

# INTRODUCING A FOOD SAFETY AND QUALITY CULTURE PLAN IN YOUR ORGANISATION

Culture is a well proven concept which makes a difference to company operations and product safety management, this is why it has been introduced in START! Issue 2. It is the next step in the process to improve food safety and quality beyond the implementation of procedural product safety management and is proven to help prevent product safety incidents.

## STRONG CULTURES IMPROVE BUSINESS PERFORMANCE

Those with immature food safety cultures can see a drop of over **20%** in sales.

## SAVING COSTS IN DELIVERING FOOD QUALITY

Cultural maturity impacts the cost by as much as **23%** of sales.

## STRONG CULTURES PROTECT CONSUMERS

**54%** less food handling errors in businesses that have a strong culture.

