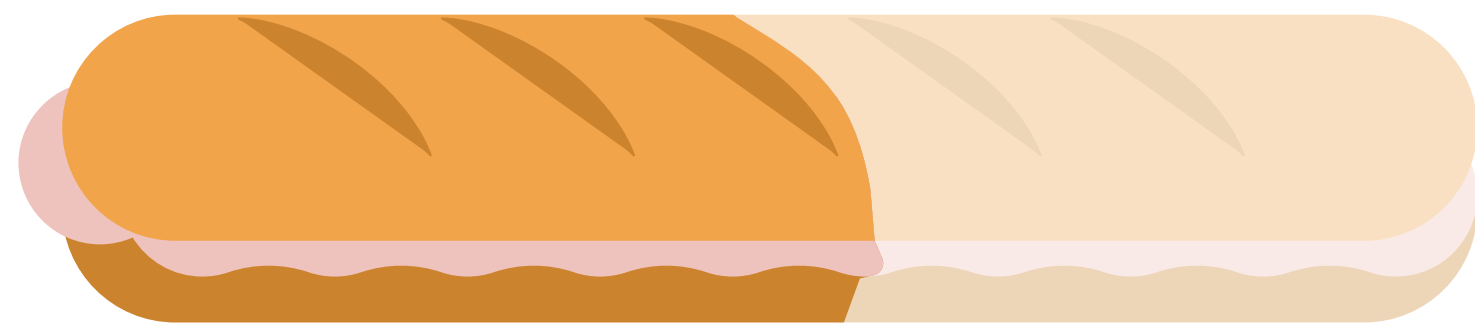
Better employee awareness and engagement

