

Trust in Food: product integrity and transparency.

June 24, 2016



FOOD GROUP
Bert Urlings

Vion Food: Farmers owned



TOP 30
Food companies
In turnover

25 Production locations
The Netherlands - Germany



11,021 employees

Net
turnover
2015
EUR 4,6
Billion

3 Business Divisions

Pork



Beef



Food Service



303,000 pigs processed
Per week

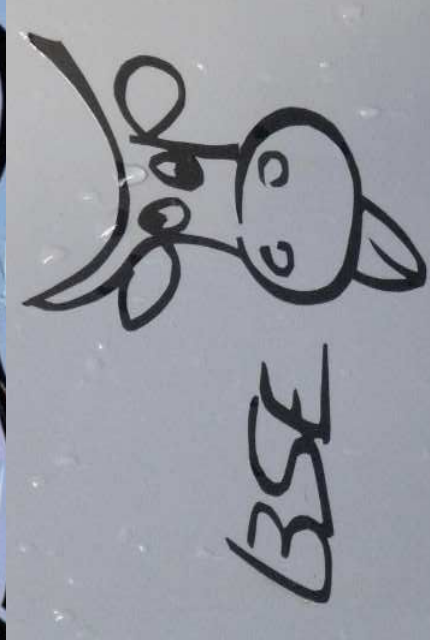
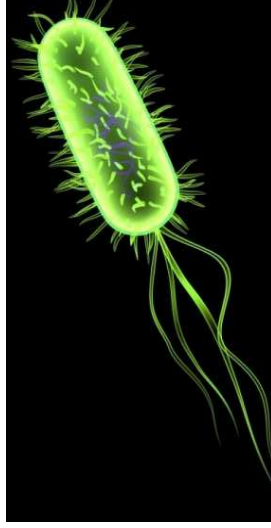
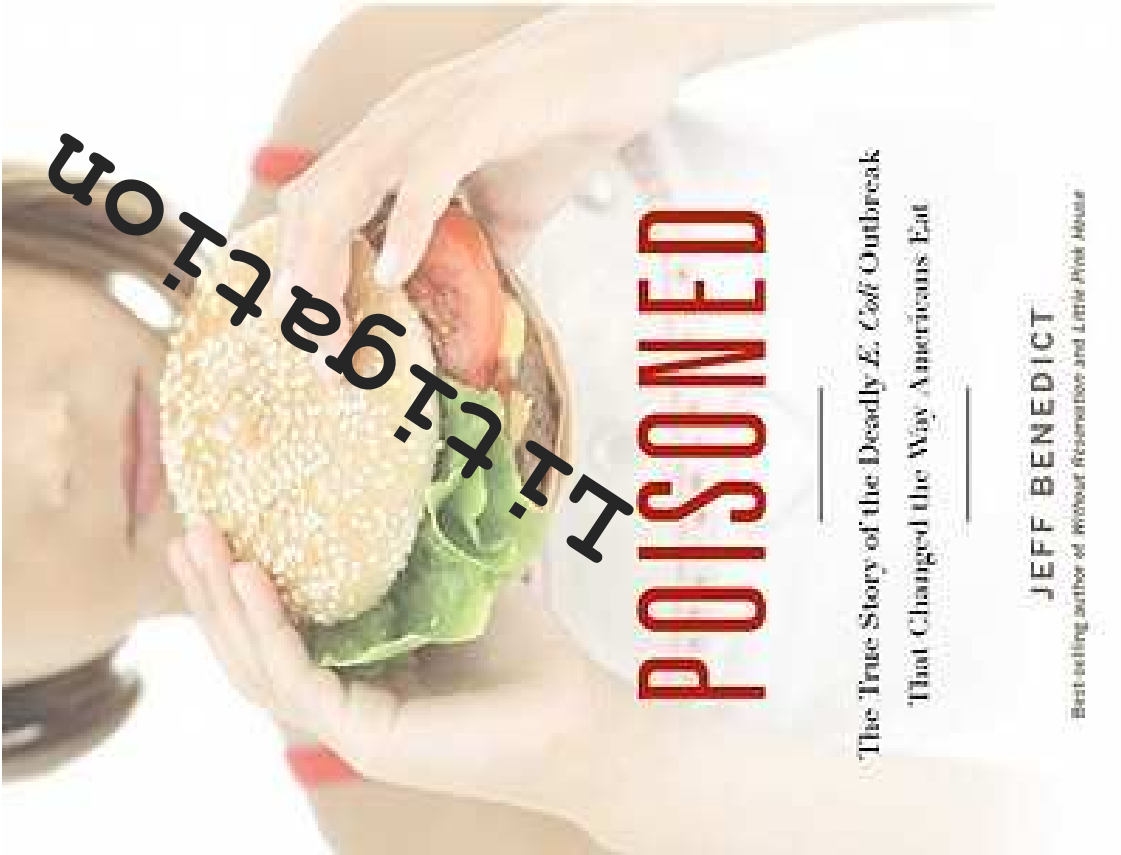


