

# Carrefour China Foundation for food Safety

## Introduction

*« The food safety and the conservation of the socio-economic structures of rural area are the major concerns of fast growing countries. Knowing this point, Carrefour china decided for the first time in the group history to create in China a foundation totally involved in food safety »*



From the opening seminar speech of  
Jean Luc Chéreau  
President of the foundation

Creation : may 2004 in Hong-Kong  
President : Jean Luc Chéreau  
Representative for the Group : Philippe Rabbit  
Secretary General : Antoine Bloch



*With the support of the Ministry of Commerce*

# Carrefour China Foundation for Food Safety

## 1st Seminar on Agricultural products food safety

Beijing the 16 and 17 October 2004

Organised by the Chinese ministry of Commerce

In partnership with the Carrefour China Foundation for food safety



**90 members of the central and local bureau of the government**

### Speakers :

**Pr. Rolf Zinkernagel** : 1996 Medicine Nobel prize winner

**Philippe Vasseur** : former French Minister of Agriculture

**Noëlle Lenoir** : former French Minister of European affairs

**Dr Frederic Saldmann** : expert in Nutrition and food safety

**Huang Hai** : Assistant Minister of Commerce

**Li Jiange** : Vice Minister of State Council Development Research Center

**Geng Shuhai** : Director of Commerce Department of State Development and Reform Commission

**Dr. Han Jun** : Director of Agriculture Department of State Council Development Research Center

**Dr. Hu Xiaosong** : China Agricultural University

**Jean Luc Chéreau** : president of the foundation

**Dr Antoine Bloch** : secretary general of the foundation



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## 1st Seminar on Agricultural products food safety



### 90 guests :

- Officials of the local bureau of the ministry of commerce in charge of food safety
- Representatives of the local governments of more than 20 provinces and cities
- Representatives of non-governmental organisations
- Research workers and professors of university

### 家乐福建立首家“食品安全基金”

本报讯 (记者龚红梅)16日,记者从商务部在京举办的“农产品流通安全国际研讨会”上获悉,欧洲最大的零售连锁企业家乐福集团已在中国建立起首家食品安全基金。

据了解,这项100万港币的公益性基金旨在推动中国食品安全事业。家乐福中国区总裁施荣乐成为食品安全基金会的主席。基金将用于资助、推进食品安全方面的研究项目、检测实验等。

RJ346

### Beijing Daily

Diffusion 600 000 :

Carrefour launch the first found to support food safety

### Ximin Evening News (Shanghai)

Diffusion 1 500 000 :

A food safety system for farm to fork

### 近九成食品出口企业受制技术壁垒

【本報訊】據商務部日前公佈的數據顯示,近九成食品出口企業受制於技術壁壘,導致出口受阻。商務部表示,將採取措施幫助企業提高產品質量,突破技術壁壘。

據悉,目前我國食品出口企業面臨著嚴峻的技術壁壘挑戰。由於我國食品生產加工技術水平與發達國家存在較大差距,導致我國食品出口企業在國際市場上競爭力不足。商務部表示,將採取措施幫助企業提高產品質量,突破技術壁壘。

### Securities Daily

(Beijing) Diffusion 200 000

1<sup>st</sup> international seminar on food safety

### 商务部研讨农产品流通安全

【本報訊】商務部日前在京舉辦了“農產品流通安全國際研討會”。會議吸引了來自全球各地的專家學者參加,就農產品流通安全問題進行了深入探討。

會議指出,農產品流通安全是保障公眾健康、維護社會穩定的重要基礎。隨著全球貿易的日益頻繁,農產品流通安全問題日益突出。會議強調,應加強國際合作,共同提高農產品流通安全水平。

### International Business daily

(Beijing) Diffusion 390 000

### 从农田到餐桌 全覆盖

【本報訊】商務部日前在京舉辦了“農產品流通安全國際研討會”。會議吸引了來自全球各地的專家學者參加,就農產品流通安全問題進行了深入探討。

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Philippe Vasseur :

**Food and Safety :**

**The lessons of one crisis (Mad Cow Disease)**

“...How the crisis has been controlled ? By giving absolute priority to sanitary safety, by giving full guarantee to customers and by supporting the rural economy...”

Pr Rolf Zinkernagel :

**Nutrition, Age, Infection and disease**

“... The key of food safety is the education of individual person ...”

“ ... The science must be the basis of any decision during one crisis...”



Dr. Han Jun :

**Report on the Chinese food safety system**

“...The traceability is one of the main target of the Chinese agriculture...”

Dr. Hu Xiaosong :

**Situation and development of the food safety in China**

“.... Millions of Chinese people don't have enough to eat, today the real food safety is that everyone can be fed enough ...”

Jean Luc Chéreau :

“ ...From the farm to the customer, from the country side to cities, the food safety comes from each step of the supply chain responsibility...”

## The foundation program

### 1. Farmers

The agriculture in China is in mutation from a production turned to auto-consuming to a mass production. Production sites are still atomized et are suffering from lack of technical support. The vertical integration or the cooperative organisation is rare.

The target of the Chinese agriculture goes through the improvement of the profitability of archaic productions. The farmers must be sensibilised to the new trends of the agricultural supply chain ( distribution network, products with add-value, export...).

#### ⇒ **Actions of the foundation : Train**

##### **Itinerant training sessions :**

- ✓ Good agricultural practices
- ✓ Quality insurance
- ✓ Environment
- ✓ Hygiene

### 2. Local authorities

China faced some major sanitary crisis. Te size of the country and the organisation of the producers make the epidemic surveillance difficult to coordinate. On spot there is no traceability, lack of prevention means and not enough technical informations.

#### ⇒ **Action of the foundation : Support**

##### **Propose to local authorities**

- ✓ “Food safety tools” (fast tests...)
- ✓ On-line database with technical files
- ✓ Technical focused training books





## The foundation program

### 3. Experts and Students

The experience and the knowledge on agricultural techniques are very advanced in China, but their diffusion is very limited.

The targets of the agricultural techniques are the improvement of the productivity, the set up of quality standards and the environment management.

#### ⇒ **Action of the foundation : Sponsor**

- ✓ Research prize on the food safety theme
- ✓ Scholarship with European university

### 2. Consumers

In China consumption behaviors are turning to new type of food and new type of conservation which they are no used to.

More and more food born disease are coming from the misappreciation of the hygiene good practices et of the lack of information given to consumers.

#### ⇒ **Action of the foundation : Communicate**

- ✓ Offer some pedagogical leaflet
- ✓ Game and gathering on the theme of food safety
- ✓ Communication campaign



# Fondation Carrefour Chine pour la Sécurité Alimentaire

