



## The highest level of business acumen in the most demanding industry in the world

### FACT BOX



#### FULL NAME:

Smithfield Romania

#### PRESIDENT:

Bogdan Mihail

**OPERATIONS:** hog production; porc meat production; meat distribution

#### ESTABLISHED:

in Romania, since 2004

#### EMPLOYEES:

2000

#### TURNOVER:

€ 182,678,028

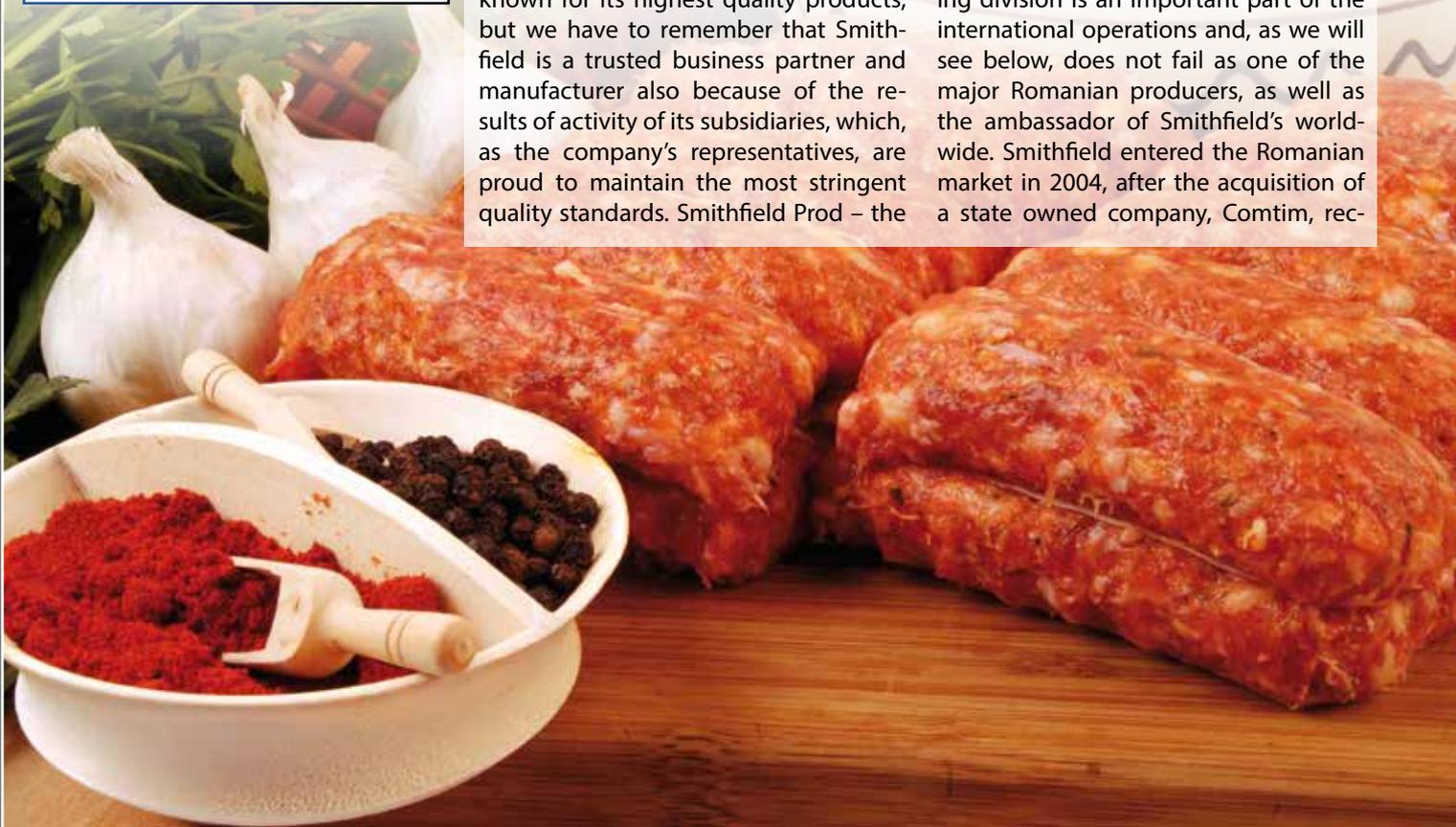
[www.smithfield.ro](http://www.smithfield.ro)

**T**he global market consists of many different industries. Some of them are definitely more demanding than others. Among those, which impose using the most stringiest quality standards in the world, one could mention the food industry. Human beings need to eat every single day. Balanced and rich diet is the most important factor that determines our health and well-being, generally speaking. That is why billions of people pay great attention to what they eat and choose only the best possible brands. It is extremely hard to maintain a leading position in the global food market – the companies from the very top have to gain trust of many Customers. At the same time, a single wrong decision might ruin years of work of thousands of Employees and it is almost impossible to rebuild a tarnished reputation in the food industry. Not only the market changes all the time – new companies start their business operation, research and development departments work nonstop on new products and solutions, marketing and sales discover new ways to dominate the market – but commercial organizations from every single branch of the industry need to put great emphasis of literally every aspect of their activity – a mistake is not an option. Still, few companies on Earth manage very well in these highly demanding conditions and boldly look into the future. Smithfield Prod S.R.L. is one of them. We have interviewed Mrs. Cristina Bodea, the company's PR Manger, who shall help us understand the secret of success of this amazing organization. Enjoy!

