

Quality

Opening Remarks
by

Robert Arendal,
CCA, Berlin, May 6th, 2010

Quality!
Why does it matter?

because....

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- For the PTSP industry, quality performance must be worldwide!

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- **And every 24 hours 365 days a year, some 30% of those PTSP products are thrown away or do not qualify for human consumption; if we then add what is thrown away by the consumers – you and I – the total food wasted is probably around 50%**

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- But the CCQIs should be used on a worldwide basis!
- How do we achieve that?
- By bringing the CCQI to the attention of everybody in the industry and all authorities concerned with the Quality of an unbroken cool chain.
- **The EU might be prepared to “recommend” the CCQIs as a “best practice” guide. If so, we should use this to market the CCQIs to a global forum!**

My suggestions

- Spread and distribute the CCQIs everywhere and to everyone – Free of any charges (but certification by Germanische Lloyd remains at a price). Consequently, the CCQIs should be free to download from the CCA website, providing the applicant provides full name and contact details (*) as well as accept CCA's legal property rights and conditions.
- Make a CCA media promotion for providing the CCQIs free of charge to the whole world.
- Obtain EU support and recognition of the CCA for allowing the CCQIs to be used globally.
- Offer – at a fee to be determined – assistance from CCA and its members to spread the use of cool chain facilities and operation according to the CCA Master Tables (a presentation by Christian Helms shall cover this tomorrow).
- CCA members have priority in being involved in any such projects in terms of cooperation agreements, providing equipment, technology and training - and with a special preference of CCQI certified CCA members.
- * = Enabling CCA to approach them for membership and GL for certification.

Lets not forget –
Quality is NOT a coincident –
it's the result of intelligent
decisions

Thank You