NEIL MARSHALL

GLOBAL DIRECTOR, QUALITY & FOOD SAFETY
THE COCA-COLA COMPANY
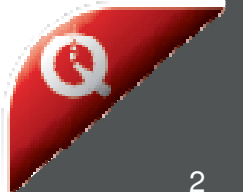
INOFOOD - CHILE
November 2011

Coca-Cola Quality

Agenda

1. **Coca-Cola Background**
2. **Our E2E Food Safety programs**
3. **PAS 223 for Packaging**

500
BRANDS

3000
PRODUCTS

206
COUNTRIES

1.6
BILLION SERVINGS PER DAY

Universal Appeal   Unrivalled Reach   Unparalleled Distribution

- 18,000 Servings Per Second
- 13 Million Vending Machines/Coolers
- 300 Franchise Bottlers
- 1,000,000 System Employees
- 1,100+ manufacturing locations
- 5,000+ ingredients
- 10,000+ suppliers

3

Quality & Food Safety Challenges

Diversifying **Portfolio**

Business growing **globally**

Demographics rapidly changing

Food Safety Systems evolving

Environmental landscape changing

Food recalls eroding consumer confidence

Regulations rapidly changing

Media reporting of perceived risks increasing

Competition increasing and improving

ENSURE QUALITY AND FOOD SAFETY ACROSS ENTIRE SUPPLY CHAIN

Food Safety Strategy – 3 Pillars

Our strategic objective is to use the Global Food Safety Initiative (GFSI) as a foundation for our Food Safety strategy:

- Our Customer expectations have changed
- To drive consistent e2e Quality & Food Safety through our supply chain
- Support our transition from Sparkling to a Food manufacturing culture

Enterprise Implementation of GFSI

Our objective is to further extend our leverage of the GFSI approach for our Suppliers, Manufacturing plants and with our Customers, to support a common industry Food Safety platform

Suppliers

- Bottler Suppliers, Packaging & Ingredients
-- Mainly audited by TCCC
- Some 3rd Party audits in CPS, Germany, Africa

Manufacturing

- Long history of QESH deployment, many plants have ISO 9, 18 & 14K
- 3rd party cert bodies for audit with GAO oversight
- New Jan 1 2010, implement F22K following KORE

Customers

- Aligned to Customer requests Walmart, Disney
- Share data in ICIX, for 1,000 plants
- Plan to use SAP for 3rd party supplier data

Coca-Cola Quality

COMPARABLE AUDIT APPROACH AND RESULTS

REDUCED DUPLICATION

CONTINUOUS IMPROVEMENT OF STANDARDS

COST EFFICIENCY ACROSS SUPPLY CHAIN

CONFIDENCE ACROSS THE SUPPLY CHAIN

SAFER FOOD FOR THE CONSUMER

"Adopting the GFSI recognized standards is not an option for us. Likewise, it is not an option for our suppliers.

