

# CORPORATE HARMONISATION SITE IDENTITY VS GLOBAL POSITION

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# **Key figures 2016**

- Belgium's N°1 dairy company
- Annual turnover: approximately € 991 million
- Annual milk collection: approximately 1.45 billion litres (>35% of the total Belgian milk production)
- Cooperative owner structure: approx. 2,900 dairy farmers
- Approximately 2,000 employees
- 8 production sites
- Specialised in: cheese, powder, butter and cream, milk and milk drinks, functional drinks, ice cream



# **Our products**



### **Drinks**

- UHT / aseptic milk drinks
- Clinical drinks (PL)
- GUM's (PL)
- Full range of packaging types in tetrapak and plastic bottles



### Powder

- Full cream and skimmed milk powder
- Instant full cream and fat filled milk powder (bulk & consumer packs)



### Butter

25 kg, 250 gr



Bulk



### Industrial cheeses (Fresh / frozen)

- Mozzarella (blocks / shredded)
- "Italian & Greek style" hard cheese
- Cheddar



### Branded consumer cheeses

- Belgian style gouda
- Typical Belgian semi-hard abbey cheeses



### Ice cream

N° 3 Private label producer in Europe



# **Production sites**

- Industrial products and export
- Ice cream
- Drinks
- Cheese service & distribution
- Consumer cheese
- Cream and consumer butter

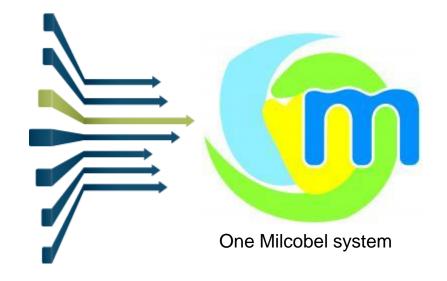
# France



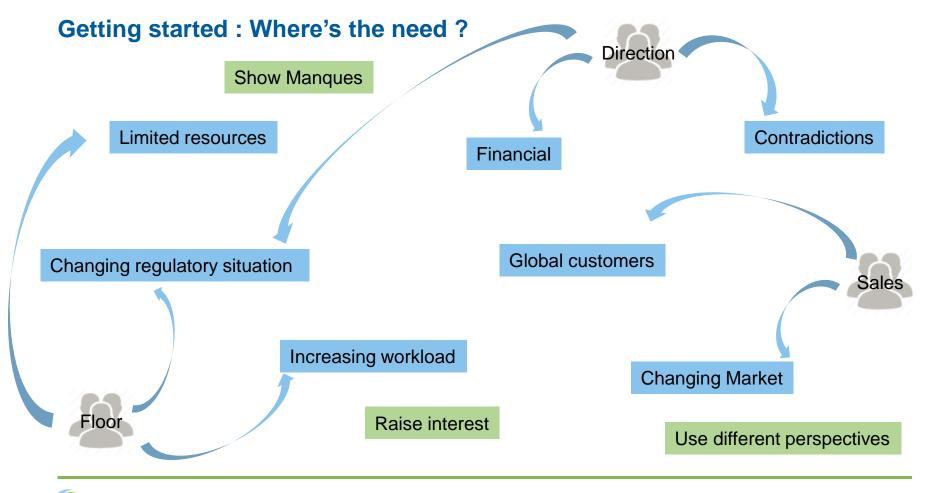


# **Initial situation**

- Individual quality systems
- Different certifications
- No harmonised specs
- No coordination between sites
- Differences in rules, risk analyses
- Different control & sampling plans









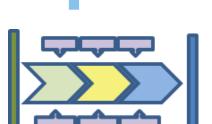
# **Change Management**

- List advantages
  - Benchmark
  - Credibility
  - "Energy & money" savings
- Know your ambassadors
  - Involve
  - Common decisions
  - Communicate
  - Validate
- Know the contra's
  - Loosing independance
  - Change the way that worked
  - Workload

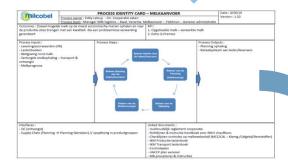
- Adapt your language:
  - Towards Direction
  - Towards the floor
  - Towards Sales
- Support the change:
  - Realistic planning
  - Tools that help
  - Be there!
  - More time for the other obligations
  - Highlight what's coming from each site
  - Show the effects
  - Allow time!!!



