



# Chococam

Standards improving food safety and product quality

The Chococam company (Chocolate Confectionery Cameroon) began its operations in 1967 as part of the Swiss group Barry Callebaut, the world's number one manufacturer of bulk chocolate. In August 2008, the majority of Barry Callebaut shares were purchased by the Tiger Brands Group, a dynamic brand of packaged consumer goods operating mainly in South Africa and in some emerging markets.

**Company name:** Chococam

**Country:** Cameroon

**Industry:** Agri-food business

**No. of employees:** 470 (of which 168 are temporary and pieceworkers)

**Revenues/profits:** XAF 19 billion (USD 37.6 million)/N.A. (in 2010)\*

**Main products/services:**

Confectionary products, chocolate bars and other products, and chocolate spread

**Main use of standards:**

- Procurement, including inspection of supplies
- Stock management
- Production and operations
- Maintenance of equipment

**Most important standards used:**

- ISO 9001:2008, *Quality management systems*
- Some ISO standards on microbiological analysis, such as ISO 7402, ISO 4833, ISO 7954, ISO 6579
- NC 04:2000-20, *Labelling of pre-packaged foods* (Cameroonian standard)
- Various FAO/Codex Alimentarius standards



- European Commission regulations
- European Good Hygiene Practices

**Economic benefits generated by standards:** XAF 991 million (USD 1.96 million) annually (5.2% of total annual sales).

**Key qualitative benefits:** Standards helped create a culture of quality consciousness at all levels of the company.

## **What were the major benefits for Chococam of using standards?**

Using standards allowed Chococam to:

- Improve the detection rate of non-conforming supplies
- Deliver products of consistently high quality, resulting in enhanced customer satisfaction
- Reduce costs through more efficient stock management
- Optimize operations and manage processes in a systematic manner
- Raise staff competencies through training
- Reduce maintenance costs for equipment

## **How did standards lead to these benefits?**

Introducing the ISO 9001 quality management system was core to the benefits generated by standards. It provided Chococam with a systematic approach to management, leading to improvements in fundamental processes such as procurement and the inspection of supplies for a better detection of non-conformities and an overall higher quality. The standard further helped streamline the production process and provide a clearer definition of staff functions and responsibilities. On this basis, training was organized to enhance employees' skills. All these measures have generated increased customer satisfaction, higher sales revenues and substantial savings in stock-keeping and maintenance costs.