Name:_____

LCCI Writing

Situation
You are employed in the public relations department of a large food company, BFY Foods, which produces ready-made meals for supermarkets around the world. However, recently there has been some negative press about the quality of your meals, the working conditions of some suppliers to the company, and safety in the BFY Foods factories. After investigation, BFY Foods wants to improve its ethical position. The Head of Global Public Relations, Felipe Faro, has asked you to write an article for an internal company newsletter, explaining how the company are going to address the issues.

To help with the article, Gina Cassini, Operations Director, wrote an email to you to explain the situation:

We've always tried to make sure that all our practices are as ethical as possible. However, problems have occurred in two countries, where the quality of the meat supplied for our products was not up to the required standard, animals were treated unethically, the suppliers' staff were not paid fairly and our factories were not meeting our safety standards. These issues have now been resolved, and all our factories have the same production and quality control standards. Nevertheless, we need to reassure staff that we have an ethical philosophy concerning these and other issues.

You also met Matheus Gordo, who is on the BFY Ethics Committee, and made the following notes:

Ethics article

Recent problems
Mention these in article - all sorted out now, see Gina's comments.

Suppliers
Meat in our meals - from ethical suppliers. Strict checks on staff welfare and wages and treatment of animals in supply chain. Suppliers who meet these standards will supply quality meat.

Working environment
New code of ethics - company committed to providing a safe environment. All our factories will have the same production and quality control standards, including factories where safety concerns were identified. Checks to ensure these are standard across all factories beginning immediately.

Reporting procedures
Can speak freely to line manager or HR to report someone not following code of ethics - official warning first; those who repeat offences can be dismissed. Everyone treated with respect - can give opinions without fear.

Suggestions
Online suggestion box for ideas about promoting and improving ethical business - details on website.
CEO doing webcast to go with newsletter.

Task
Write your article. Write about 300 words.

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