

Food Safety Issues in Modern Trade

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METRO Group: International Safety Presence in 2007

615 stores in 28 countries
682 stores in 5 countries
702 stores in 14 countries
141 stores in 2 countries

Presence in Asia:

- China 37 (1996)
- Vietnam 8 (2002)
- Japan 3 (2002)
- India 3 (2003)
- Pakistan 1 (2007)

Net sales of the METRO Group by regions

- Western Europe 32%
- Eastern Europe 24%
- Germany 41%
- Asia/Africa 3%

2007 Net Sales: ~ 66 bn. €

Almost 2,500 locations in 31 countries

Others: 329 locations
Stores: 31st December, 2007

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Quality Assurance as a commitment to our customers

ETHIC
SUSTAINABILITY
FITNESS FOR USE
SAFETY

Belgium
France
Germany

Source -> Supplier -> Logistics -> Store -> Product & Packaging -> Customer Service -> Customer

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Interaction between vertical integrated QA Systems and horizontal standards

EMA
European Meat Alliance
DE NL BE DK

Retail
Transport
Deboning
Slaughter
Raising
Piglet
Feed Additives
Feed

Post Farm
Pre Farm

* or other GFSI benchmarked standards

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Interaction between vertical integrated QA Systems and horizontal standards

Conclusion:

- Safety is only one part in the definition of quality, fulfillment of fitness for use criteria, sustainable and ethical aspects are requested by customer
- A vertical integrated Quality Assurance System - from farm to fork - is the backbone of any efficient QA network
- Cost efficiency in auditing (once certified, accepted everywhere) must be secured by an international set of audit standards
- Traceability „from store to farm“ is needed for transparency

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METRO Total Food Supply Chain Approach: Fruit & Veggies

International food standard IFPS

Store control 商店控制
MCC Stores

Product control 产品控制

International Food Standard Logistic :
Warehouse / Platforms
Logistic Service Providers

Logistic control 物流控制

International Food Standard :
Food processing for all OB suppliers

Supplier control 供应商控制

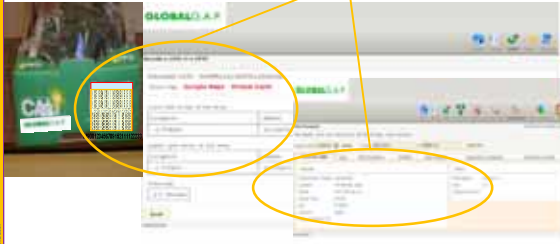
GLOBALG.A.P.
Agriculture for all OB F&V suppliers

Store
Logistics
Finished Goods/ Processing
Packaging
Farm

* or other GFSI benchmarked standards

Traceability by means of a GPS-system

By making use of a unique identification number (UAID) it is possible to trace back right to the farmers' field



Over the internet: exact location of the field/ farmer



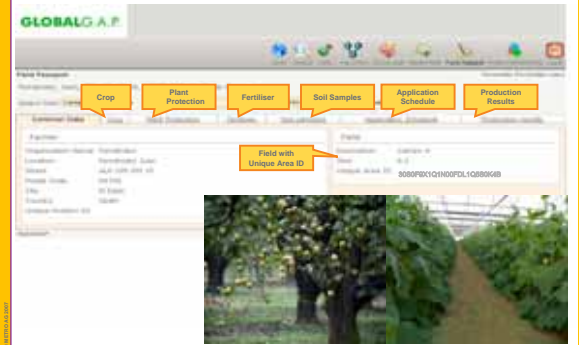
Every farmer/ field has its own Field-Passport with all the important data

Information about farmer, field, etc.

SATellite CONTROLLED Production
Field-Passport Year 2007

Farmer: Juan Fernandez Farm ID: 178 17 349		Farm UAID: 3085FX1G1N8DFL1Q88G6B	
Unique Area ID: 3085FX1G1N8DFL1Q88G6B		Crop Year: 2007	
Soil analyses		Field	
pH: 6.1		pH: 6.1	
N _{tot} : 14.2%		N _{tot} : 14.2%	
K ₂ O: 15.3%		K ₂ O: 15.3%	
Mg/Ca: 6.2%		Mg/Ca: 6.2%	
Fertilizer usage		Plant Protection Products	
Brand: Cal-METRO		Treated with Fungicide	
Date: 19.10.2007		kg/ha 100	
Technic: Aircooler			
Date: 23.12.2007		Yield in dt/ha: 65.8	
Maturity: 14		Produce: 14.8	
		Sugar	

Interface for farmers: Electronic Field Passport



Way ahead: Effective Quality Assurance instead of 'alibi' solutions

❖ We are challenged to find true solutions which are in the customers' interest instead of alibi solutions to formally protect our companies

- ❖ This requires:
- ❖ Common systems and standards / audits
 - ❖ Collaboration along the supply chain
 - ❖ Dialogue with Governments and NGOs
 - ❖ Start and support local initiatives



STAR FARM 麦咨达

Safety • Quality • Better Life for China

www.starfarm.com.cn

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Vision of Star Farm

To help farmers and agricultural companies to produce products:

- With high quality and safety
- Full traceability “from farm to fork”
- Direct access to the market place



Products and members of Star Farm

Dairy



Meat



Fruit&Vegs



Fish



Poultry



Founder:

- Metro Jinjiang Cash & Carry Co. Ltd.

Members:

- Hefei Government
- Advisors-Shiyao and Creative Food
- Anhui Agricultural University
- Hefei Changfeng Strawberry Association
- Hefei Paifang Vegetable Association
- Feidong Agricultural Technology Training Center
- Sanshigang Wangjing Vegetable Association
- Hefei Bingzi Fishing Co. Ltd.
- Anhui Changfeng Breeding Co. Ltd.
- Hefei SenMiao Group



Star Farm Quality Pyramid



Standard	Product Level
Star Farm quality Assurance	Total quality Standard
Global GAP Standard	High quality Standard
HACCP Level	Traceability, Origin and Safety
Good and Security practices	Origin & Safety
Good practices	Origin



We build a bridge from farmer to market

We take care of nature



This is the most efficient way to Manage Dynamic Growth throughout the global supply chain



Thank you for your attention

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