



## MEDIA RELEASE

From: PSB Academy

### PSB Academy gives Butchers a boost in their Food Safety and Service Standards!

- **Customised training programme conducted in Mandarin to benefit heartland butchers**
- **Home-grown Jordon International Food Processing to instil food safety and professional service standards into operators.**

**Singapore, 9 September 2008** – PSB Academy goes the extra mile to **improve food safety and service standards** in Singapore, with a group of **local butchers**.

In collaboration with home-grown domestic fresh and frozen meat wholesaler - Jordon International Food Processing Pte Ltd (Jordon), PSB Academy will be providing a **customised programme to impart knowledge on food safety, hygiene practices and customer service** to Jordon's group of operators who are butchers by profession. In order to help the mandarin-speaking butchers gain a better understanding of the teaching, the **programme will be conducted in Mandarin** by Ms Ng An Tyng, Senior Consultant with PSB Academy.

#### **Raising the levels of Food Safety and Hygiene amongst Butchers**

To ensure this programme will be relevant to the group of butchers, PSB Academy has worked closely with Jordon to identify areas of improvements within the butchers' work environment. These inputs, coupled with PSB Academy's over 40 years of expertise in corporate training enabled the most practical programme contents to be planned and delivered to the participants.

For the food safety and hygiene component, some of the topics cover basics of food safety and hygiene, how to prevent food spoilage and food poisoning, how to ensure proper cleaning, waste, pest control and how to maintain a clean counter top. Customers will be assured of high levels of food hygiene.



For the Customer Service component, topics consist of the basics of Service Excellence, which include highlighting the importance of the customer to the butchers, teaching them how they can interact with their customers of different profiles and the effective way to handle any negative feedback. These will help the participants to understand their customers better and how to provide a higher level of service within their work environment.

### **Service Excellence starts from Heartland**

“We are pleased to be conducting this programme with Jordon. PSB understands that promoting a culture of service excellence and achieving higher service standards should not be the responsibilities of the Tourism, Hospitality and Retail industries only. This culture can also be developed from the bases where our heartlanders are”, said Ms Dora Ng, Vice President of PSB Academy.

“Jordon is a great partner who shares this understanding and has the foresight to embark on this programme. We hope with the project’s success, more home-grown companies will see the importance of investing in their employees for better value-added returns in future.”

So the next time you are buying meat, don’t be surprised if you are greeted by a friendly and knowledgeable butcher!

The programme will be held over 10 Sep, 17 Sep and 24 Sep at Jordon’s facility located in Woodlands Loop, Singapore. A total of 57 operators will be involved for this first round of sessions.

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#### **Note to Editor:**

##### **About PSB Academy**

PSB Academy Pte Ltd (A member of TÜV SÜD Group) is one of the largest independent education and training institutions in Singapore. Established in 1964, the institution has a sterling heritage in leading and educating the



Singapore's workforce, and is recognised for its effective people-development solutions. With an expanding presence in Asia Pacific, it serves close to 50,000 learners annually in the region.

PSB Academy offers a comprehensive range of internationally recognised education programmes, from pre-primary to post-graduate courses, and customised corporate training and consulting services that looks after both people and processes in corporations. PSB Academy was one of the first few providers to earn the Singapore Quality Class (SQC) award for Private Education Organisations (PEOs). It is also CaseTrust accredited and ISO9001:2000 certified.

#### **About PSB Senior Consultant, Ms Ng An Tyng**

Ms Ng An Tyng graduated from University of Georgia, USA with Master of Science (Food Technology) and Master of Business Administration. She joined PSB Academy in 1988 and has specialised competence in Food Safety Management Systems based on Codex Alimentarius' Hazard Analysis Critical Control Point (HACCP). Besides conducting courses, Ms Ng undertakes consultancy projects to develop and implement food safety management system for the food and related industries. She also performs certification audits to verify companies' compliance against standards as well as legislative requirements.

Major companies who have achieved the HACCP certification under Ms Ng's consultancy include Delifrance Singapore, Pan Pacific Singapore, F&N Foods Pte Ltd, BreadTalk and more.

#### **About Jordon International Food Processing Pte Ltd**

Established in 2000, Jordon International Food Processing Pte Ltd is one of the leading players in the domestic fresh and frozen meat wholesale industry. Besides providing cold storage facilities, manufacturing of processed and cured meats, the company supplies deboned and pre-packed chilled pork to wet markets and supermarkets.

The company achieved HACCP (Hazard Analysis Critical Control Point) Food Safety certification in 2003.