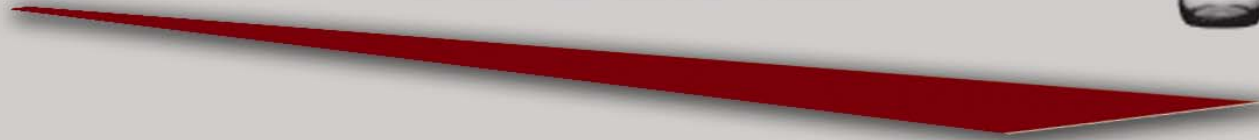


The Coca-Cola Company

Neil Marshall **Director, Quality & Food Safety**



GLOBAL QUALITY & PRODUCT INTEGRITY
FOOD SAFETY SUPPLIER TEAM



Agenda

“Preliminary Tasks for Delivering a Food Safety Plan”

- Introduction to The Coca-Cola Company
- HACCP implementation within the Coca-Cola system
 - Why having a strong HACCP program is important to us
 - Organizational commitment
 - Methodology/Approach
 - Building Capability
 - Governance
- Key Learnings



Introduction: Our Enterprise Portfolio

- Operate in **200+** Countries
- Provide **2,800+** Beverages
- Produce in **1,100+** Plants
- Deliver **1.6BN** Servings/Day
- World's **Largest Beverage Company**
- Employ **90K+** Company and **900K+** System Associates Globally*
- Own **14 \$1BN+ Brands**



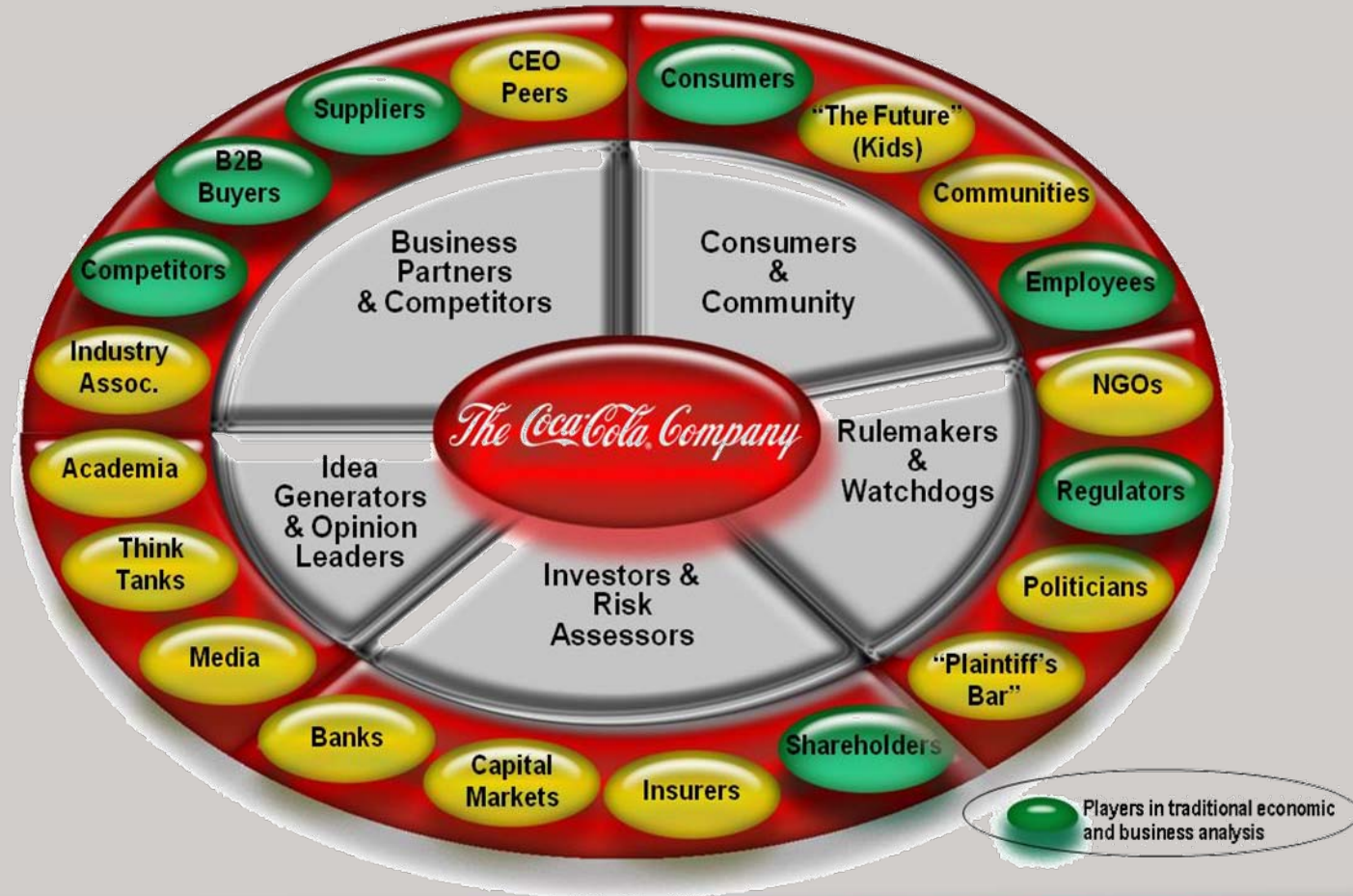
Why is Food Safety important to us?

