

Case Study Client: Simplot Australia

Simplot Australia is a leading Australian food manufacturer and the home of Australia's favourite food brands.

Simplot Australia began in 1995 when the J.R. Simplot Company expanded into Australia, acquiring iconic brands like Birds Eye, Leggo's, Chiko and Edgell. The company has continued to grow with the addition of brands like John West and Lean Cuisine.

Today their uniquely diverse business includes vegetable, meat and seafood manufacturing operations that supply chilled, frozen and shelf stable products to Australia's major supermarkets and Foodservice customers.

Simplot has many rigorous measures in place at its manufacturing plants to ensure that the food manufactured is safe for consumption. They have adopted the HACCP methodology and certification system, this used in conjunction with other global and customer standards, assures customers that the manufacturer's facility has met the highest standards of sanitation and cleanliness, food safety, ingredient quality and manufacturing integrity.



The Projects

There are two key projects that Quality Associates have conducted for Simplot. These projects have been undertaken largely to ensure Simplot are identifying and controlling food safety risk and complying with their customer and standard requirements.

Environmental Testing Program -

This project was designed to review the way Simplot are currently approaching their balance between finished product testing and environmental monitoring. Simplot wanted to focus on the hygiene standards and controls in their manufacturing environment and become less reliant on finished product testing results where they have already

added value to the product. Simplot's goal is to make sure that they are managing risk but are not over testing and adding unnecessary complication to their verification program. Their revised program ensures that all their customer and regulatory requirements are being met.

TACCP/ VACCP -

The intention of this project was to risk assess and manage the threats and vulnerabilities associated with materials, manufacturing sites and their entire supply chain. In order for risks to be managed they first need to be understood through a thorough risk assessment using a specifically designed tool.



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Partnering with Quality Associates

“We deliberately sought out a company like Quality Associates where both the technical and practical experience was sound. This combined with having an intimate knowledge of key customer requirements means that we will get the best quality and most practical solution for our business.”

*Phoebe Dowling
National Quality Manager, Simplot*



The Expected Outcomes Were

The environmental testing project is delivering a significant financial saving from rationalising Simplot testing programs. The business benefits of implementing the Threat and Vulnerability program are around risk avoidance and product, consumer and brand protection. Understanding and managing risks associated with deliberate attack on products is essential in food manufacturing with such long and complex supply chains and increasing industry trends of food fraud.

Training Programs

In addition to the above projects, Quality Associates have delivered a tailored listeria management course for Simplot operations employees. This came about as they realised there were gaps in listeria knowledge across their sites, particularly at the operator level.

“The training was extremely beneficial and has assisted us in initiating facility and process modifications, now that there is a better understanding across the teams of how listeria behaves. This course was particularly helpful in giving people context around this microbe and also the confidence in understanding what they can do in their everyday role to help manage the risks.”

Phoebe Dowling, National Quality Manager, Simplot



Phone: 1300 73 71 93

Website: www.qualityassociates.com.au

Email: info@qualityassociates.com.au

Training Email: training@qualityassociates.com.au

Suite 204, Pacific Tower
737 Burwood Road, Hawthorn East, Victoria 3123