Certification adds value to companies and stakeholders

Leaders in food safety achieve more benefits than others

51%
Very much

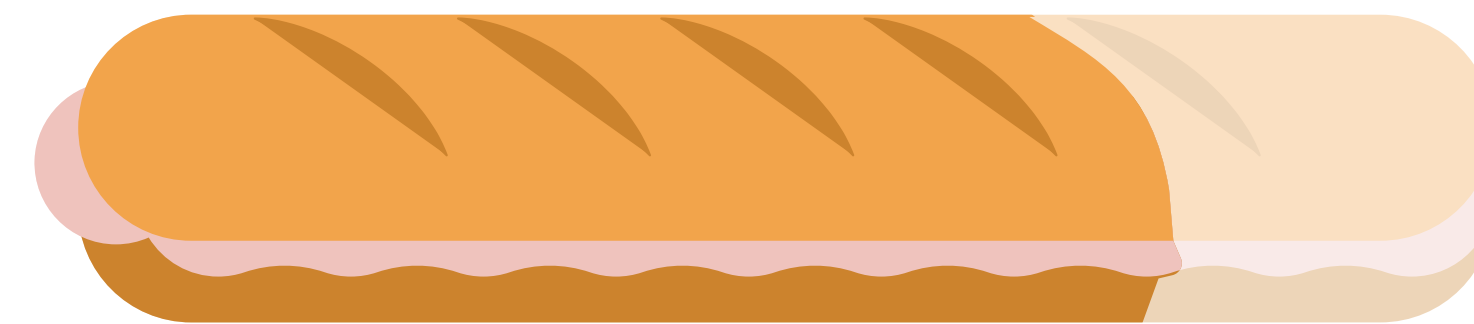
88%
to some extent



72%
Very much

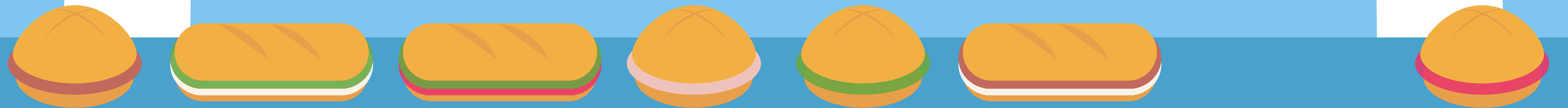
LEADERS

94%
to some extent



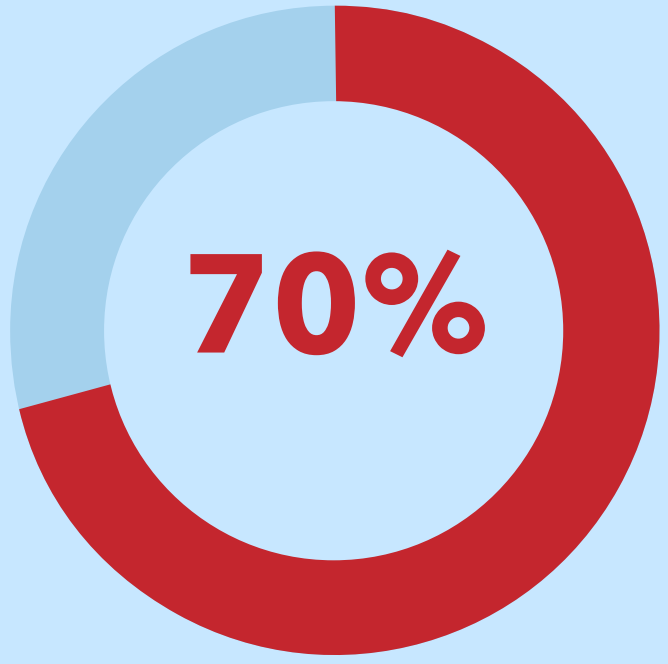
Three horizontal blue lines of varying lengths, representing text or data points.

Three horizontal blue lines of varying lengths, representing text or data points.

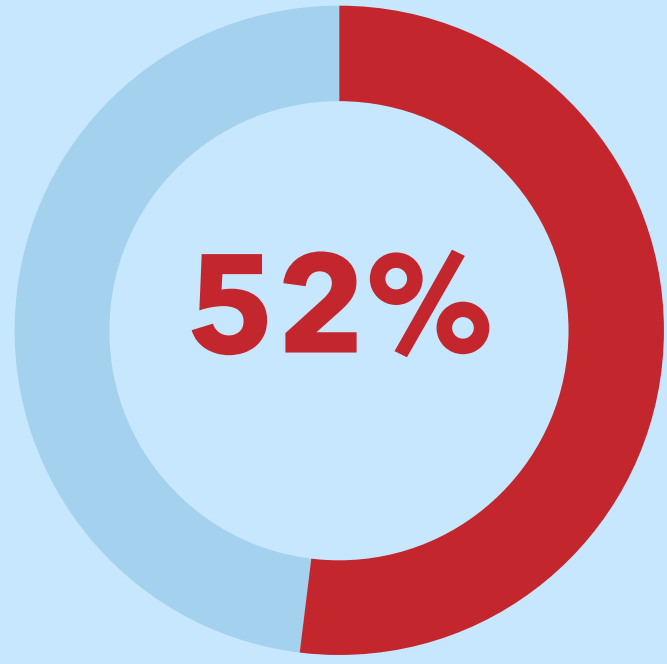


Certification cascades across the supply chain

3 out of 4 requires suppliers to be certified



Most or all of them



Very much



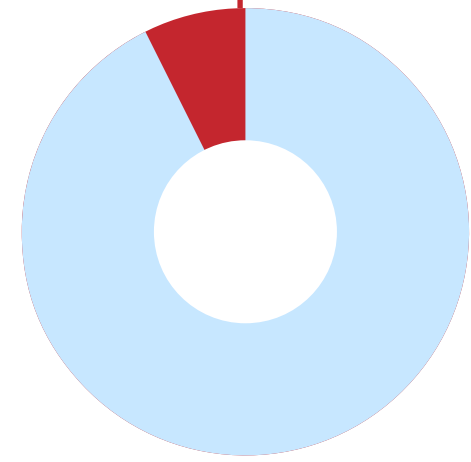
Digital technologies still need to be explored

