

## MEFOSA Newsletter

June, 2009

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## Special points of interest:

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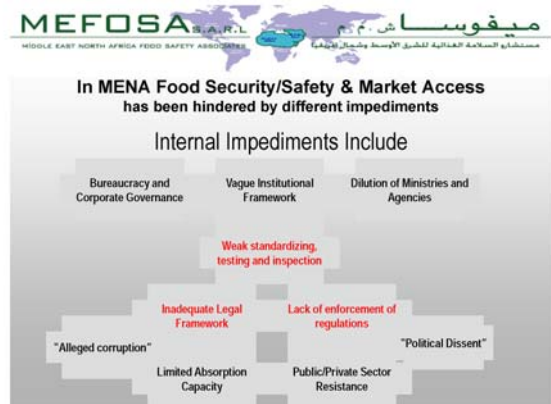
## The Lebanese Economic Forum

Mefosa attended a conference related to The Lebanese Economic Forum held on 05-05-2009 at Holiday Inn Dunes, Beirut where Atef Idriss, MEFOSA's GM, spoke on Capacity Building in relation to Food Safety.

Capacity is the essential lubrication of development, more important even than finance as a weakness within the chain will often condemn the whole chain failure.

Mefosa identified several areas that impede the development of this sector some of which include:

1. Bureaucracy and corporate governance
2. Vague institutional framework
3. Dilution of ministries and agencies
4. Weak standardizing testing and inspection
5. Inadequate legal framework
6. Lack of enforcement of regulations
7. Resistance from the public and private sectors



The Equipments Slide

It also emphasized on the steps needed to be followed in order to reduce the cases of food borne diseases some of which include implementation of farm to fork approach as well as strengthen risk assessment capacity and most important raising awareness among all individuals involved in this sector.

With the use modern technology such as decagon devises, Dickson, Hyserve, and Windaus individuals and corporations can achieve substantial improvement in Food security as well as environment where the food is grown. We in Mefosa supplies these equipment used in the food processing and Food safety sector as well as those used in the initial stages in the food growing and quality of final product.

Food security is one of Mefosa's key areas of business and provides consultative services in relation to this area

## QUALITY CONCEPTS and CRISIS MANAGEMENT

The Lebanese Society for Quality - LSQ, under the patronage of H.E. Mr. Fouad Siniora (President of the Council of Ministers) held a conference entitled Quality Concepts and Crisis Management on 20/5/2009 at Hotel Le Bristol, Beirut where MEFOsa was an active partner and supporter.

Some of the guest speakers included H.E. Mr. Adnan Kassar (President of the Lebanese Economic Associations), Mr. Fadi Saab, LSQ Board Member and Conference Coordinator, as well as Mr. Jawad Adra, Chairman, Information International.

Some of the issues on discussion were:

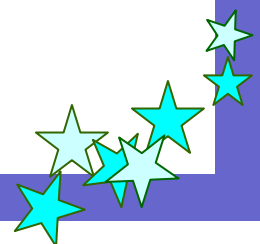
- Applying quality principles to surmount times of crisis
- Employing effective quality systems as practical tools

The LSQ is a cluster of prominent persons from the various segment Lebanese Economy united by the common goal of Quality being a key success factor. Their mission is to foster a culture of Quality and to facilitate the practical application of its principles as a national priority on the Personal Institutional and So-

## The Launching of the LibanPack

MEFOsa s.a.r.l attended the launching of the LibanPack event of 1/4/2009 at Movenpick Hotel, Beirut under the patronage of H.E. Mr. Mohamed Safadi of MoET, Mr. Khaled El- Mekwad (UNIDO Representative Head of Regional Office), ALI, and with the participation of H.E. Mr. Francios Barras (Ambassador of Switzerland), as well as Ms. Nell Abou Ghazale ( Manager of LibanPack).

All speakers and attendees proceeded to give case studies on packaging in relation to their fields of work. The objective of LibanPack is to increase the competitiveness of Lebanese products on export and markets through the improvement of packaging while ensuring conformity to the international standards.





## Lebanese Food Industry Awareness Day

MEFOSA participated in the "Lebanese Food Industry Awareness Day" which was held on 28/4/2009 at Biel (Horeca). Where our GM presented the case of empowering Lebanon's food industry that a scientific approach on quality. The conference was sponsored by: MoE, SLFI, USAID, UNIDO, and it focused on presenting updated facts sewing the food industries, related to, traceability and sustainability. The presentations were all conducted by experts and focused on:

