



An Introduction to QUALYTECH

WFL Qualytech is a semi autonomous business unit within Worldwide Fruit Ltd. Its role is to provide WFL and its customers and suppliers with a comprehensive technical and quality service. WFL Qualytech was established when the joint venture between Worldwide Fruit Ltd and North Court was formed back in 2001. The team are based at the main WFL sites in Spalding and Kent, as well as operating a QA service at UK pack site and port locations. The technical managers also travel extensively supporting the WFL global supply base.



The Qualytech team contains industry experts and staff with a wide and varied knowledge of the produce industry. Currently the team has experience in food safety, good agricultural practice, fruit maturity, storage, and prepared produce, fruit grading / packing and global procurement. In fact if you have an issue in produce Qualytech have the experience and team to help

To progress in the competitive world of produce you have to be first to market with idea's and development. Qualytech support the WFL business with a well thought out trial programme based on new variety development, product and process management, concept orchards, sustainability projects and environmental improvement

1) Customer Technical Management

WFL aim's to be its customer's first choice fruit supplier. To achieve this and meet the highest level of customer satisfaction required in the retail world. Qualytech operate a dedicated and exclusive team of customer technical managers and QA support staff. The customer technical manager supports the retail customer account by meeting all their specific day to day technical needs and for achieving agreed business KPI's (key performance indicators).



Our customer technical managers have close working relationships with their respective customer so that we have a good understanding of their technical strategy and philosophy now and in the future. Quality of our product is fundamental and the technical managers have an in depth knowledge of product specifications through

regular sampling and detailed benchmark assessment. Our customer dedicated QA staff work closely with our growers and pack sites to communicate specifications and to identify and resolve quality issues before they reach the customer

Recently UK retailers have shown an ever increasing desire to integrate with their supply base. It is therefore the responsibility of the customer technical managers to support the suppliers when retailers visit their operations ensuring the visit goes smoothly and the expected standards are achieved. WFL have an increasing network of exclusive grower groups and clubs often specific to a retailer or a new variety that are managed by the Qualytech team



2) Product Quality Management

Within Qualytech we have an extensive team of QA and QC operatives whose role is to check, assess and manage product quality. The team are fully mobile and basically travel to where ever the product may be! Whether, that is in the orchard or at the port side.

Our fundamental aim is to meet our retail customer's requirements each and every





delivery. UK customers expect all suppliers to achieve 100% service so our quality team constantly monitor and report on product from in take and through the process to delivery. Our quality and shelf life rooms have state of the art fruit assessment and refrigeration equipment. Communication of arrival quality back to the suppliers is a priority. Currently Qualytech are working towards a fully computerised system that will allow

detailed analysis of grower and seasonal performance. It is acknowledged worldwide that the UK retailers have the most demanding specifications so accurate and timely communication of requirements and quality performance is a priority for our future business.

The WFL operations offer a wide range of services to our customers including ripening and prepacking. Qualytech our working continuously with the operations team to maintain and improve product quality and production processes. Jointly with the WFL operations team we have an ever increasing list of successful operational developments (RFID, NDT, robotics, packaging, ripening etc) that make us clear industry leaders.



3) Product Procurement

WFL has a specialised team of procurement managers who currently procure from over 50 suppliers and 28 different countries. Qualytech support the procurement team by first approving suppliers and ensuring minimum standards are achieved. At pack house level WFL require the BRC Global standard and at grower level EUREP-GAP as a minimum. Further to this Qualytech work with suppliers to achieve customer programs like Field to Fork, LEAF and Nature's Choice as well as supporting fair trade, pesticide reduction, environmental and global sustainability initiatives.



Worldwide Fruit Ltd also has a team of employed representatives in key procurement countries, namely Chile, France, Italy, Spain, NZ and now Poland. Our representatives have invaluable local knowledge and provide an infrastructure to build long term relationships with our progressive supply base. They are constantly seeking new development opportunities to "add value" to the WFL business and through a spirit of partnership they provide a constant link with our grower's keeping them in touch with UK market trends and their designated retailer.

Organic Fruit



Worldwide Fruit Ltd is registered with the Soil association to import, store, packing and to distribute organic fruit. Qalytech carefully manage the procedures, accreditations and documentation to maintain organic product credibility and a seam less supply of organic product to match our conventional offer

4) Product Development

At the heart of the WFL business is the creation of value and innovation. Qalytech have built an enviable position and reputation in the UK for new variety development and “concept orchards”. We have established the UK’s principal apple and pear variety trialling program which has been recognised by an impressive list of global nurserymen, breeders and horticultural institution’s. Our unique position in the UK allows us to obtain first hand production, quality and marketing data that enable’s sound, educated decisions to be made on new varieties at the earliest opportunity.

The team’s first foray into a concept orchard created the now well known added value line of the “tree ripe UK Cox” which is stocked annually by premium retailers. More recently we have developed on one of our customers model farm’s a new production programme called “perfect pick” which has since led to the industry following many of the new practices. Going forward we have various concept orchards looking at new orchard systems and a very interesting programme called “naturally free” which has produced the UK’s first residue free apples.



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