

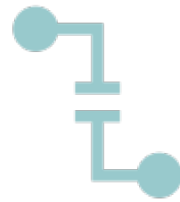


A Culture of Food Safety

Today



Impact of a mature food safety and quality culture on business performance



From checking food safety boxes to change



What you can do tomorrow to improve your culture of food safety?



Cultivate

- Build Understanding
 - Leadership workshops
 - Position Papers, Standards
- Measure and Nudge
 - Assessments
 - Pulse
- Change and Sustain
 - Tools
 - Reviews

Clients and Partners





Want to learn more about anchoring? Visit www.cultivatefoodsafety.com





Impact of a mature food safety and quality culture on business performance

Definition

'A company's food safety culture is the shared values, norms, and beliefs that affect mindsets and behaviours toward food safety in, across, and throughout the company'

(GFSI, 2017)



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Standard Requirements



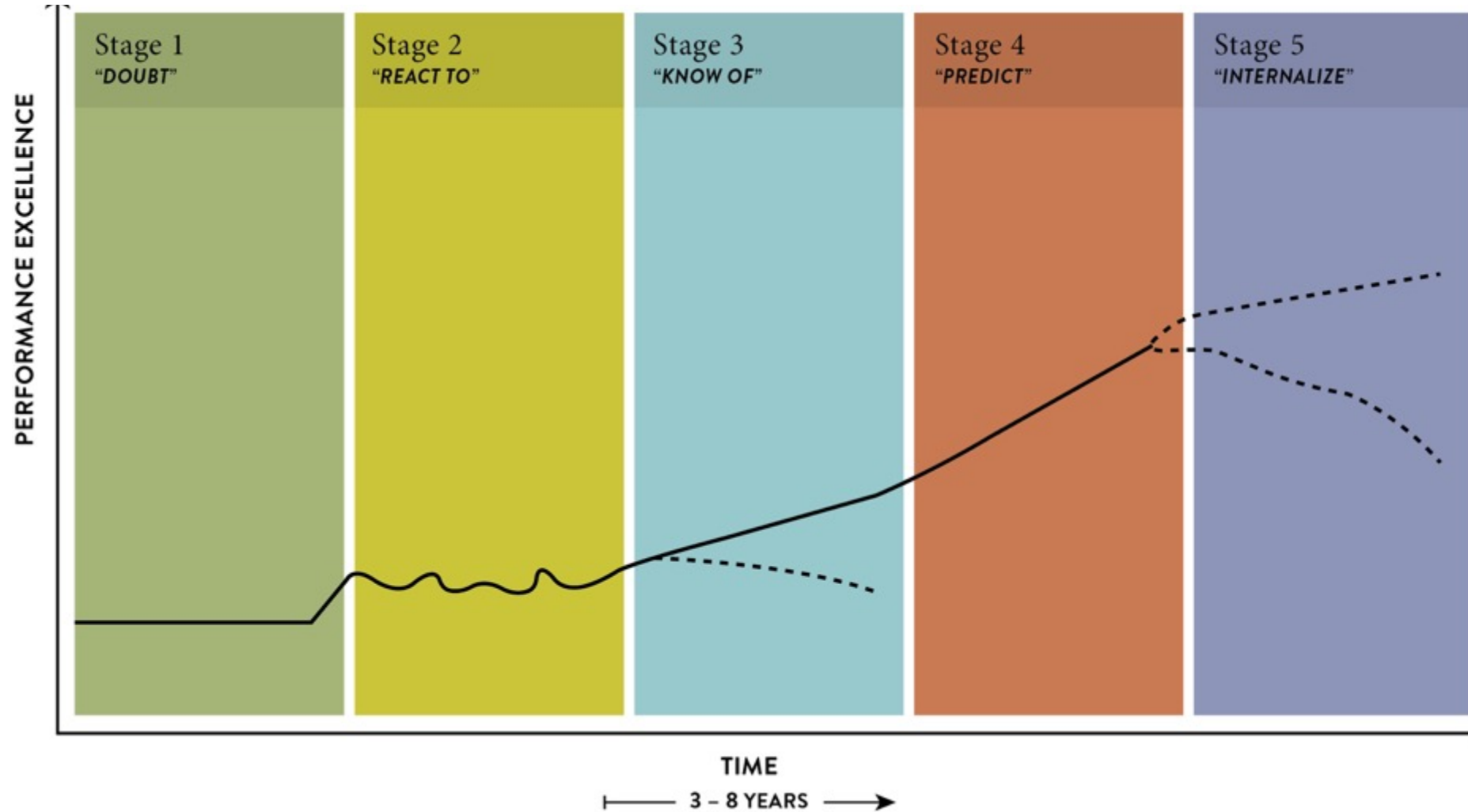
CLAUSE NUMBER	CLAUSE NAME	REQUIREMENTS
FSM 2	Management commitment and food safety culture	Evidence of the senior management's commitment to establish, implement, maintain and continuously improve the Food Safety Management System shall be provided. This shall include elements of food safety culture, at a minimum consisting of: communication, training, feedback from employees and performance measurement on food safety related activities.



