

Managing Risks and Uncertainties within Food Supply Chains: A Proactive approach

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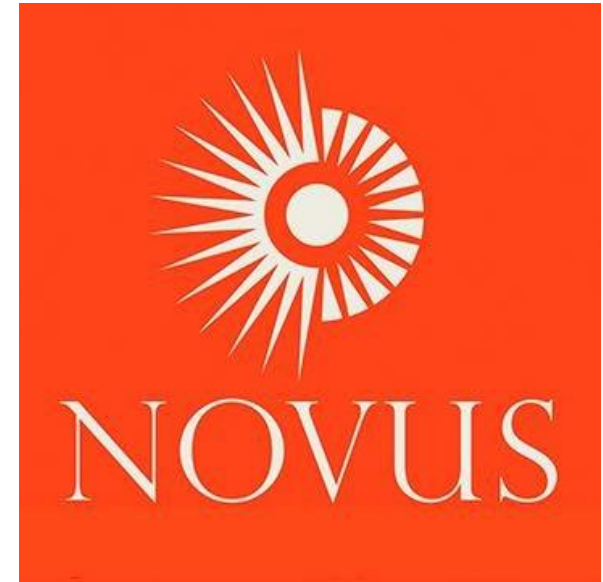
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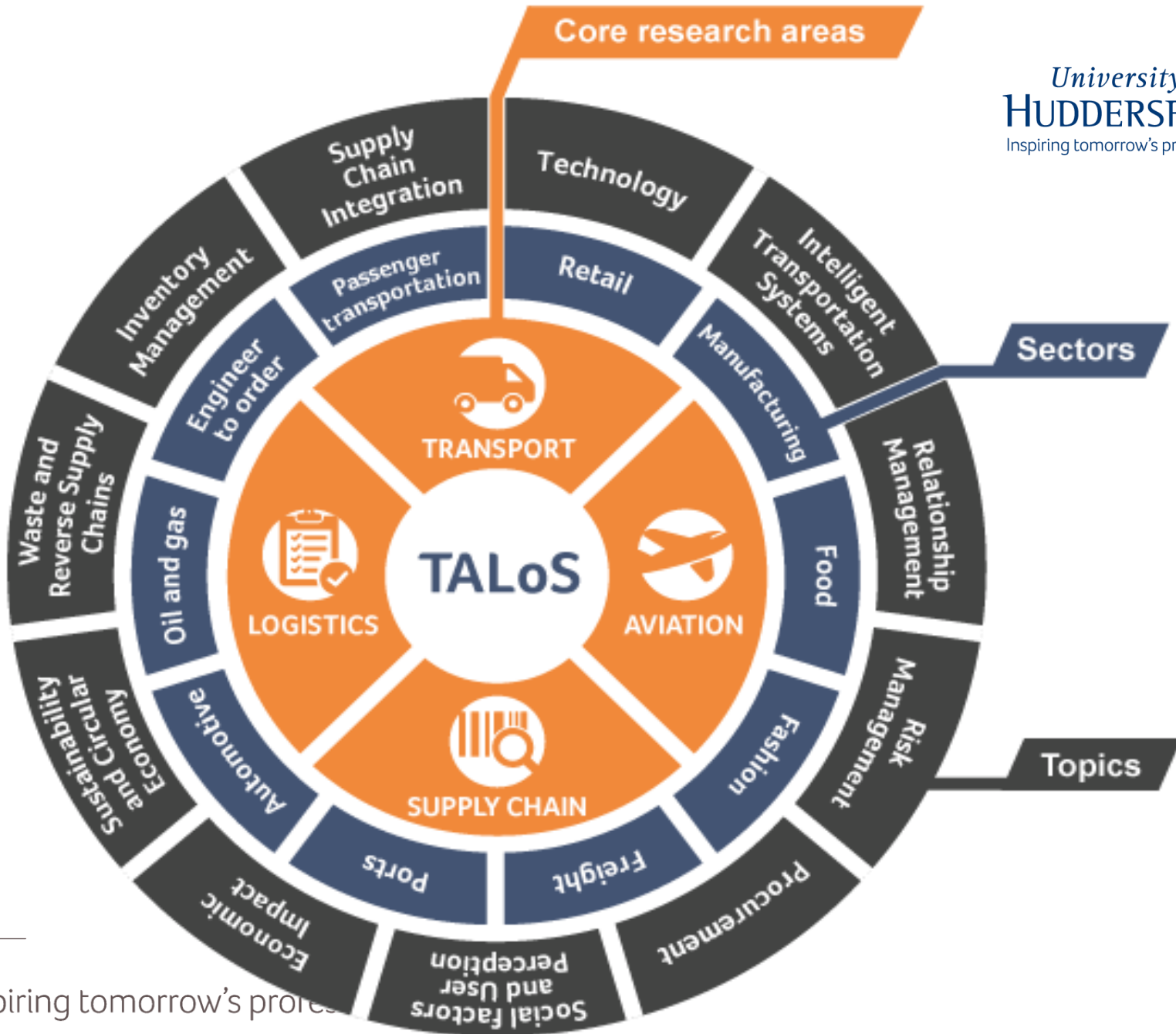
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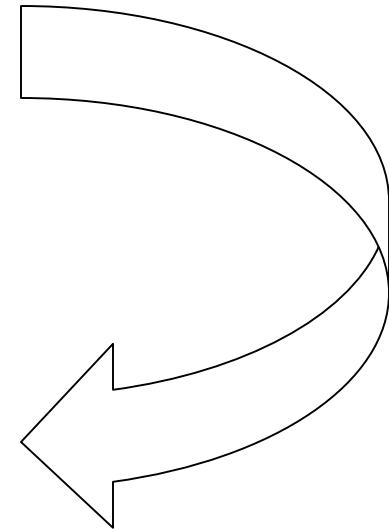


