

# “QUALITY BY DESIGN”

How to tackle safety, sustainability and quality issues in Food

# ON TODAY'S MENU

Our agenda

1

**Food safety, quality and sustainability**  
Short overview of status and trends

2

**Quality by design**  
Start designing safety and sustainability into your products

3

**Why PLM?**  
How a streamlined, tool-supported process can help



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# **Safety, Sustainability, Quality**

Different domains, one goal – Good Food

# FOOD SAFETY

Risks and current status of food safety worldwide

## Impact on people

Almost 1 in 10 people in the world fall ill after eating contaminated food and 420 000 die every year



## Impact on economy

USDA estimates that foodborne illnesses cost the United States more than \$15.6 billion each year



## No. of Food Product recalls

Approx. 300 food recalls in 2021 in the US, with Italy having the highest share of recalls worldwide



## Recall reason

Main reason for food recalls is a wrong or missing declaration on the label...

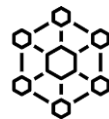


# FOOD SUSTAINABILITY

Much more than “just” managing packaging waste...

Sustainable food aims to avoid damaging or wasting natural resources. It minimizes the contribution to climate change due to optimized farming, processing and/or supply chains. Sustainability categories could include:

- Renewability
- Resilience
- Healthfulness
- Equity
- Diversity
- Inclusion
- Interconnectedness



# FOOD QUALITY

“Purposely composed” – food quality is a heterogeneous field

## Quality Management

Global markets and supply chains, different requirements across countries, different tastes



## Recipe and Formulation requirements

Fast changing consumer and seasonal demands, regional differences, new living and working norms



## Exhaustive Packaging variety

Different SKU types in different markets, individual material and tax requirements



## Financial pressure

Price pressure on the markets, cost pressure in production, E-grocery, digital placements



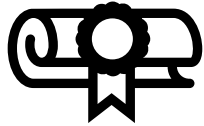


# **“Quality by design”**

Why the NPD process is important for food safety

# WHAT HAPPENS IF ALL THIS COMES TOGETHER?

The “department” view



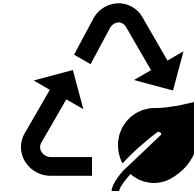
## Food Safety

- Handled by QA and Legal
- Based on regional regulations
- Changes regularly



## Food Quality

- Handled by R&D and prod.
- Based on customer demands and product briefs
- Changes regularly



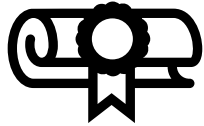
## Food Sustainability

- Handled by sustainability officer and prod.
- Based on laws and demands
- Changes regularly



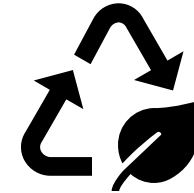
# WHAT HAPPENS IF ALL THIS COMES TOGETHER?

The “company” view



## Complexity

Domains have overlays and are interconnected at many points, not really independent.

