



Juhayna

Standards ensuring food safety and supporting high-quality automated production

Juhayna Food Industries is a leading Egypt-based manufacturer specializing in the production, processing and packaging of milk, yoghurt, juice and juice concentrate. When Juhayna's founder, Safwan Thabet, established the company in 1983, he had the vision to produce dairy and juice products of the highest quality by applying the most up-to-date technology. The company has continued to reinvent itself ever since in response to both global trends and local market needs, becoming a leader in the Egyptian market and a significant regional exporter.

Company name: Juhayna Food Industries S.A.E.

Country: Egypt

Industry: Agri-food business

No. of employees: 3 860

Revenues/profits: EGP 2 billion/N.A. (USD 285 million/N.A.) (average annual revenue 2009 to 2012)*

Main products/services:

Milk, fruit juice and yoghurt products. The assessment focused on the production of packaged fruit juices.

Main use of standards:

- Procurement (supply chain)
- Testing of supplies (supply chain)
- Manufacturing
- Distribution

Most important standards used:

- ISO 9001:2008, *Quality management systems*
- ISO 22000:2005, *Food safety management systems*



- Good Manufacturing Practices (EU and US Guidelines)
- ISO 17025:2005, *Requirements for the competence of testing and calibration laboratories*
- OHSAS 18001:2007, *Occupational health and safety management systems*
- HACCP (FAO/Codex Alimentarius)
- Many Egyptian national standards, mainly for product and labelling requirements

Economic benefits generated by standards: EGP 66.7 million annually (USD 12 million in 2010), which amounts to 3.3% of the annual average revenue.

Key qualitative benefits: Implementing standards has fostered consistently high product quality, and heightened environmental performance and cost reductions due to savings in materials. Training suppliers has helped improve their performance.

What were the major benefits for Juhayna of using standards?

Using standards allowed Juhayna to implement a highly effective management system and specific functional improvements to:

- Enhance communication with suppliers
- Apply an automated system minimizing human error
- Reduce costs for re-work and replacement as a consequence of deficient quality
- Ensure product safety
- Achieve high-volume production and improve efficiency
- Reduce waste and scrap and improve environmental performance
- Increase market share

How did standards lead to these benefits?

The company's juice products are manufactured at its new state-of-the-art El-Dawleya factory. This facility, designed and built to international food and hygiene standards, implements a fully automated process that controls the reception of raw materials, as well as the mixing process, package filling and palletizing of the final product via computerized systems.

Management, product and testing standards provide a solid framework, straightforward objectives and clear criteria. In addition, they support documentation, exchange of information and transfer of knowledge and create a basis on which to set performance indicators, elements that are indispensable for running Juhayna's fully automated processes and meeting quality and safety requirements.

* EGP 1 = USD 0.18116 (2009-12-31)