Factors influencing Food Supply Chains

- Perishability
- Seasonality in Production
- Heterogeneity of the product
- Edible nature of the product

Traceability,
Visibility

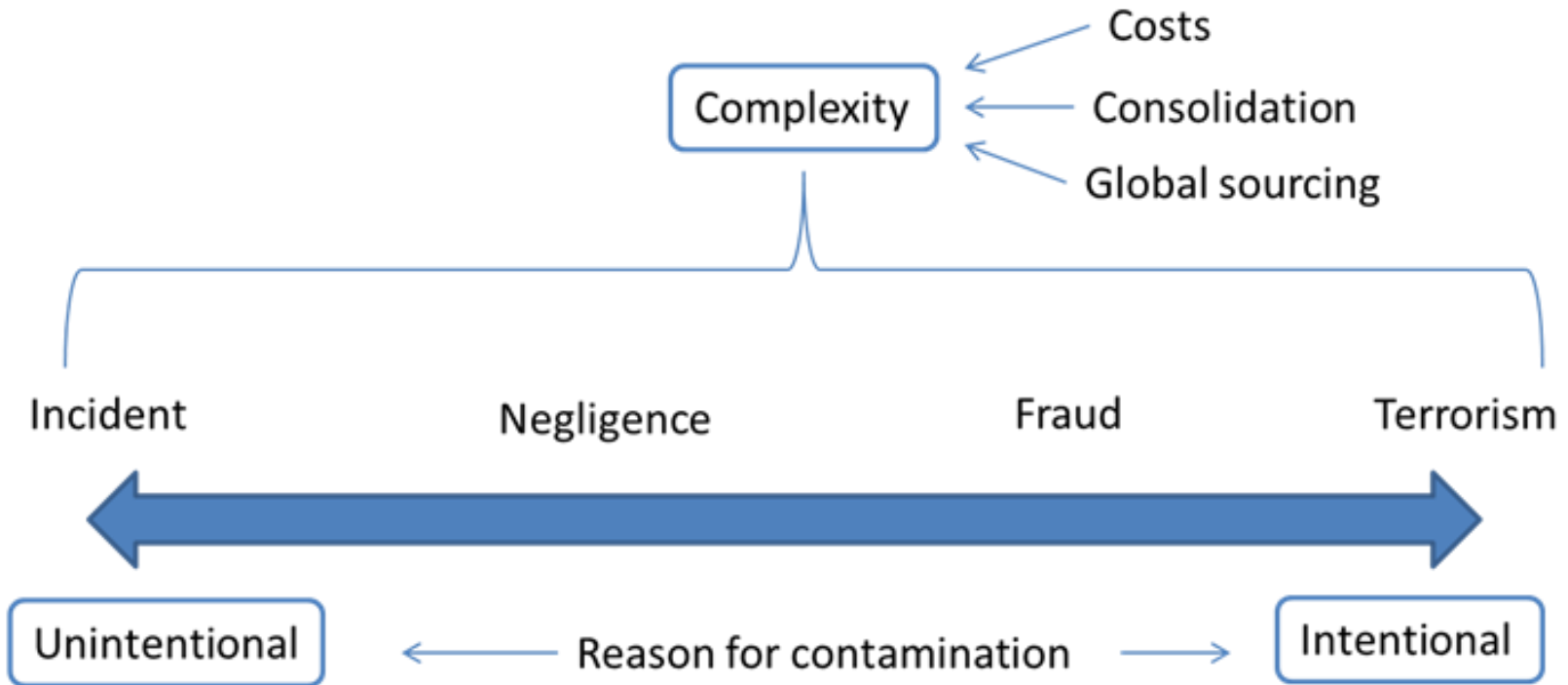
Complexity



Risks in the Food Supply Chain

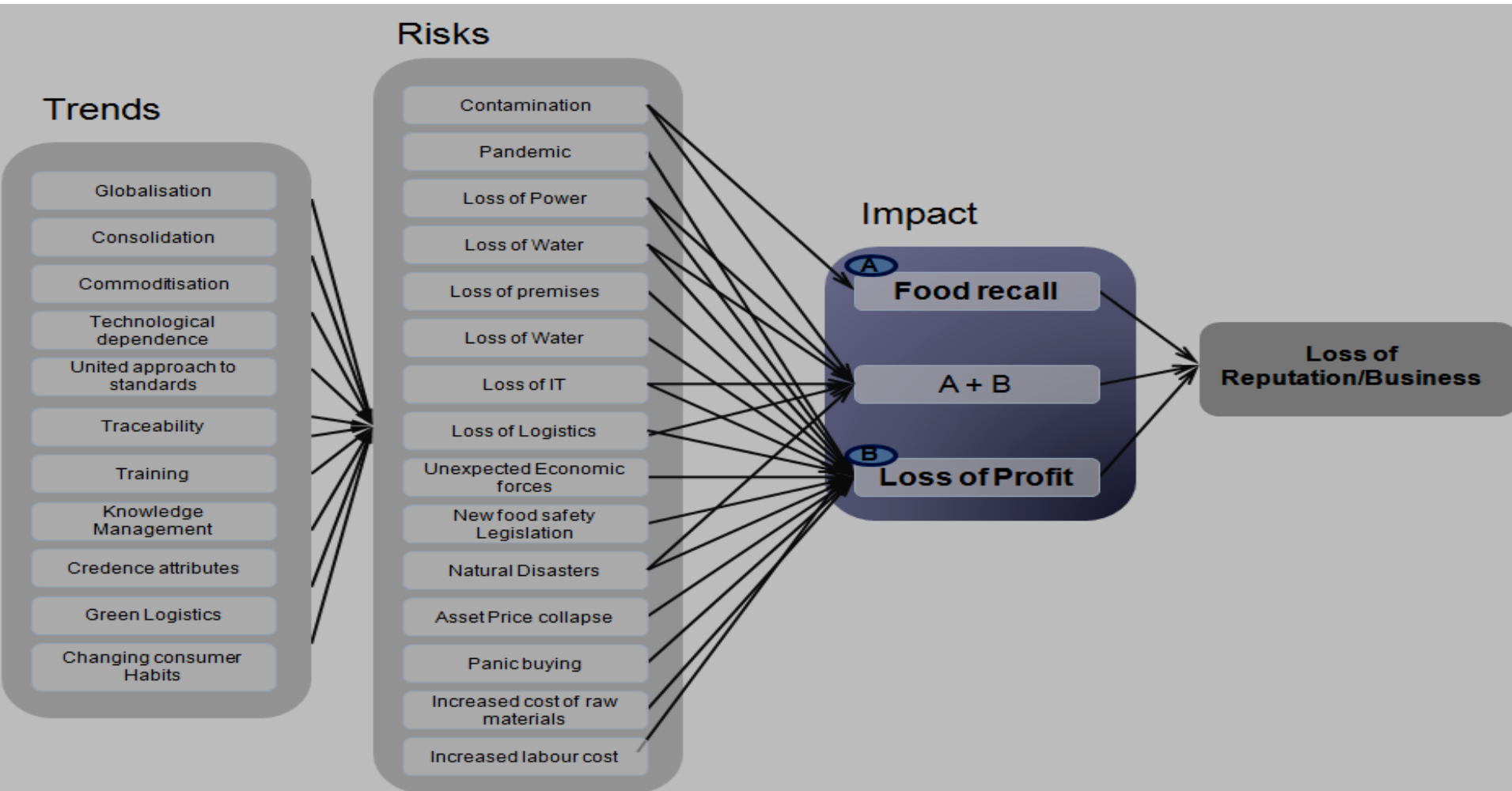
Product contamination	Loss of power	Loss of IT
Product recall other than contamination (packaging problems)	Loss/disruption in logistics	Unexpected economic challenges
New food safety regulations	Loss of water	Increased labour costs
Unavailability of raw material	Loss of premises	Strikes
Pandemics	Loss of supplier	Natural disasters
Rise in fuel price	Loss of asset	Terrorism