17,400 cattle processed
Per week

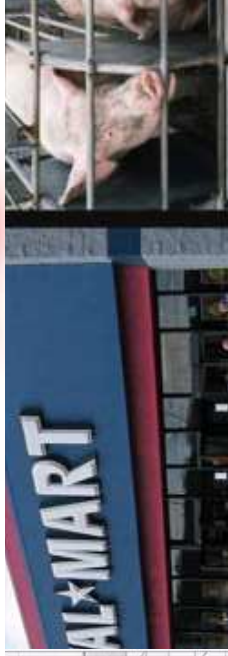


100.000.000 consumers
every day





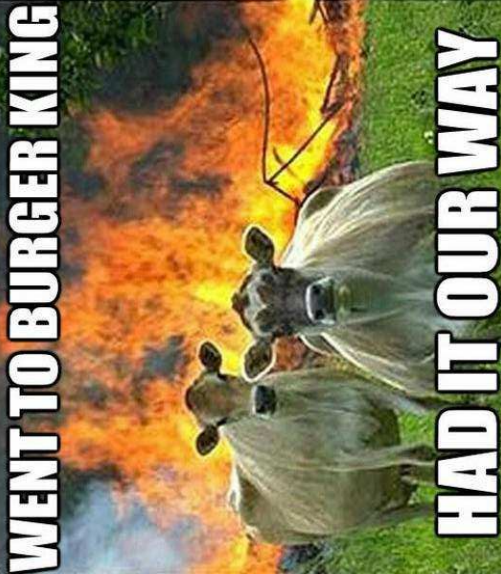
STOP ANIMAL ABUSE



Every **KNOCKDOWN PRICE** is at the cost of animals.



PISS & RUN
HELP DE PLOFKIP
GA ZEIKEN BIJ MCDONALD'S



WENT TO BURGER KING

HAD IT OUR WAY

Fühl dich wie ein Schwein.

Stoppen Sie mit uns die Ferkelstrastion ohne Bestäubung!
Tiere leiden wie wir.



What are the issues?

Public health e.g.:

- Influenza
- Q-fever
- Antibiotic resistance

Food safety e.g.:

- Salmonella / Listeria / ESTEC
- Toxoplasma gondii
- Antibiotic resistance ESBL
- Dioxin / Aflatoxin

Animal welfare e.g.:

- Castration
- Transport

Environment / Labour ethics / Sustainability

Contemporary theme's

Integrity of food: "What you see is what you get."

- Process
- Product
- Label

Transparency Vion:

- All audits full on internet
- All meat inspection data on internet

What are the developments in the market?

Brand owners: **Reduce risks**

- Reduce the number of suppliers (dramatically)
- Demand recognised certificates
- Critical on Certification Bodies
- Unannounced audits / checks
- Development of second party standards **Food Integrity**
- Marketing efforts focussed on trust in supply chain



Some retailers take the same measures

Others await GFSI

Challenges

Regain trust:

- **NGO-s**
- **Food Scandals / Fraud**
- **Consumer and Market wants more control**



What are the key elements to address:

- **Animal welfare**
- **Environment**
- **Food Safety**
- **Open Standard that includes also control of Chain of Custody**
- **Part of the society: "Farming in concert with your neighbours"**

Create trust & add value

Show that your Integrity is in control:

