



## **Cornish Crisp sales to be boosted with SALSA accreditation.**

The Cornish Crisp Company has been awarded SALSA (Safe and Local Supplier Approval) accreditation, a scheme designed for small food and drink manufacturers to assure their quality systems before supplying products to national and regional buyers. The South East Cornwall based company which employs just four people heard they had achieved the standard on the 23<sup>rd</sup> December. To achieve SALSA, the company undertook a daylong audit where company records, production and operational systems and health and hygiene standards were closely inspected by a specialist auditor.

Sue Wolstenholme, Managing Director said: 'We are currently talking to some national buyers who require us to have SALSA and therefore hope that this accreditation will take us to a new level in sales and better secure the future for our staff and the business. Despite this success, we will not be abandoning our policy of avoiding big supermarkets and retailers, which deal unfairly with farmers.'

The team were helped to achieve the standard by the Food Innovation Service based at Duchy College, Stoke Climsland who helped the Cornish Crisp team with advice on achieving SALSA and a pre-audit check of paperwork and production standards. Geoff Waters from the Food Innovation Service said: 'It is always good to hear of success stories coming from our members. It was great working with the Cornish Crisp team and helping them to achieve this milestone'

Sue added: "This was a real achievement for our small team who constantly put in a great deal of effort to ensure all of our processes are carefully documented so we have full traceability and also to make sure we are continually producing crisps that meet our very high standards."

The first true Cornish Crisp came off the company's production line in June 2009 and has since been supplied to a growing number of deli's, farm shops, freehouses, bakeries, caterers, hotel bars and other independent retailers in Cornwall and beyond.

[www.thecornishcrisp.co.uk](http://www.thecornishcrisp.co.uk)

## **Editor's Notes**

For further information please call Rachael Clayton at The Cornish Crisp Company on (01579) 383332 or [info@thecornishcrisp.co.uk](mailto:info@thecornishcrisp.co.uk)

Further information about our supported charities and organisations can be found at.

[www.sas.org.uk](http://www.sas.org.uk)

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

[www.hallforcornwall.co.uk](http://www.hallforcornwall.co.uk)

[www.shelterbox.org](http://www.shelterbox.org)

[www.ashesandsparks.co.uk](http://www.ashesandsparks.co.uk)

The Cornish Crisp Company was partly financed by the Rural Development Programme for England, which is jointly funded by the EU and national government and managed in this region by the South West RDA.

### **The Food Innovation Service**

The Food Innovation Service is a consultancy business established to provide support to the South West regional food industry. We are a team of dedicated food industry professionals with a diverse range of experience and contacts enabling us to work effectively with our member companies. Our specialist team is able to apply the skills and knowledge gained from our work with large and small food and drink businesses from farm to fork.

The Food Innovation Service has the flexibility to engage associated professionals to enhance the level of skills and experience, enabling us to cover a wide range of food industry and food manufacturing issues with an extremely high competence level. Our aim is to provide our members with exceptional value for money through a range of membership benefits which are detailed in our website.

The facilities at the Agri-Food Centre represent a significant investment in the support services available to the regional food and drink industry. They are amongst the best available anywhere in the country and are managed by the Food Innovation Service. This allows food and drink businesses full access to the equipment and capabilities of the Centre.