

Retailer Expectations for Supplier Food Safety



Dave Wiemer

**Corporate Director of Quality Assurance
SUPERVALU, INC**

**Pork Quality and Safety Summit
Des Moines - June 18, 2002**

SUPERVALU Quality Assurance

Retailer Expectations for Supplier Food Safety

Supply Chain Understanding

Retailer's Expectations

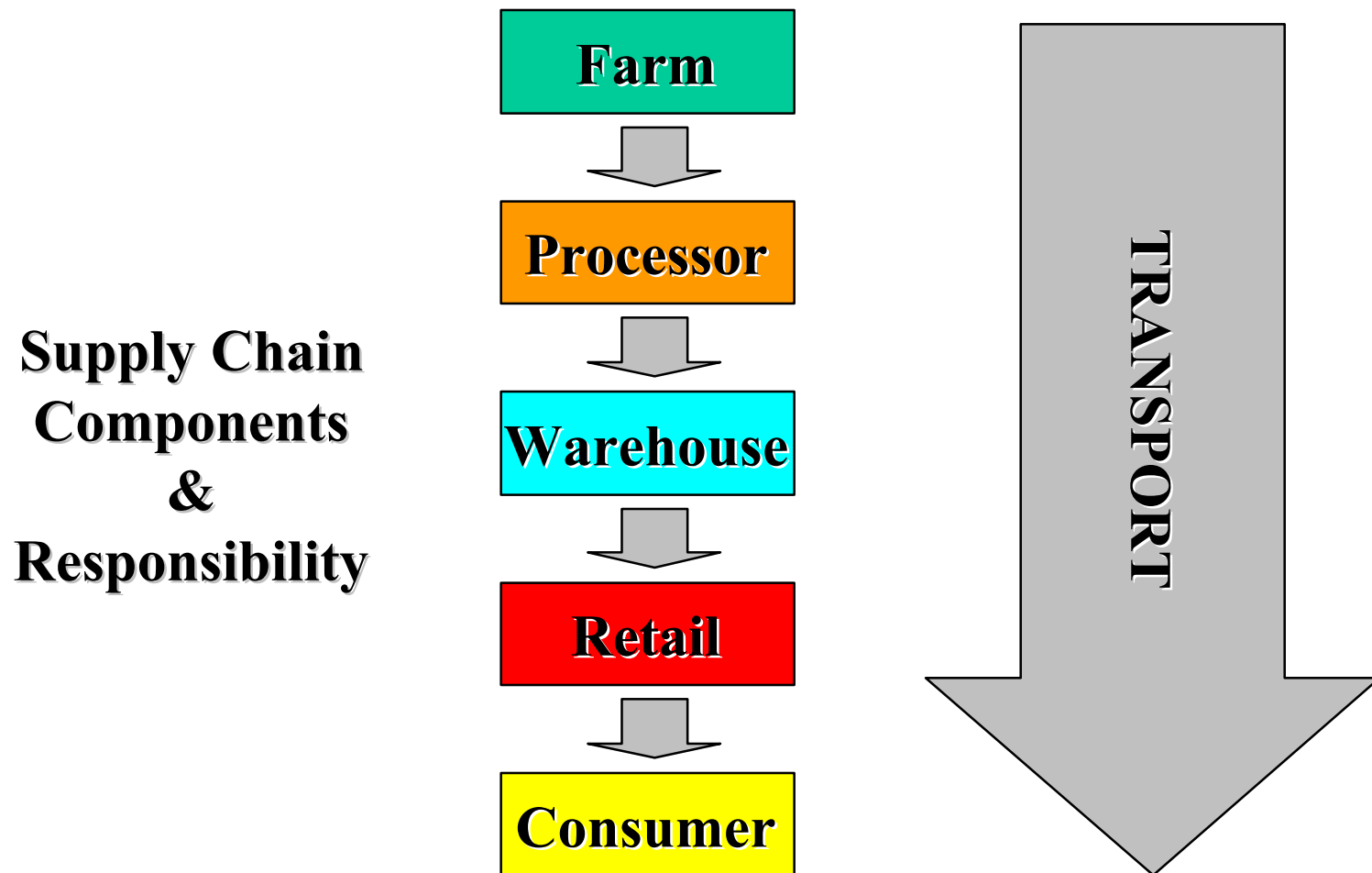
Customer's Business Structure

Comprehensive Contact Database

Information Required for Recalls

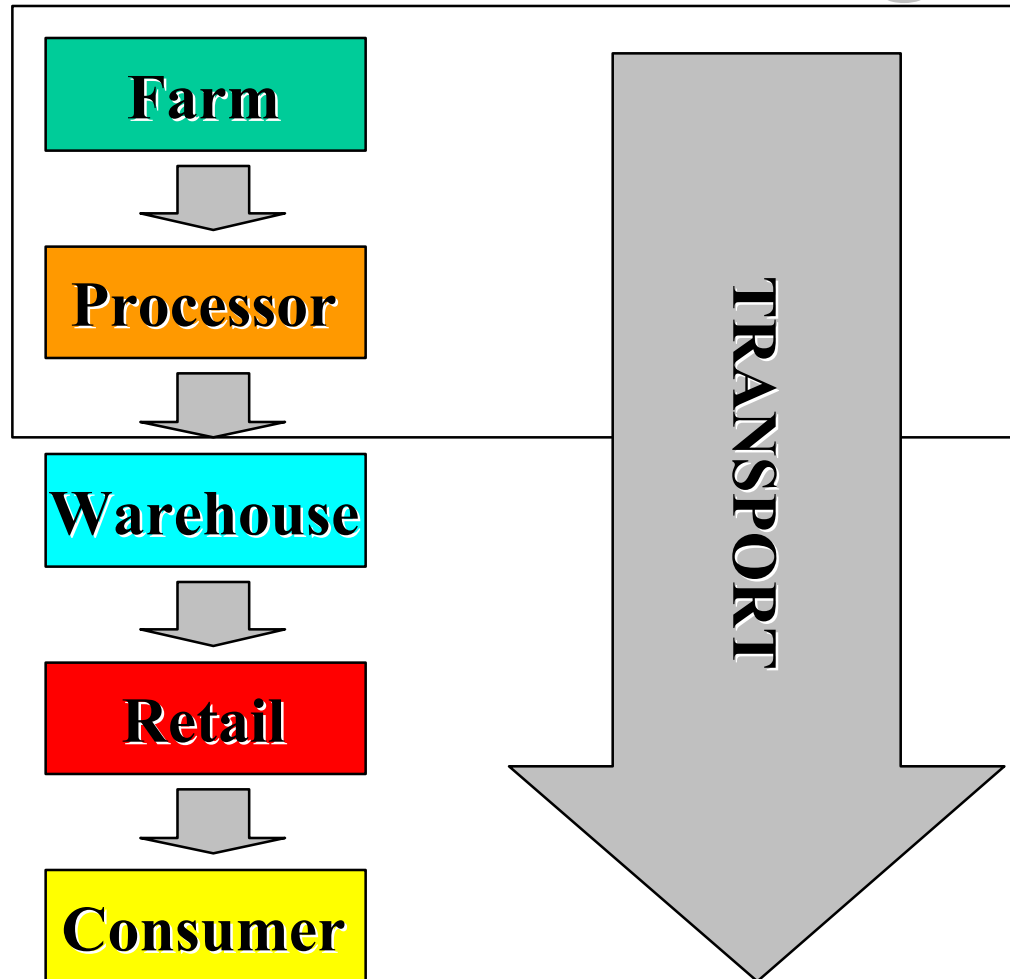
When a Problem Becomes a Crisis

Supply Chain Understanding



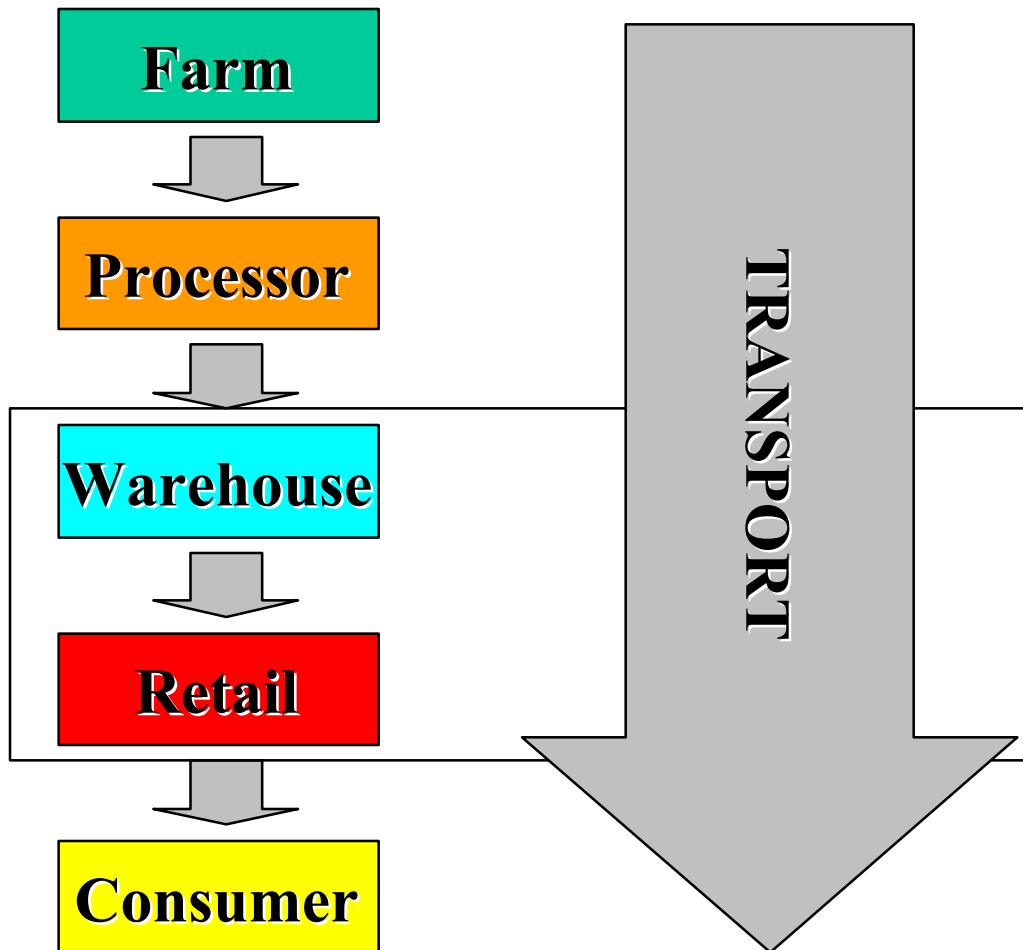
Supply Chain Understanding

Supply Chain
Components
&
Responsibility



