



Ensuring Food Traceability & Quality in the 21st Century

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What am I Going to Talk About?

- Brief History of John Lewis Partnership
- Waitrose Ways of Working
- Role of the Food Technologist within Waitrose
- The Importance of Food Safety & Quality
- The Roles of Food Safety & Food Quality
- Food Traceability
- Conclusion & Any Questions?

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The John Lewis Partnership

- A Brief History.....
- 1864 : John Lewis opens his first store on Oxford Street.
- 1928 Spedan Lewis (John Lewis' son) assumes full control of the company
- 1929 : First Trust Settlement – John Lewis becomes a Partnership
- 1937 : John Lewis buys Waitrose

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Partnership

- Our Founders Vision:-
- Be Honest
- Give Respect
- Recognise Others
- Show Enterprise
- Work Together
- Achieve More

'Waitrose is not answerable to the city for short term gains'

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Waitrose Points of Difference

- Co-ownership
- Quality of product, customer service & store environment are paramount
- Unparalleled supplier relationships
- To be the best quality and most innovative food and wine retailer.
- Quality, Quality, Quality!

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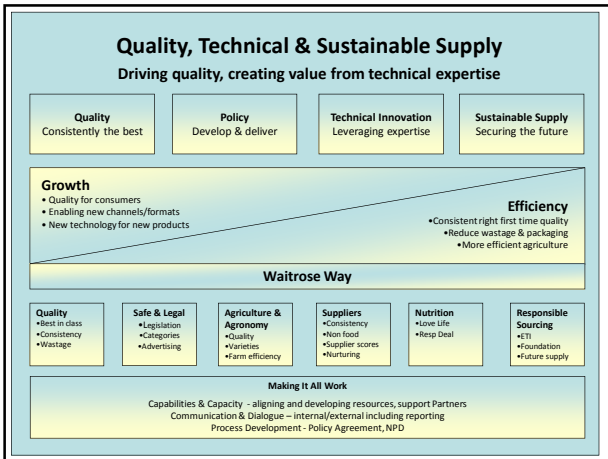


Technical Teams

- **Typically a Waitrose Food Technologist would:-**
- take technical responsibility and own the technical relationship with the supplier of product categories, e.g. fruit category in Fresh Produce , Wines in Ambient & Ready Meals in Fresh Foods
- work with buyers & product developers on New Product Development and be responsible for specifications that record product safety & quality standards and produce the pack copy
- ensure products are launched to specification
- manage suppliers and product lifecycle to ensure they meet Waitrose safety & quality standards and to ensure long term security of supply.

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Product Category Responsibilities

- Sauces, Dressings, Chutneys & Pickles
- Rice, Noodles & Pasta
- Pasta Sauces & Anti-Pasta
- 'Cook's Ingredients'
- Ethnic Foods
- Canned & Pouched Foods
- Dried Pulses & Grains
- Oils, Vinegars, Stocks & Gravies
- Salad Dressings
- Herbs, Spices & Salt
- Home Baking

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Sources of Origin in my Category

- France, Holland, Germany, Italy, Spain, Belgium, Greece & Turkey,
- USA (including Alaska) & Canada
- Thailand
- China
- Singapore
- South Africa
- Maldives

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Food Safety & Quality

- Policies & Positions
- Product Complaints
- Incident Management
- Supplier Compliance
- Quality Monitoring
- Product Information
- Risk Management

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Food Safety

- Risks of Contamination
- Affects on Human Health
- Food Scares – Salmonella in Eggs, E.Coli 0157 in Sprouted Seeds, BSE and more recently 'Horsegate'
- HACCP
- Due Diligence Systems
- Confidence in Supply Chain and Suppliers

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Food Quality

- Wholesomeness & Characteristics of Food Products
- Freshness
- Internal Product Assessment
- External Product Analysis
- Product Specifications (Quality Attribute Sheets)

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Retailers Acceptance

- Values on Food Products?
- Willingness to Pay?
- Consumer Expectations?
- Compliance to Specifications
- Complaint Levels
- Risk Assessment
- Country of Origin

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Consumer Acceptance

- Food Safety – Quality versus Price
- Producers Perspective versus Consumers Perspective
- Impact of Media on Consumer Acceptance
- Pressure Groups (NGO's) – Their Perspective

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Recent Issues

- Adulteration of Herbs & Spices e.g. Ground Cumin 'bulked out' with Wheat Flour
- Synthetic Rice from China e.g. Manufactured from Sweet Potato, Potato, Plastic & Resins
- Counterfeit Spirits

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Food Traceability

- Traceability is Vital to Both Retailers and Consumers
- The Need for Confidence & Trust on Food Safety Standards
- Safe and Reliability of Food Sources, Ingredients and Finished Products
- Role of Food Standards Agency & European Food Safety Agency

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What Does Waitrose Do?

- Established Suppliers Used – Long Term Relationships
- Approved Raw Material Suppliers (Barts Ingredients)
- BRC/IFS Certification
- Honesty & Trust
- Strict Product Specifications
- Regular Visits by Food Technologists
- Agreed Product Specifications
- Policies & Procedures in Place

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Product Analysis and Quality Assessment The Recipe for Great Food



Conclusion

- Consumer Confidence Needs to be Maintained
- Confidence in the Supply Chain – Next Steps
- Less Complex Supply Chains
- Product Testing Will Increase
- More Challenging Audits of the Supply Chain by All Involved.

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• Possibly More EU Regulation? The Recipe for Great Food



Questions?

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