

# Global Food Safety Initiative E-Commerce LTWG

*Safe food for consumers,  
everywhere*



# WHY was GFSI created?

## A bit of history... GFSI emerged as a response to a growing need

Food safety crises, recalls and audit fatigue with duplication



CEOs agreed to take collaborative action



The Global Food Safety Initiative was launched in 2000

# WHAT is GFSI?



## VISION:

Safe food for consumers, everywhere.

## MISSION:

Provide continuous improvement in food safety management systems to ensure confidence in the delivery of safe food to consumers worldwide.

## OBJECTIVES:

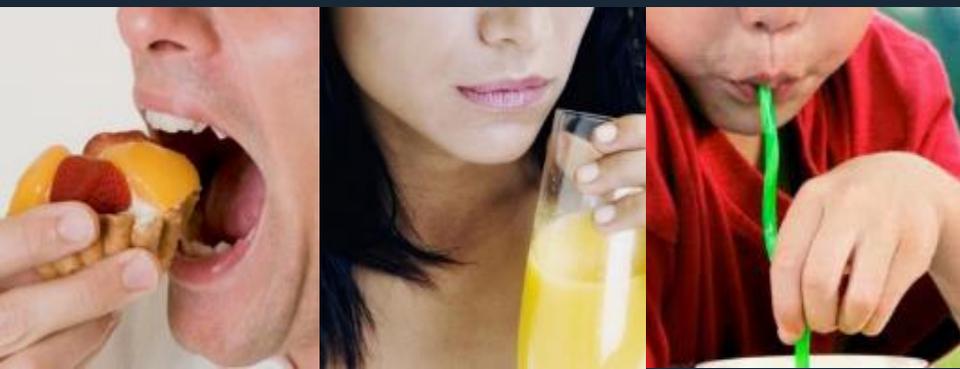


## What GFSI does:

- Recognises food safety management programmes based on the GFSI Benchmarking Requirements.
- Brings together food safety experts within a global network.
- Drives global change through multi-stakeholder projects on strategic issues.

## What GFSI does not do:

- Make policy for retailers, manufacturers or food safety certification programme owners (CPOs).
- Undertake any accreditation or certification activities.
- Own any food safety programmes or standards, or undertake training.
- Have any involvement outside the scope of food safety, such as animal welfare, the environment or ethical sourcing.

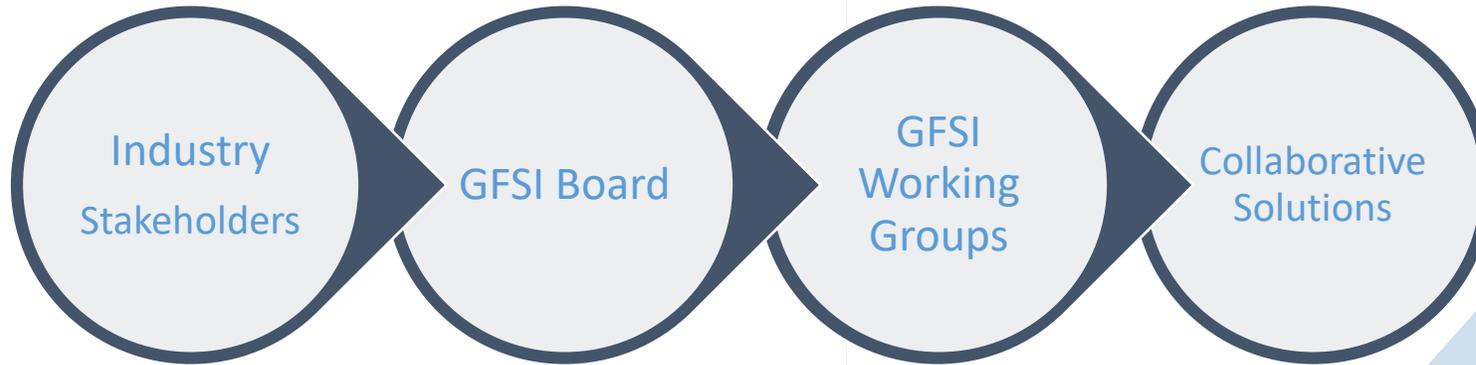


# WHAT is GFSI?



**A Multi-Stakeholder Network**

# HOW does GFSI work?



**From collective concerns of the industries into collaborative solutions to ensure confidence in the delivery of safe food to consumers.**

