Food Safety

Food Safety

Keselamatan Makanan

Segurança dos Alimentos

Sécurité Alimentaire

Keselamatan Makanan

Food Safety

Seguridad Alimentaria

عطا و سرخش

Seguridad Alimentaria

السلامة الغذائية

Seguridad Alimentaria

المائدة والألبان

Seguridad Alimentaria

Food Safety

I Own it. I Live it.

Hershey
Food Safety Culture Mission

Food Safety is **embedded in the Hearts and Minds** across **all** Hershey Employees and is a **way of life** that enables us to keep our **consumers safe**, **protect brand equity** and enable Hershey’s **global growth**.
Food Allergens are one of Hershey’s biggest food safety risks.
Food allergy in Developing nations

Many think the frequency of food allergies is lower in developing countries and emerging economies such as China, Brazil and India.

Lack of data due to:

- Public awareness
- Poor diagnosis & reporting
- Low priority comparatively

Hershey plants around the world

79 out of 196 Countries reported via survey or published data of food allergies

Food Safety Culture
Continuous Improvement Model

Beyond Food Safety Management – Food Safety Culture
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Storytelling enhances learning
Food Allergen education communication
Employee engagement Events

Malaysia

Hershey, pa

brazil
Communicate through multiple channels

- **Tools to change behaviors and increase awareness**
  - Senior Leadership Support and Messaging
  - Global eLearning
  - Modules in 7 Languages

- **Infographic in 7 Languages**

- **Food Safety in Corporate Onboarding Process**
  - Tracking Progress with Corporate Surveys

### Pest Control
- Drain Flies activity
- Gaps around doors
- 18" perimeter should be in place
- Evidence of insect trails / webbing / Droppings

### Water Control
- Roof / jacket / pipe Leaks
- Condensation Drips
- Drain Back-Ups
- Standing Water on floor
- Water left in mop buckets
- Uncontrolled water from cleaning activities

### Sanitation / Housekeeping
- Food on Floor / overflowing bins
- Area disorganized or Cluttered
- Excessive Food / Dust Buildup
- Dirty / damaged improperly stored tools & Utensils
- Dirty Infrastructure (walls, floors, ceilings, overheads)

### Employee GMP Practices
- Not following color coding
- Improper Glove usage
- Uniforms worn improperly
- Improper Storage of Personal items
- Not following proper Traffic Patterns between High Risk to Low Risk areas
- Lack of handwashing

### Risk to Open Product
- Flaking / Peeling Paint
- Cracks in walls, floors
- Loose metal, wood
- Worn equipment (broken moulds, frayed belts)
- Missing nuts, bolts
- Usage of Temporary Repairs (i.e. Tape)

### Allergen Control
- Allergen awareness “see it, say it”
- Lack of Cleaning / Visual Inspections
- Incorrect Product Labels
- Incorrect use of allergen dedicated Materials / tools / utensils / Containers
- Not following proper Traffic patterns between Allergen / Non-allergen
As leaders in Manufacturing, our responsibility is to ensure our Allergy Control Plan is clearly defined and supported via education across our locations.”

93% Employees know role

FOOD SAFETY AWARENESS & OWNERSHIP

96% Completed Learning

FOOD SAFETY INVESTMENTS

125% 2014-2016
Consumer Engagement

Hershey's is such a great company for the allergic community. They label well and try to give us options via dedicated facilities/lines. Thankful for their commitment to keeping allergic people safe.

Hey gang!! A couple of changes taking place over at Hershey's! HUGS will now carry an almond warning. The almond KISSES will now be on a dedicated line, no cross contamination with other nuts.

AS ALWAYS... so grateful to a company who takes allergies so seriously and makes sure to let us know about changes!

http://www.foodallergyawareness.org/...hershey_con

I'm a HUGE fan of Hershey's because they take food allergies seriously and are proactive in their labeling. They go to great lengths to practice safe manufacturing practices and label their products accordingly. In addition, their 1-800 line customer service is knowledgeable and thorough in their explanation of Hershey's and food allergens.

One key way The Hershey Company protects our consumers against allergens is through label transparency. Check out your desk drop to see how we treat allergens on the Krackel label.
Food Safety Culture Learning Journey

**PREPARE**
- Collaboration
- Build a burning platform
  - From Good to Great
- Senior leader support
  - Role
  - Actions
- Develop strategic plan
  - Farm to fork

**RESOURCE/ALIGN**
- Resource and commit to strategic plan
  - Infrastructure
  - Resources
- Develop the brand
- Formally activate and launch

**EXECUTE**
- Communication Strategy
  - Targeted messaging
  - Recognition
- Passionate Functional Ambassadors
- Customized and Globalized execution
  - Hearts & Minds (education)
  - Tools
- Measurement
  - Survey
  - Investment

**LEADERSHIP**
- Collaboration
- Build a burning platform
- Senior leader support
- Develop strategic plan

**COMMITMENT**
- Resource and commit to strategic plan
- Develop the brand
- Formally activate and launch

**ACTION**
- Communication Strategy
- Passionate Functional Ambassadors
- Customized and Globalized execution
- Measurement

**2013-2014**
- Collaboration
- Build a burning platform
- Senior leader support
- Develop strategic plan

**2014-2015**
- Resource and commit to strategic plan
- Develop the brand
- Formally activate and launch

**2016-2017**
- Communication Strategy
- Passionate Functional Ambassadors
- Customized and Globalized execution
- Measurement
Focus on Global Accountability
QUESTIONS?