Our biggest retail customers, require them of us, and we require them throughout our supply chain.
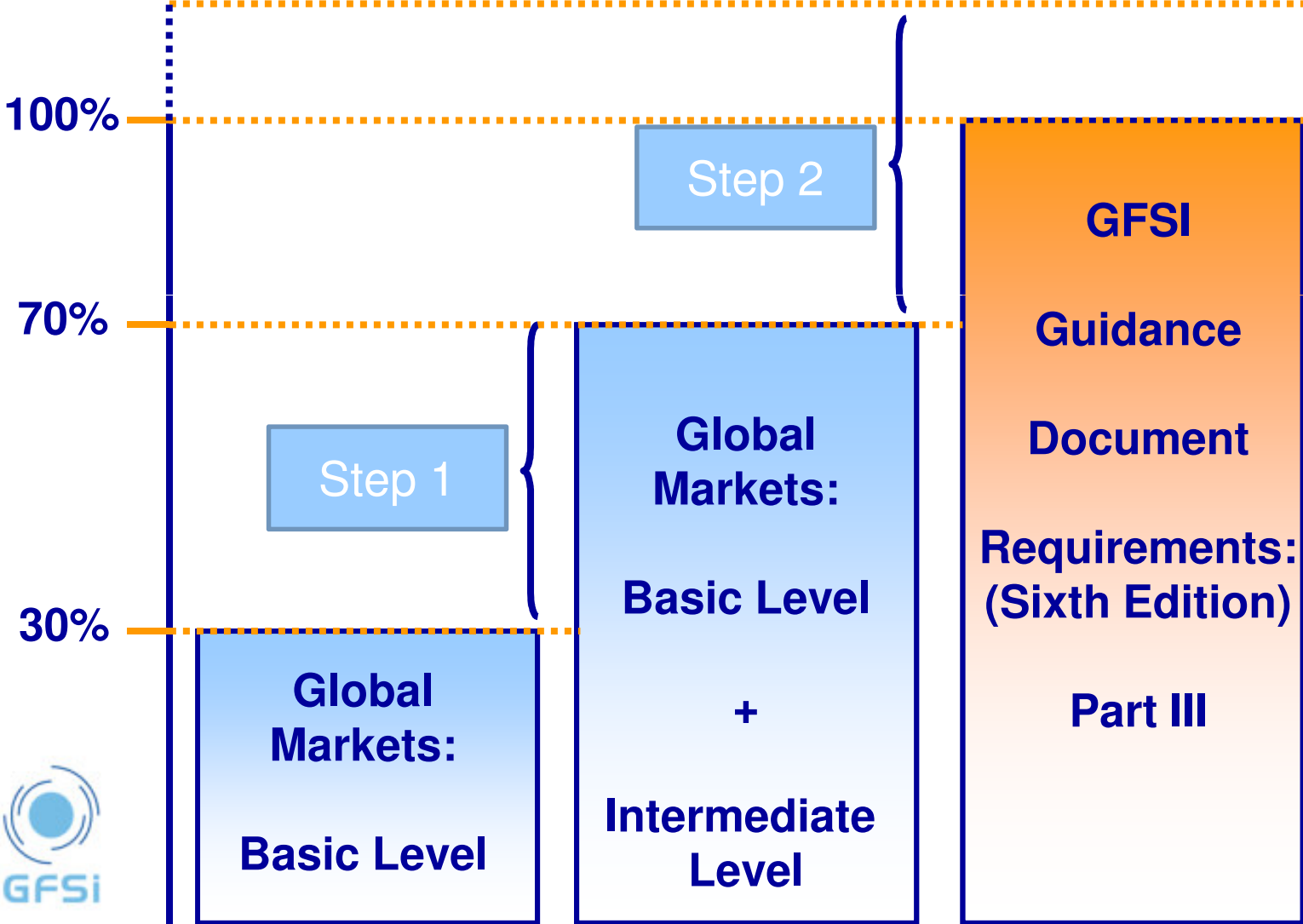
Carletta E. Ooton
VP, Chief Quality & Product Integrity Officer

GFSI Capacity Building : Global Markets Program
A Pathway Towards Certification

Matching Level

100%

70%

30%

Step 2

Step 1

Global Markets: Basic Level

Global Markets: Basic Level + Intermediate Level

GFSI Guidance Document Requirements: (Sixth Edition) Part III

GFSI Recognized Schemes:

GLOBALG.A.P.
The Global Partnership for Good Agricultural Practice

GRMS
GLOBAL RED MEAT STANDARD

Food Safety System Certification 22000

Synergy 22000

international featured standards
IFS
Food

primusGFS

CANADAGAP

HACCP FS System

BRC GLOBAL STANDARDS
THE WORLDWIDE STANDARDS OF CHOICE

global aquaculture
the alliance

SQF INSTITUTE

GFSi

142 attended
- 57 suppliers
- 56 Coca-Cola associates
- 12 "sub-suppliers"
- 6 customers
- 11 university and other