# Step by step











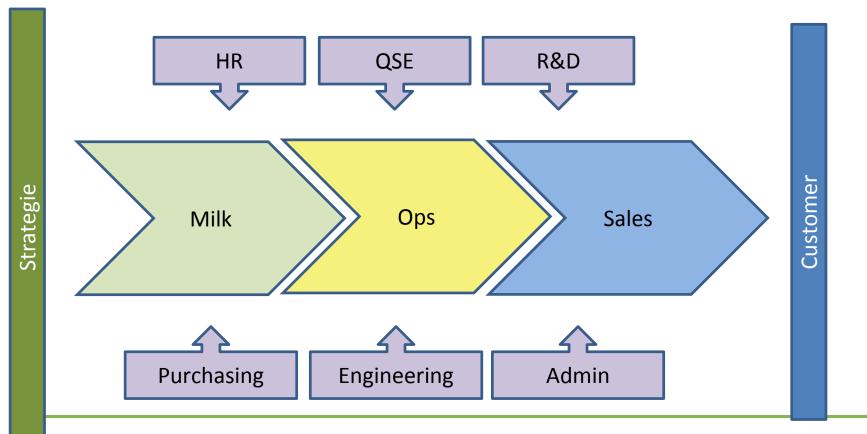




PROCEDURE

POLICIES

# **Getting started**



cobel



### PROCESS IDENTITY CARD - MELKAANVOER

Process owner: Eddy Leloup - Dir. Cooperatie zaken

Process team: Manager Milk logistics – Kwal. Verantw. Melkaanvoer – Fieldman – Aanvoer administratie

Date: 3/06/16 Version: 1.02

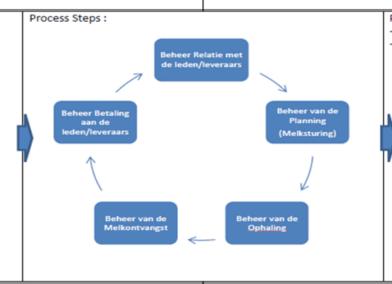
Outcomes : Zoveel mogelijk melk op de meest economische manier ophalen en naar de productie-sites brengen met een kwaliteit die een probleemloze verwerking garandeert

### KPI:

- 1. Opgehaalde melk verwerkte melk
- Extra Q-Premies

### Process Inputs:

- Leveringsvoorwaarden (HR)
- Lastenboeken
- Wetgeving rond melk
- Sectorgids melkophaling transport & ontvangst
- Melkprognose



### Process Outputs:

- Planning ophaling
- Betaalsysteem aan leden/leveraars

### Interfaces:

- QC (ontvangst)
- Supply Chain (Planning → Planning fabrieken) // opsplitsing in productgroepen

### Linked documents:

- Huishoudelijk reglement cooperatie
- Richtlijnen & instructie handboek voor RMO chauffeurs
- Checklijsten controles op melkveebedrijf (MCC/CdL Kiemg./Celgetal/Remstoffen)
- IKM Productie lastenboek
- IKM Transport lastenboek
- Controleplan
- HACCP plan aanvoer
- MB-procedures & instructies



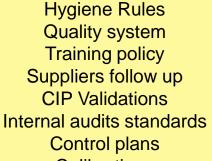
# **Examples: Food Safety**

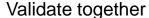
Set up Q-Team





**HACCP Methodology** Hygiene Rules Quality system Training policy Suppliers follow up **CIP Validations** Control plans Calibrations











Assign leaders



**Implement** 



# **Pitfalls**

- Not validated, not implemented :
  - Involve
  - Strong Process Owners
  - Common decisions
- No time :
  - Direction support
  - Argumentation
- Everything at once
  - Set up a plan step by step
  - Show the first results
- Process stands still
  - Answer the needs & problems
  - Audit (involve everyone!)

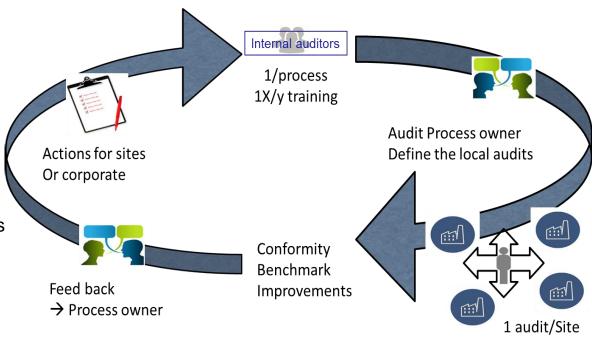
- Too many details to manage.
  - Helicopter view
  - Different layers of system
- 2-Speed system :
  - Highlight advantages
  - Develop support tools
  - Use ambassadors
- Back to old habits:
  - Get rid of old documents
  - Make the gap too big to come back





# Your best friends

- Identify your allies!
  - Procurement
  - R&D
  - OPS (Plant Managers)
  - Engineering
- Be specific
  - Not all with the same expectations
- Be reactive!
  - They have needs... jump!
- Coordination meetings
  - Listen to the feed back
  - Support through internal audit





# Done!

### Processes:

- Milk
- Quality
- Procurement
- Engineering
- R&D
- Environment
- Labs
- HR
- Supply Chain
- Prod
- IT
- Maintenance

## Projects:

- HACCP methodology
- HACCP Trainings
- Hygiene
- Specs
- Group internal auditing
- ABC Cleaning (CIP)
- Harmonization Powder
- R&D Project portfolio
- Document management
- Tenders procurement (15)
- Suppliers approval
- Suppliers evaluation
- Pest Control
- Control plans
- Crisis management

Group Certification
Audit:

From October 2017



# Celebrate & communicate!



Bring results in the spotlight



Address the issues





