

## Increasing customer confidence through certification



PT. Cianjur Arta Makmur, known as CAM, is a Slaughterhouse and one of the subsidiaries of the PT Group. Located in Menteng Sari Village, Indonesia, it produces fresh meat products and derivatives that are safe, healthy, whole and halal.

Established in 2013, CAM currently employs 132 staff with appropriate experience and competence in their respective fields. Since its inception, the maximum production capacity for slaughtering cattle is 300 heads per day and a total storage capacity of 600 tons is located in Cianjur and Cielungsi.

*“Customers are more confident in our supply because of the company's commitment to food safety, quality and legality, and to continuously make improvements”*

## Case study



## Starting the journey

As a business, CAM has always had a deep awareness of the importance of a food safety system in their line of business, so they began by establishing a certification program plan which included the implementation of a food safety management system (ISO 22000:2018) and a quality management system (ISO 9001:2015).

Simultaneously, their partner Lion Super Indo introduced the idea of implementing the BRCGS Start! certification program across several suppliers and CAM was chosen as one of these suppliers. The purpose of the certification program is to monitor and improve the company's performance in producing safe products, so that they consistently produce products that meet food safety standards and customer requirements. This is the area where CAM believes the START! program has benefitted them most. Additionally, CAM added "the global acceptance and recognition of BRCGS Standards is a big plus which made the decision making towards implementing the system easy. Taking on a Standard like START! made sure we could show our commitment to continuous improvement".

## Implementing the requirements

Previously, CAM has only applied halal assurance certification, but it was important to them that the certification focuses on the halal processes and products produced. The food safety management system, especially the BRCGS Start! program, was a completely new concept for top management and all employees so they had to start from the beginning. They began by establishing and implementing awareness training programs for top management and employees at all levels

with the aim of improving awareness of the roles and responsibilities as implementers of the food safety system. Their next step was to begin the preparation of documents required by the program which involved updating existing documents such as food safety and quality manuals, procedures, work instructions and other supporting forms and documents. They then slowly implemented all the program requirements and carried out monitoring to measure the effectiveness, as well as conducting regular evaluations of relevant systems.

## Building capability

"When implementing the system, we often encountered difficulties related to employee understanding and awareness, especially during the transition period, but we were committed to the implementation of a food safety system that it is compliant with the program".

"The most significant challenge we had was to raise employee awareness regarding the importance of consistency in implementing food safety in the production process. Another challenge was to increase the knowledge of those involved in implementing the food safety system. To address these challenges, we worked on getting employees from across the organization to understand the Standard better. We had a team that was competent in BRCGS standards and through this team we could easily establish and provide knowledge sharing opportunities through internal training related to food safety programs and other training that supported the implementation of the system. We had people trained on the Start! program across several divisions as we needed different ideas and minds to assist in the implementation".

## Key benefits and improvements

When asked about the improvements brought about by implementing the BRCGS Start! Program when compared with other standards they were previously certified against, CAM commented “we had the halal assurance system and the criteria are different when compared to most management systems. In the case of BRCGS Start!, one of the biggest improvements is regarding documentation/ documented information. Since the implementation of BRCGS Start!, our company has improved documented information with the establishment of document and record control procedures, so that all documents and records become more controllable, maintainable, updated and easy to trace.”

“Another big benefit of implementing the BRCGS Start! Program has been seen in our preventive maintenance program. It is now more planned and well monitored through

the establishment of preventive maintenance procedures and the existence of work instructions and forms for recording purposes”.

“However, the biggest benefit we have experienced through the process of implementation and actually achieving BRCGS certification is how it has built the brand reputation of our products and the company”.

## Top tips for other companies

Throughout the process of implementing the requirements and the subsequent certification audit, there was a lot of trial and error to get things right. CAM’s top tips for other organisations who are preparing for certification are to “set your program of work according to the standard requirements, embed a strong staff mentoring program, and consistently monitor and immediately evaluate the small things”.

