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FOOD SAFETY MANAGEMENT In An Intl Scenario applied to Global Food Brands

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Ferrero at a Glance



1946

Ferrero was
Established



Excellence in quality

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Global Brands



Global Industrial Footprint







The Quality Mountain



Basic Rules





Food Integrity



Tamper Evident



**Parallel Import
Expiry Date**



Counterfeit Foods



Intimate relationship developed by consumers because of food ingested and assimilated by our body

Living in a Small Village



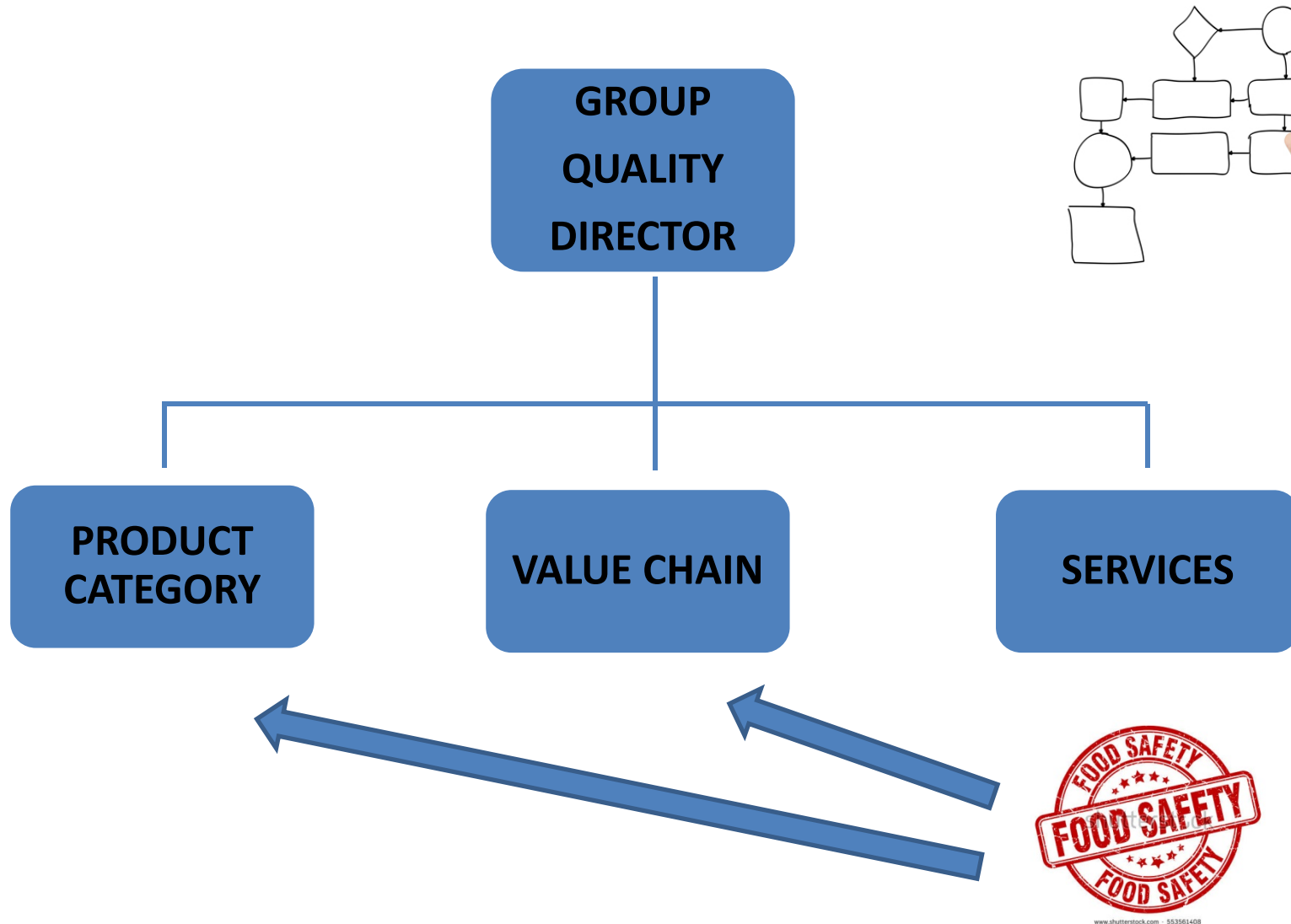
**Opinions and information travel instantaneously
any physical distance, crossing any national border**

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Safety is an Opinion



Food Safety Org Chart



Food Safety System



Food Safety Fact Sheet

Each food safety hazard is assessed for:



Risk Identification
Severity of Adverse Effect
Frequency of Occurrence



Source of Contamination
Sanitary Implications
Legal Implications
Methods of Analysis

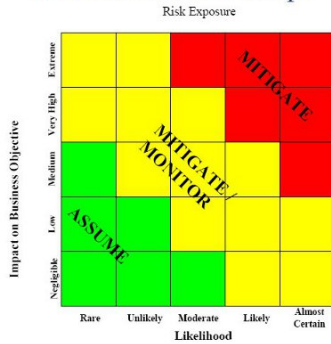


Involved Foods/Products/Brands
Sampling Plan & Target Limits
Improvement Plan



Food Safety Management

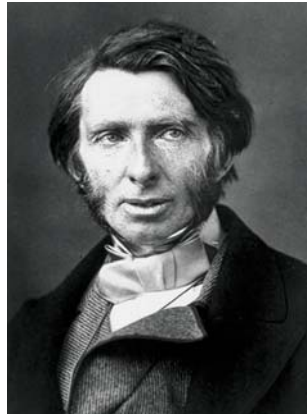
Risk Tolerance Concept



Food Safety Dashboard



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**Quality Is Never An Accident,
It Is Always The Result Of Intelligent
Effort**

John Ruskin, 1894