Food Contamination



Dani (2015)

Risk Analysis



Some cases

China milk scare reaches Britain as Tesco withdraws sweets

[Tania Branigan](#) in Beijing
guardian.co.uk,

Wednesday 24 September
2008 15.22



Volcanic Ash and Food Supply Chains

Wheat shortages

European Mango Ban

Fukushima and Japanese Exports

McDonalds Airlifts Fries to Japan



Cocoa shortage: Are we running out of chocolate?

14 January 2015 Last updated at 07:20
GMT, BBC

Case Example- Walmart

Hurricane Katrina is termed the most devastating natural disaster in US history

Preliminary damages were in excess of \$100 billion and 1,836 people lost their lives in the hurricane

Wal-Mart were quick to spot the crisis and alerted all relevant people and departments six days before landfall

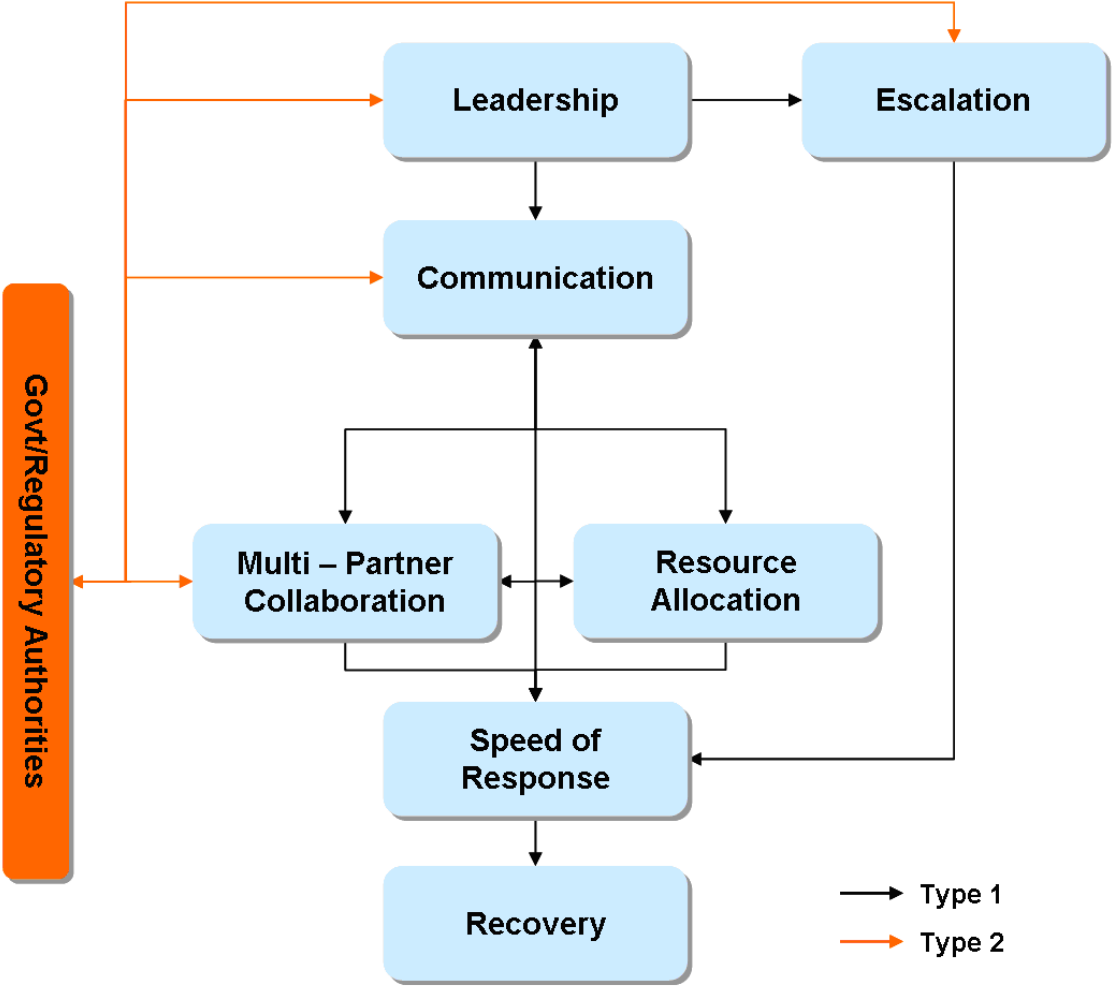
Panic buying pattern analysis and crisis management teams ensured the stores were well stocked