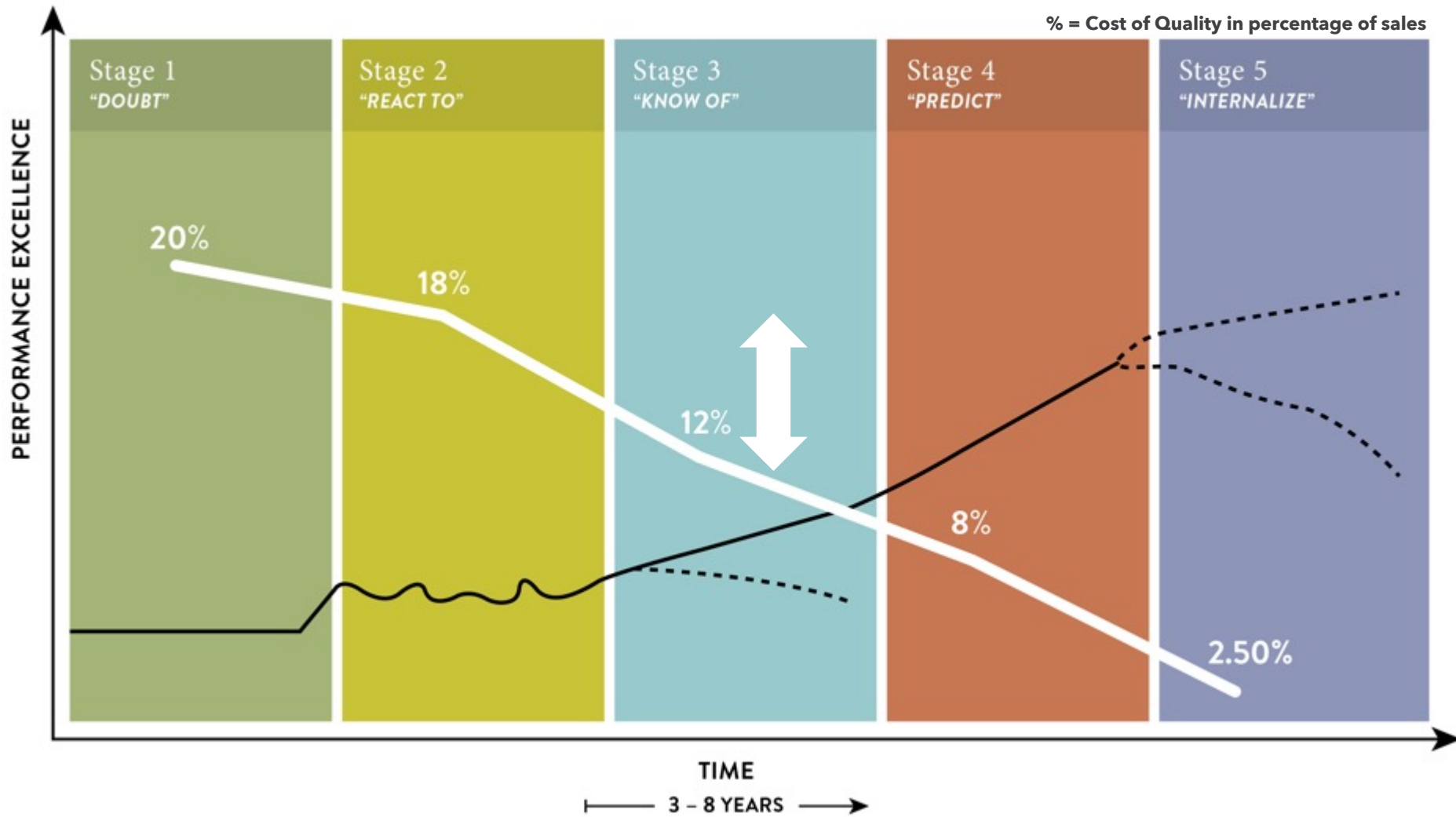


54%
LESS
MISTAKES
IN A STRONG CULTURE*

Culture Maturity



Maturity and Cost of Quality



PULSE - Activate the Voice of your Frontline



From checking food safety boxes to change



Drive successful change

- Build a guiding coalition
- Make the change a priority for your company
- Ensure relevance and ownership
- Make the change visible

Dimensions





**What you can do tomorrow to
improve your culture of food safety?**

Tomorrow?



Set baseline and measure progress.
Two actions per year.



Identify anchors in the food safety and quality department.



Functional and frontline responsibility.



Incorporate changes into your Food Safety Management System.



Thank you

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