and this is expected to grow in the coming 3 years

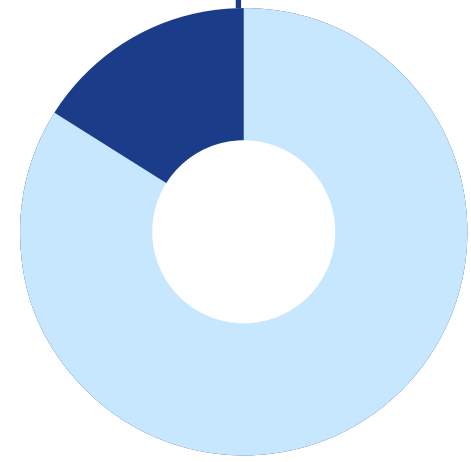
Today

Great extent

9%

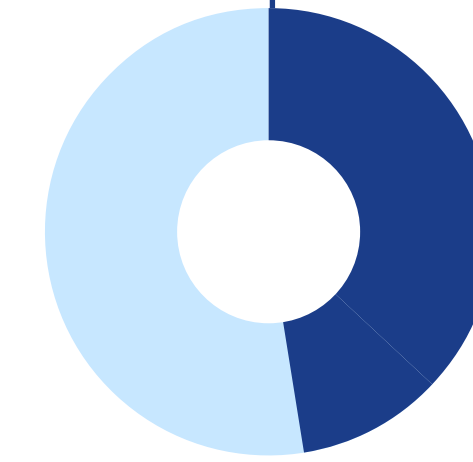


17%



LEADERS

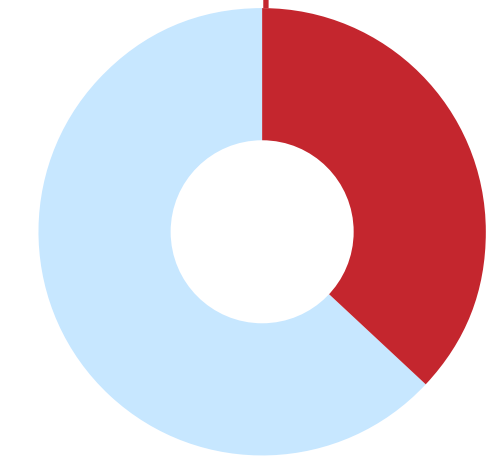
48%



3 years' time

Great extent

37%

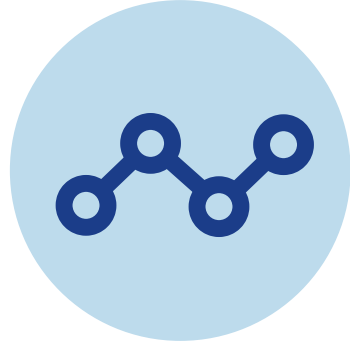
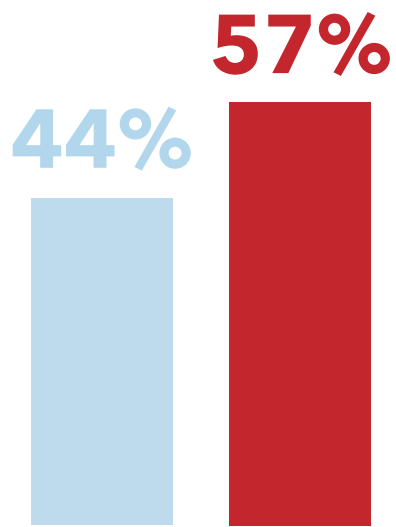


Digitalization will offer new opportunities

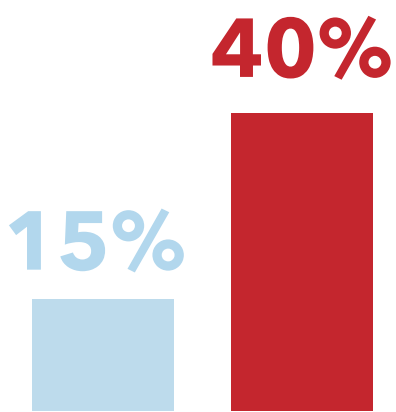
New technologies will have different implementation paces



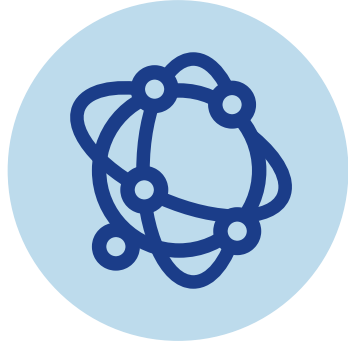
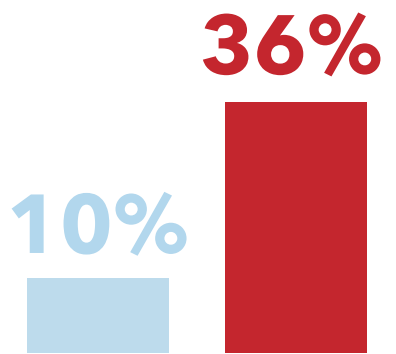
Sensors & beacons