The hurricane forced 126 stores to shut down but within a month 113 stores had been reopened

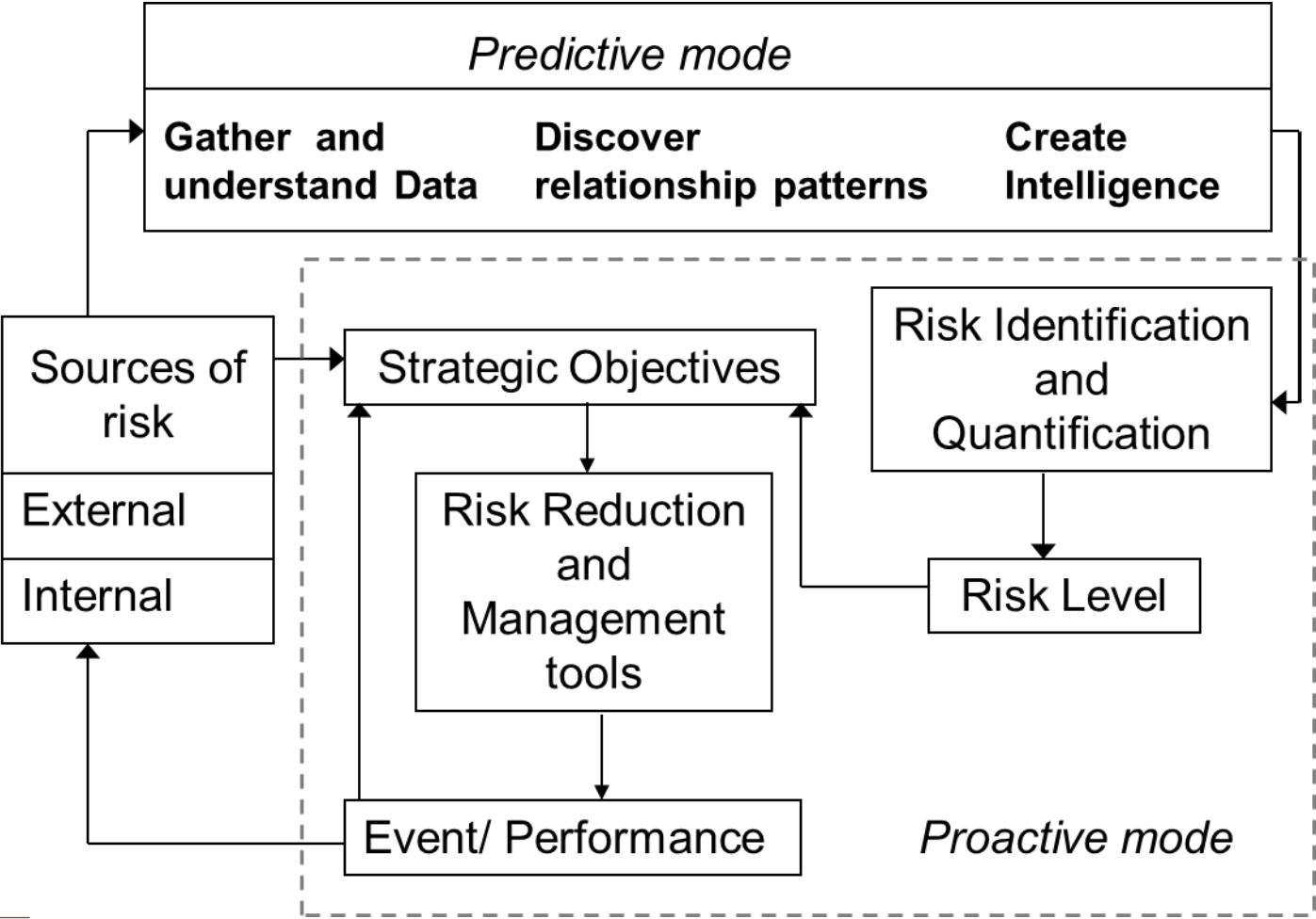
Supplies reached the affected areas before Federal Aid

