

SESSION

„EXCELLENCE IN FOOD CHAIN”

The Hungarian Agricultural Excellence Award for Companies and Organization

Development of the Model and its Application

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QUALITY RECOGNITIONS

- **Products Recognitions**
- **System Certifications**
(ISO, HACCP, BRC, IFS, EUREPGAP, etc.)
- **Organization Recognition**
(Quality Awards)

PRODUCTS RECOGNITION FORMS

- **Sector independent recognitions**
(e.g. Hungarian Products Grand Prize, Hungarian Quality House Prize, Fair Prizes: e.g. World Exhibition in Brussels, 1935 - *Gyula Sausage*)
- **Agriculture Prizes** (e.g. Prizes on the Hungarian Agriculture and Food Exhibition)
- **Food Industry** (e.g. Foodapest Prizes, Excellent Hungarian Food, specific exhibition recognitions – e.g. *National Brandy Competition*; Aqua-Expo Paris: „Euscar” Prize – e.g. *Szentkirályi mineral water*)
- **Forestry** (e.g. NATIONAL FLOOR SHAW, CONSTRUMA)
- **„Traditions-Tastes-Regions” Trademark (HIR) National Quality System for Traditional & Regional Products (Under Development)**

QUALITY SYSTEMS CERTIFICATION

- **Sector Neutral Certification: ISO 9001:2000**
- **Certification of the Quality Systems in the Food Industry and Agriculture**

HACCP (Hazard Analysis Critical Control Points)

EUREPGAP (Euro Retailer Produce Working Group for Good Manufacturing Practice – *Good Manufacturing Practice Guidelines in the vegetable and fruit sector* – developed by the European Retailers, Production and Sales Cooperatives)

ISO 22000:2005 (*Food safety management systems. Requirements for any organization in the food chain*)

Additional Systems required by business partners

(e.g. IFS, BRC)

ORGANIZATION PRIZES AND QUALITY AWARDS

- Deming Award



- Malcolm Baldrige National Quality Award



- EFQM Excellence Award

- Asia-Pacific Quality Award

- „Acquirable” Quality Awards



HUNGARIAN QUALITY AWARDS

- „**IIASA - Shiba Prize**” (awarded at first in 1989)
- „**National Quality Award**”
Regulation No. 3/1996. (VI.19.)
- „**Public Education Quality Award**”
Regulation No. 3/2002. (II.15.)
- **Regional and County Quality Awards** (from 2002)
- „**Hungarian Public Quality Award**” (CAF)
Regulation No. 7/2003. (VIII.14.)
- „**Hungarian Agricultural Excellence Award**”
Regulation No. 103/2005. (XI.4.)

RUNNING THE HUNGARIAN AGRICULTURAL EXCELLENCE AWARD (1)

- Application: **Organizations (Companies)** *in the field of Agriculture and Food Industry*
- Winners: **5 Organizations** per year
- Presentation: **March 15** every year
- Award winners published in Hungary's Official Journal and in the MoA website.
- The award is subject **to repeal!**

VALUES FOR THE AWARD WINNERS

- Ethical Recognition
- Professional Recognition
- Message to Partners:
 - continuously top quality products
 - successful company
- Continuous Development ensured
- Positive Impact on the Region and Branch

GENERAL APPLICATION RULES

- Successful **Products**
- **Commitment** to Quality
- Quality Oriented **Strategy**
- Effective Quality Management **System**
(Certification is not required!)
- Customers and Employees **Satisfaction**
- **Continuous Improvement of the Resources**

APPLICATION OBJECTIVES (1)

The application is aimed at the nation-wide recognition and awarding of Hungarian agricultural economic organizations (seed producers, plant growers, animal breeders, feed and food producers, companies in forestry or wildlife management) which are provably committed to quality matters in their activities attributing outstanding importance to quality performance and manufacturing products of consistently good quality.

APPLICATION OBJECTIVES (2)

Another objective of the application is to develop, install and efficiently run by the winner organizations a pilot model contributing to the continuous development of the remaining players in food and agricultural economy.