# TOOLS for change



## Recognised CPOs



# WHO makes up the GFSI Board?



MIKE ROBACH



ANITA SCHOLTE  
OP REIMER



GILLIAN KELLEHER



NEIL MARSHALL



CINDY JIANG



ZAOTIAN WAN



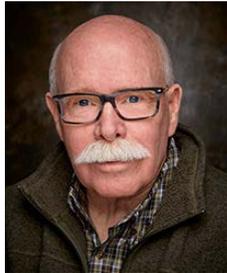
ANTHONY HUGGETT



FRÉDÉRIC RENÉ



PIERRE DE GINESTEL



CRAIG WILSON



CARLETTA OOTON



DANIELA FETECAUOVA



JEAN-FRANÇOIS  
LEGRAND



ROY KIRBY



ANGELA LIU



SCOTT STILLWELL



DAN FONE



NATALIE DYENSON



ALAIN TURENNE



KAHORI MIYAKE



ALEC KYRIAKIDES



MIKE LIEWEN



HOWARD POPOOLA



THOMAS WIESTER



# E-Commerce LTWG

<b>Chair</b>	Mitch Gilgour	Sysco
<b>Vice Chair</b>	Anthony Auffrey	Amazon
<b>Board liaison</b>	Craig Wilson	Costco
<b>Team Members (LTWG)</b>	Up to 13 (1 per organization), includes Chair and co-chair	Chairman does not vote unless there is a tied vote
<b>Purpose</b>	To identify globally the food safety risks of e-commerce and to develop recommendation(s) for the GFSI global role on how to mitigate them	
<b>Scope</b>	<p><b>In:</b></p> <ul style="list-style-type: none"> <li>● From a distribution system or an individual establishment system to the consumer</li> <li>● On the ordering, delivery process and receiving steps</li> <li>● Food fraud</li> <li>● Product re-selling (not from the original manufacturer or vendor)</li> </ul> <p><b>Out:</b></p> <ul style="list-style-type: none"> <li>● Distribution between two companies</li> <li>● Non-food items for sale (utensils, cookware, equipment)</li> </ul>	
<b>Deliverables</b>	<ol style="list-style-type: none"> <li>1. Define the risks and define best practices to mitigate them</li> <li>2. Identify roles and responsibilities between the public and private sector: role of sellers, vendors, manufacturers, regulators, delivery</li> <li>3. Identify gaps in the system</li> <li>4. Identify and map references from the relevant recognized industry standards/initiatives, good practices from the private sector and existing regulatory practices</li> <li>5. Look at opportunities for alignment between G2B and GFSI</li> <li>6. Identify gaps and opportunities for further review beyond current scope</li> </ol>	
<b>Timescales</b>	January 2019 to December 2019	