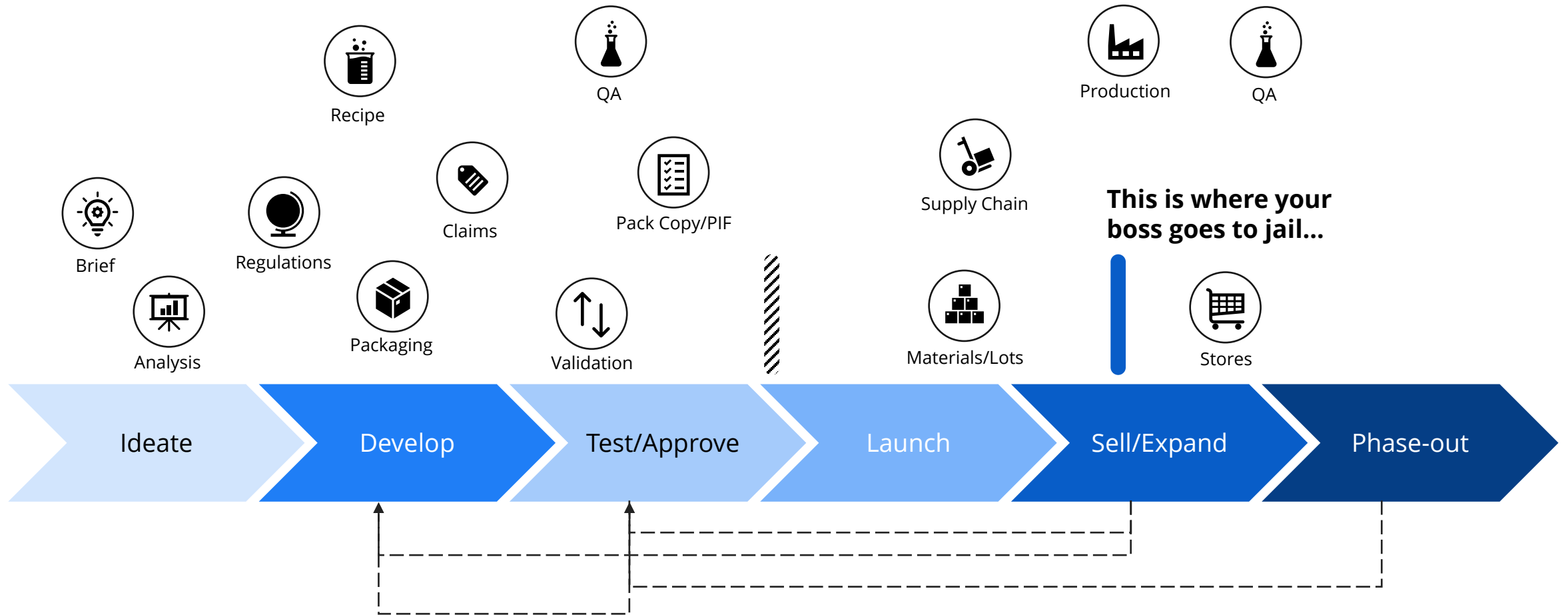


## Collaboration

This requires efficient and continuous collaboration between stakeholders internally and externally.

# DIFFERENT STAGES OF THE LIFECYCLE

Issues arise in different stages and are connected through the entire lifecycle



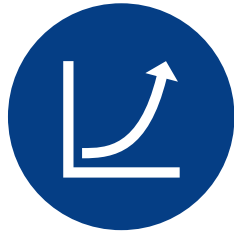


# Why PLM?

How PLM can support the food safety journey and assess sustainability

# WHY PLM?

Meeting market challenges with PLM



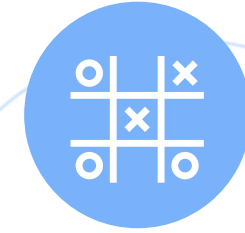
## Optimization

Optimize product development with workflows and dashboards



## Time-2-market

Speed up new product introductions and recipe development



## Planning

Plan and manage complex and growing product portfolios



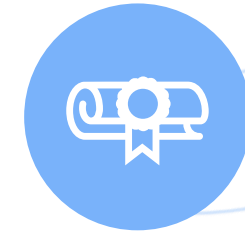
## Collaboration

Streamline sourcing requests and collaborate with suppliers



## SKU Management

Automatically create detailed specs for different SKU's

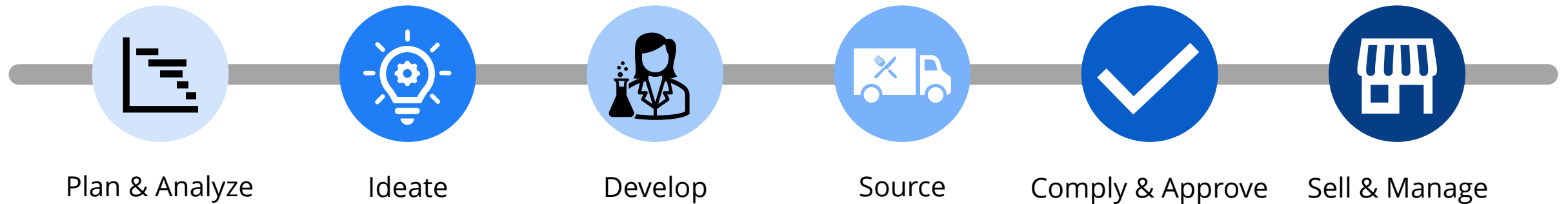


## Compliance

Reduce quality and compliance risks with greater visibility and control

# FAST TIME-TO-VALUE. STRONG ROI.

One platform for end-to-end product management



Reduced Time to Market      Improved Quality      Improved Sales      Achieve CSR targets      Reduced COGS      Broader Portfolios

# Thank you!

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**Need more information?  
Request a Demo.**

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