



Food Product Safety

Corporate Responsibility in Practice



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Agenda

- Food Safety: General Provisions
- Regulation of Food Safety
- Food as a Social Good
- Corporate Responsibility
- Conclusions



Food Safety: General Provisions

- No foods dangerous to health or unfit for consumption may be put on sale
 - The effect on health, in the short and long term
 - The information provided to the consumer
 - The cumulative toxic effects
 - The specific sensitivities of certain consumer groups



Food Safety: General Provisions

FOOD SAFETY IS MORE THAN HEALTH!!

- Environment
- Food and water wasted
- Fairtrade
- Health status and conditions of the animals
- Sustainable fisheries
- Loyal labelling



Regulation of Food Safety

- Aims to protect consumers
- Without harming the smooth functioning of the market

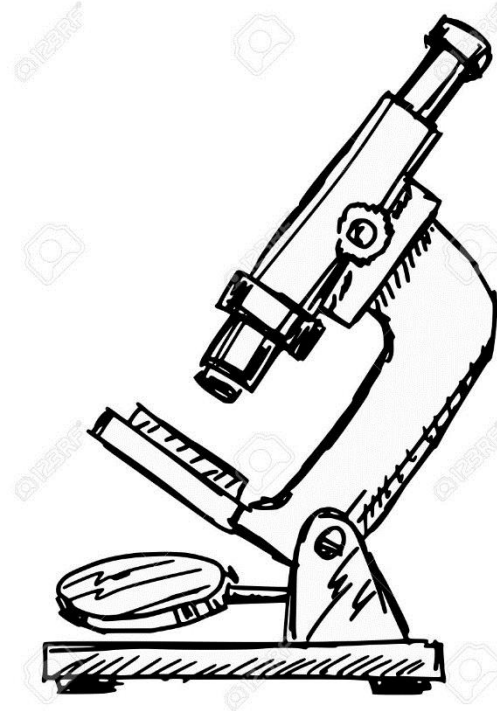
• The EU has agreed standards to ensure

- ✓ food hygiene
- ✓ animal health and welfare
- ✓ plant health and to control



Regulation of Food Safety

European Food Safety Authority



Provides scientific advice and communicates on food's risk

Food as a Social Good

- Management responding to an ethical criterion
 - Safety
 - quality
- Sustainable development





Food as a Social Good

- Social conditions
 - Social Projects
 - Integrity, Ethics...
 - Culture and education
- Bet for health
 - Investing in medical research
 - Boost healthy lifestyles





Corporate Responsibility

Food companies are leaders in
Corporate Responsibility

- Nutrition information in the labels and restaurants
- Waste reduction action plan
- Supplier code of conduct
- Animal welfare audits
- Sustainable fisheries
- Energy efficient factories
- Balanced active lifestyles



Kellogg's®



Coca-Cola®





Corporate Responsibility

Examples

- Zero Wasted Program
- Ronald McDonald House Charities
- Kellogg Nutrition and Health Institute





Conclusions

We all have a role

Responsible Consumption