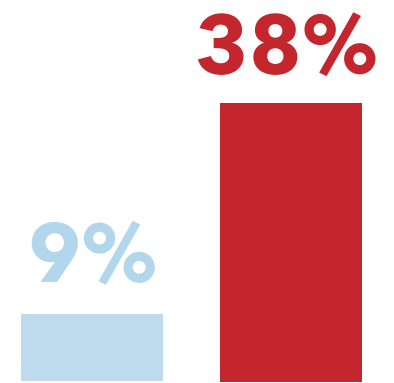
Blockchain



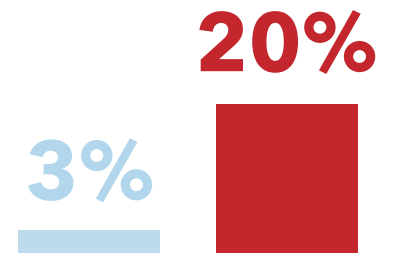
Smart tags and labels



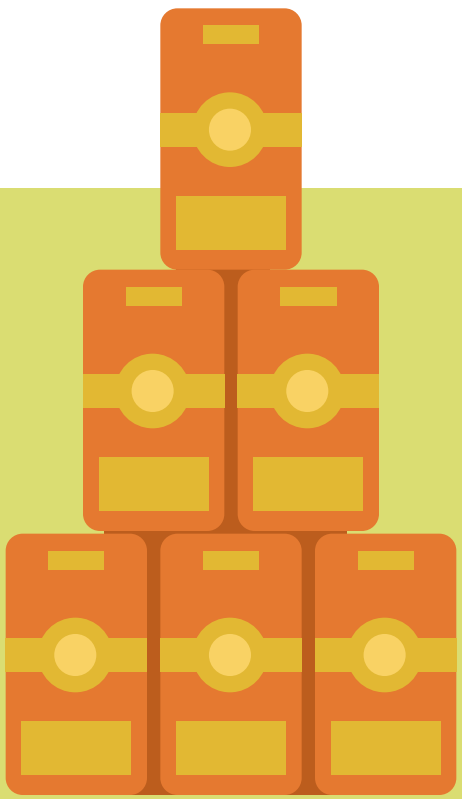
Big data analytics



Artificial intelligence and machine learning



Today
in 3 Years



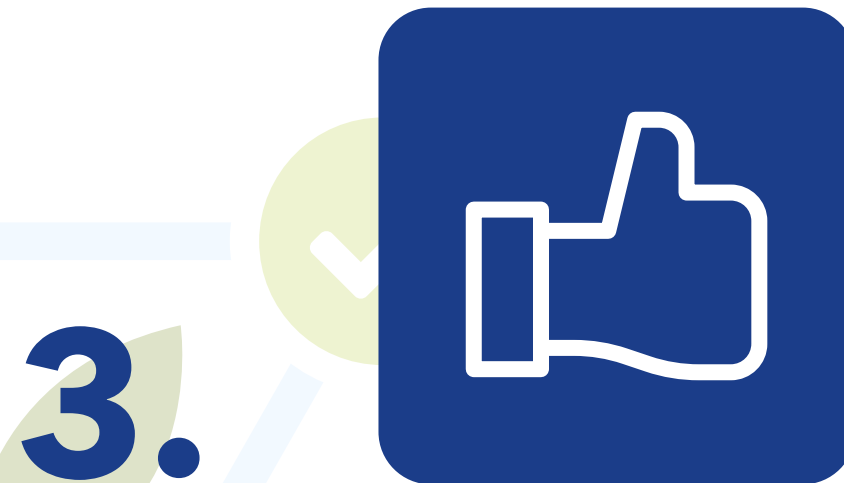
LEADERS' features



1.
Have food safety central in their strategies



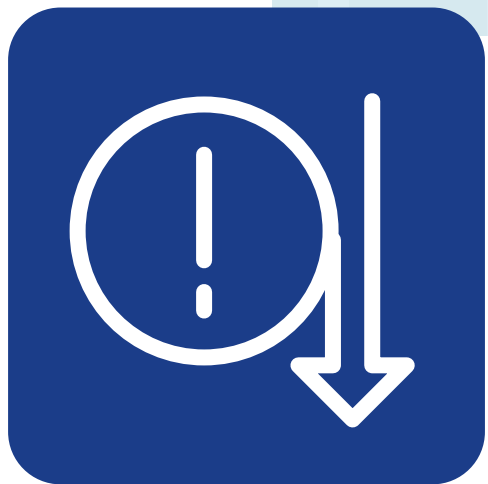
2.
Put consumer health at the top of everything



3.
See food safety as key to their reputation



4.
Are advanced in food safety culture



5.
Mitigate risks also with robust supply chain management



6.
Will continue to invest in food safety



7.
Capture significant value from certification



8.
Are more demanding on supplier certification