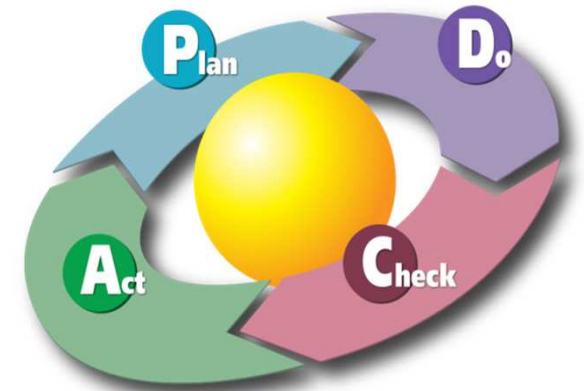
- **Chain of Custody programme:**
 - Developed with Retail (CBL)
 - Certification bodies
 - For Animal Welfare friendly Pork programme of Dutch Retail

System needs:

- **Standard for Product and Process Integrity**
- **Third party audits**
- **Unannounced audits**
- **Transparency:**
 - Registered companies in the supply chain
 - Standard Integrity

Result:

- **Trustworthy pork at retail, favoured by the Animal welfare NGOs**
- **From 20% (2011) >>> more than 90% (end 2016)**



Private Quality Standards

Relevant instrument to control several issues

Part of continuous improvement programmes

Create Trust Industry, Retail, OoH and Society

- Detect and remove Criminals....
- Unannounced audits / inspections
- Integrity programmes to control the value of the label and protect the participants in the supply chain



Transparency

Trust: open and transparent:

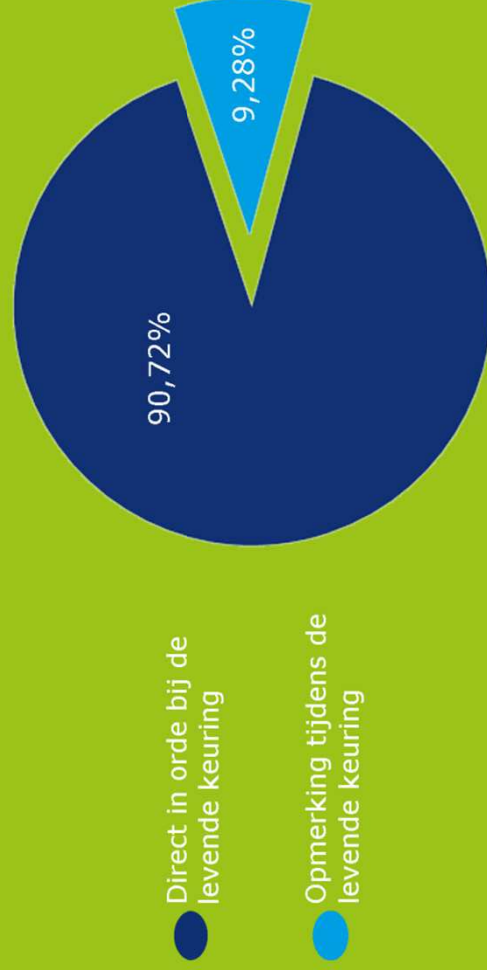
- **Walk your talk / talk your walk**
- **One message to all:**
 - Customers
 - Authorities
 - Own workforce
 - NGO's
 - Public
- **Publish all relevant data:**
 - Government data
 - Third party audits
 - Projects: public health / animal welfare / integrity / sustainability etc

October 2014 decision taken to go public with these data (non censored)

