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Our mission is to be a reliable and preferred partner of our clients and society, to guarantee the highest possible quality and to improve our business and staff welfare.

The Why

Weifang Artisan Foods Co. Ltd., founded in 2000, specialises in the planting, processing and exporting of fresh and frozen vegetables, wasabi and curry. Since 2014, we have been expanding in the European market. In order to ensure that our products can meet food safety requirements in the European and the international market, a quality management system was a pressing need. GFSI represents the global food safety requirements, especially for retailers, so in 2014 and 2016, we applied for BRC and IFS certificates, which have been recognised by GFSI. We believe that GFSI will play a most important role in helping us to strengthen our food safety management in the future.

The How

We aim to provide safe, delicious, high-quality food to our clients. We guarantee the highest possible quality for our products, having an adequate and well trained staff that monitors the process from start to finish. Planting, harvesting, storing, processing and logistics - every step of our management is controlled by traceability systems at Artisan Foods.

Our fields and farmers have achieved GLOBAL G.A.P. certification. We pay close attention to the soil, water, pesticides and fertiliser control so that we can make sure that the raw material is safe.

The HACCP management system helps us analyse potentials hazards in each process, to identify the key hazards, establish control procedures and eliminate or diminish the main hazards and risks to an acceptable level.

In line with the terms and requirements of the BRC and IFS, we hold an internal audit every year, which allow us to find any non-conform-



ities in our management system, analyse the cause of the problem, establish corrective measures, verify effectiveness of these measures and improve the efficiency of our internal system operations.

We have also established staff training programmes, so that all employees are involved in the food safety management of the factory. Everyone checks and eliminates risks to make Artisan Foods better and better.

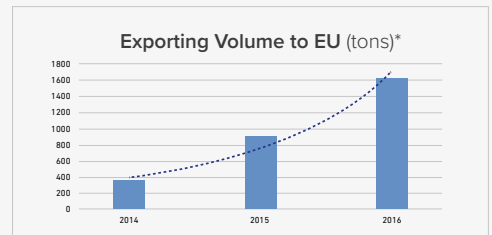
The Benefits

Thanks to the implementation of GFSI-recognised certification programmes BRC and IFS food safety management system, our customers are very satisfied with our product safety management. No complaints have occurred since we enhanced the whole process of security risk management. And product orders in the European market are increasing every year.

Meanwhile, a lot of problems in factory management, especially in the workshop, had not been fundamentally resolved before. But now that we have an on-site audit table, all of the managers participate in monthly audits of the factory so that all problems can be corrected, tracked and verified. Through constant audits by the requirement of food safety management system, many issues were completely resolved and the remaining issues in the factory are being reduced. Since everyone is seeing this continuous improvement, the enthusiasm is also growing higher and higher.

Figures

In 2014, the total export volume to European market was 350 MT, and we estimate that the export volume will reach 1600 MT in 2016. The steady increase in export is due to the good reputation of our product and customers' recognition of our safety management. We believe that the quality and safety management system will play an even bigger role in the future.



*Data from 2016

