



SERVICES WE OFFER TO PROTECT AND GROW YOUR BRAND AND YOUR BOTTOM LINE

FOOD SAFETY – Protecting Your Customer & Your Brand

Provide comprehensive services regarding all areas of food safety such as root cause analysis of problems, troubleshooting, and assessments of a company's state of preparedness regarding food safety.

- **Food Safety Assessments**

Successful program used to assist a wide range of food and foodservice companies to help minimize their risks regarding food safety.

The **Food Safety Readiness Program** assesses a company's state of food safety preparedness. The program is a combination of GAP ANALYSIS and BENCHMARKING. Gaps in the food safety system from prerequisite programs (e.g. sanitation, recall, pest control, etc.) through HACCP are identified and benchmarked against best practices. Prioritized recommendations are developed and next steps for corrective actions are identified. Additionally, those things that are being done well are identified so that they can be recognized, continued and built upon.

Some examples of what we have done.....

- Responsible for all food safety activities for several manufacturers and a large retailer.
- Conducted Food Safety Readiness Programs for manufacturers, foodservice operators (Quick Service Restaurants, Casual Theme Restaurants, and Recreational Venues), foodservice distributors and retailers that have lead to optimization of programs to minimize their risks.
- Conducted foodservice concept risk assessments for the CEO and Senior Management of a vertically integrated manufacturing and foodservice operation. Helped to design their manufacturing plant layout; reviewed equipment; and implemented an auditing program for their facilities in the US and in Europe.

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QUALITY ASSURANCE – We Know What To Look For & What To Do

Assist in the assessment, optimization, development, implementation and integration of prerequisite programs by working with all departments and levels within a company

- Good Manufacturing Practices (GMP)
- Good Agricultural Practices (GAP)
- Standard Operating Procedures (SOP)
- HACCP Plan Reviews
- Identify and Solve Spoilage Issues
- Recall Planning
- Crisis Planning and Testing
- Development of Specifications
- Allergen Control
- Supplier Approval
- Complaint Assessment and Trending
- Hold Release Programs
- Code Dating
- Foreign Materials
- Validation and Verification Activities
- Food Biosecurity
- Troubleshooting
- Training Programs

Some examples of what we have done.....

- Responsible for Quality Assurance at several major corporations. This included manufacturers as well as a multi-billion dollar retailer.
- Worked with numerous manufacturers, foodservice operators, and retailers to optimize their Quality Assurance activities.
- Developed HACCP Plans for a leading foodservice operator.
- Conducted numerous training sessions, on a worldwide basis, regarding: HACCP (Principles and Applications, Implementation, and Verification); Introduction to Food Safety Systems; Food Safety Auditing; and Food Safety for Senior Management entitled “Brand Asset Protection”

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FOOD SPOILAGE – Find & Fix Program

The industry has spent a great deal of time addressing food safety issues, but what about spoilage? This area, if properly controlled, can not only have an immediate affect on your bottom line but also position your company as a preferred supplier.

We will work with you to identify spoilage issues and seek root cause solutions. We understand processing, products and what is needed to assure shelf life and consistent product quality.

Some examples of what we have done.....

- Responsible for identifying food spoilage issues and finding solutions for baked goods and poultry companies.
- Identified food spoilage issues and found solutions for manufacturers of baked goods, meat & poultry products, produce, snack foods, condiments and beverages
- Developed training documents to help product developers understand the possible causes of spoilage in the products they were developing

CRISIS PLANNING – Be Prepared & Act Properly

Provide comprehensive assistance in preparing and responding to a crisis.

Work with internal groups in a company to identify what caused a crisis.

Services include:

- Conducting a Crisis Readiness Program- based on an existing Plan
- Assisting in the development and implementation of the entire crisis plan including selection of crisis team members and conducting a tabletop drill
- Serving as a subject matter expert
- Serving as a member of a company’s crisis management team
- Providing litigation support

Some examples of what we have done.....

- Coordinated Crisis Planning and been the Crisis Coordinator for a major manufacturer and multinational retailer. Responsible for the development, implementation and testing of recall, bioterrorism and biosecurity programs.
- Reviewed and optimized recall programs for manufacturers, foodservice operators and retailers.

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AUDITING PROGRAMS – New Eyes To Solve Problems

Develop, implement and optimize effective and efficient auditing programs for growers, processors, distributors, foodservice operators, supermarkets/warehouse clubs. This includes.....

- Internal and external programs (including co packers)
- Use of independent third party auditing programs
 - Develop and help to implement new programs (including guidelines for selecting third party auditors, role of consumer complaint monitoring and cost implications to you and your suppliers)
- Developing risk based auditing instruments

Prepare companies and operators for third party audits.