Vierde kwartaal 2014 Vion - Levende keuring



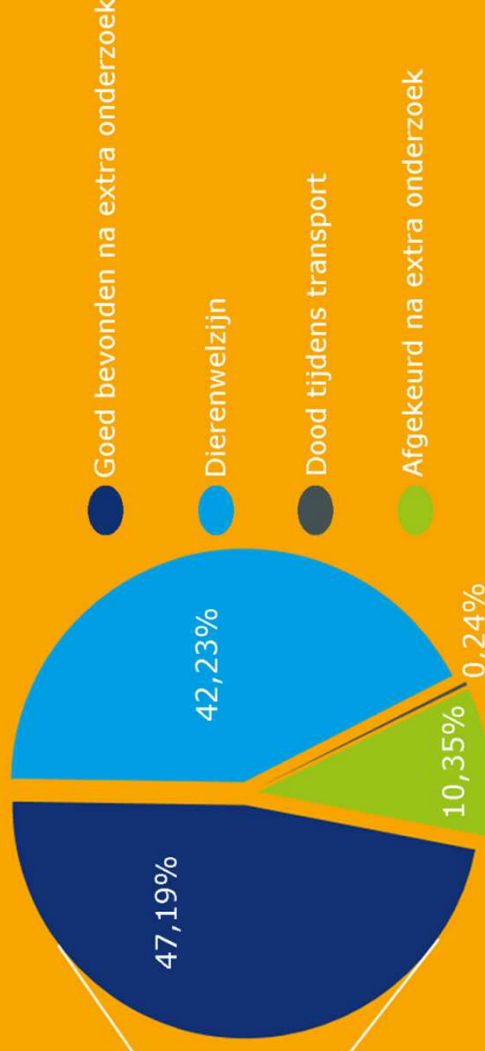
Vierde kwartaal 2014 Vion - Levende keuring



Opmerkingen levende keuring



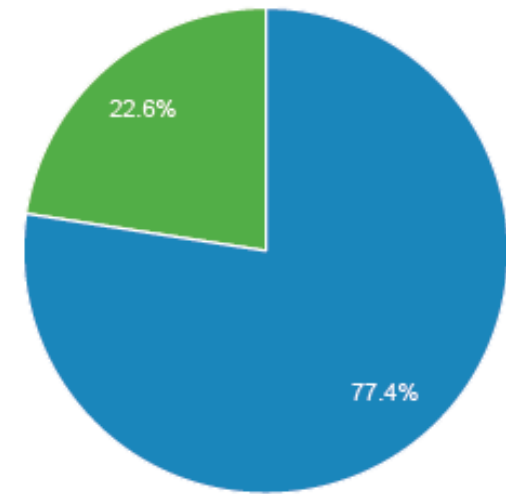
Categorieën levende keuring



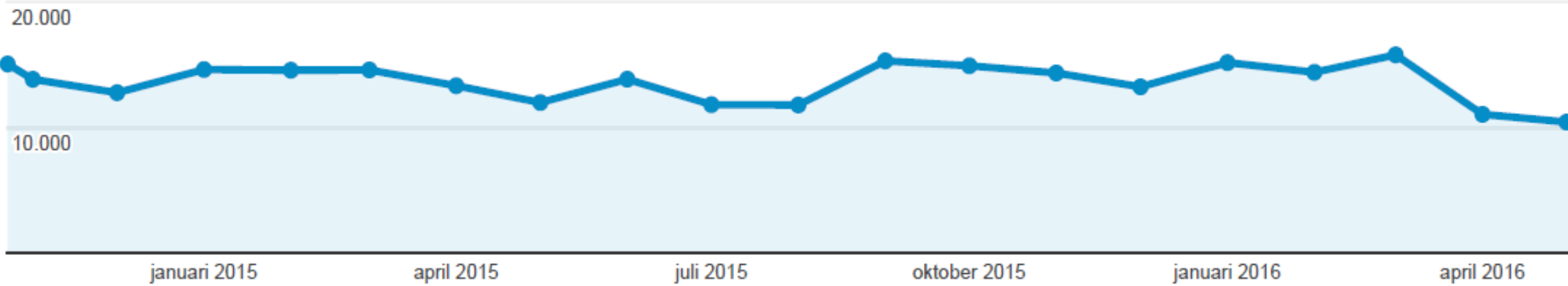
35.833
runderen per kwartaal

Internet hits

■ New Visitor ■ Returning Visitor



● Paginaweergaven



Conclusions

Response on openness:

- Government positive, but curious awaiting
- Customers, Retail, OoH all very positive
- Own employees: mixed
- Some NGO's positive



Media coverage:

- Just the simple fact of transparency
- A few used some data

Chain of custody / Integrity standard:

- Used in all fresh pork production for NL retail
- Farmers receive more money for their pigs
- Two retailers use CoC standard also for other products in supply chain
- IFS is moving this CoC standard into a professional accredited standard for all
- Trust is back again

Take home message

How to regain trust:

- Industry is implementing a strong Chain of Custody / Integrity standard
- Radical transparency