# Initial Approach

Role	Role Definition	Food Safety Responsibilities	Food Safety relevant controls	Risk	Type of Food Safety Risk (may be the same as Risk in column E)	Negative Impact	Gaps (Regulatory, FS Controls, GFSI Scope)	Opportunity for Improvement
0. Registered owner of the business Business Owner/Seller of Record	The entity that owns the business or a seller of record.		Controls overall business plan and possibly delegates parts of the service/execution	Lack of assessment of business partners	Lack food safety expertise to identify risk that could occur the supply chain.			
				Lack of detail in contractual service agreement	Do not register with applicable regulatory agency			
				Lack of verification that food safety program is effective (e.g.chill chain)	Do not understand the applicable law, requirements, guidance, etc. to ensure safe food handling.			
1. Controls web interface with customer Webmaster	The entity that manage the content and user interface. backend analytics.		Enables product/transaction info that can made available to customer	Lack of information (incl. allergens)				
			Enables delivery information available to customer	Unclear expectation (incl. chill chain)				
2. Manufacturer/Producer (restaurant)	The entity that manufacture/process the finished product (component such as a bag of salad, a fork or a meal). This can be a CPG, restaurant, etc.		Controls hazards and provide safe food to customer	Uncertain if all hazards (B, C, P, R) are controls				
3. Sets product/SKU in website Website Product & Marketing Material	The entity that select the aproduct assortment to be sold on the Ecom platform.		Provides product information used by the customer to make purchase decision	Erroneous information (allergens)				
Owns the contract with Fulfillment Center (3PL), Retail Store, Restaurant. Common Carrier, 3rd Party Independent Contractor	distribute/deliver the order to the end consumer. They are to set the food safety and quality requirements.		Validate chill chain based on weather, time, packaging and load worst case scenario	Erroneous claim (e.g. cures cancer)				
			Selects last mile delivery execution company/people	Chill chain not designed to prevent bacteria growth in worst case conditions (farthest hottest)	Delivery execution not set to execute SOP (not qualified, not briefed)			
5.Makes/Modifies/Stores food at order time (usually regulated) Fulfillment center (3PL), Retail Store, Restaurant producing or assembling the final product to go to customer	The entity that assemble the final order to be delivered to the end customer. They implement the requirements through written SOPs and trainings.		Receive, modify (crisp, portion, assemble), cold store for long period	Accepts chilled food out of temp				
				Cross-contaminate produce during handling/process operations				
				Product temp pre-delivery over chill chain validation assumption				
6.Owns inventory	The entity that owns the physical inventory from food components, packaging materials, etc.		Execute product procurement as contractually agreed	Product is materially different from specs (non-dairy dish ordered, dairy dish provided)				
			Maintain traceability	Products not linked to relevant recall (source product from non-approved business/facility)				
7. Deliver to customer (owned, 3rd party independent contractor or Common Carrier)				lack of GMPs in warehouse and delivery vehicles (infestation, x-contamination, etc.)				
			Follow clearly established delivery SOP but owns the execution	lack of process to handle consumables (breakage, temperature abuse, co-mingling of food and hazardous material, etc.)				
			Follow clearly established	Deviates from validated chill chain (disregard delivery window)				

	Definition	Risk	Food Safety relevant controls
<b>Ordering</b>	Consumer initiated online request for off-premise delivery	Fraud protection	
		Unauthorized reselling	
		Undisclosed allergens	
		Uncontrolled product assortment	identifying selection available for delivery
		Substitutions within an order	Permissions
		Product claims	
		Improper product labeling (ingredients)	
		Unclear delivery parameters and expectations	Sufficient delivery instructions and permissions
		Lack of customer food safety knowledge	
<b>Preparing</b>	Activities including: processing, manufacturing, preparing, cooking, packaging, holding, labeling, selecting, assembling, fraud protection	Time and temperature abuse	Time and temperature monitoring and controls Need to meet well established industry guidance and necessary regulatory requirements
		Unfit for preparing safe foods	Establish policy/training for preventing cross contamination of foods
		Cross contamination during packing/picking	
<b>Shipping</b>	Post-order delivery to end customer including packing, product identification/labeling, tracking, tracing, fraud protection, reverse logistics	Incorrect product picked for order	Order verification
<b>Receiving</b>	Transfer of custody to consumer		
<b>Post Receiving</b>	Activities including returns, recalls, customer feedback, exchange,		



# Connect with GFSI



[www.mygfsi.com](http://www.mygfsi.com)



[gfsinfo@theconsumergoodsforum.com](mailto:gfsinfo@theconsumergoodsforum.com)



Global Food Safety Initiative



@myGFSI



@myGFSI

Thank you!

Questions?