APPLICATION OBJECTIVES (3)

- Special preferred criteria:
 - ✓ Agro-environmental Protection
 - ✓ Protection of Biodiversity
 - ✓ High-level Animal Protection
 - ✓ Sustainability in Agrifood Chain
 - ✓ High-level Traceability

EVALUATION OF APPLICATION

- Individual evaluation
- Consensus
- Inspection on the spot
- Closing evaluation and development of proposals with explanation
- Submission to the Award Committee

SUBSTANCE AND RESULT OF SELF-ASSESSMENT



EVALUATING ENABLERS

Phase	Evaluation	Value limit	Score
	We are not active in this field; No information available.	0 – 10	0
Plan (P)	We have plans of the adequate arrangements.	11 – 30	1
Do (D)	The adequate arrangements are executed/made.	31-50	2
Control (C)	It is controlled and reviewed whether the adequate things are done in an adequate way.	51-70	3
Act (A)	Based on control and review the necessary adjustments are carried out.	71-90	4
PDCA	All we do is systematically planned, executed and adjusted applying the principle of learning from each other. Continuous development cycle covers the organization.	91-100	5

EVALUATING RESULTS

Evaluation	Value limit	
There are no measurable results and/or available information.	0 – 10	0
Results are measurable showing a downward tendency and/or the results are not in line with the assigned objectives.	11 – 30	1
Results are stagnant and/or some objectives are completed.	31-50	2
Results show an advancing tendency and/or most of the objectives set are completed.	51-70	3
Results show substantial improvement and/or all the objectives set are completed.	71-90	4
Excellent results are continuously kept. Reaching good results is outstanding and continuous. All the objectives set are completed. Regarding important results also benchmarking with other organizations shows positive results.	91-100	5