- Food Safety is non negotiable
- It is fundamental to our brands and reputation:
 - **“PERFECT PRODUCT, TRUSTED EVERYWHERE”**
- We need robust food safety systems in view of the increasing challenges faced by our business.....



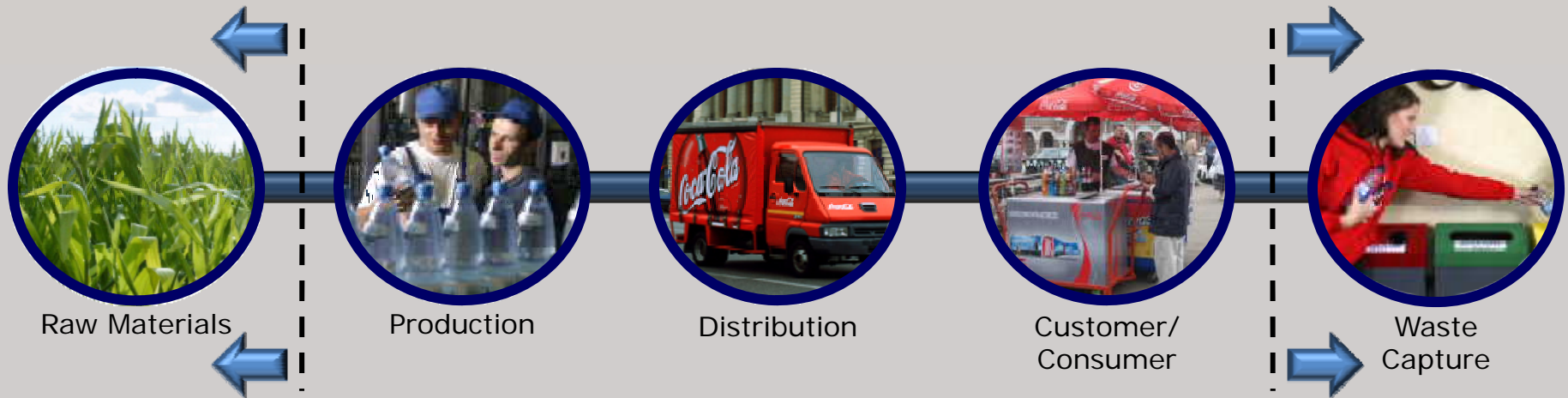
Multiple Stakeholders

- “External” Challenges – Myriad of Stakeholders Have Rising & Changing Expectations



Supply Chain Risks

Challenges Facing Our System



- Ensure Food Safety & Security Across Entire Supply Chain While:
 - Maintaining Quality in a Rapidly Evolving Business Environment
 - Managing & Developing Global Supply Sources
 - Producing Products Compliant to Increasing Regulatory Requirements & Consumer Expectations

Classified - Internal use



Increasingly Complex Portfolio

- “Self-Imposed” Challenges – Moving From a Few Stable Products to an Ever-Increasing Diverse Portfolio of New & Different Products via Innovation & Acquisition

Recognized.

Loyal consumers.



Simple portfolio.

Consistent quality.



Respected.

Loyal stakeholders.



Diverse portfolio.

Trusted quality.



Why is HACCP important to us?

- Food safety cannot be ensured through end product testing alone
- A preventive approach is required, built upon the analysis of hazards at each stage of the supply chain/process - and the implementation of appropriate control measures
- Hence, the importance of the HACCP approach - applied across all parts of our supply chain.



Organizational Commitment

- Effective food safety management requires appropriate commitment, resource and communication
- Our Food Safety Policy includes the following elements:
 - Risk Assessment and Mitigation (HACCP Approach)
 - Supplier Management
 - Regulatory Compliance
 - Commitment to continual improvement across our global system



Methodology/Approach

- All manufacturing facilities within our system are required to implement FS22000
- All of our suppliers are also required to implement one of the GFSI-approved food safety schemes
- A strong HACCP program, based on the Codex principles is a fundamental part of all of these food safety schemes
- Typically, 12 step approach followed i.e. 5 preparation steps, followed by application of Codex Principles
 - HACCP implementation to be covered in more detail by later speakers



Methodology/Approach

Step 1	Assemble HACCP Team		Preparation for the Study
Step 2	Describe Product		
Step 3	Identify Intended Use		
Step 4	Construct Flow Diagram		
Step 5	On-site Confirmation of Flow Diagram		
Step 6	List all potential hazards, conduct a hazard analysis, consider control measures	Principle 1	Application of the Codex Seven Principles
Step 7	Determine Critical Control Points (CCPs)	Principle 2	
Step 8	Establish Critical Limits for each CCP	Principle 3	
Step 9	Establish a Monitoring System for each CCP	Principle 4	
Step 10	Establish Corrective Actions	Principle 5	
Step 11	Establish Verification Procedures	Principle 6	
Step 12	Establish Documentation & Record-keeping	Principle 7	



