

THE ICEBERG BENEATH

Uncovering the Culture
Behind Frozen Food Safety

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W e G o t u r C o W s

b R i n g a c k

C a n t e e & C R e a m

O R C L S E...



WE GOT U

Temperature Logs

Audit Reports

Environmental Product

Checklists

Allergen, Sensory & Metal Testing

CULTURE

Human Behavior

Trust

Honesty

Reputation

Security

Consistency

Accountability

Ownership



EARLY DAYS



A large, rectangular iceberg floats in the ocean. The iceberg is a pale blue color and has a jagged, uneven top surface. The water around the iceberg is a darker blue with some white foam from the waves. In the background, there are dark, forested mountains under a sky filled with white and grey clouds. The overall scene is dramatic and emphasizes the scale of the iceberg.

THE CRISIS

A large iceberg with a hole in the water, with smaller icebergs in the background.

ENHANCING THE

CULTURE

A scenic view of a snowy mountain peak reflected in a body of water with icebergs. The image has a blue color overlay. The text is centered in two lines.

EMBRACING

THE CULTURE

A large iceberg with a prominent peak floats in the middle of a calm, blue ocean. The sky is a clear, light blue. The water's surface is slightly rippled, and the iceberg's reflection is visible in the water below. The overall scene is serene and emphasizes the vastness of the ocean and the scale of the ice.

CHANGE

TO STAY WH

BUSINESS ETHICS

“BUSINESS ETHICS INVOLVES THE MORAL PRINCIPLES THAT GOVERN THE BUSINESS WORLD. THESE PRINCIPLES GOVERN THE CODE OF CONDUCT THAT PROMOTES TRUST AND UNDERSTANDING AND IMPLEMENTING EFFECTIVE POLICIES TO MAINTAIN THEIR REPUTATION, FOSTER CUSTOMER MERCHANDISE

–Alexandra Twin

HOW TO DEVELOP

A Strong Food Safety Culture

SET THE BAR HIGH... STARTING WITH THE TOP

COMMUNICATE COMPANY VALUES AND EXPECTATIONS

ALIGN LEADERSHIP BEHAVIOR WITH VALUES

BUILD CHANGE INCREMENTALLY AND CONSISTENTLY

HOW TO DEVELOP

A Strong Food Safety Culture

PROTECT AND INTEGRATE VALUABLE P

PROVIDE SUPPORT, TRAINING AND LISTENING

Create a culture where reporting issues is encouraged

Treat food safety as a living culture, not with a checklist





