



Importance of food safety and certification to ensure a high-quality and competitive product

**Sanata BERTHE, Managing Director
ICAF**

Question:

Are you certified?

Réponse:

Not at the moment, but we're thinking about it.

But we can assure you that our products are of very good quality.

Certification produit VS Certification système

Certification produit	Certification système
Product certification guarantees the consistency of a manufactured product in relation to characteristics defined in a reference framework	System certification focuses on verifying that the procedures implemented by the company or organization achieve a level of compliance with the standards on which it has decided to be audited/certified.
Product specifications are determined and known	No specifications are given on the products, but rather on the organization itself

SOME DISHES FROM THE REGION



What good food!



4



What good
food!



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**Does the appearance of the
product always reflect the
conditions of its preparation?**



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So what is happening in the factories?



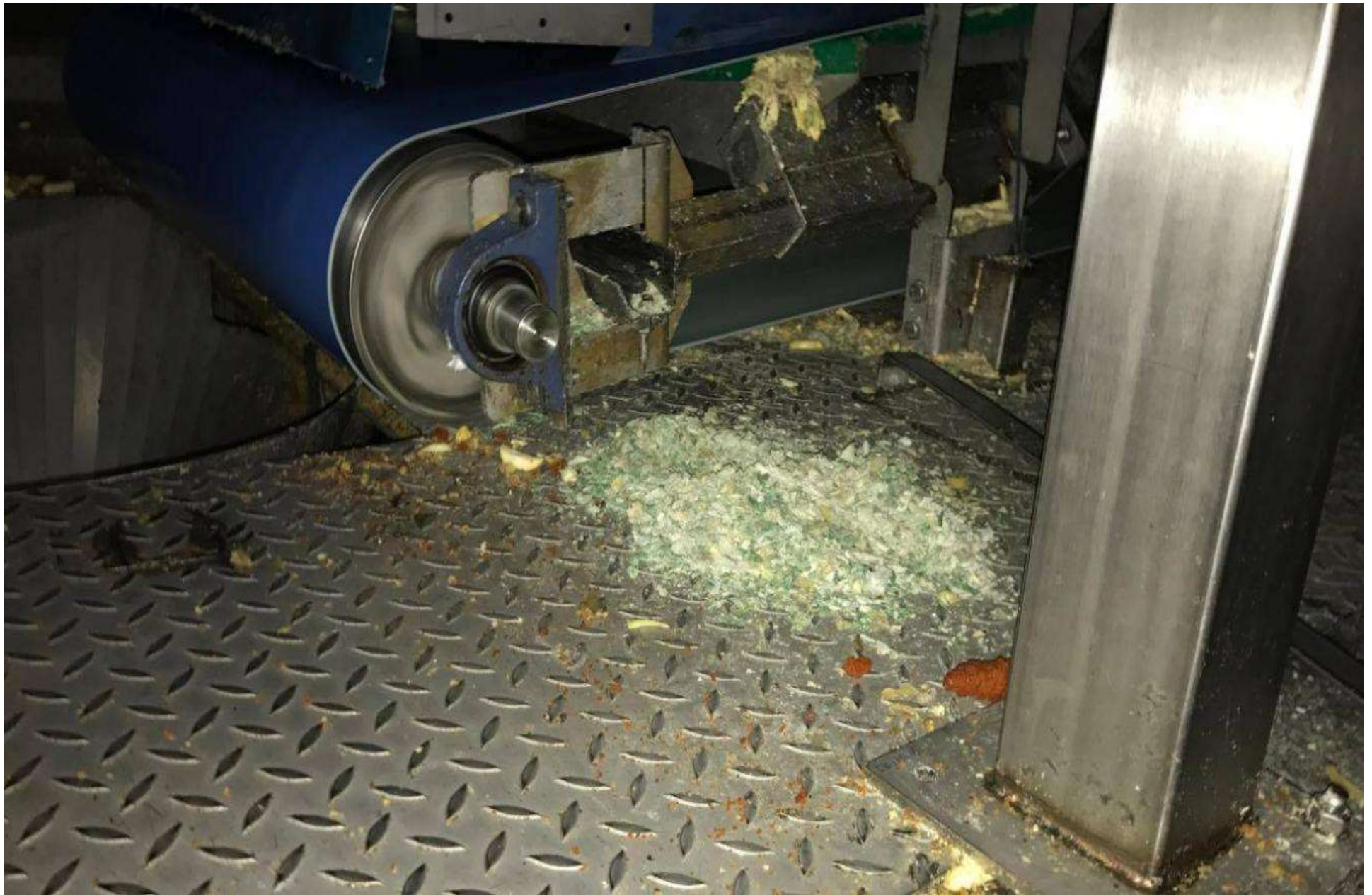
Apparently compliant products



Apparently compliant products



**And the production
conditions ??????????**



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What are the customer's expectations?