- the state of Lebanese food exports in the context of rising commodity prices on global markets and the strengthening of European Union regulations on imported agricultural products.
- the need to expand the international market for Lebanese agricultural products.
- the law that the Cabinet recently sent to Parliament which aims to enhance quality standards and make Lebanese agro food products more attractive to the world market.
- the Lebanese economy benefits immensely from more Lebanese goods being sold in international markets.
- the improvement in Lebanese agricultural exports over the past several years.
- boosting Lebanon's processed food output is not as straightforward as increasing investment in the sector.
- improving quality standards was a very complicated and expensive process.
- And they called for more reasonable standards for food quality in the European Union



MEFOSA GM with Speakers and Organizers

## Food Safety and Export Prospects

MEFOSA s.a.r.l with corporation with the University of Damascus and the Association of Food Scientists and Technicians and Al Wafic for Agro-Economic Development conducted a seminar on "Food Safety and Export Prospects", sponsored by Dr. Hamza Bilal, Dean of the Faculty of Agriculture, University of Damascus on 26/4/2009. The seminar was attended by dignitaries from the Lebanese and Syrian academics, including Dr. Ahmad Safar, Dr. Rennes Berbers, Dr. Ghassan Hamada Al-Khayat, Dr. Baroudi Abdul Latif, and Mr. Issam Zamric of the Syrian Federation of Industries.



يشرف كل من  
قسم علوم الأغذية - كلية الزراعة في جامعة دمشق  
وجمعية علماء وتقنيي الغذاء اللبنانية  
بذواتكم لحضور ندوة عن



السلامة الغذائية وأفاق التصدير  
برعاية الدكتور حمزة بلال عميد كلية الزراعة

برنامج الندوة التوعوية  
ندوة السلامة الغذائية وأفاق التصدير  
جامعة دمشق - 26/4/2009

الوقت لإقامة المحاضرة	اسم المحاضرة	محل من	اسم صاحب القلم
11:00 - 11:30	ندوة دمشق - 26/4/2009	حمزة بلال	عائدة واصل منصور
11:30 - 11:45	"مقدمتان على الألفية"	Al Wafic / AL Wafic	أحمد بزر
11:45 - 12:00	"التصنيع الغذائي في لبنان"	LAFST / LAFST	روبيرت
12:00 - 12:15	"السلامة الغذائية وتصريف النفايات"	MEFOSA / MEFOSA	خديجة بزي
12:15 - 12:30	حمزة بلال	حمزة بلال	أسامة مرزا
12:30 - 12:45	"مقدمة الندوة عن الزراعة في القرية"	جامعة دمشق / الجامعة السورية	عبدالله الفيلق
12:45 - 1:00	"مناقشة محاضرة الدكتور منصور"	جامعة دمشق / الجامعة السورية	عبدالله الفيلق
1:00 - 1:15	عبدالله الفيلق	عبدالله الفيلق	أسامة مرزا
1:15 - 1:30	حمزة بلال	حمزة بلال	أسامة مرزا
1:30 - 2:00	حمزة بلال	حمزة بلال	أسامة مرزا

و ذلك يوم الأحد الموافق في 26-4-2009 من الساعة 11:00 وحتى الساعة 14:00 ظهراً  
و ذلك في المدرج الجديد في كلية الزراعة



The seminar focused in particular on agriculture and good farming practices, preventive methods, and pollution control methods in agricultural products, which facilitates and regulates the export of agricultural products. Eventually, it was suggested to develop a model for Arab comprehensive cooperation between Lebanon and Syria to ensure the strategic interests of our economies, particularly in agricultural and food producer.

## IT Activities

**BATCHMASTER**  
ERP Software for Process / Batch Manufacturers

**AGDATA**

MEFOSA's IT Dept, that deals with traceability in the farming sector as well as Farm Management Solutions (such as AgData) conducted a conference related to this area of business at the Chambers of commerce and Industry of Beirut. During this conference we elaborated on how farming has changed over the past 100 years from a means of sustenance to a commercial and national protective issue. We also elaborated how agriculture has changed into a modern activity by usage of software applications to assist on the running of a farming enterprise. Software such as AgData helps farmers to accomplish this task more effectively and efficiently. AgData consists of different modules such as Cropping, Livestock, Mapping, Weather and Financials that help in tracking all activities in the farm as well as managing these activities to the best of the farmer's abilities. We also had a presentation on how to better improve the quality of produce in the viticulture sector, through monitoring all aspects of field production with the use of AgData. Knowing that the quality of the final produce (wine for example) doesn't depend on the type of grapes or the blend of grapes used but the character of the wine's vine yards, the combination of soil climate and exposure to sun.



