

Purpose

Winterwood Farms Ltd is committed to developing, maintaining and continuously improving a positive food safety and quality culture to ensure that all products supplied are safe, legal and meet or exceed customer quality expectations.

Food safety and quality culture within Winterwood Farms Ltd is defined as the shared values ([1.3 Company Values](#); [1.2 Company Vision Statement](#)), beliefs and behaviours that influence how all employees think about and act on food safety, legality, authenticity, quality and sustainability.

Policy Statement

Senior management is responsible for leading and promoting a strong food safety and quality culture across all levels of the business. This includes ensuring open communication, employee engagement, accountability, and continuous improvement. The company is committed to providing the necessary resources, training, systems and leadership to support a proactive and transparent culture where employees feel confident to raise concerns and contribute to improvements.

Implementation Process

The company achieves this through a range of structured activities that involve and inform all employees, including:

- An annual staff questionnaire focusing on company values and perception of the current culture ([16.6 Questionnaires](#)),
- Notice boards displaying certifications, procedures, policies, audit results and key communications,
- A suggestion box system for food safety, quality improvements and general feedback,
- Monthly communication of customer KPIs, QSL results and complaints across the business,
- Quarterly worker representative meetings between management and elected representatives to enable two-way communication on:
 - Workplace concerns,
 - Food safety and quality improvements,
 - Health and safety issues,
 - Ethical and sustainability issues,
 - Employee welfare matters,
- Annual staff performance reviews for full-time employees,
- Job-specific training and refresher training programmes,
- Food safety, brand integrity and Health & Safety training at induction ([9.6 Induction](#)) for all employees,
- A monthly internal audit programme involving cross-functional teams to verify standards and promote engagement,
- Accessible reporting systems, including anonymous options, for reporting non-conformances, near misses and concerns via [3.34 Confidential Whistleblowing Policy](#) programme.

Employee Engagement & Feedback

Winterwood promotes an open and transparent environment where all employees are encouraged to:

- Report food safety, quality, legality, ethical or sustainability concerns,
- Contribute ideas for improvement,
- Participate in culture development activities.

All feedback is reviewed, and appropriate actions are taken to support continuous improvement.

Measurement of Effectiveness

The effectiveness of the food safety and quality culture plan will be assessed through:

- Achievement of customer KPIs and internal performance targets,
- Results of staff surveys and engagement activities,
- Trends in non-conformances, complaints and audit findings,
- Evidence of open communication and employee participation,
- The effectiveness and timeliness of corrective actions.

Continuous Improvement

The food safety and quality culture plan will:

- Include defined objectives, actions, responsibilities and timescales,
- Be reviewed at least annually (or more frequently if required),
- Be updated based on performance data, audit findings and employee feedback.

Communication

This policy will be:

- Communicated to all employees,
- Included in induction and training programmes,
- Made available in appropriate languages.