



GLOBAL FOOD SAFETY CONFERENCE 2014

GFSI Efficacy Study Results

Frank Yiannas, Vice President Food Safety, Walmart

Catherine Francois, Global Director, Diversey Consulting,
Sealed Air



Ef · fi · ca · cy

The ability to produce a desired or intended result.



The results from this study will be submitted for publication in a peer reviewed scientific publication.

Central Question

Has GFSI improved food safety or resulted in safer food?

The results from this study will be submitted for publication in a peer reviewed scientific publication.

Public Discourse

Food Sickens Millions as Company-Paid Checks Find It Safe

By Stephanie Armour, John Lippert & Michael... Oct 10, 2012 11:00 PM CT
Bloomberg Markets Magazine

Questions Raised About The Quality Of Third-Party Food Safety Audits

**DANGER
ON YOUR
DINNER
PLATE**



Toxic Food, Can the FDA Keep U.S. Consumers Safe



The results from this study will be submitted for publication in a peer reviewed scientific publication.

more people with opinions about food safety than true
Anonymity of Prevention
food safety experts

Leafy
Greens

GFSI

Peanut Butter

Rocky Ford
Cantaloupes

Horse Meat
Scandal

The results from this study will be submitted for publication in a peer reviewed scientific publication.

from Opinions to Proven Results

- › some companies have managed to measure their success

BUT

- › No collective and harmonised approach to data collection and trend analysis to concretely demonstrate GFSI Efficacy



Definitive Landmark Study

The results from this study will be submitted for publication in a peer reviewed scientific publication.

your opinion?

Of the following factors, which one has GFSI helped to improve the most?

1. Food Safety Management
2. Regulatory Compliance
3. Food Safety Culture
4. Reduction of Number of Audits
5. Supply Chain Compliance

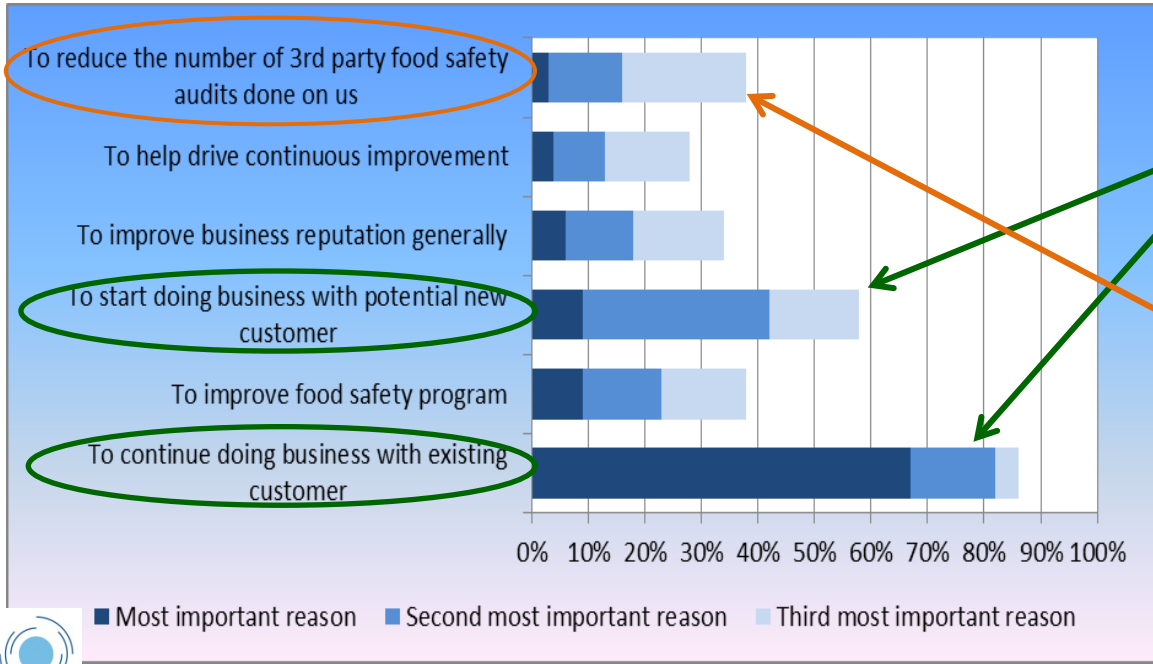
You have 5 minutes to vote!

The results from this study will be submitted for publication in a peer reviewed scientific publication.

GFSI Efficacy Study A Preview

The results from this study will be submitted for publication in a peer reviewed scientific publication.

Reasons for becoming certified



Primary Factor
> Customer requirement

Secondary Factor
> Reducing the number of Food Safety Audits



The results from this study will be submitted for publication in a peer reviewed scientific publication.





