



# Does your company transport food products?

## If so, you want this program.

### Competitive Advantage

- Win new customers and keep the ones you have. Prove that you have taken all reasonable steps to ensure food safety within your transportation systems.
- Be recognized as using industry "best practices" to support your shipper's HACCP-based food safety programs.
- Improve your competitiveness to transport food products across the border. HACCP is recognized as the internationally accepted standard for food safety.

### Lower Operating Costs

- Defend against expensive food safety claims.
- Minimize possible liability by identifying and controlling food safety risks.

**The Trucking Food Safety Program is the new standard for transporting food products. It will improve your bottom line and your ability to compete effectively in regional, national and international markets.**

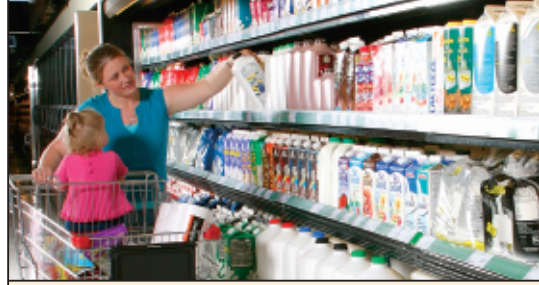
### Win new customers and contracts.

A mid-sized trucking company from Central Canada was in the process of implementing the Trucking Food Safety Program at the same time they were bidding on a substantial new contract. They were short listed with one other firm. When the potential new customer heard the carrier was implementing the Trucking Food Safety Program, they were awarded the contract on the spot. When all else was equal, the Trucking Food Safety Program broke the tie.

### Save money. Protect your reputation.

An east coast carrier was in the early stages of implementing their Trucking Food Safety Program when a shipment of Grade A beef they were transporting was rejected by the receiver due to inappropriate temperatures. Because of their recently improved procedures, the carrier was able to prove the shipment was loaded improperly by the shipper and therefore the delivery temperature was not its fault. The carrier successfully defended the claim, saving more than the Trucking Food Safety Program cost them, before they even finished implementation.

+14° +12° +10° +8° +6° +4° +2° 0° -2° -4° -6° -8° -10° -12° -14° -16° -18° -20° -22° -24° -26° -28° -30°



## How the Trucking Food Safety Program Works

The Canadian Trucking Alliance (CTA) developed the Trucking Food Safety Program in partnership with the Canadian Food Inspection Agency (CFIA) and Agriculture and Agri-Food Canada. Their goal is to deliver a practical, cost-effective and results-orientated program for ensuring food safety within Canada's trucking industry. The program is recognized as the best practice by the nation's shippers.

You begin with the "core program", the food safety building blocks relevant to all trucking companies. The core addresses sanitation, pest control, equipment specifications, recall procedures, loading, unloading and transportation procedures. The program also offers personnel training and hygiene policies, examples of how to write standard operating procedures, including document templates, checklists and links to federal regulations. This core is supported by a series of optional commodity specific modules unique to the food products transported by individual carriers.



This style of program allows you to customize your individual program, based on the commodities you transport. It also gives you the flexibility to add future modules should you expand your business into other areas.

## The Canadian Trucking Alliance (CTA) program ensures:

- Compliance with all HACCP Principles, Prerequisites, and Record Keeping functions
- Compliance with applicable Canadian Federal Regulations
- Compliance with all applicable Canadian Codes of Practice

The CTA Trucking Food Safety Program is based on international standards. It was designed to build shipper confidence that consistent standards are being met across all food industries.

## Your Next Step

To find out more about the Trucking Food Safety Program, or how Kasar can help your company, call our toll free number, 1-800-316-7313, or visit [www.kasarcanada.com](http://www.kasarcanada.com). We would be happy to prepare a proposal tailored to your specific needs.

## An Experienced Partner in Food Safety

Kasar has been developing and implementing food safety programs for leading Canadian companies since 1998. We specialize in creating practical, cost effective programs that are based on international HACCP standards.

Kasar designed and developed the Trucking Food Safety Program for the Canadian Trucking Alliance. We are the official supplier of the program, and its official registrar.

Our staff includes food safety experts in the fields of food processing, warehousing and transportation. Staff are accredited in national and international food safety and food science programs.

Kasar is working with trucking companies to solve food safety issues from coast to coast.

Kasar also developed a proprietary national HACCP program for distribution centres. This program is now being used in distribution centres across Canada.



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