



# A GLOBAL PROPOSITION

# GMA-SAFE

- Launched in 2001
- Twofold objective:
  - ❖ Raise the food safety bar
  - ❖ Reduce the number of audits
- Eliminate artificial standards



# GMA-SAFE

## Point of Difference

Traditional Audit

**Deviation  
From  
Standards**

SAFE Audit

**Outcome  
Focused**

# GMA-SAFE

## Point of Difference

### Traditional Audit

**Rodent Traps  
50 Feet  
Apart**

### SAFE Audit

**Effective  
Rodent  
Control**

# GMA-SAFE

## Point of Difference

### Traditional Audit

**Add 41 Traps**

**\$1129**

**+**

**Monitor Traps**

**\$2952/year**

### SAFE Audit

**Effective**

**Rodent**

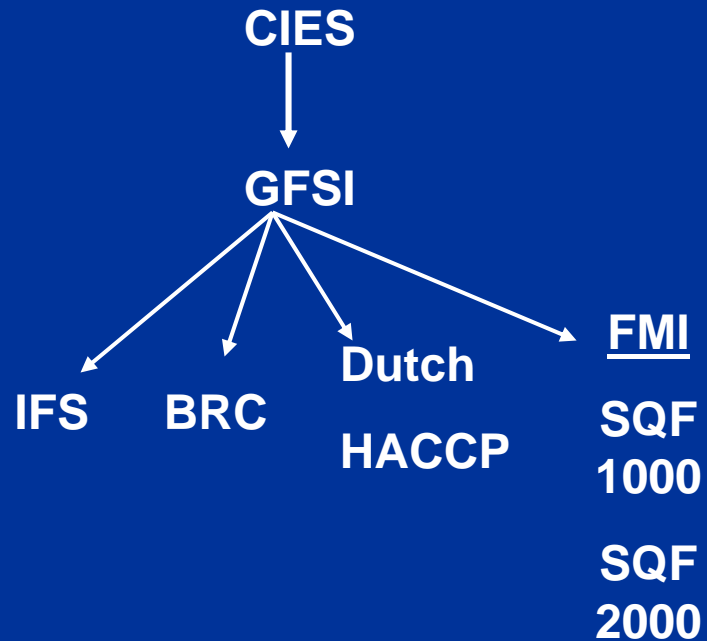
**Control**

# Food Audit Marketplace

## Private Schemes

AIB  
Cook & Thurber  
Silliker  
Other

## ISO Standards



# GMA-SAFE

## Opportunities:

- ❖ Reduce auditing cost
- ❖ Reduce supply chain costs
- ❖ Enhance data management



