**. - Commercial**

Prof. Giovanni Di Falco

***COURSE AIMS***

To present a real picture of distribution systems with the problems in relation to the application of quality systems and systems for security of the food chain. To tackle issues of quality within sales outlets and quality during the selection of suppliers, tracking development of the requests for certification within modern distribution systems. To clarify the distributor's role within the food chain, with respect to both commercial impact and the development of quality trends. To supply information for understanding the trends in food-product legislation in Italy and the EU that have the greatest impact on retailing. To define the product- and system-certification mechanisms for national and international retailing, presenting the standards driven by the private market (e.g. IFS, BRC, SQF and Eurepgap) and applicable regulations (e.g. ISO 9000 and ISO 22000). To tackle several emerging problems, such as those related to the analytical evaluation of product shelf life and the repercussions thereof on merchandising and packaging.

***Course Contents***

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| The concept of quality within modern distribution systems . The distribution system concept. Commercial formats for large and small retailing chains. Trend and economical results in the retail The quality of the merchandise for sale: assortment, display and lay-out. The organisational systems for selling, and their impact on quality. | 1 |
| Trend of EU legislation, and impact on large retailing chains.Overview of product labelling. | 0,5 |
| Operational indices of the quality in distribution systems. Systems for ensuring security in the sale of food products. Application of the HACCP system in a selling environment. Procedures for withdrawing and recalling products. | 1 |
| Logistics within commercial systems, and impact on the quality of fresh food products. The fresh products sector, and production labs within distribution systems. Non-perishable products. | 1 |
| Supplier management and qualification. Central services. The development and the quality of private-label products. The certification of food security systems by Codex Alimentarius. Overview about accreditation and certification. Market driven standards: BRC – IFS – EFSIS - Dutch HACCP - Eurepgap and GFSI system. ISO 22000. | 1.5 |
| Risk Management: principle and application. The Risk assessment methods : ORM – Hazop – FMEA. Food defence and prevention by voluntary contamination. Crisis management. Shelf-life impact on security and merchandising. Packaging issues. | 1 |

***READING LIST***

British Retail Consortium, *Technical Standard for companies supplying retailer branded food products,* BRC, Vers. 6, 2011.

IFS, *International Food Standard*, Vers. 6, 2011.

IFS, *Logistic Standard,* Vers. 5, 2007.

Norma UNI 10939, *Sistema di rintracciabilità nelle filiere agroalimentari*, UNI, 2001.

Norma ISO 22005.

Norma ISO 22000 – 22003 – 22004.

Norma ISO 22001-1.

CCFRA, *HACCP a practical guide,* CCFRA Technical Manual n. 38, 1997.

G. Di Falco, *La certificazione di un sistema distributivo,* Qualità anno XXXI n. 10, Ed. Mortarino, Novembre 2001.

FAO/WHO, *Expert Consultation on the Application of Risk Communication to Food Standards and Safety Matters,* Rome 2-6 febbraio 1998.

U. Lago, *Grande Distribuzione e Piccola e Media Impresa,* Egea, 2002.

Multon, *La qualità dei prodotti alimentari,* Tecniche Nuove, 1987.

SQF 2000CM Code, *HACCP Quality Code.* SQF Institute S. A.,1995.

*Technical Standard and Protocol for Companies Manufacturing and Supplying Food Packaging Materials for Retailer Branded Products,* BRC British Retail Consortium, 2001.

*Technical Global Standard and Protocol for Companies Supplying Retailer Branded Food Products*,BRC British Retail Consortium*,* Issue 4, 2005.

IFS, *International Food Standard*, *HDE / FCD,* Issue 4, 2004.

Eurepgap Starndard, *Fruit and Vegetables,* Vers. 2, 2004.

***Teaching method***

Frontal lessons.

***ASSESSMENT method***

Oral test.

Professor Giovanni Di Falco is available with students all the lesson days.