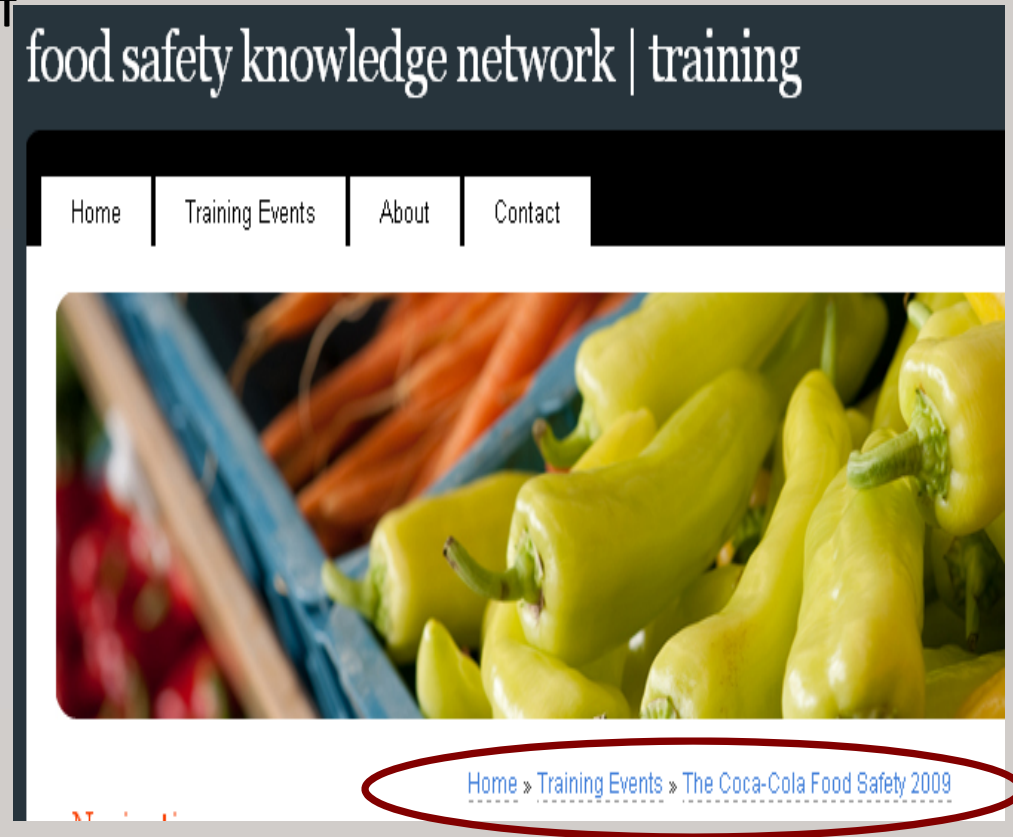
Building Capability

- Before implementing a HACCP program, training is essential
- For example, ISO22000 states:
 - **7.3.2 Food safety team:** “The food safety team shall have a combination of multi-disciplinary knowledge and experience in developing and implementing the food safety management system...”
- At a Company Level, a number of e-learning training packages are provided for business unit & bottler personnel:
 - Food Safety Overview (for all personnel)
 - Basic HACCP (for all personnel)
 - Intermediate HACCP (for those involved in HACCP program implementation)



Building Capability

- For suppliers, a number of initiatives are also underway:
 - Joint conference with MSU in Shanghai in December 2009 – as FSKN pilot session. Attended by many TCCC suppliers
 - Other supplier food safety events being planned for 2011



<http://fskntraining.org/coca-colafoodsafety09/program>



Governance: Audit

- Internal audit (or other performance monitoring) program required by FS22000 & other GFSI-approved standards
- In addition, 'external' risk-based audit program in place to cover all supplier & TCCC manufacturing facilities worldwide
 - Use Internal (Business unit and/or Corporate) & External Resources
 - Selection → Capability → Calibration
 - **Review of HACCP implementation & effectiveness always included**



Governance: Analytical Testing Programs

- Range of Analytical Tools & Techniques used across the system
- Ingredients & Products monitored for Compliance to Standards and to Identify Potential/Emerging Risks
- Global Laboratory Strategy in place to:
 - Support Sustainable Growth Plans
 - Mitigate System Risk
 - Drive Innovation



Key Food Safety Learnings

➤ Do the Basics!

- Basic GMP Violations are at the heart of many recalls
- Make sure HACCP programs are effective:
 - Proper training for personnel involved in HACCP implementation
 - Cross-functional HACCP teams, to ensure there is strong knowledge of the process/product & thus identification of all potential food safety hazards
 - Keep HACCP programs up to date: this is not a one-off exercise!
 - Ensure mechanisms are in place to check the ongoing health of the program



Thank You!
Any Questions?