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What customers expect from flour millers

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Key Points

- Is the customer your number 1 priority?
 - Good Communications
 - Consistency of product, delivery, sales, accounting practices is key.
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Is the customer your number 1 priority?

- If the answer is yes, that is a start in the right direction.
 - If the answer is no, the consequences **can be damaging to your company's** reputation, therefore sales, therefore profits etc.
 - The customer may not always be right but they should always be number one priority!
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Good communications -Key to successful relationships with customers

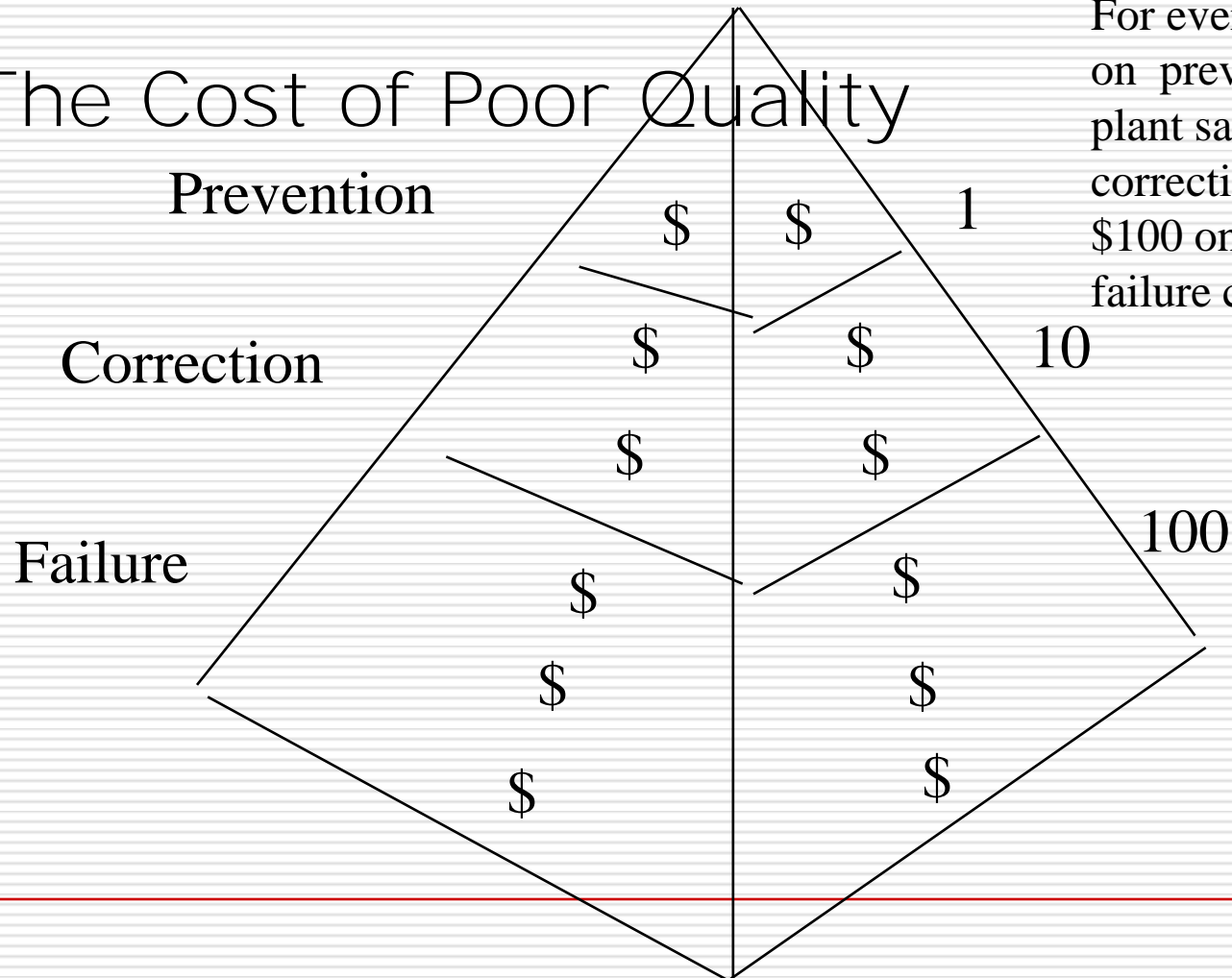
- ❑ Open dialogue
 - ❑ No surprises especially on quality issues and delivery times
 - ❑ Transparency on pricing and costs
 - ❑ If there is a problem tell the customer before its too late!
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Consistency is the key – Product Quality Requirements