### The biggest means the best

Smithfield is a globally renowned brand. The American company headquartered in Smithfield, Virginia, boasts the position of the world largest pork producer and processor. The organization is well known for its highest quality products, but we have to remember that Smithfield is a trusted business partner and manufacturer also because of the results of activity of its subsidiaries, which, as the company's representatives, are proud to maintain the most stringent quality standards. Smithfield Prod – the

Romanian meat production division of Smithfield Foods is the best proof that the highest possible reputation is a direct consequence of many strategic decisions made in different countries. Smithfield Prod S.R.L. the meat processing division is an important part of the international operations and, as we will see below, does not fail as one of the major Romanian producers, as well as the ambassador of Smithfield's worldwide. Smithfield entered the Romanian market in 2004, after the acquisition of a state owned company, Comtim, rec-





ognized as a standard for quality pork meat production. We have to realize that the scale of the company's operation is just huge – Smithfield in Romania achieved the position of one of the most important companies in Romania. The organization operates an integrated production system including several pig farms located in Timis and Arad counties, two feed mills, a meat processing plant, a rendering plant and a network of warehouses with an optimum control of product traceability to the final Consumer (from farm to fork).

Smithfield's impact goes far beyond producing and processing of pork meat.

"Smithfield is currently a major direct contributor to the budgets of state and local communities where its operate in Romania – with more than \$ 2.1 million annually, as well as an important supporter of the local agriculture farmers, through the gains acquisition system for its livestock production, being the most important grains buyer in the region" – explains Mrs. Bodea. The role and importance of Smithfield in the Romanian economy is huge – it is one of the most important employer and contractor in the region, major entrepreneur and a leader in the food industry in the country.

### The company's mission and a clear vision of the future

Smithfield Prod's success is a direct consequence of a development plan, based on certain values, of which consists the company's management philosophy. "Smithfield's worldwide mission is to operate as an ethical food industry leader that excels every day in providing delicious and nutritious meat products to millions of people every day, in a manner that sets industry benchmarks for sustainability" – says Smithfield's PR Manager. To make a dream come true, the organization needs to build its everyday operation on following rules. Those rules come from values, which the company believes in and unchanged priorities that determine every decision made by Smithfield's authorities. Sustainability, trustworthiness, transparency and consistency in action resulted in Smithfield's strong competitive position and allow the company to look boldly in the future. Mrs. Bodea points out the values – the pillars of Smithfield's success: "Our values, worldwide are: produce safe, high quality and nutritious food, create value for our stakeholders, be an employer of choice, lead in animal care, protect and reinvigorate the environment, make positive impacts on our communities." As we can see, The Romanian company is a good example and role model to every organization in the world, but the true strength of Smithfield lie in its professional approach to every aspect

of the company's activity – a necessary feature, if a company plans to expand and move forward. Smithfield Romania is characterized by the highest level of business acumen and understands the importance of green policy, as well as Corporate Social Responsibility as vital element of the definition of modern commercial organization and part of the company's value. Smithfield also knows that the most important part of every entrepreneurship in the world, are its Employees. "Smithfield's investment in Romania has created over 2,000 jobs just at our processing plant, farms and distribution center. Most of our employees are locals and we take pride both in our more experienced staff, but also in our young, promising and highly expertise staff, who is at the very heart of our operations, leading with courage and dedication towards a modern economically performing and socially responsible company. We are happy to continuously invest in the professional training of our staff, proposing multiple solutions for career developing, thus maintaining our company as an employer of choice" – explains Mrs. Bodea.

### Bright prospects

Obviously, Smithfield Prod, the responsible company, puts great emphasis on the requirements of Customers and knows that the main target of the organization is to achieve complete Customer satisfaction. Thus Smithfield obtains prestigious certificates, which guard the most stringent quality standards and "conducts its business in a manner consistent with continual improvement in regard to environmental protection, not only by complying with environmental legislation but also to voluntarily sub-

scribing to joint environment protection programs with local community or to voluntary implement and certify international environmental management systems such as ISO 14001; IFS version 6; ISO 18001; ISO 22.000" – says Mrs. Cristina Bodea. Such an approach allows Smithfield Romania to enjoy trust of business partners and draw prospects for the future. "Exports represent an opportunity we want to benefit of, promoting the quality of Romanian products abroad and also having a chance to compete with major manufacturers in Europe and in the world, something that will make the meat industry and livestock farming in Romania undoubtedly benefit" – points Mrs. Bodea. At the moment, Smithfield Prod S.R.L. provides highest quality pork only in Romania. Expanding to other markets is definitely an exciting perspective and a new act of the company's history. Smithfield Group boasts more than 20 years of delivering fresh and tasty pork meat to millions of Customers around the world. Smithfield Prod, an important subsidiary headquartered in Romania, proves every day that it is a worthy messenger of the Group's values. The company has a lot to be proud of – it builds its competitive position around respect to local communities and business partners, following the eco-policy rules, obtaining prestigious certificates and implementing solutions aimed at constant improving the most stringent quality standards. With such a management philosophy, Smithfield in Romania future seems bright and we can be sure that we will soon hear about the successful expansion of the company into different markets. ■

Written by Jacek Głowacki

