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Fast Facts

Approximately \$49 billion in revenue

World's #2 food company, #1 in North America

#1 in global confectionery and biscuits

Sales in approx. 170 countries, Operations in more than 75 countries

Approximately 127,000 employees

Donated more than one billion servings of food since 1997

To maintain consumer trust, Food Safety must be built into the Corporate culture



Our Way of Doing Business The Kraft Foods Code of Conduct

March 2009



Dear Colleague:

This *Kool-Aid* ad from 1980 beautifully captures the essence of trust that has been our way of doing business for more than 100 years.

Inspiring the trust of others – our consumers, our customers, our business partners and our fellow employees – may seem like second nature. But, it takes a conscious effort and a strong commitment by each of us to always do what we say we're going to do... and to do it in the right way.

This code of conduct puts into words the actions and attitudes we want to guide us. And, it serves as a reminder of what it takes to create and sustain a legacy of trust.

Please take these ten rules to heart. Live them every day by doing what's right for our company and for all those who count on us.

Sincerely,



Irene Rosenfeld
Chairman and Chief Executive Officer



Rule 1: Make Food that is Safe to Eat



The Rules

We all have to obey the law – that’s a given. Also, we must follow our company policies, including those specific to our business unit, function, and location. Beyond that, this Code sets out the ten most important rules that apply company-wide. Each has a cross-reference to the company policies with more details. (Find all the company’s policies on the intranet at [The Corporate Policy Center](#).)

Rule 1:

Make food that is safe to eat.

“I have complete confidence in the quality of their products.”

“They knew there might be a problem but they didn’t say anything about it.”

Which would you rather hear?

We are a food company. **Nothing speaks to our corporate values more than our relentless focus on food safety.** Our consumers must have the confidence to use our products, and to serve them to their families, without fear of getting sick. For over a hundred years, Kraft Foods has earned that trust by making safe products.

Given our size, however, problems will inevitably arise. When something does go wrong, we respond quickly. Our Special Situations Management Team, a cross-functional team of senior managers, takes immediate steps to protect consumers. This builds our reputation and fosters consumer trust. Without that, we would risk the very existence of our business.

Integrated Food Safety enables successful Supply Chain Management

Risk Categories

Chemical

Microbiological

Physical

Scope

Design



Procure



Convert*



Distribute



Trade



Consumer



Risk Prevention Programs

- Design Safety Analysis
- Specifications
- HACCP
- Supplier QA
- Plant & Equipment Design/Capability

- Contracts
- Selection/Approval
- Material Monitoring
- Continuous Improvement

- Specifications
- HACCP
- Supplier QA
- Traceability
- Sanitation & Pest Control
- Complaint Mgmt
- Process Capability & Control

- Traceability
- Warehouse Controls

- Complaints
- Warehouse Control

- Specification
- Labelling
- Consumer Response
- Process Capabilities

Starts with Design and grounded in sound Preventive Programs

Optimal Design Minimizes Risk



- **Emphasis on design and monitoring** not auditing and finished product testing
- **Robust product and package** meeting consumer needs for foreseeable shelf life before and after opening
- **Controllable processes** that consistently eliminate hazards
- The right amount of people with the **right skills** who understand and care about Food Safety
- A **production environment** that prevents recontamination

Food Safety Experience

- Inspections – important as an opportunity to correct an undesirable condition, rather than as a “bad” result. Key is company response, investigation, and corrective actions.
- Product Testing- treat as a verification tool, not a preventive control. There is no “one size fits all” approach, should not mandate a minimum frequency or type of testing.
- Food Safety Plans are a web of information which should be reviewed during the inspection of the manufacturing environment, ensuring meaningful results.

Food Safety Import Programs

VQIP-Voluntary Qualified Importer

FSVP-Foreign Supplier Verification

Third Party Accredited Certification

Relationship between programs
administered by CBP C-TPAT and FDA FSMA



International Cooperation, Coherence and Convergence

Industry Supports

International Standard Setting-CODEX

Trade Agreement Disciplines

WTO SPS Agreement

TPP seeking WTO Plus

Capacity Building PTIN



THANK YOU