

## RON JUDGE

Director of Quality Assurance & Food Safety  
Maple Lodge Farms

THE 2016 GLUTEN-FREE STAKEHOLDER UPDATE & PLANNING SESSION PRESENTED IN COOPERATION WITH:



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# PERFORMING A RISK ASSESSMENT

Ron Judge, Corporate Director – Food Safety and Quality Assurance  
Maple Lodge Farms  
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# MAPLE LODGE FARMS

## About the Company

- Established approximately 60 years ago
- Family run business still today
- Privately owned
- Canada's largest chicken processing company
- 4 Plants: Brampton, Ontario (Slaughter, Food Service, Ready to Eat products)  
Mississauga, Ontario (Retail Tray Pack),  
Berwick, Nova Scotia (Slaughter, Food Service, Turkeys),  
St. Francois, New Brunswick (Slaughter, Retail Tray Pack )



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# MAPLE LODGE FARMS

## Company Facts

- Capability of slaughtering up to 1 million chickens/day
- Approximately 2600 employees across Canada (1700 Brampton plant).
- Gluten Free, Halal (#1 Brand in Canada), Organic
- Wet & Air Chilled whole chicken and parts
- Export markets include Asia, Africa, Middle East.
- Major Customers: Costco, Loblaw's, KFC, Swiss Chalet, Metro and Sysco
- **HACCP Recognized (CFIA) and BRC Certified (SAI Global)**



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# SATISFYING FOOD SAFETY AND CONSUMER'S NEEDS

## *Food Safety – HACCP Approach*

- Hazard Analysis – Controlling Chemical Hazards (allergens, specifically gluten)

## *Consumer Fraud – BRC Approach*

- Vulnerability Assessment to assess Supplier risk

The desired outcome of our actions is to ensure our consumer's food safety requirements and to protect them from potential consumer fraud.

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# BRC REQUIREMENTS

The Global Standard for Food Safety Issue 7 defines Food Fraud:

*As the **fraudulent and intentional substitution, dilution or addition** to a product or raw material, or misrepresentation of the product or material, for the purpose of **financial gain**, by either increasing the apparent value of the product or by **reducing the cost** of its production.*

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# Terminology



Source: Food Fraud.msu.edu

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# MITIGATING FOOD FRAUD

- 1) Carry out a Food Fraud Vulnerability Assessment*
- 2) Establish Appropriate Control Measures to reduce risk*
- 3) Ensure the approach is auditable*



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# VULNERABILITY ASSESSMENT COMPONENTS

## Likelihood of Occurrence

- Geographical Origin
- Supplier
- Historical Incidents
- Emerging Concerns



## Profit Motivation

- Economic (Profitability)
- Material Availability
- Adulterant/Substitute Availability
- Complexity to Commit Fraud



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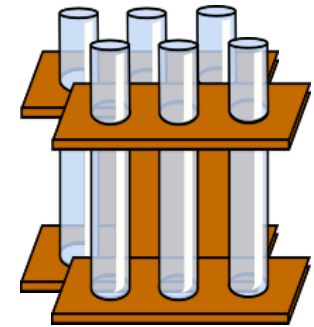


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# VULNERABILITY ASSESSMENT COMPONENTS

## Risk of Detection

- Supply Chain Complexity
- Physical Form
- Existing Controls
- Routine Product Testing – Adulterant
- Ease of Access (Tamper Evidence)



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# VULNERABILITY ASSESSMENT COMPONENTS

## Risk Assessment Steps

- Rank all items with a common scoring system (1 – low risk to 5 – high risk)
- Determine overall risks levels:

Likelihood of Occurrence  
X  
Profit Motivation  
X  
Risk of Detection

- Develop Control Measures

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# CONCLUSIONS

- The problem of food fraud is huge and growing and requires a new and more radical approach to fraud identification and prevention.
- An in-depth understanding of the culture, employee awareness and internal relationships is vital in order to provide the leadership required to instill a strong anti-fraud ethic and to set up specific cross-functional training and education programs.
- Knowing the supply chain end-to-end is the single most important recommendation.

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# QUESTIONS?

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