



**START!**

# Enabling a food safety ecosystem in Indonesia

## Tell us about your company

Established in 1997, Super Indo has grown and developed with the Indonesian people through a partnership between Ahold Delhaize, the Netherlands headquartered retail giant and the Salim Group, Indonesia.

As of August 2021, Super Indo has outlets spread across 40 cities in Java and southern Sumatra. Supported by more than 8,500 trained employees, Super Indo provides a variety of daily necessities products with reliable quality, wide range, low prices, and easily accessible store locations. Product freshness and quality are always maintained through good sourcing selection and handling with standard operating procedures that are always monitored. This makes Super Indo a shopping choice that is always 'Fresher', 'More Economical' and 'Closer'.

In providing fresh products from good sources, Super Indo has standard operating procedures in all lines of work that are always maintained. As a supporter of local products, Super Indo is committed to advancing the local economy by partnering with local farmers, and empowering MSMEs that become suppliers of their own brand products for Super Indo outlets.

## What influenced your decision to choose BRCGS START! for your suppliers?

BRCGS is well known as the standard for food products and it has a good reputation when it comes to ensuring supplier compliance in the quality and safety of food products. BRCGS START! provides a stepping stone approach to the full Food Safety certification programme which comes in handy for small and medium-sized suppliers. Since we have a lot of suppliers in the MSME category, we recognised that BRCGS START! would be the best option. We saw that START! could be applied to suppliers of Own Brand Super Indo food products.



Ahold  
Delhaize



## Case study

[brcgs.com](https://www.brcgs.com)





## START!

### Talk us through the process of implementing the Standard at your company.

At the end of 2019, the Super Indo team and the suppliers that would be involved in implementing the standard began talking to the BRCGS team. At the beginning of 2020, the Super Indo team received BRCGS Food Safety Issue 8 Lead Auditor and Risk Assessment training to improve competence of our internal team and enable them to support suppliers in implementing the BRCGS START! Standard.

### What were the most significant changes and challenges you faced to meet the requirements of the BRCGS?

There are several things that are of concern to our suppliers in terms of implementing the START! Standard, namely financial resources, human resources, and mindset. Financial resources are a concern because it is related to the ability to finance the fulfilment of Standard implementation including facilities and equipment and is beyond the cost of a certification audit. Next is human resources, where generally suppliers need to work on improving the competency and skills of their teams. Finally, the mindset of suppliers who think that implementing safety standards such as BRCGS START! does not have a significant impact on the development of their business.

### Can you elaborate on the support BRCGS offered to you in this pilot project?

The BRCGS team has provided both technical and non-technical support. They worked with us to publicise the project and continue to monitor the progress on a regular basis.

### What problems or issues has BRCGS certification helped you address?

BRCGS certification helps suppliers to improve the quality assurance and safety of the products they manufacture. Several requirements in the BRCGS certification standard are new for suppliers such as Food Defence, Product Authenticity, and Allergens which supports them to improve.

### BRCGS delivered training for you and your suppliers via one of our approved training partners. How did it improve your skills and knowledge?

The Super Indo team received training from DNV GL, for 7 days. Trainers from DNV GL are very experienced, provide technical understanding, and explain factual application in the field with various case examples.



### What are the main benefits Super Indo has experienced with BRCGS, and sites gaining the certification?

Super Indo has suppliers with guaranteed quality and quality products according to BRCGS standards. In the process, the Super Indo Team was actively involved in guiding suppliers toward certification. This was a new and unforgettable experience collaborating with suppliers.

With the success of Super Indo suppliers in obtaining BRCGS certification, Super Indo is now the first supermarket to implement BRCGS certification in Indonesia. The BRCGS certification process helps suppliers to improve their internal documents, improve production areas according to BRCGS standard requirements, and in future it can open up new markets for them.

### What would be your advice to other brands that are looking at going down the BRCGS START! + ETRS Risk Assessment way for their supplier base?

The BRCGS START! Programme and ETRS Risk Assessment is very useful for suppliers and can be applied by other brands. Preparation starts from selecting the right supplier as a pilot project, implementing training, and consistently implementing BRCGS standards to suppliers.