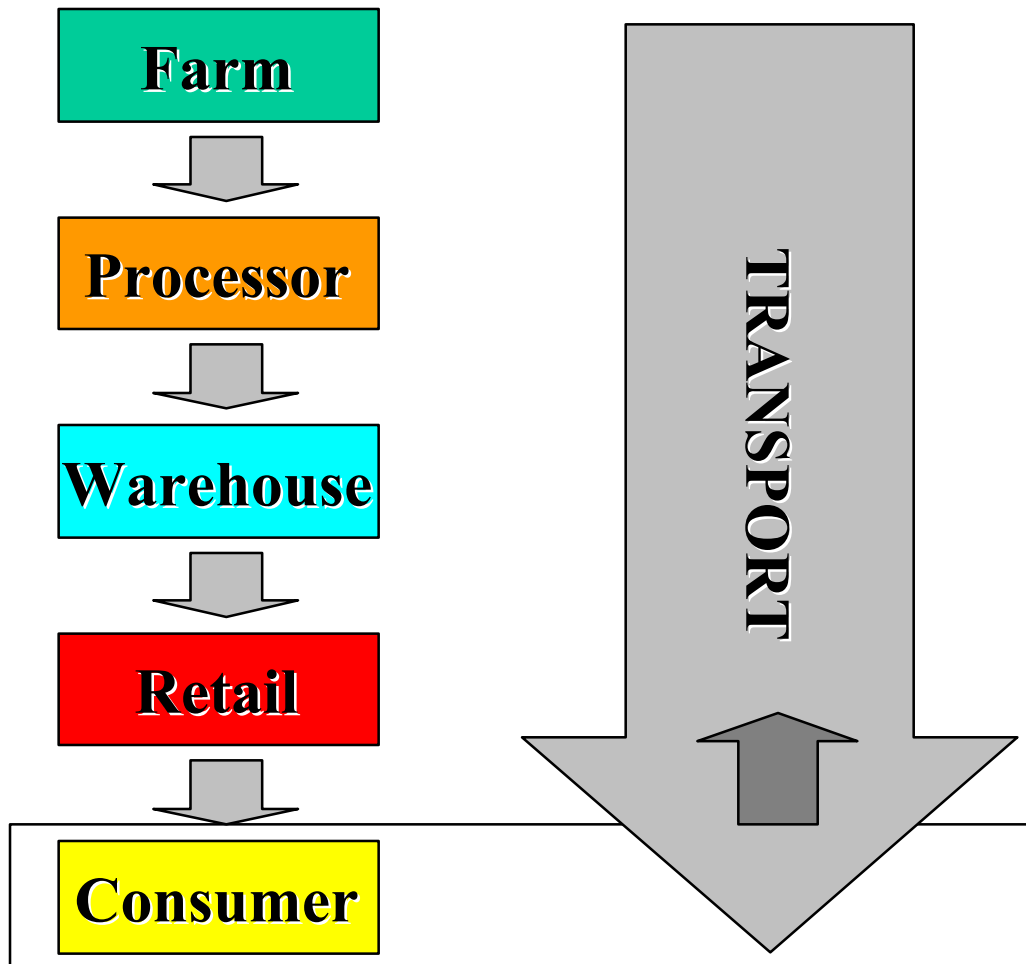
Supply Chain Understanding

Supply Chain
Components
&
Responsibility



Supply Chain Understanding

Supply Chain
Components
&
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Retailer's Expectations

State of the Industry Technology

Solid Product Protection Programs
(Physical, Chemical, Biological, Security)

Effective Crisis Mgmt. Team

Regulatory Knowledge

Retailer's Expectations

Third Party Interactions (San & QA)

Media and “SIG” Issues Awareness

Invitation to Tour Facilities

Periodic Food Safety System Reviews

Excellent Communicator & Partner

Customer's Business Structure

80-20 Rule of Business Base or "Top-10"