- ❑ A strong Quality Assurance System to be in place
 - ❑ Strong Wheat (Raw Material) Quality Control System Challenge.
 - ❑ Good Milling Practices
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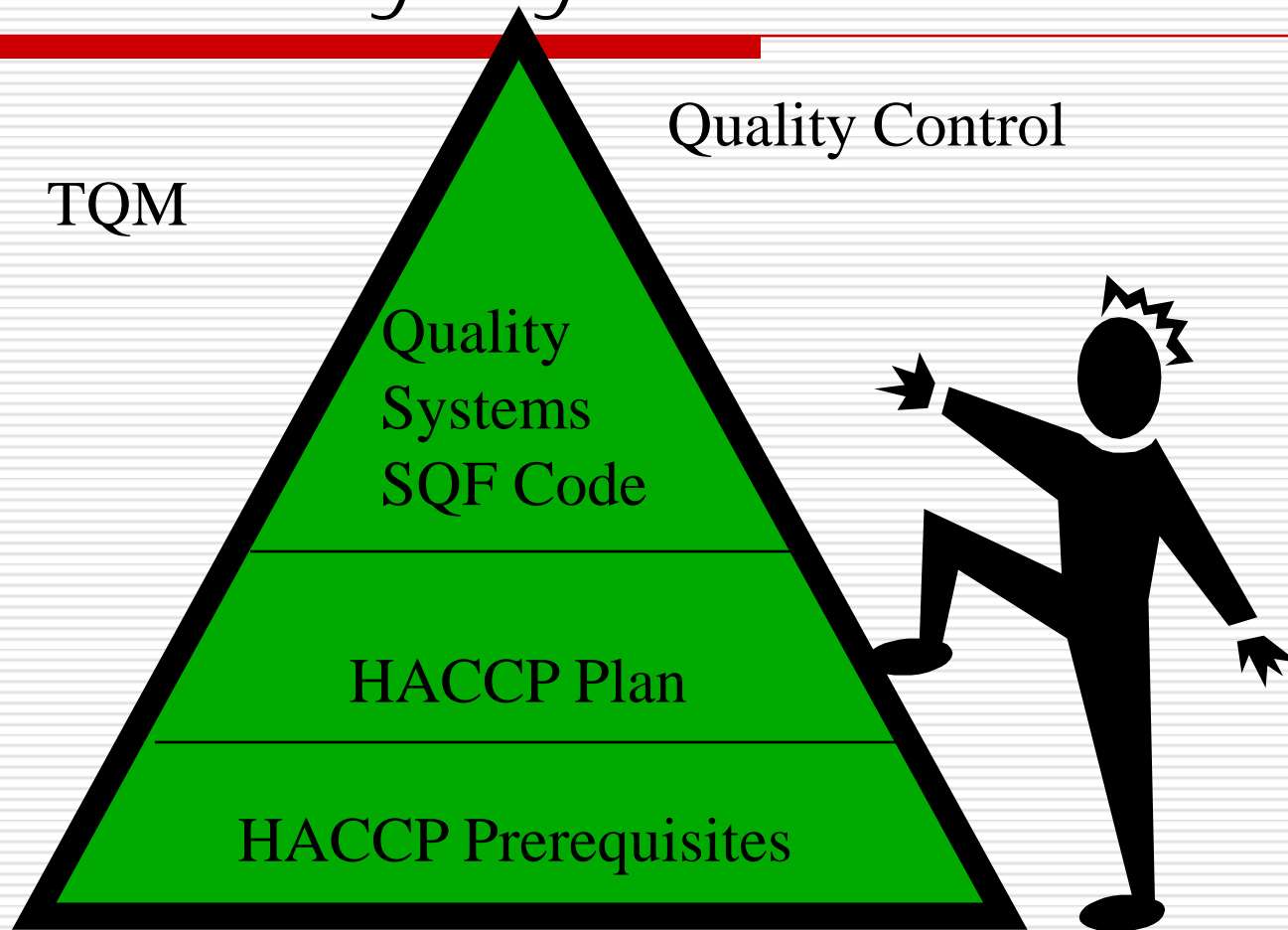
1-10-100 Rule - The cost of poor quality