The quantity requested

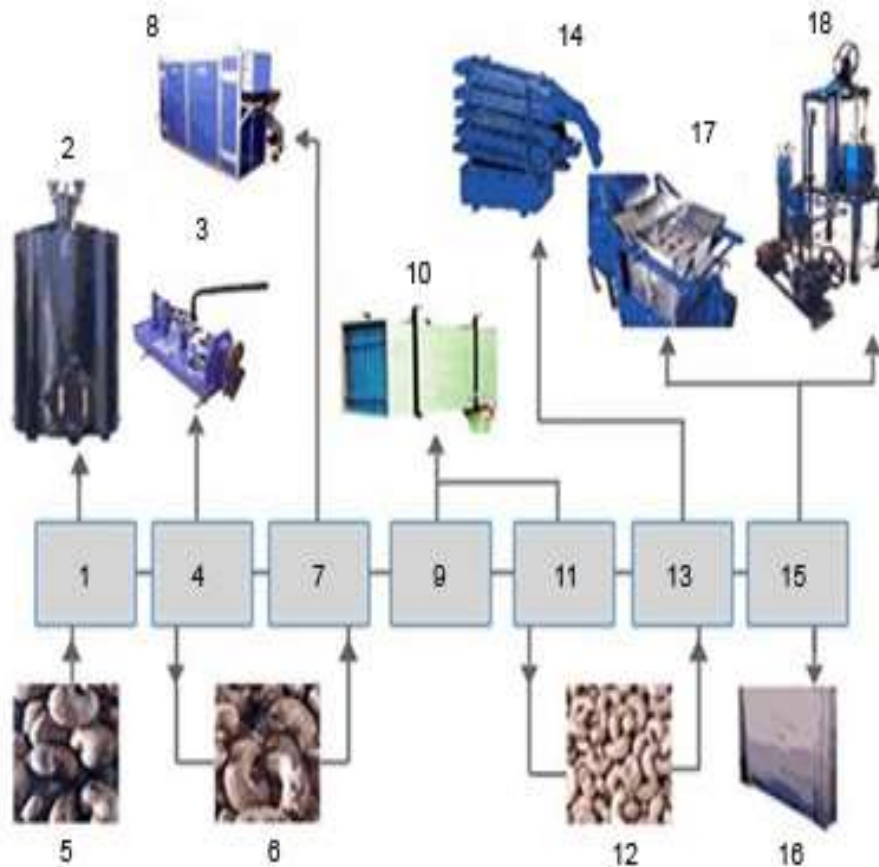


The quality required

Delivered on time as desired

Without any damage to consumer health

What does the supplier have to do (producer or processor)



Anticipate prices

Anticipate volumes

Anticipate product quality / product standards Ex: AFI

Anticipate on product safety /
Management certification standards

Ensure the required quality

- Ex AFI standards: Association of Food industries / NY – 1906

[cashews-part-i.pdf](#)

[cashews-part-ii.pdf](#)

Ensure product safety

ISO 22000

BRC

ACA Seal

FSSC 22000

SQF

GLOBAL GAP

IFS

FSMA

These standards are addressed to the overall organization and its ability to achieve the objectives

They are all oriented towards the construction of a sanitary control plan based on risk analysis

- ☞ Policy and commitment
- ☞ Control of dangers
- ☞ Control of fraud
- ☞ Control of intentional contamination
- ☞ Control of purchases through the section and supplier evaluation
- ☞ Control of responsiveness to complaints
- ☞ Control of crisis and incident management
- ☞ Control of personnel and premises hygiene
- ☞ Control of installations and maintenance activities
- ☞ Availability of management procedures and evidence of improvement

Why get certified? GFSI



Which standard to choose?



If you need to export to the USA, consider adding the **FSMA**
Food **S**afety **M**odernization **A**ct

Quelle norme pour quelle destination?



Why get certified?

To give the assurance that what we produce and/or manufacture is always done in good conditions

Provide evidence that a third-party organization has assessed factory's compliance (independence of the assessment)

Provide assurance that we meet legal and regulatory requirements

How to get certified?



Identify the appropriate standard for the industry and suitable for the client



Implement the requirements of the chosen standard



Select a certification body



Carry out the audit

Advantages of certification



CONSUMER
PROTECTION



INCREASED TRUST
BETWEEN SUPPLIER AND
CUSTOMER



DEMAND
INCREASE

The cost of certification?

Yes of course use of financial resources is linked to receiving certification, but consider it more like an investment

If the project seems to heavy to carry, take it step by step.

The GLOBAL MARKET program is created by the GFSI for SMEs

What you shouldn't say to yourself

Let's build the factory,
Let's buy the facilities,
Recruit staff and train them in the trade
Let's start production.

We will consider the certification issue later on

When the time comes

When a customer asks for it

What you don't need to know

- ☞ Certification is prepared from the project design stage
- ☞ The prerequisite programs are based on the conformity of the working environment, in particular buildings, equipment and their location.
- ☞ It is more difficult and costly to modify a building built that didn't respect the standards in the first place

Always consult an expert

Establish a food safety management system and
obtain certification
in order to



Facilitate access to the international market



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