GLOBAL FOOD SAFETY CONFERENCE 2014

GFSI Efficacy Study Insights



① Food Safety & Quality

- › Our **food safety management system is more effective** now than it was before GFSI
- › Certification against a GFSI recognised scheme has **enhanced our ability to produce safe food**
- › We have seen a **reduction in corrective actions** required following food safety audits, as a result of adopting GFSI
- › Certification has **improved the quality** of food we produce

% Agree

% Disagree

72%

11%

61%

14%

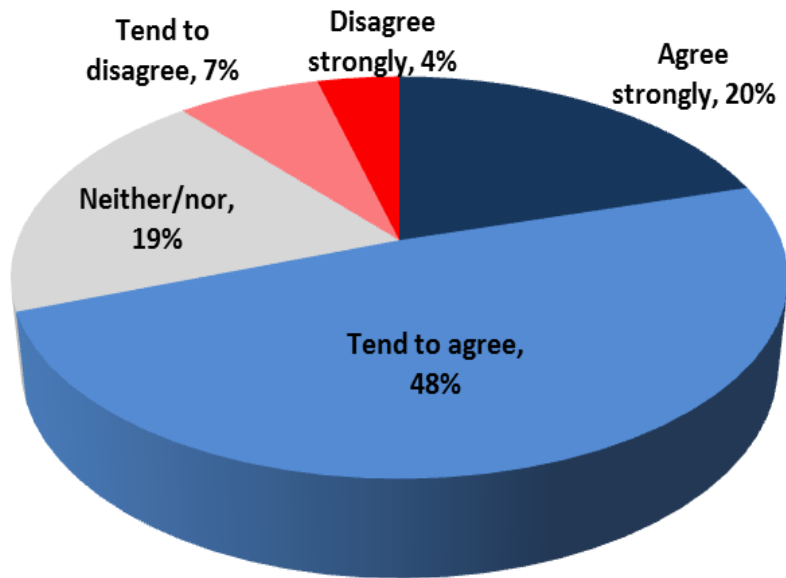
47%

20%

43%

19%

② Regulatory Compliance



68% > certification **helped prepare for current or future regulatory change**
75% US | 60% Europe

66% > **regulatory compliance has improved** as a result

③ Culture Change

90%

Employees are **more knowledgeable** about food safety

89%

Staff **focus on food safety** has improved

86%

Food safety is **better communicated**

64%

Staff are better aware of **business KPIs** around food safety

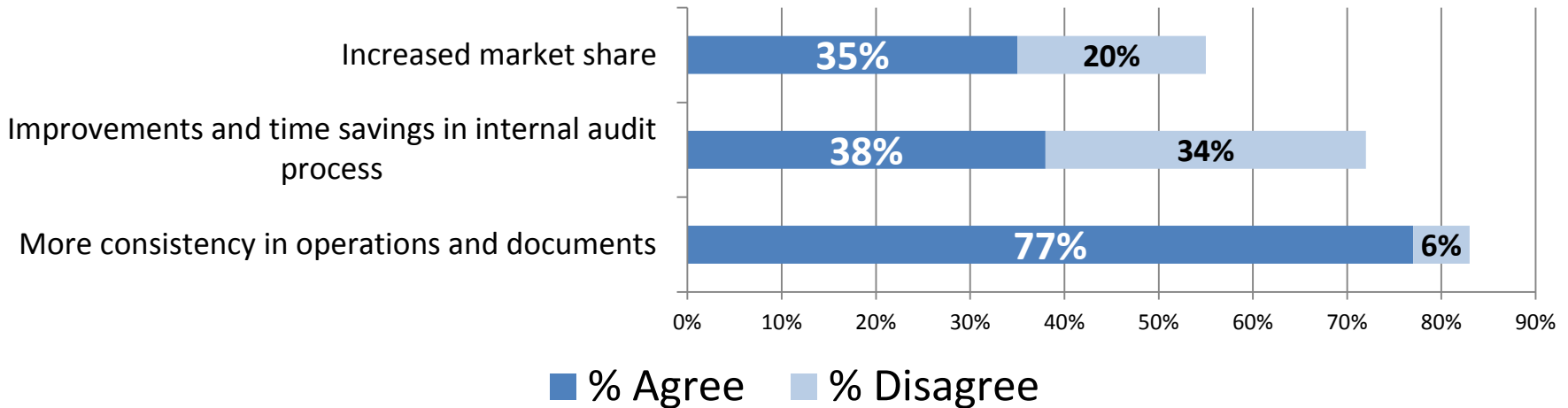
61%

Greater **senior management commitment** as food safety figures on their agenda

Sealed Air
Re-imagine™

④ Efficiencies & Benefits

Some efficiencies and benefits have been realised:



