

TASTE *of* Success



Donald Poole, president of Essences Bonnie and Don Flavours.

Getting international recognition for your food safety management system is a big feat for a small company. This year, Mississauga-based Essences Bonnie & Don Flavours Inc. was one of the first businesses in North America to achieve ISO 22000:2005 certification.

“We worked hard to get that stamp of approval. In the end, you really gain customer confidence and tremendous credibility. Our food safety management system can now stand up to any audit,” says Donald Poole, President of the company, which manufactures flavour extracts used in a variety of foods from juices to ice cream.

ISO 22000:2005 is designed to help businesses incorporate the principles of the world-recognized HACCP (Hazard Analysis and Critical Control Point) with the disciplines and controls related to the ISO management series standards.

The company worked closely with BDC Consulting to implement the food safety management system. This also involved demonstrating compliance with applicable statutory requirements and registering the firm’s food safety management system with a recognized third-party certifier.

“BDC was an excellent partner for us and provided a solid project leader who helped take the initiative in hand. It was a lot of work, but it was worth the investment,” Poole says.

Today, Essences Bonnie & Don Flavours Ltd. is certainly beginning to see the fruit of its labour with more than 52 per cent growth in sales. He attributes part of that success to the company’s focus on quality and customer service.

“To stand out in the crowd, you need to give your clients a reason to want to deal with you. If the customer wants your product tomorrow, then you find a way of doing that,” he concludes. ■

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