What's Impacting our Customers?

Withdrawals and Recalls - When a product is withdrawn or recalled this affects our ability to provide the desired range of products for our customers. Their favourite product is simply not available for them to buy.

In the last few weeks we have had withdrawals relating to:

Claim Validation - Claims on product drive a point of difference with our customers and when these can’t be substantiated we lose the trust of our customers. When was the last time you checked your on pack claims were valid for the full shelf life of the product? Are your ingredients authentic?

Incorrect Barcode - This impacts both our store teams and our customers. The product is unable to scan at the checkout or the product may scan at a price disadvantage to the advertised price. What is your artwork approval process? How do you check the barcode is correct?

Wrong Date Code/Product Packed into Wrong Packaging - When was the last time you challenged your system. Are your operators following your procedure? Could your procedure be improved?

Severity 1 Complaints -
every month more than 200 of our customers report a severity 1 complaint.
The majority of these complaints are from Foreign Objects - objects that should not be present and that may harm our customers. Working to eliminate foreign objects improves trust with our customers. What is your plan to eliminate (not detect) foreign bodies?

Where are suppliers getting Audit CAR's?
Codes of Practice (COP’s).

- Prevention of Foreign Bodies,
- Allergen Management,
- Metal Detection/X-ray are the codes of Practice that have the highest number of CAR's raised during an audit.

Are you audit ready?

Recent Recall

We recently conducted a national recall due to packaging failure causing a potential choking hazard for our consumer. The root cause was found to be poor packaging design and materials. This serves as a timely reminder to review:

Has anything in your packaging supply chain changed?
When was the last time you tested your business recall plan? Do you have a contingency plan?
Are all your contacts up to date? Here is an interesting article we found: [Link]

Supplier Sustainability Award
Has your business recently reduced their environmental or social impact? Energy Efficiency, Water Saving, Food Waste & Packaging, Responsible Sourcing (eg coffee, tea, chocolate, fish / seafood), Community Impact, People, Animal Welfare

Own Brand Team: Own Brand Supplier Portal
Vendor Brands - WOWlink

How To Determine Shelf Life?
We have found some interesting links to guide you on considerations when setting a shelf life:

CSIRO Shelf Life: [Link]
Campden BRI Things to Consider: [Link]
Campden BRI Product Micro Shelf Life: [Link]
Campden BRI: Ambient Product Shelf Life: [Link]
Sustainably Sourced Seafood - Canned, Fresh & Frozen

Woolworths is committed to sourcing our Own Brand seafood from sustainably sourced fisheries, which involves regularly reviewing our sourcing programs to ensure they maintain Woolworths’ high standards. Further to sourcing all Own Brand Tuna from sustainable fisheries all Woolworths Own Brand Canned Tuna will be either FAD-free or Pole and Line Caught.

Our priority is to focus on areas of greatest risk and greatest opportunity to influence change, so we have issued a policy that applies to all primary Own Branded fish and seafood such as pre-packed, frozen, canned and product sold behind the counter.

Our policy does not currently include fish and seafood used as an ingredient in pet food, derivatives used in product i.e. fish sauce, fish stock, etc. or extracts used in health products i.e. cod liver oil, krill oil.

To help suppliers who source seafood for an Own Brand product we have developed a policy and seafood sourcing requirements guideline for suppliers which can be found on the new FoodCo Supplier Portal - under the ‘Documents - Sustainability’ tab, or you can click the links below.

Policy - POL.059 Seafood Sourcing Policy for Woolworths Own Brand Products v1
Guidance - GUI.036 Seafood Sourcing Requirements Supplier for Woolworths Own Brand Products v1

If you have any questions please speak with your Quality Specialist.

Food Fraud Update -

Looking for more information on Food Fraud and VACCP? Need help with your risk assessment? We’ve found some great information at the Michigan State University Food Fraud Initiative Link. They also have a great course that you can sign up to called the Massive Open Online Course (MOOC) Link.

Food Safety and Date Coding -

3 major European supermarkets have suspended buying chicken from a plant that has been caught changing kill dates. Link. This incident serves as a reminder to check:

Do your practices on the production floor mirror your procedure? Is your internal audit process effective?

What Is Your Plan For Christmas?

Christmas presents a great opportunity for us to work together to exceed our customer’s expectations. It is this time of the year that our customers are buying and experiencing new and unique product offers, once a year seasonal products and showing off their culinary skills, feeding their extended families.

It is important that we not only exceed their expectations in terms of product performance and quality, but also that we have full shelf availability. This means - no withdrawals or recalls.

The lead up to the Christmas Season is traditionally a very busy time in Food Manufacturing. Some areas to focus on include: Date coding, training for casual staff, ingredient and recipe control.

Your Quality Specialist may come and visit your site in the coming weeks and months to support you during the peak Pre-Christmas period.

DID YOU KNOW?

NPD Business Process

Our NPD Business Processes are in place to protect not only Woolworths, but our suppliers, our customers and our brands. They are in place to ensure our products consistently deliver our Quality and Safety targets.

Recently, we have been seeing an increase in suppliers releasing first production prior to approval being received from Woolworths Project Managers

This written approval comes from the Own Brand Project Manager. If you have any questions regarding this process, please speak with your Quality Specialist.

#talkingqualitywithwoolies #passionateaboutquality #makingadifference #customerfirst