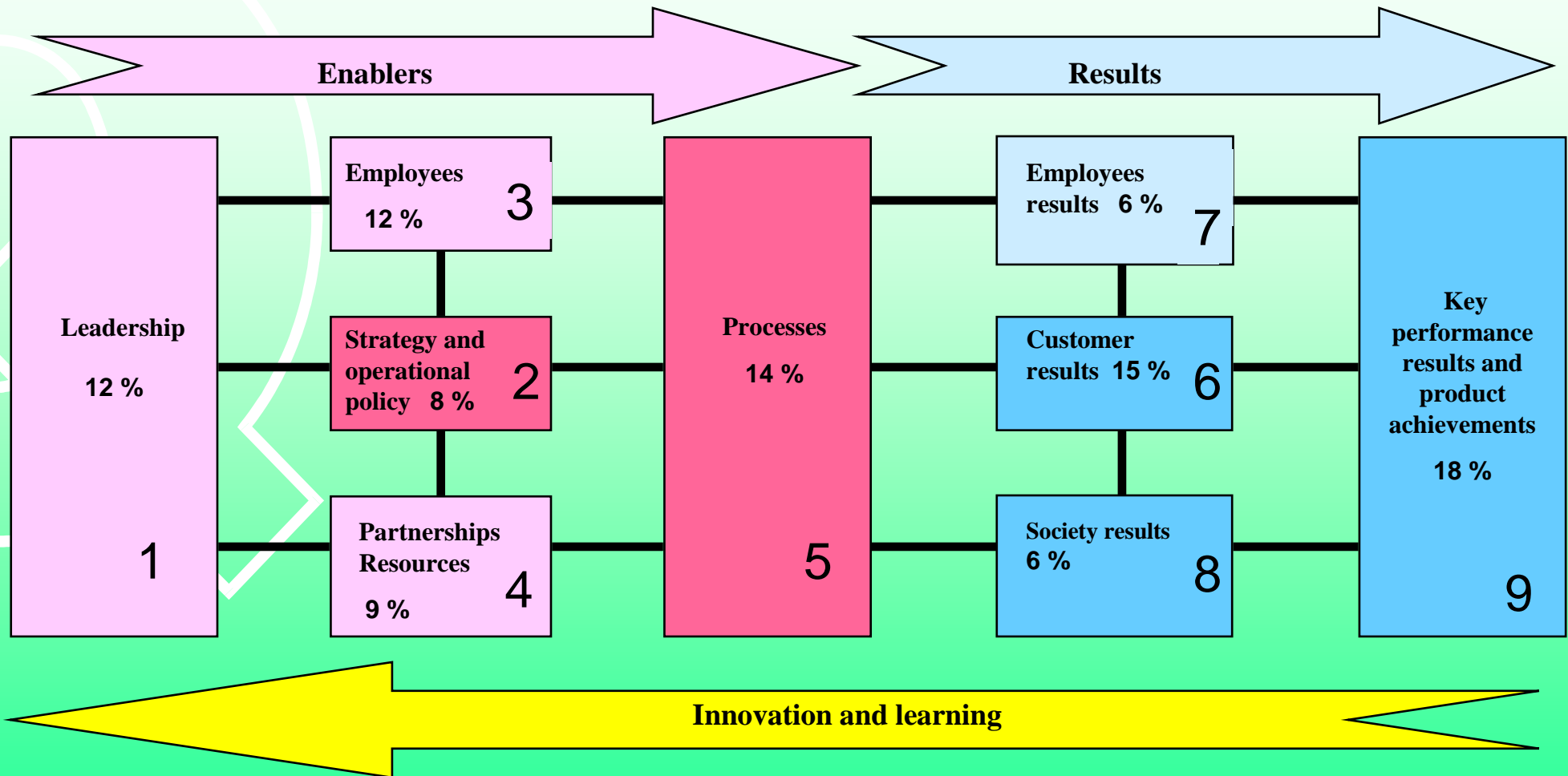
WAYS OF EVALUATION

Enablers Evaluation table 2




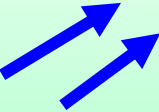
Phase	Scale	0-10	11- 30	31-50	51- 70	71 - 90	91-100	
	Evidences	There are no evidences or only some ideas appear.	There are some weak solutions only in certain areas.	Some good solutions appear in the relevant areas.	Most areas are characterized by good solutions.	All areas are characterized by very good solutions.	Also in comparison with other organizations there are excellent solutions in all areas.	
Plan	Planning in accordance with the stakeholders' demands and expectations. Planning systematically runs through the adequate parts of the organization.							
	Value number							
Do	Realization is carried out systematically through determined processes and responsibilities divided among the adequate organizational units.							
	Value number							
Control	Specified processes are monitored and systematically revised through the relevant indicators in the adequate organizational units.							
	Value number							
Act	Following result control corrective and development steps are systematically made in the adequate organizational units.							
	Value number							
							Altogether	
							Value number = altogether/4	



AGRICULTURAL EXCELLENCE MODELL



WAYS OF EVALUATION

Results Evaluation table 2							
Scale	0-10	11-30	31-50	51-70	71-90	91-100	
Tendencies	No measurement	Negative tendency 	No progress at all or only slight advancement 	Continuous progress 	Significant progress 	Positive comparison with other organizations regarding all results	
Value number							
Objectives	Missing or slight information	Results are not in line with the objectives	Only some objectives are completed	Certain important objectives are completed	Most important objectives are completed	All objectives are completed	
Value number							
						Altogether	
						Value number = altogether/2	

SCORING PROPORTIONS

	Criterion	Max score	Subcriterion	Max score
<i>Enablers</i>	1.	100	1.1	25
			1.2	25
			1.3	25
			1.4	25
	2.	100	2.1	25
			2.2	25
			2.3	25
			2.4	25
	3.	90	3.1	30
			3.2	30
			3.3	30
	4.	120	4.1	20
			4.2	20
			4.3	20
			4.4	20
			4.5	20
			4.6	20
5.	150	5.1	50	
		5.2	50	
		5.3	50	
Enablers altogether	1-5.	560		
<i>Results</i>	6.	160	6.1	120
			6.2	40
	7.	70	7.1	45
			7.2	45
	8.	90	8.1	45
			8.2	45
	9.	100	9.1	50
9.2			50	
Results altogether	6-9.	440		
Altogether	1-9.	1000		

Calculating the Total Score (Example: 507 Total Scores)

1.	Leadership	$40 \times 1,2$	48
2.	Strategy	$50 \times 0,8$	40
3.	Employees	$60 \times 1,2$	72
4.	Resources	$50 \times 0,9$	45
5.	Processes	$40 \times 1,4$	56
6.	Customers	$60 \times 1,5$	90
7.	Employees Satisfaction	$50 \times 0,6$	30
8.	Society	$60 \times 0,6$	36
9.	Results	$50 \times 1,8$	90

EXAMPLE FOR EVALUATION (%)