□ The Cost of Poor Quality

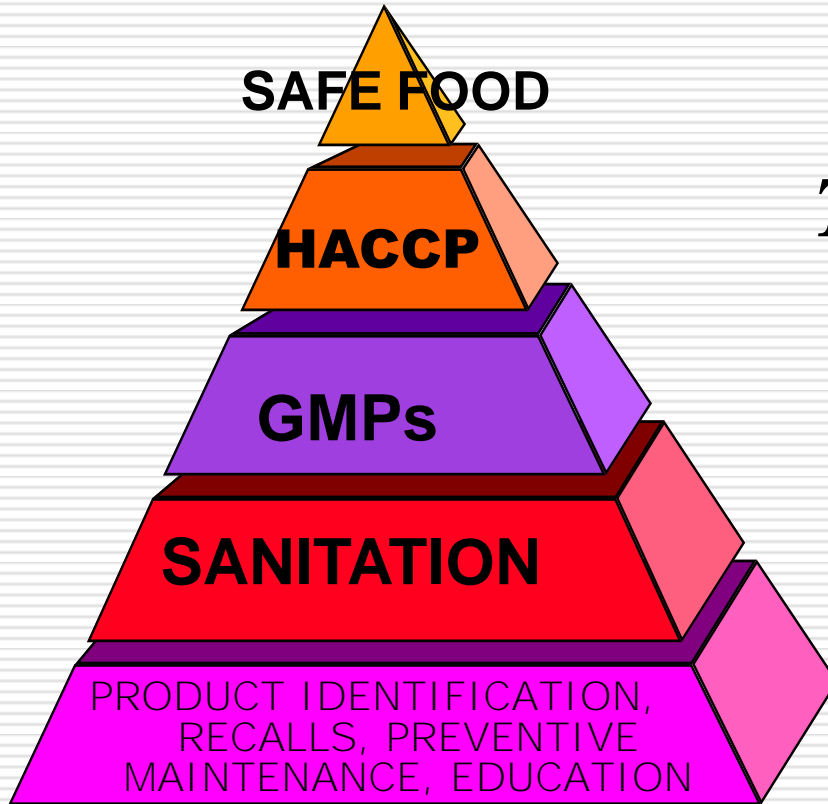


For every \$1 spent on prevention, the plant saves \$10 on correction costs and \$100 on product failure costs

Food Quality Systems



FOOD SAFETY PYRAMID

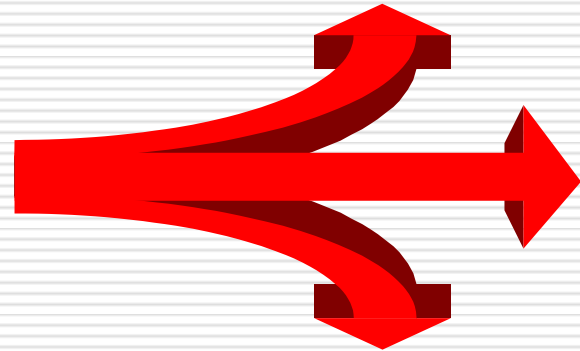


*THE FOUNDATION
FOR HACCP*

ISO 2000

- A quality management system aimed primarily at preventing any non-conforming product during production and distribution.