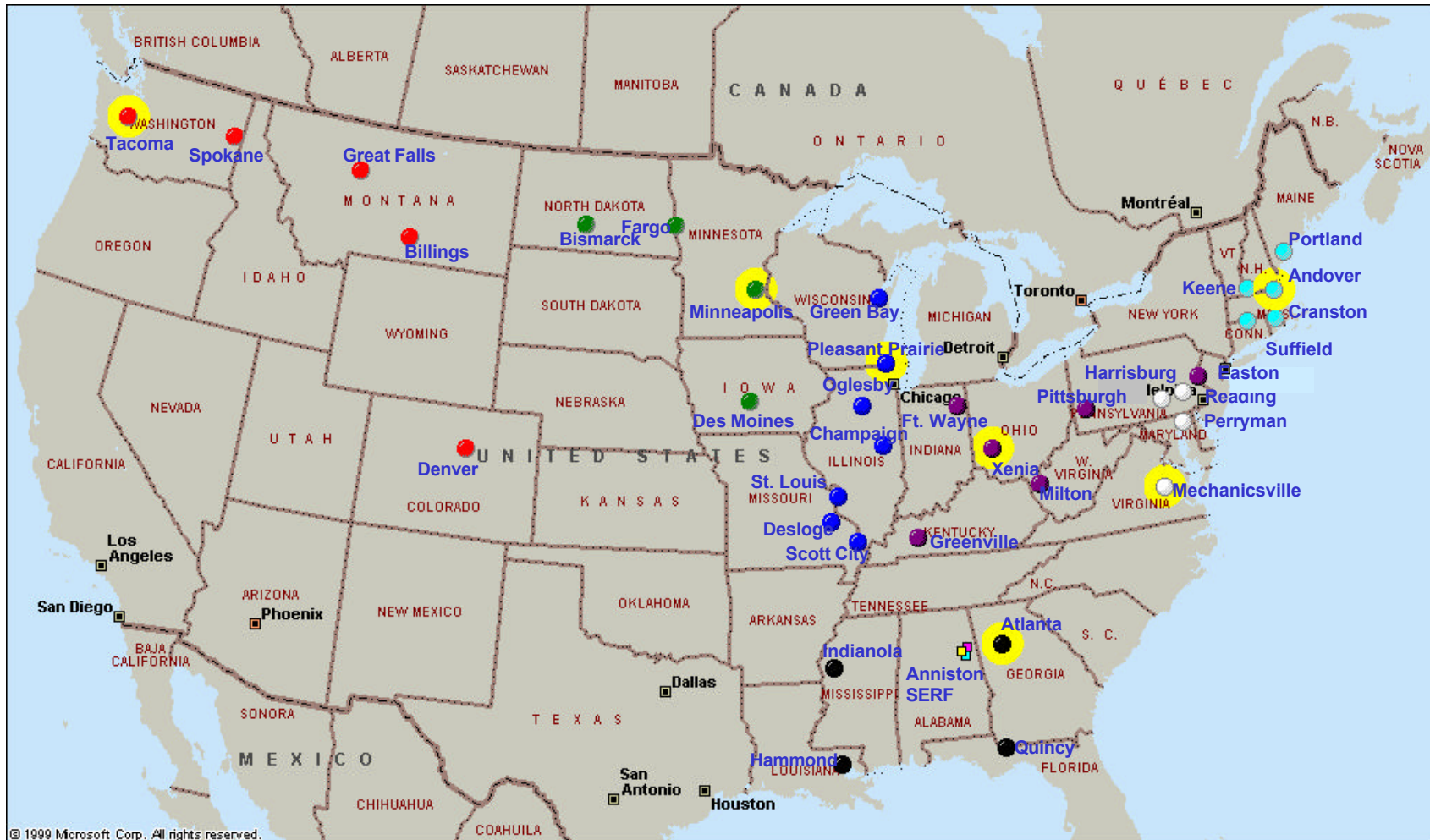
Know Customer's Distb. Structure

Know Customers Recall Program

Know Customers Key Contacts

(Recall, Legal, Media, Sales, Customer Service)

Distribution Network



SUPERVALU Quality Assurance

Contact Database (24/7)

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Alternate Contact: Stephanie Riordan

Additional Information....

Information for Recalls

Full Disclosure of Problem

Depth of Issue (How & When)

Product Specifics:

Pack/Size, Lot Code, Est. #, UPC

Shipping Specifics:

PO's, Quantities, Arrival Dates

Clearly Defined Disposition:

(Return, Pick-up, Destroy etc.)

Information for Recalls

Regulatory Authorities Involved

Public Health?

Media and Press Activity

USDA, Other

Potential for Litigation

Customers, Others

Cooperation during Closure

When a Problem Becomes Crisis

OPEN COMMUNICATIONS

Take Care of The Customer

Harmony with Regulatory/Health

Investigations, Press Materials

Public Face - What you Know

What you're Doing

Review the Crisis after Closure

Packer & Customer & Regulatory

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David Weimer

David A. Wiemer, earned his B.S. in Microbiology in 1977 at Iowa State University and his M.B.A. in 1987 at the University of St. Thomas. He has been with Supervalu, Inc. since 1997. He has held several positions at Supervalu with his current position being Corporate Director of Quality Assurance. Some of his responsibilities are product recall, regulatory, corporate food safety, vendor appraisal, and corporate label – Quality Assurance. David also worked for Oscar Mayer from 1977-78

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