HACCP INTERNATIONAL

CERTIFICATION OF FOOD SAFE EQUIPMENT, MATERIALS AND SERVICES

WHO SAYS YOUR PRODUCT IS GOOD FOR FOOD?

HACCP INTERNATIONAL FOOD SAFETY PROGRAMME CERTIFICATION

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BACKGROUND

We are an organisation with global reach in the science of applied food safety. Unlike other organisations, our specialisation in a single field provides for impressive knowledge of the processes, risks and controls within this demanding industry. Our technical team are amongst the most accomplished food scientists in key industry sectors including beverages, dairy, baking, processing, prepared meals, retail and food service to name a few.

We are food people and know the international food industry intimately...from the smallest outlets to the largest multi-national manufacturers. We provide design input, programmes and products for some of the world's best known brands.

Collectively, we have contributed to food production and food safety management around the globe. We have audited, provided technical support or assisted with the direct production of food on every continent.

We pride ourselves on the strength of our global team and our philosophy of continuous improvement and growth...growth for our customers, improvement in food safety management and professional growth for our staff.

With local offices strategically located in the world's key markets, our reach is extensive and our market support robust.

Our certification mark is internationally recognised as representing the highest standards in food safety.

OPINION

WHAT IS THIS PROGRAMME?

Equipment, fit out materials, consumables and services to the food industry have a direct impact on the food safety profile of a business. HACCP International provides recognised Food Safety Certification and Endorsement of such materials and services through a platform of assessment against international and proprietorial standards, world's best practices and good, old fashioned, common sense.

IS THE FOOD INDUSTRY A SIGNIFICANT TARGET MARKET FOR YOUR BUSINESS?

Products and services which meet or exceed the demanding requirements of the food industry can carry the mark identifying them as being fit for purpose. Many food industry buyers require such an assurance in determining a product's suitability.

DIFFERENTIATE YOUR PRODUCT

The power of this programme lies in what we call 'push/pull'. Suppliers of excellent quality products to industry often seek to differentiate these and advise industry of their food safe qualities. At the same time, the food industry wants to learn of, and purchase, products that are assessed by an independent body as meeting its need in terms of food safety.

ACCREDITATION

HACCP International is accredited by JAS-ANZ as a conformity assessment body. JAS-ANZ is a member of The International Accreditation Forum (IAF).

FACT

This product is food safe

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THE HACCP INTERNATIONAL MARK

HACCP International's Certification Mark is confirmation, from an independent 3rd party product certifier, as to a non-food product's ability to support the integrity and safety of food as demanded by industry expectations, legislation and GFSI (Global Food Safety Initiative) endorsed standards.

Do your products meet the demands of the food industry?

Through a defined and consistent assessment process, HACCP International provides validation of a product's 'fitness for purpose' within food handling or processing applications. There are 10 key components reviewed in this process.

1. *Materials and specifications*
2. *Toxicity*
3. *Contamination risks*
4. *Ease of cleaning*
5. *Operating instructions*
6. *Consequences of error*
7. *Batch and process controls*
8. *Claims*
9. *Packaging and labelling*
10. *Contribution to food safety*

In addition to these, service providers are also assessed in terms of:

- HACCP and food safety awareness
- Food Safety Training
- Documentation and reporting
- On site service delivery
- Standard Operating Procedures

All products are physically examined. Where appropriate, facilities are inspected and services are audited to ensure compliance with HACCP International's guidelines.

eliminate the hazard - reduce the risk

SUPPORT FOR CERTIFIED PRODUCTS

HACCP International is dedicated to promoting and supporting those companies whose products carry its certification.

'Let us promote you'

Successful applicants are supported with:

- Licence for use of the certification mark with unlimited repeats
- Advertising in the HACCP International Newsletter
- Support through the HACCP International LinkedIn company page
- Direct recommendations of products through a network of auditors and consultants
- Recognised Certificates of Conformance
- Technical support from our experienced food scientists
- Association with a recognised methodology for food safety assurance
- Food safety seminars relevant to their products
- Web links and a 'provider search database'
- Other marketing initiatives such as co-operative advertising, trade show support and editorial

SUCCESS!

A global leader in branded consumables for the food industry reported, "*Against static trends, we drove sales by 24% across a category in the first quarter after obtaining endorsement and the growth was lead by the 16 products which had certification*". Another supplier reported "*this Swiss product had limited penetration when we launched in this market. Since certification, we have become market leaders and have launched two additional ranges leveraged on the success of our primary certified product*".

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NEXT STEPS

If you are ready to capitalise on the food-safety characteristics of your product, differentiate it and enhance its distribution into the food industry sector, contact us for a preliminary assessment and application details.

The investigation stage of the process can usually be completed in 30 days subject to availability of the required information. Once approved, your product can be certified and licensed on either a national, regional or global basis - depending on the marketing needs of your organisation.

While assessments are conducted on individual items or services, licensing of the certification mark is conducted on a category basis providing cost effective opportunities to use the mark across a complete product range.

Organisations whose products are undergoing assessment will be provided with details of any identified non conformances and given the opportunity to correct these in order to achieve certification. We take a consultative approach to your meeting of these requirements and help you through the process.

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