

## S34-5 Enhancement Food Safety and Riliability

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Throughout 2008, food scandals have occurred one after another, such as the false declaration concerning the origin of raw materials, the best-before date fraud, and the melamine contamination, etc. These scandals increased consumer anxiety over food safety. And, the incident of Chinese potstickers contaminated with “methamidophos” damaged the frozen food market in an unprecedented manner.

Several new hazard prevention actions are added to our quality control guideline, and the existing preventive measures have been enhanced for food defence. The Supplier Inspection Department has been established, and its members have inspected raw material suppliers and have built stronger bonds with them. There are three points in our project (“Advance Reliable Quality” Initiative). Our first goal is to get high quality raw materials. We are managing the cultivation of fields and also obtaining new trustworthy farms so our standards can be met. Secondly, we ensure the process management. We have enhanced actions to control each process such as the raw material receiving process, the production process, the product shipping process, etc. At the same time, we are aiming at the enhancement of our own agricultural chemical inspection. Finally, we will continue to share all of our product information with our consumers by providing their information on product packages and the website.

Since Japan’s food self-sufficiency ratio is only 40%, and relying on overseas countries for foods, we are going to make every effort to keep food safety and regain consumers’ trust in frozen foods.