Food Trust
Giving customers confidence in your food
“It isn’t quite true that you are what you eat. At a time where public trust is at an all-time low, you are after all, what your consumers eat.”

Josephine Phan
Malaysia Leader,
Food Supply and Integrity Services
Global Trends in the food industry

Globalisation of food supply
The nature of today’s global and complex supply chains means contamination can turn up in more products, more quickly than ever before. Do you have full visibility and control over your supply chain? How confident can you be in the safety and quality practices of your suppliers, or their suppliers? Can you trace your food right back to the farm it has been grown on?

Integration of supply chain
Food companies are spending millions to integrate their supply chains and improve control. How could greater integration reduce your risks? What processes and controls do you have in place to mitigate risk? How are food trust considerations impacting your acquisition strategy?

Rising regulatory standards
Food safety standards are becoming more stringent and governments are increasing supervision and imposing sanctions. In South East Asia specifically, regulations are required to meet multiple country regulations whilst remaining economically competitive.

Globalisation of the Halal market
With the global Halal food and beverage (F&B) market estimated to be worth around USD 1.4 trillion annually, this presents new implications to all players in the food industry. Smart strategies need to be employed to improve access to raw materials, ensure Halal food safety and quality, and build the necessary talent to support this thriving industry. We are already seeing countries like Japan, New Zealand, Brazil and the US making efforts to attract Muslim travellers who value ease of access to Halal food.

Changing food demand
Across South East Asia, demand for safe, high quality food as well as organic and Halal products is increasing. For food companies, this presents new market opportunities and also new standards for compliance, testing and certification.

Scandals and increasing scrutiny
High-profile food safety and quality scandals are damaging public trust in the food industry and increasing consumers’ concerns about their food. With the ubiquity of social media and increasing media and public interest, more food scares are turning into damaging scandals pushing governments and food companies to improve standards.

We help food companies and governments build and protect trust across the food value chain.
Food trust value chain: From farm to fork

Embedding best practices and standards

- Trade Act 2011
- Food Regulations 1985
- Food Act 1983
- Road Transport Act 1987

MS 1480:2007, Food safety according to Hazard Analysis and Critical Control Point (HACCP) System (First Revision)

MS 1500:2009, Halal Food - Production, preparation, handling and storage - General guidelines (Second Revision)

MS 1514:2009, Good Manufacturing Practice (GMP) for food (First Revision)
Our Food Trust Framework – PwC Malaysia

Supply chain excellence

Supply chain integrity

- We help you take control by evaluating your vulnerabilities to disruptive events and support you in taking steps to enhance the resilience of your supply chain and improve performance.

Cost-benefit analysis

- Develop robust and evidence-based assessment of your project’s contribution to your economic objectives to support investment and operational decisions, strategic planning and litigation.

Digital solutions and traceability

- We assist you to develop and implement traceability tools and frameworks to enhance your resilience and customer confidence across your supply chain with our traceability and process improvement solutions.

Risk and resilience

Food fraud

- We help you understand your susceptibility to fraud and act to identify, assess and improve your supply chain resilience.

Crisis management

- We assist your company to manage and protect its reputation by preparing for, responding to and managing crisis event situations relating to food security, safety and quality (including crisis strategy planning, simulation, recall, investigations and remediation).

Regulatory

- We assist you to put the necessary processes and procedures in place to be compliant with relevant regulatory requirements including Halal certification requirements. This embeds a regulatory focus into the strategy and sustainability of your company.

Halal compliance risk strategy & assessment

- Identification and documentation of Halal Critical Points (HCP) i.e. possible sources of contamination within the supply chain, including control measures to mitigate potential Halal threats and ensure compliance with Shariah requirements.
- Development and verification of Halal Assurance Management System through on site inspections against actual operations.
- Development and implementation of corrective actions in response to non-compliance to preserve the Halal integrity of the products or processes.
- Development of product recall procedures to facilitate complete and timely withdrawal/recall of products identified as non-compliant.

Business growth and brand value

Halal Policy reviews & programme evaluation

- Evaluate impact of Halal policies, programmes and projects to determine strategic priorities conducive to the development of the economy, bringing new ideas into the spotlight.

