



Add value.  
Inspire trust.

## Case study: Meiji

### Food safety system certification

**meiji** TÜV SÜD provided certification and auditing services to help Meiji achieve a GFSI benchmarked food safety standard, increasing its marketability and providing access to markets.

#### Business challenges

In late 2011, few players in the Japanese domestic confectionary industry had obtained internationally recognised standards or certification. The business decision to establish new distribution channels in the US meant that Meiji was required to obtain a Global Food Safety Initiative (GFSI) benchmarked food safety standard.

As explained by Mr. Terunobu Yoshida, Manager of the Quality Assurance Department, "We had no idea how to obtain the certification. During the course of studying and investigating the various GFSI certification standards, we realised that quality management was part of the Safe Quality Food (SQF) auditing scope. Meiji is the first confectionery company that obtained the GFSI certificate in Japan.

Meiji also decided to attain FSSC22000 certification for its Sakado factory in June 2012 to meet their aims of expanding distributions channels internationally.

OVERVIEW	
Client name	Meiji Co., Ltd. (Confectionary Business Unit)
Industry	Food manufacturing
Profile	Leading company in the confectionary industry
Business challenge	Meet internationally recognised standards to establish new distribution channels in the US
Our solution	TÜV SÜD helped Meiji obtain a GFSI benchmarked food safety for their Osaka (SQF certification) and Sakado (FSSC22000 certification) factories
Business benefits	<ul style="list-style-type: none"><li>Upgraded quality management framework</li><li>Raised production line quality levels</li><li>Increased trust and confidence by customers and business partners</li><li>Competitive edge over competitors, improving marketability</li><li>Faster response time</li><li>Reduced business risks through regular asset maintenance</li></ul>



### TÜV SÜD's solutions

TÜV SÜD was selected amongst the competitors based on its pool of experienced and qualified auditors. TÜV SÜD's auditors have an in-depth knowledge of the nature of the food industry and a good understanding of the manufacturing processes and of the risks and hazards in manufacturing factories.

Mr. Yoshida explained, "The auditors of TÜV SÜD were able to synchronise the perspectives concerning the production line of a confectionery factory with food safety management. Therefore, TÜV SÜD helped to raise our production line quality levels."

TÜV SÜD demonstrated a business objective mindset. Based on standard guidelines, equipment in many confectionery factories require upgrading, which involves investing money and time. Based on TÜV SÜD's auditors' long standing experience in the industry, Meiji was advised to carry out regular maintenance to ensure that its factory equipment remains in good condition.

### Business benefits

"With SQF and FSSC22000 certification, trust and confidence is fostered in our customers and business partners. We believe this will indirectly contribute to a growth in our sales revenue. It will also help us to obtain an edge over our competitors, as we are now able to market our quality products extensively.

The certification has also help speed up our response time. With auditing conducted by an external certification



body, there is now an increased urgency to follow up on areas of improvement. Subsequently, the process of establishing a quality management framework has sped up and significant improvements can be seen.

### MR. TERUNOBU YOSHIDA, MANAGER OF THE QUALITY ASSURANCE DEPARTMENT

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Attaining SQF and FSSC22000 certification will mean that we can objectively use our quality systems as a selling point to the market, and thereby stay one step ahead of the competition" said Mr. Yoshida.

### Add value. Inspire trust.

TÜV SÜD is a trusted partner of choice for safety, security and sustainability solutions. It specialises in testing, certification, auditing and advisory services. Since 1866, the company has remained committed to its purpose of enabling progress by protecting people, the environment and assets from technology-related risks. Through more than 24,000 employees across over 1,000 locations, it adds value to customers and partners by enabling market access and managing risks. By anticipating technological developments and facilitating change, TÜV SÜD inspires trust in a physical and digital world to create a safer and more sustainable future.