MEFOSA IT Team

يسر غرفة التجارة والصناعة والزراعة  
في بيروت وجبل لبنان  
دعوتكم للمشاركة في ورشة عمل بعنوان

**"Traceability in the agricultural sector"**  
**'التتبع في القطاع الزراعي'**

يوم الثلاثاء في 14 تموز 2009  
الساعة 10,00 ق.ظ.  
في مقر غرفة بيروت وجبل لبنان - الصناع، الطابق الثاني

برنامج ورشة العمل:

عندم عرض حول نظام التتبع Traceability والتزقيم الرمزى GS1 Bar Code خاصة في القطاع الزراعي - السيد جوزيف جرمانوس، مدير GS1 Lebanon  
عندم عرض حول الانظمة المعلوماتية الخاصة بالتتبع Agdata - Batch Master Traceability شركة ميفوسا Mefosa  
عندم عرض حول Adam Boyle & Atef Idriss - Quality Auditing - CMO-Compliance

نرجو تأكيد الحضور عبر الاتصال بالرقم الزراعية - المهندس طوني الحجار وايلى سمود  
هاتفون: 01/333390 - فاكس: 303 و 304  
01/349614  
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MEFOSA  
GS1 Lebanon  
غرفة التجارة والصناعة والزراعة في بيروت وجبل لبنان

## Services + Consultation Activites

The Services and Consultations Department has been enrolled in the organization of several Conferences and Seminars that are aiming to cope with the variables and updates in Health, food safety, quality and development, nutrition and environmental issues.

Upon the emergence of the Swine Flu Pandemic, it has been crucial to alert the Civil Society, in addition to the Private and Public Sectors to the faced threats and awake them on the importance of the implementation of Food Safety programs in the Arab Industries.

MEFOSA has prepared the "**LEVANT A (H1N1) Flu Threat Expert Meeting**" which was held on July 3<sup>rd</sup> 2009. Moreover, MEFOSA is organizing the Conference of "**Food Safety, Health and National Economy; the case study of Swine Flu Pandemic**". We are trying to relate this pandemic to Food safety and Economy; in order to appraise its impact at several levels and to speculate some alleviating measures.

On the other hand, MEFOSA's team participated in many events through which they follow up on the latest updates in Economy, Trade, and Health, Pharmaceutical and Agro-Food industries and many other relevant topics. Another was the conference held in Syria, highlighting the core food safety issues and the barriers faced by the majority of industries while practicing the programs of ISO and HACCP. Further more; we took part of the discussion of the agricultural issue faced lately in Lebanon, covering its perspective environmentally, economically and socially at the ICC (international chamber of commerce) in the presence of Michelle Akel, the president of agriculture committee and many other concerned people. In other words, our department's main target is to help all sectors (from farm to fork) to be aware on the benefits not only of quality control of food but also of its traceability.

Simultaneously, the department focuses on research; specifically how to transform science into policies thus solutions. Several projects and workshops are being both, participated in and conducted by us. The themes vary: Solid waste management, water sustainability, climate change, food safety from the agriculture perspective, Nitrate pollution and how it is affecting the environ-



MEFOSA Services & Sales Team



MEFOSA presenting in Jordan



## MEFOSA MISSION

MENA Food Safety Associates (MEFOSA) was formed to assist companies hone their competitive edge by establishing and verifying procedures and practices that ensure quality, wholesome and safe products. We provide consulting, auditing and training services in GLP, GHK, GMPs, GSP (Hygiene), HACCP and more. MEFOSA can help you move your business into a leadership position through science based food safety.

MEFOSA assures your food safety, sustainability, and security systems meet current regulations and are being conducted correctly. From TQM plans to ISO systems, MEFOSA enables you to comply with government regulations quickly, economically and get the job done right the first time.

[www.mefosa.com](http://www.mefosa.com)

[www.mefosa.net](http://www.mefosa.net)



### MEFOSA New Product

#### Ampicillin ELISA Test Kit

Specification:

96wells /kit

Sensitivity :

0.1ppb Detec-

tion limit:

Chicken, duck,

pork, liver, fish, shrimp 2ppb Honey,

milk 2ppb Recovery rate Chicken, duck,

pork, liver, fish, shrimp 75%±10%

Honey , milk 70%±10% Cross-reaction

rate: Ampenicillin 100% Benzyl penicil-

lin 0.8% Cloxacillin 0.2% Dicloxacillin

0.1% Amoxicillin 0.1% Ceftiofu 0 .1%



### From Green Spring

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*EU Quality Project*  
(Food Quality Committee)

*Lebanese Federation of Chamber of Commerce*  
(International Agreements Committee)

*International Chamber of Commerce-Lebanon*  
(Agriculture Committee)

*Lebanese Association for Food Scientists & Technicians*  
(LAFST)

*Lebanese Association for Marketing & Advertising*  
(LAMA/WFA-Lb)

*Syndicate of Lebanese Food Industries*  
(SLFI)

*Safra Food Industrial Zone*  
(SFIZ)

*Lebanese Association for Geographic Appellation*  
(LAGA)

*Federation of Food Syndicates*  
(FFS)

*Food Safety is Our Specialty*