Training Materials – Open Source

The Coca-Cola Food Safety Conference
可口可乐食品安全大会
2009 Shanghai, China

http://www.fskntraining.org

Coca-Cola

MICHIGAN STATE
UNIVERSITY

PAS 223

Prerequisite programmes and design requirements for food safety in the manufacture and provision of food packaging.
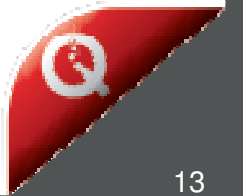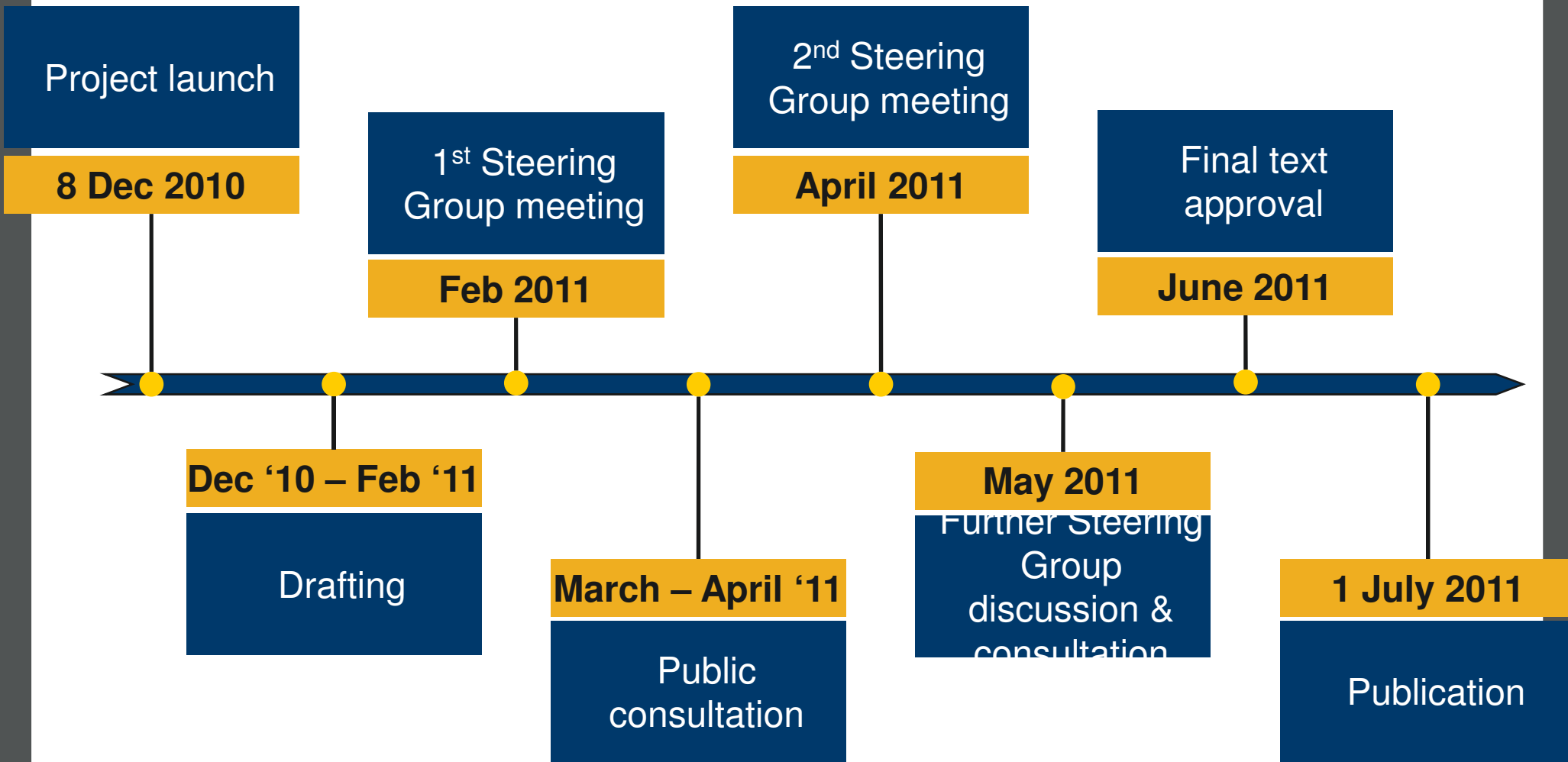
Background to PAS 223

Needs

- Need to close interpretation gap in ISO 22000 for PRPs
- Risk-based approach (HACCP and ISO 22000)
- Aligned with ISO 22000
- Accepted by GFSI

PAS Route

- Proven success (PAS 220)
- Speed and international reach
- Established route to ISO

Coca-Cola Quality

PAS 223 Development...