**SAY WHAT YOU DO.
DO WHAT YOU SAY
PROVE IT**



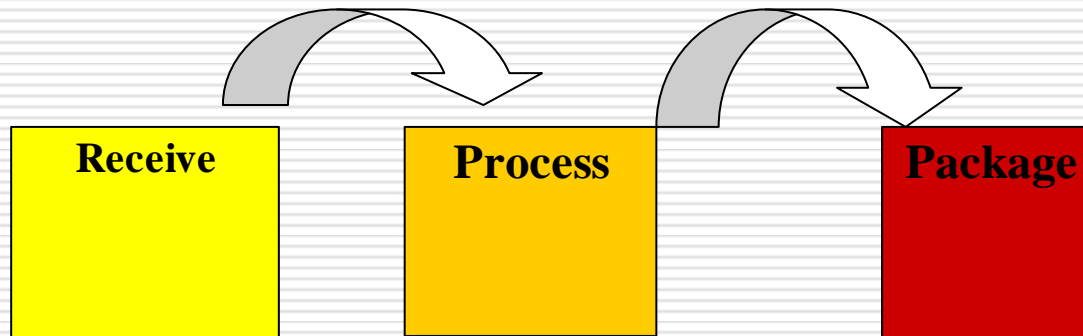
TQM

- Total Quality Management
- Process of change and improvement in everything the company does.



What is HACCP?

- ~~□ Hazard Analysis Critical Control Points~~
- A systematic approach to controlling food safety during the manufacture of food products



~~3 Hazards = Biological, Chemical and Physical~~

HACCP APPROACH

- Assemble team
 - Describe food & its distribution
 - Intended use & consumers
 - Develop flow chart
 - Confirm flow chart
 - Apply HACCP seven principles
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HACCP PREREQUISITES

- GMP's
 - Sanitation
 - Product identification
 - Tracking & recalls
 - Preventive maintenance
 - Education & training
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Quality Control – HACCP Prerequisite

- Involves activities and operational techniques that are used to verify and “control” the fulfillment of quality requirements
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HACCP Principles

1. Conduct a hazard analysis
2. Identify critical control points
3. Establish critical limits
4. Establish CCP monitoring requirements
5. Establish corrective actions
6. Establish verification procedures
7. Establish recordkeeping procedures



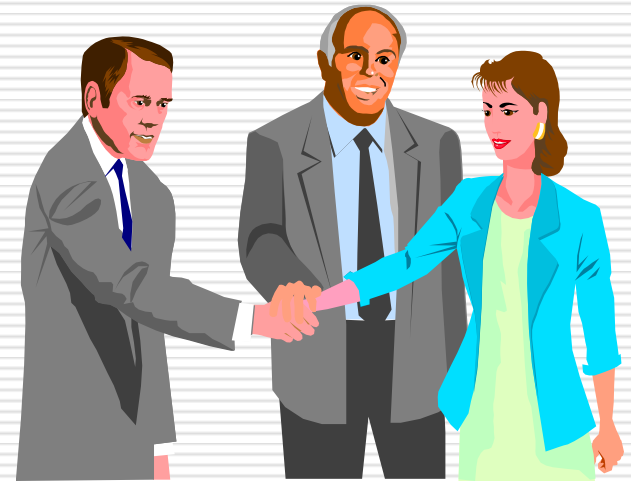
HACCP is a continuous product quality and food safety system

HACCP TEAM

- Quality Control
 - Production
 - Warehousing
 - Receiving
 - Purchasing
 - Engineering
 - Shipping
 - Labor
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HACCP TEAM

- ❑ Team leader
- ❑ Commitment to educating the team
- ❑ Outside consultant? - If they act as a facilitator
- ❑ Make sure the team understands HACCP & their role in the R & D process



Quality Assurance

- The system of activities that take place to “assure” the degree of conformance to specifications all through the activities that impact the quality of a product
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HACCP principles can improve product quality

- ❑ HACCP system and principles use a continuous loop methodology
 - ❑ Should be applied to both food safety and product quality (functionality)
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Specific issues related to Flour Quality and Customer Satisfaction

- Strong Wheat Quality Control System
 - Proper testing on intake for Moisture, Protein, Falling number, Test weight and foreign material
 - Segregation system based on grade, type and protein content
 - Good blending system to reduce raw material variation to a minimum and optimize extraction rate with flour quality
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Specific issues related to Flour Quality and Customer Satisfaction

□ Strong Mill Control System

- Wheat cleaning, tempering systems
 - Consistent grinding, break releases, roll settings,
 - Consistent sifting and purification settings
 - Feeder control
 - Flour blending system
 - Preventive Maintenance
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