# GMA-SAFE

## Challenges:

- ❖ Drive industry acceptance
- ❖ Build bridges with existing standards





# GMA-SAFE Industry Acceptance

Processors

80

Food Service

19

Retailers

13

Distributors

4



# GMA-SAFE

## Challenges:

- ❖ Drive industry acceptance
- ❖ Build bridges with existing standards



# GMA-SAFE

## Build Bridges with Existing Standards

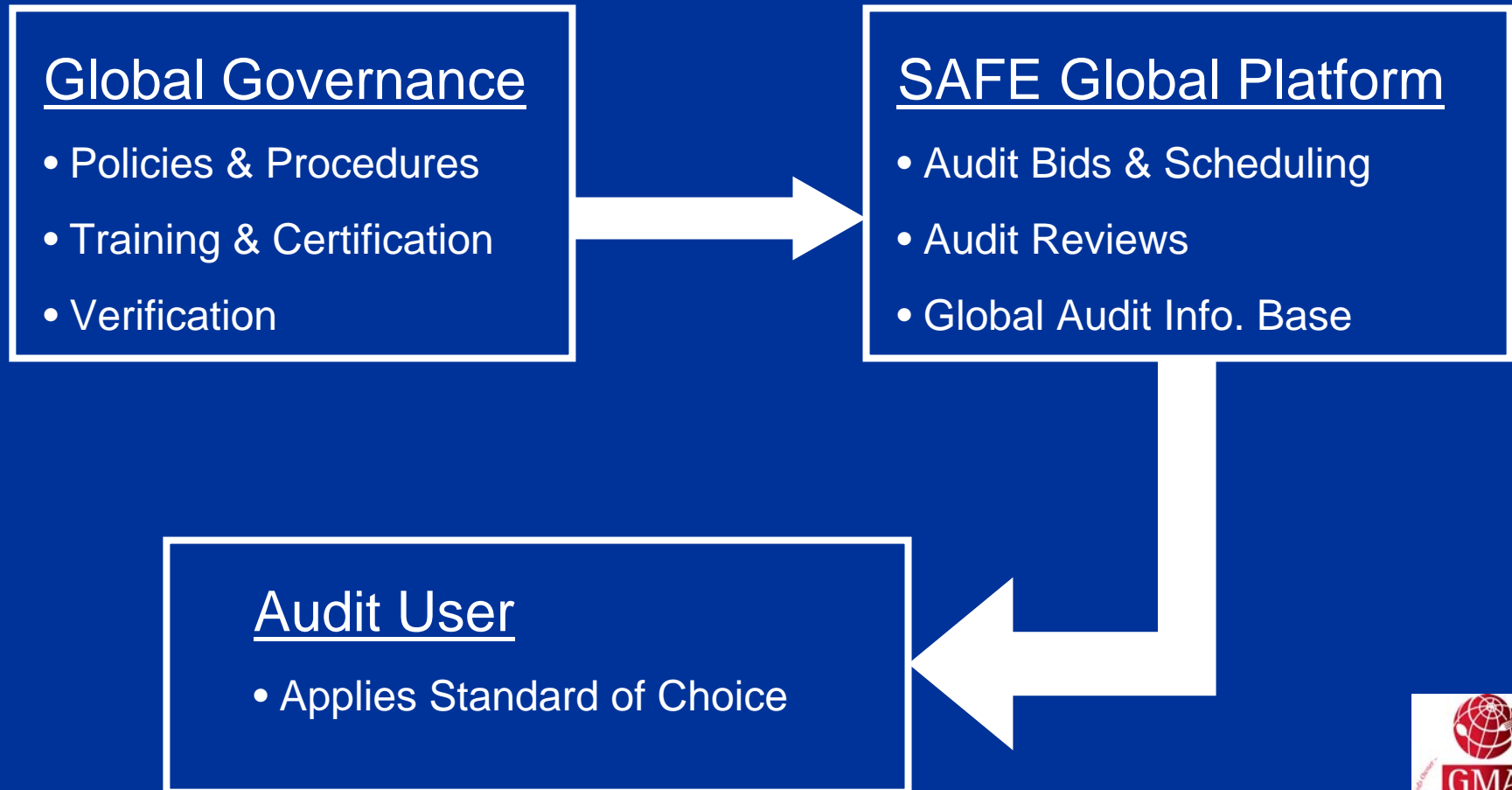
- The SAFE platform is global
- The needs of users are global, regional & local



# GMA-SAFE

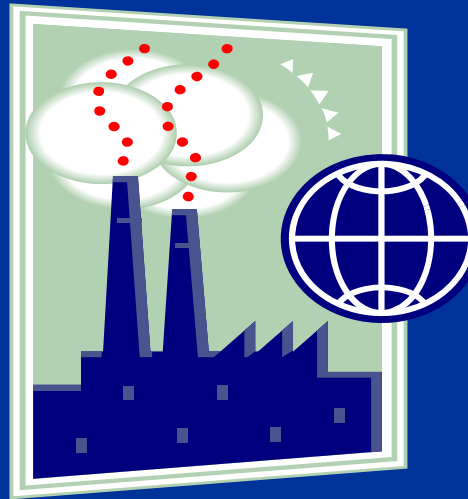
## Build Bridges with Existing Standards

### A Global Proposition





One Auditor



Visiting One Plant



One Report



That All Can Use



— ASSESSED BY ONE —

— JUDGED BY ALL —

**GMA  
SAFE**

Supplier Assessments  
for  
Food Excellence®