Project launch

8 Dec 2010

1st Steering Group meeting

Feb 2011

2nd Steering Group meeting

April 2011

Final text approval

June 2011

Dec '10 – Feb '11

Drafting

March – April '11

Public consultation

May 2011

Further Steering Group discussion & consultation

1 July 2011

Publication

Steering Group...

The Coca-Cola Company

DANONE

KRAFT

Nestlé
Good Food, Good Life

Unilever

ALPLA

amcor

O-I

REXAM

PROTECTS
Tetra Pak
WHAT'S GOOD

Institute of
Packaging
Professionals
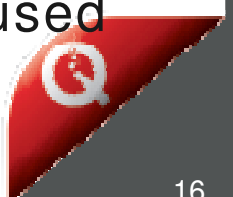
Food Safety System
Certification 22000

ProCert Certification & Training

www.procert.ch

REVIEW PANEL:

Over 100 organisations contacted, 67 reviewed, 144 comments received

Scope of PAS 223...

• The PAS specifies requirements for establishing, implementing and maintaining **prerequisite programmes** (PRPs) and **design requirements** to assist in controlling food safety hazards in the manufacture of food packaging

• The PAS is **applicable to all organizations**, regardless of size or complexities, **that manufacture food packaging**

• **Each organization** is required to do a **documented food safety hazard and risk assessment**

• Where exclusions are made or alternative measures are implemented, these need to be justified by **the food safety hazard and risk assessment**

• The PAS is **not a management system** and is intended to be used **in conjunction with ISO 22000,** not in isolation

Coca-Cola Quality

Benefits PAS 223

- Provides a **common international methodology** for developing a prerequisite programme for food/drink packaging safety

- **Ensures confidence** in food/drink packaging safety systems, bringing **consistency** across global packaging industry practices

- Is enabled for **independent 3rd party assessments** to be undertaken if desired

- Assists organisations with the **wider implementation of an ISO 22000 management system.**

- Broad **international consensus and buy-in** from packaging companies.

Coca-Cola Quality
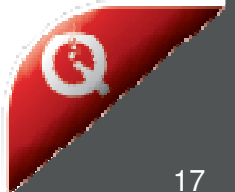
Notables of PAS 223...

- **Can only be used in conjunction with ISO 22000**

- **Not a management system**

- **Strong focus on design and the relationship between food/drink manufacturers and packaging manufacturers**

- **Global in its development and application**
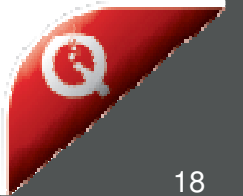
Table of contents...

