

# Quality under control

An interview with **Bartłomiej Chłodnicki**, the President of Polskie Fermy Grupa Producentów Sp. z o.o.

■ **Your company has been operating on the Polish market since 2003. Could you describe how you built your strong market position?**

- We have focused on strong cooperation with suppliers from throughout Poland. These are medium-sized farms with which we have long-term contracts. This is why we can offer our eggs in three segments (standard, middle and premium – editor's note) in various weight classes. Our wide range gives the customers a choice between eggs from battery farming, from ecological breeding or free-range farming, barn farming and from the green leg partridge hen (*zielononóżka kuropatwiiana*). I wish to stress that we were among the first to introduce to the Polish market ecologically farmed eggs (BIO) with omega-3 acids, vitamins, and from the green leg partridge hen. We have applicable certificates for



our ecological products (BIO). These products originate from farms which offer one egg type only. Hence it is impossible to mix the BIO eggs with conventional ones. The packing process is also located in separate zones and in specific time frames. A significant item in our range is an egg type enriched with vitamin A, vitamin E and omega-3 acids.

■ **How are these eggs produced?**

- By using suitable feed mixtures for the layers. The mixtures are given throughout the laying period. Eggs produced with this method have higher levels of the required components. Production is limited to designated hen houses that remain under special supervision. Periodic testing of the vitamin and omega-3 acids content ensures continuous supervision over egg nutrients.

■ **You have been nominated for the**

**2011 QUALITY OF THE YEAR title in the largest Polish pro-quality competition. How do you look after your quality?**

- We are pleased to have our business appreciated by the competition committee. Systematic growth and continuous quality improvement are our priorities. By implementing modern processing solutions in egg production and packing, we increase the competitive edge of the entire Group. We have implemented and certified HACCP and BRC systems to guarantee the right level of quality. We cooperate only with those suppliers which use these systems. Our suppliers are subjected to periodic internal audits to ensure a consistent level of quality. The audits verify performance of the requirements imposed by both systems. We conduct in-house training in quality for our employees, since only adequately trained personnel will ensure the meeting of the strict requirements of HACCP and BRC. High

quality is also warranted

by the use of packages from recognised manufacturers. Proper product protection and transport at controlled temperatures give optimum conditions for safe shipping of such a delicate product as eggs. We have our own means of transport, so we can assure short lead times for orders, irrespective of their size. An important aspect is that we do not impose logistical minimum quantities on the customers. Our orders are completed within 24 hours.

■ **What are your plans for the near future?**

- We plan to expand onto the European market. This will mainly involve our southern neighbours. We also want to reinforce our position on the Polish market by the consistent increase in sales of ecological eggs, free-range eggs and barn farmed eggs. We also plan to



extend our warehousing facilities at the head office in the immediate future. Our forecasts say that a high storage warehouse will streamline the egg storage process and significantly shorten the lead times. The overall plan will strengthen our logistics chain.

■ **Thank you for your time.**

**Lukasz Wilczek**