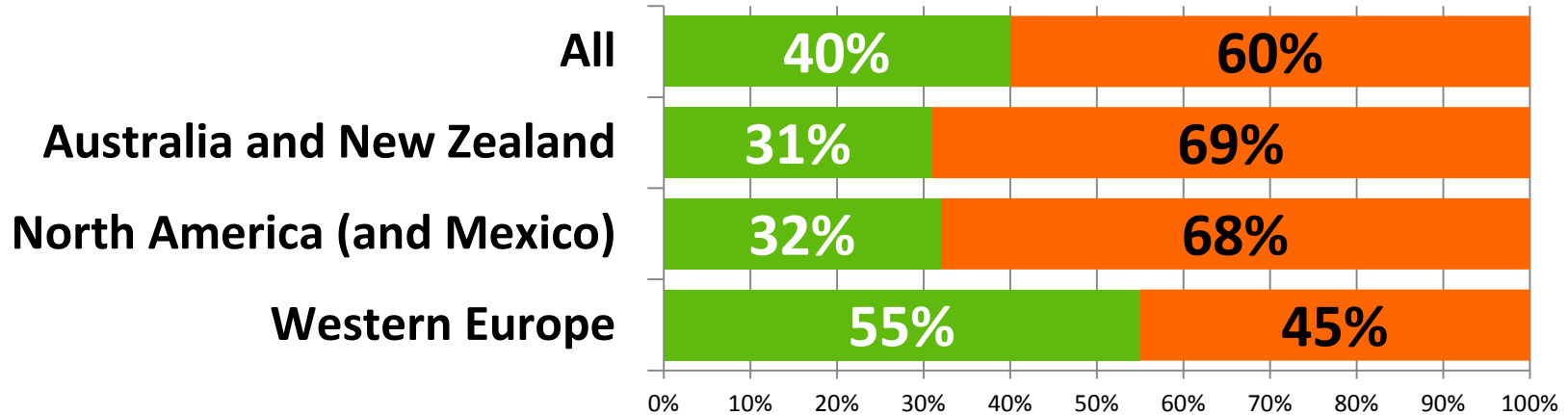
5 Third Party Audits

GFSI has not led to fewer third party food safety audits

- Almost equal numbers say they have **FEWER** food safety audits as say they have **MORE**.
- On average suppliers have **one more audit per year** than before GFSI

⑥ Certification down the Supply Chain

Almost **half** of manufacturers now require their suppliers to be certified



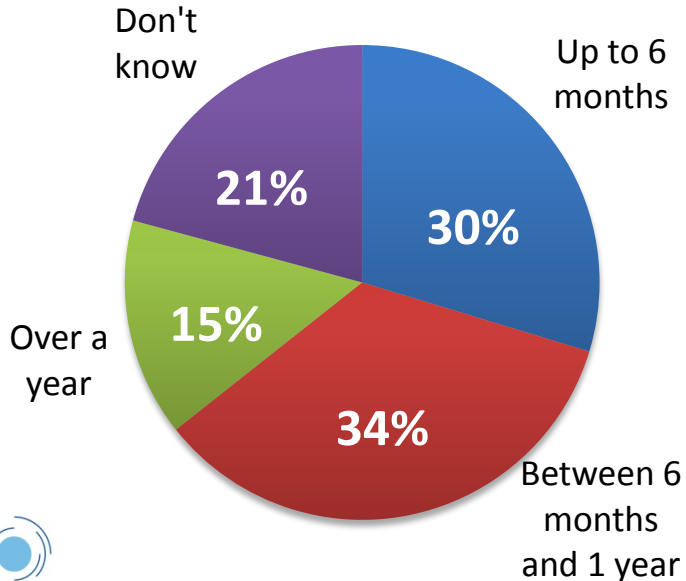
■ Require suppliers to become certified

■ Do NOT require suppliers to become certified

The results from this study will be submitted for publication in a peer reviewed scientific publication.

7 Time for Certification

Length of time to become certified:

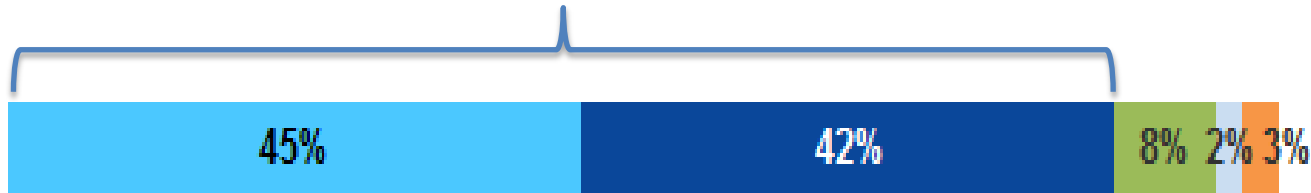


For **64%** >> process of becoming certified took **a year or less**

Longer on average in **North America** than other regions

Final Outcome

87 % say that it has been very or fairly beneficial for their business



72% say they would probably or definitely do it again

In Summary...

- › Strongly pushed by **customers**
- › Widely believed to be **beneficial**
- › Strong benefits in **more effective** food safety mgt
- › Better **regulatory compliance**
- › Change in **company culture** towards food safety
 - › **But cost savings have not been realised**
 - › The number of food safety audits has **not declined**
- › However nearly three quarter would do it again
- › **One in four** are asking their own suppliers to achieve certification

The results from this study will be submitted for publication in a peer reviewed scientific publication.



Thank You!



UNIVERSITY OF
ARKANSAS



The results from this study will be submitted for publication in a peer reviewed scientific publication.

Your Opinion

Audience Results

Thank You



Ilham Kadri, President Diversey Care, Sealed Air
Catherine Francois, Global Director, Diversey Consulting, Sealed Air