

## Improving product quality, food safety, and performance through quality behaviors at the shopfloor level

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### Abstract

**H**ave you heard of the butterfly effect? It is a metaphor for a fundamental phenomenon of sensitivity in weather forecasts. It says that the flapping of a butterfly's wings in Brazil can provoke a tornado in Texas. Of course, this is an image and essentially, what this expression translates is that if a single individual can have this effect on a system, then so are all the actions of all other individuals. In our context, as a dairy transformer, Agropur Cooperative leveraged the infinite power of thousands of employees in manufacturing operations to deliver quality products. Key quality behaviors and mindset were promoted through an impactful awareness campaign, rolled out gradually for greater assimilation. The goal was simple, remind every frontline employee in the organization, who are the ones generating value on a daily basis, that simple routine actions when well done, can have a significant positive impact on product quality, safety and performance. This is the Quality effect, and it pays off.

### Biography:

Michèle completed a BSc in Microbiology at the University of Montreal and a MSc in Industrial Microbiology at Armand-Frappier Institute. She brings over 25 years of pharmaceutical and food industry experience, and is known to be proficient in quality management, organizational transformation, continuous improvement, program development, and in promoting a culture of quality and excellence. She oversees quality at Agropur Cooperative, the number one dairy cooperative in Canada. Agropur is owned by over 3,345 dairy farmers who rely on the organization, to enhance the fruit of their labour. With more than 8,000 employees, processing > 6 billion liters of milk annually in 39 manufacturing plants spread throughout North America, Agropur contributes to the economic vitality and well-being of our communities.

### A Webinar on Nutrition & Dietetics

August 24, 2020.

### Abstract Citation:

Michèle Théberge; Improving product quality, food safety, and performance through quality behaviors at the shopfloor level; Food Security and Food Chemistry 2020; August 24, 2020.