- Conduct Facility Preparedness Assessment Program

Conduct Triage Audits in cases where recalls or consumer complaints are involved.

Some examples of what we have done.....

- Served as President of one of the largest auditing firms in the US
- Responsible for worldwide auditing of suppliers for one of the largest companies in the world
- Worked with Senior Management of a multi-billion dollar company to develop auditing programs and procedures for internal audits as well as third party audits of their suppliers
- Prepared international supplier for third party audits
- Conducted triage audit for meat supplier following a recall. This led to significant modifications in their procedures that minimized their food safety risks and enhanced their position with their customers.

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Technical Advisor For Companies

In today's economic climate, knowledgeable, internal technical resources are in short supply. Wouldn't you like to be able to have an experienced food professional address food safety, quality and crisis issues for your food company? If you offer products and services to the food industry, would it help to have a recognized industry expert on your team to guide and enhance your activities? Now you have the ability to have over 30 years of experience in the technical, manufacturing and marketing areas of the food and foodservice industry at your disposal for a day at a time. No costly benefits, no long term commitments- just hands-on experience, when and where you need it.



TECHNICAL FACILITATION – Effectively Utilize Cross-Functional Teams

Have you ever had an issue that you wish you could get everyone (e.g., Technical, Operations, Marketing, Sales, and Finance) who may have the answers in a room together to honestly provide their input in a non-threatening environment? We can help you do this. We have years of experience and success at facilitating technical discussions that lead to actionable, implementable solutions/approaches that do not have to overcome the “not invented here” syndrome.

Areas include:

- Strategic planning for technical groups
- Developing metrics for Food Safety, Food Quality and Product Development activities that can be used on a company wide basis
- Seeking solutions related to R&D, Product Development, Food Safety, Food Quality and Food Spoilage issues

Some examples of what we have done.....

- Facilitated sessions related to food safety, food spoilage, organizational issues, product and process development, development of metrics to measure the performance of technical groups and strategic planning for manufacturers and foodservice operators.
- Worked with the R&D, Marketing and Sales groups of the Foodservice Division in a large company to develop programs and communications approaches to help speed up the product development process

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PRODUCT PLANNING – From Concept To Launch

We will help you identify concepts for new products using your own internal resources and/or external resources. We have successfully done this for manufacturers as well as foodservice operators. We understand marketplace trends and are skillful at identifying unmet needs that can be fulfilled with the right products.

Product development can cover a gamut of activities from least cost formulations and replicating marketplace product leaders to the creation of new products. We will help you develop or optimize product development programs so that they are easy to use and will help you get to the marketplace in a timely manner.

Some examples of what we have done.....

- Responsible for R&D and product/process development for several food companies and major consulting firms.
- Identified products for numerous foodservice operators and their suppliers.
- Assisted in developing and implementing effective and timely product development programs for manufacturers

STRATEGIC PLANNING – A Common Sense Approach To Profitable Growth And Success

Facilitate strategic planning sessions for companies. Help them to develop and implement their plans.

Work with technical groups to develop strategic plans to service their internal and external customers.

Help to develop metrics to measure technical activities such as quality assurance and product/process development.

Some examples of what we have done.....

- Developed strategic plans with numerous manufacturers. This entailed gathering information (marketplace needs, competitive environment and the companies' strengths and weaknesses) and facilitating strategic planning sessions. Also assisted in developing tactics needed to execute the plans with appropriate timetables and milestones.
- Provided guidance to an entrepreneur who wished to develop a novel foodservice concept.

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LEGAL SUPPORT – Getting The Facts In Order (Before, During & After)

We serve as subject matter experts to in-house counsel, law firms, insurance companies and others regarding food safety, quality, crises, and product/process development issues.

Our experience is extensive in assessing food safety and quality programs for litigation purposes.

We can also provide guidance in the discovery process to find those issues that can hurt or hinder your client's case.

We are experienced in giving depositions and providing expert testimony,

Some examples of what we have done.....

- Worked with large law firm, who represented a multi-unit foodservice operator, to provide expert testimony and guidance regarding *Listeria monocytogenes* in products supplied to the foodservice operator. The foodservice operator had cancelled their contract with the supplier and the supplier was suing the foodservice operator. The foodservice operator won.
- A food manufacturer was being sued by another manufacturer claiming that they had used information from a previous employee to develop a line of products. We showed how a company with a basic understanding of baking could have reverse engineered the products in question without having information from that employee.