



FOOD SAFETY

**Create and keep the
trust of customers**

Peter Chapman
May 10, 2024

SKU
FOOD



tingley's
save-easy

DUNDONALD STREET - NASHWAAKSIS PLACE

PETER

CHAPMAN

“Success is not just about producing great products to sell; it is about selling the great products you produce”



Building trust

Customers

Your business

Proactive

A problem



How much do they buy?



How much do they buy?

35,372

Source: Catalina Marketing



How much do they buy?

260

35,372

Source: Catalina Marketing



How much do they buy?

.74%

Source: Catalina Marketing



A close-up photograph of a person's hands wearing blue nitrile gloves. The hands are holding a white rectangular card in the center of the frame. The card has the words "FOOD SAFETY" printed on it in a bold, black, sans-serif font. The background is a blurred white surface, likely a lab coat or a clean workspace.

**FOOD
SAFETY**

Customers

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Minimize RISK

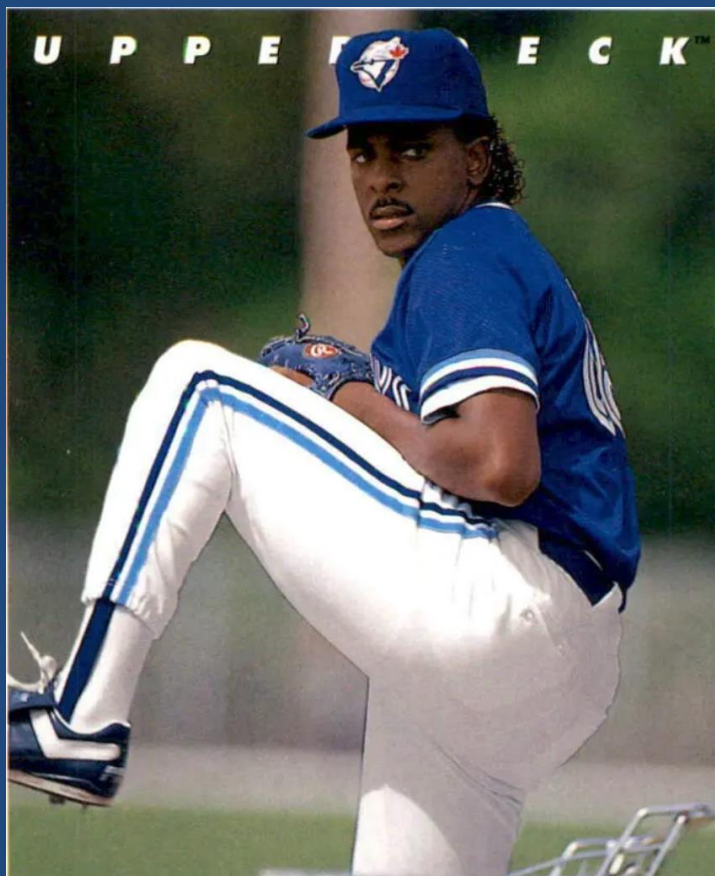
Specs & standards





Consistency

Good suppliers



Source www.cooperstownincanada.com

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**FOOD
SAFETY**

Your business

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Product evolution

Volume



Complexity




Product evolution

Volume




Complexity

Information



SOBEYS INC. FOOD SAFETY POLICY
DATE: JUNE 7, 2017 VERSION: 1
APPROVED BY: MICHAEL MEDLINE – PRESIDENT & CHIEF
EXECUTIVE OFFICER

sobeys inc.  We are a family
nurturing families



Walmart  Food Safety & Health

Food Safety Requirements for Produce Suppliers

Providing safe and affordable
food so people can live better.

Walmart  **Sams**
Everyday Low Prices Save Big. Eat Right.


LoBlaw
Companies
Limited

About Careers News Investors Responsibility

Our areas: Environment Social Governance

Reports & Data [2022 ESG Report](#)

Supply chain accountability



Supplier Code of Conduct
Supply chain disclosure

Supplier Code of Conduct
We source with integrity.

SKU  **FOOD**

Speak their language



**Over 100
industry
terms**



A plan

Confirmation





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FOOD SAFETY

Proactive



Opportunity

SKULL
FOOD



Understand the specs

Fresh from the *Valley*
la vallée de l'Annap



Positive relationship



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Beyond merchandising



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Fresh QA

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A close-up photograph of a person's hands wearing blue nitrile gloves. The hands are holding a small, rectangular, cream-colored card. On the card, the words "FOOD SAFETY" are printed in a large, bold, black, sans-serif font. The background is a blurred white surface, likely a lab coat or a clean workspace.

FOOD SAFETY

A problem

A close-up photograph of a hand placing a white puzzle piece into a larger assembly. The puzzle piece being placed has the word "FACTS" printed on it in a bold, red, sans-serif font. The background consists of other white puzzle pieces, some of which are already in place, creating a grid-like pattern. The lighting is bright and even, highlighting the texture of the puzzle pieces and the skin of the hand.

FACTS

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Challenges



to
point of view

Plan

steps to be
accomplish





Execution

Building trust

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GROWING YOUR BOTTOM LINE