Halal Internal Audit

- We provide Halal Internal Audit services to support your Halal compliance governance structure. The collaboration can be in the form of Halal internal audit co-sourcing or staff augmentation.

Growth strategy

- We have a suite of strategic growth planning, deals, consulting and due diligence services to assist companies to position and execute their growth plans.

Risk management and governance

- We assure boards and management on company conformance, develop risk management and performance improvement plans and provide governance and cultural assessments to cultivate a quality focused culture and to raise standards.

Halal tax incentives

- We can advise you on the tax incentives and other forms of assistance (e.g. government grants) available in Malaysia. Where the project brings significant value to the country, we will work with you to identify the best set of tailored incentives that will bring you optimum tax savings.

Halal readiness

- Halal readiness helps businesses understand if their current practices meet Halal standards, regulations and requirements in readiness for Halal certification.
- Gap assessment reviews for Halal certification on areas such as production, preparation, handling, labelling, packaging and storage of Halal food in line with generally accepted practices such as Good Hygiene Practices (GHP) or Good Manufacturing Practices (GMP) in addition to meeting the Shariah laws.
- Develop systematic and practical approaches for organisations to obtain Halal certification from Halal certification bodies or authorities.
- Improve and implement processes to meet Halal requirements set by Halal certification bodies or authorities which may include the setting up of a Halal Committee and development/implementation of a Halal Assurance Management System.
Delivering value to your business

How we have helped companies

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<th>Benchmarking of quality management systems</th>
<th>Policy Advisory on Industrial Estate Development (Halal Industrial Park)</th>
<th>Development of business plan for government agency coordinating national Halal strategy</th>
<th>Working with a central coordinating agency to introduce PwC’s Food Fraud Vulnerability Assessment (FFVA) Tool to small and medium enterprises (SMEs)</th>
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<td>Using our customised quality maturity assessment tool, we benchmarked the quality management systems used in an American coffee company against other leading European food and retail companies. An actionable plan was developed to address key concerns and build best practices.</td>
<td>We were engaged to undertake a comprehensive assessment of the development of Industrial Estates in Malaysia and to develop criteria for allocation of Government funding. Our role includes the formulation of a strategy on Industrial Estate development in Malaysia and development of tools to implement the strategy. We have developed a strategic physical and financial model replicating the best practices in benchmarking of Industrial Estate locations and the current model in Malaysia. We have also identified criteria for Industrial Estates to act as enablers for industry development in producing an ecosystem that will attract investments to generate high value-added industrial development and job creation.</td>
<td>We developed a 5-year business plan to corporatise a government agency established to grow the Halal industry. The business plan set out the alternative business model and structure for the agency, outlined the key programmes which the agency intends to implement over the next 5 years along with its supporting projects and activities. The business plans also identified enabling projects which support the agency in its key programmes, helping it achieve its objectives and preparing the budget required for each of its programmes and enablers.</td>
<td>We engaged the agency to introduce the FFVA tool to SMEs in an effort to fight food fraud.</td>
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<td>Data collection and traceability</td>
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<td>Using our GeoTraceability tool, we collected and analysed production data on cocoa and coffee in Ghana, Nigeria, Vietnam and Indonesia for a global soft commodity trader.</td>
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<td>Development of concept paper for Shariah-compliant Investment Fund</td>
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<td>Identifying suitable Halal tax incentives</td>
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<td>We were engaged to develop a high-level concept paper for the proposed Shariah-compliant Investment Fund by the Halal Industry Investment Fund with support from the Ministry of Finance, and co-promoted by the Islamic Development Bank. The concept paper was required to create buy-in from the various stakeholders involved, and addresses the Fund’s key considerations such as the business case for the Halal Investment Fund, the proposed structure and parameters, the rationale for the co-promoters of the Fund and the identified cornerstone investors of the Fund.</td>
<td>We assisted a global F&amp;B producer to apply for a 10-year Halal tax incentive package, resulting in significant tax savings for the client. We worked closely with the client in identifying various projects that will bring value to the country.</td>
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Talk to us about our services. We’d love to hear from you.

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