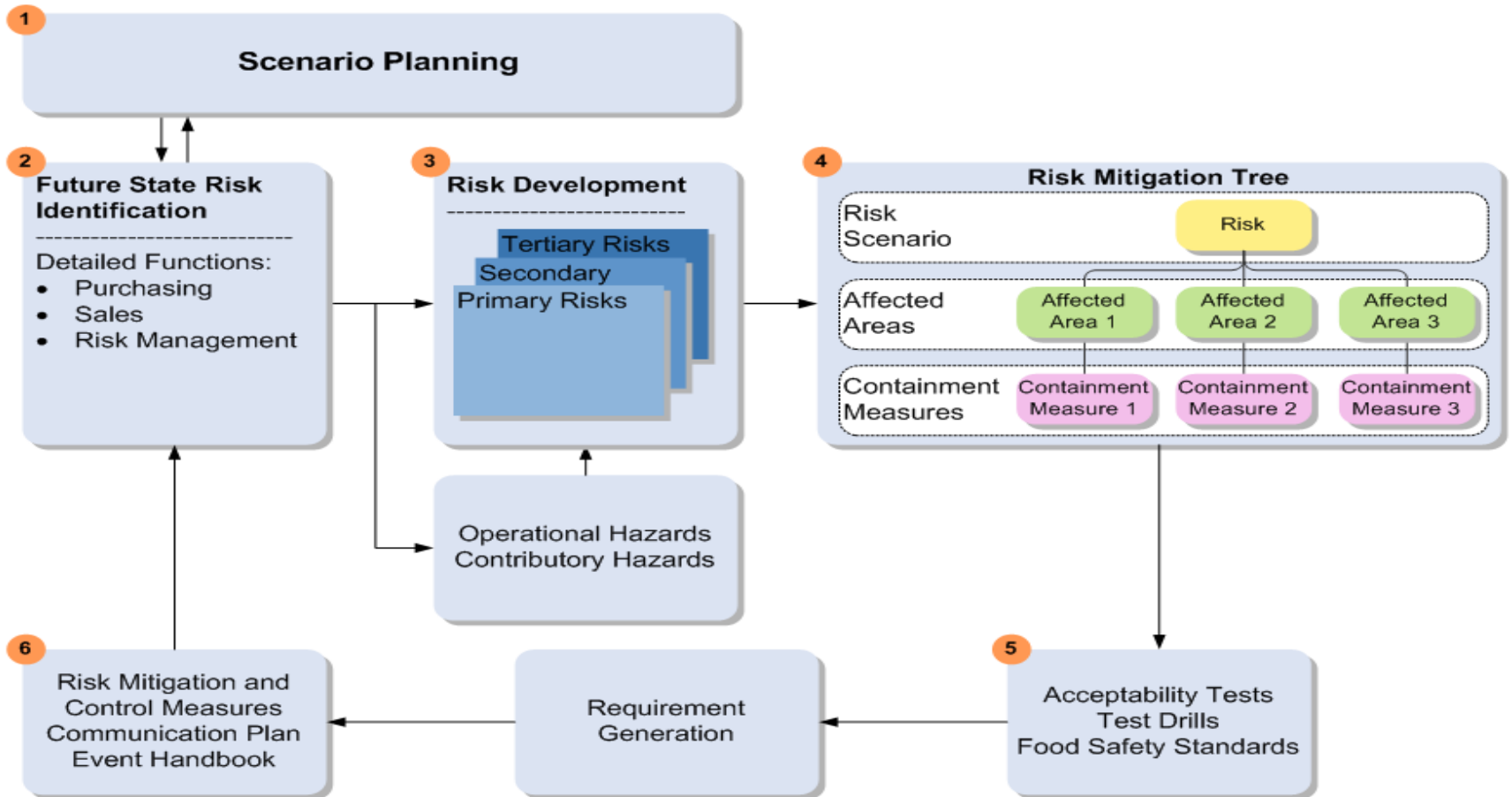
\$3 million worth of supplies and \$17 million were donated

Fragile food supply chains: Reacting to risks



The Proactive model for Risk Prediction and Mitigation





Thank You

Questions?

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www.koganpage.com/food-supply-chain

SAMIR DANI

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