

## YOU CAN COUNT ON US

Recent outbreaks of food contamination, excessive additives and prohibited ingredients being discovered in food products from China has caused great concerns in North America consumer market.

I began in the dried fruit and nut business in 1979, almost 30 years ago. In that time, I have always approached food safety as one of the critical points of business. For any product that Dan-D Foods sells, we have lab test results and make sure our quality assurance team inspects the product before it is released into the consumer market.

In 2005, a type of red food colouring called "Sudan Red" was declared to be an unsafe ingredient by CFIA. Dan-D Foods recalled and disposed the entire inventory of our "Rice Toonie" snack, because it contained small traces of this red color in the seasonings which was prohibited in Canada. Surprisingly, the spice supplier was a reputable Canadian firm. It was the very first recall for Dan-D Foods in 18 years.

With a recent outbreak of Ecoli in the almonds industry, Dan-D Foods almonds were inspected by CFIA. We were delighted to see our almonds pass with flying colours! Our "buy the best to sell the best" philosophy protected us from another potentially costly recall. Our almond supplier is one of the best, working more like a partner than a supplier. Although their price may not be the lowest, with their quality we can be rest assured that we would not need to panic if an inspection officer showed up looking to draw a sample to randomly check our almonds.

We prefer our suppliers to provide their ISO and HACCP certification as well as their traceability and manufacturing procedures. We will also insist to conduct our own factory audits. These are the ways that we can be sure that the Brazil nuts we purchase from Peru are clean and the peanuts we import from China are safe to eat. Every year, we send buyers and our Quality Assurance staff to travel around to our various suppliers to inspect their factories, to make sure that they operate a clean facility, and to ensure they use fresh and safe ingredients.

Since our company established the implementation of ISO and HACCP and now working towards the GMP standard, we have added at least a dozen "pros" into our cost of operation, and naturally Dan-D Foods prices have increased. We pride ourselves that although we are not the cheapest place to buy food products; we are one of the safest brands for consumers to trust. Dan-D Foods has many products imported from around the world. Our suppliers are ISO and HACCP certified and ready for audit at any given time. Our Quality Assurance and Quality Control team is available to provide a response to any inquiry from retailers or consumers at any time.

We will continue to provide safe and high in quality food products in the years to come. We assure you that you can count on Dan-D Foods.



**Dan On**  
Founder & President, Dan-D Foods Ltd.