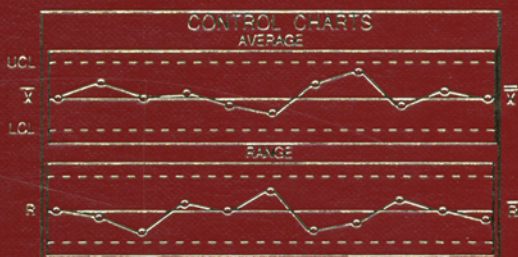
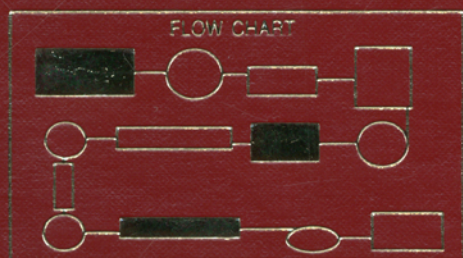
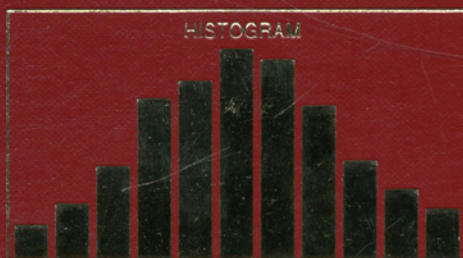
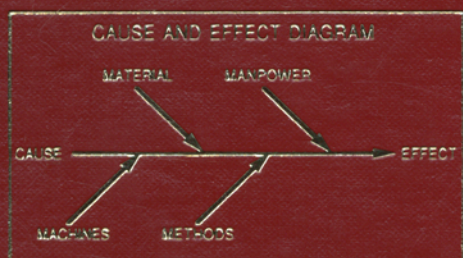


TOTAL QUALITY MANAGEMENT FOR THE FOOD INDUSTRIES



TOTAL QUALITY MANAGEMENT FOR THE FOOD INDUSTRIES

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This copy of
**Total Quality Management
For The Food Industries**
belongs to:

PREFACE

I have spent much of my life time teaching, researching, and writing of and about quality, quality evaluation, quality control, quality assurance, quality auditing, and the importance of quality to a food firm. All of this has been most important in the development of high quality products from the food industries. However, in many cases the quality effort has been a policing program and not a direct responsibility of the individual operator. Times have changed during these many years and today we must look at total quality from a management standpoint. They are the ones that really control quality. As Dr. Deming has stated on many occasions, 85% of the problems in quality are the responsibility of management. Management must provide the right machinery, materials, methods, and train the manpower for greater quality assurance and improved productivity.

The modern view of quality management is explicitly defined when one looks at the concept and philosophy of Total Quality Management (TQM). TQM is a system of management that gauges a company's dedication to consistent improvement and a sincere effort to serve its customers with what they expect all the time. It is a philosophy of management to achieve greater productivity and a total awareness of quality as an increasingly important element in competitiveness. The firm that understands the requirements for quality excellence is the one that will be on top in this century because they take appropriate steps to fix problems and find solutions to eliminate further problems. Most importantly, the firm that learns to communicate between management and the employees and their customers is the one that will win out. The winner understands and has an obsession for continual improvement and the belief that good is never good enough.

Total Quality Management can be broken down into the three words to reflect on its true and simplest meanings, that is,

TOTAL- means everyone and everything that we do,

QUALITY- means giving the customer what they expect all the time,

MANAGEMENT- means the way we act and operate, our policies and procedures, and our training and instruction to all of our employees.

In these times quality is so important to the customer. Quality to the customer implies the safety of the product, the performance and use of the product, the shelf stability of the product, the compliance of the product with the latest regulations including labeling and education of the user, defect free including all harmful microbes, and, most importantly, complete satisfaction.

Total Quality Management is a system that can help the food industry just like it has helped other firms in manufacturing, service industries, and the many aspects agricultural production firms, etc. It is a system that must not be ignored. It is a system of management that is long overdue and when utilized to its fullest it will return big dividends to the user.

Total Quality Management is the right thing to do. It can and it will be most beneficial to those firms that adopt the fundamentals of TQM and practice the principles.

WILBUR A. GOULD