- – **Establishments**
- – **Layout and workspace**
- – **Utilities**
- – **Waste**
- – **Equipment suitability and maintenance**
- – **Purchased materials and services**
- – **Contamination and migration**
- – **Cleaning**
- – **Pest control**
- – **Personnel hygiene and facilities**
- – **Rework**
- – **Withdrawal procedures**
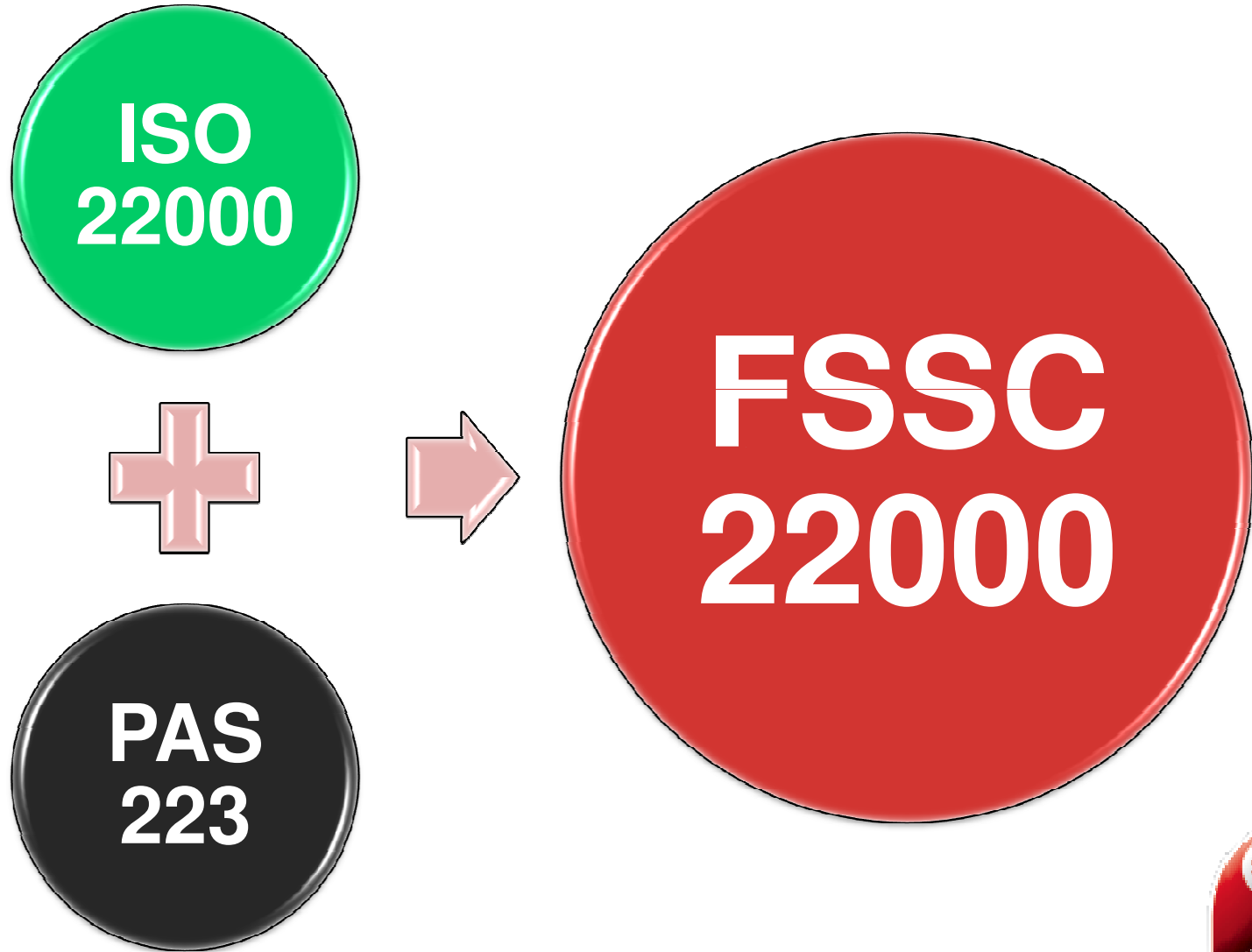- – **Storage and transport**

Coca-Cola Quality
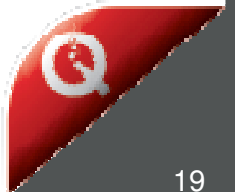
Major Focus Area

Food packaging design and development
- General requirements
- Communication and change control
- Design
- Specifications
- Process validation

Coca-Cola Quality

Packaging Supplier Scheme Deployment

ISO 22000 + PAS 223 → FSSC 22000

The Future…

Short Term…

- ISO strategy paper for SSAFE
- Extension to scope for FSSC 22000
- Gain full GFSI benchmarking approval

Medium Term…

- Submit into ISO as a seed document
- Maintain the PAS (review and/or revise where necessary)

Long Term…

- Withdraw PAS once an ISO is published

Coca-Cola Quality

Coca-Cola Quality

"There will never be another better you" - Warren Buffett

"Be yourself. Everyone else is taken" - Oscar Wilde