SALSA
Safe and Local Supplier Approval

Support for Safe Growth:

How SALSA's Standard Development Strengthens Food & Drink SMEs

Who we are

- Operating since 2007
- Established by 4 Trade Organisations
  - UK Hospitality
  - National Farmers union
  - Food & Drink Federation
  - British Retail Consortium
- Food safety management aimed at micro and small businesses
- Across the UK and Ireland

- Maintaining our core values
  - Safe Food First
  - Affordable
  - Supportive and Constructive
  - Practical and Relevant
  - Trusted

- **Purpose**: Provide affordable and relevant food assurance certification and support for small and micro food business to produce and deliver safe and legal food

Membership overview

o From 87 audits purchased in 2007 to over 2000 in 2025

o Current members at the start of 2026:

2,109
Number of current Members

1,788
Number of Approved Members
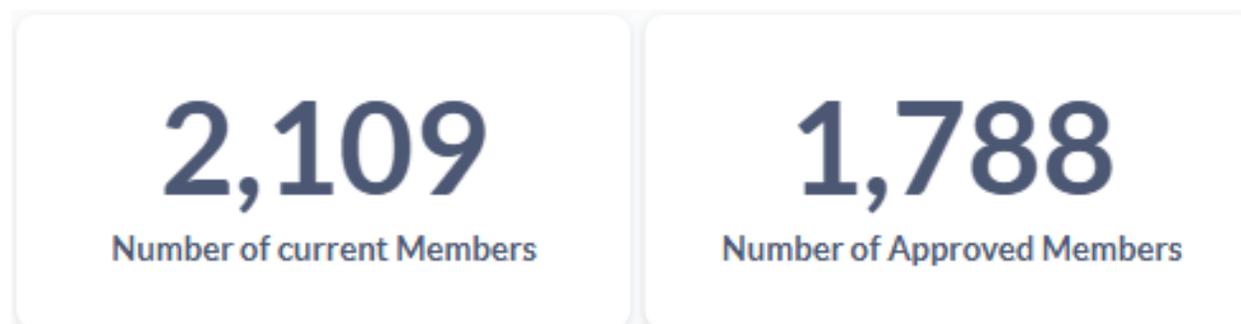
o **Wales**

   o 99 members of whom 82 approved

Supporting audit readiness by

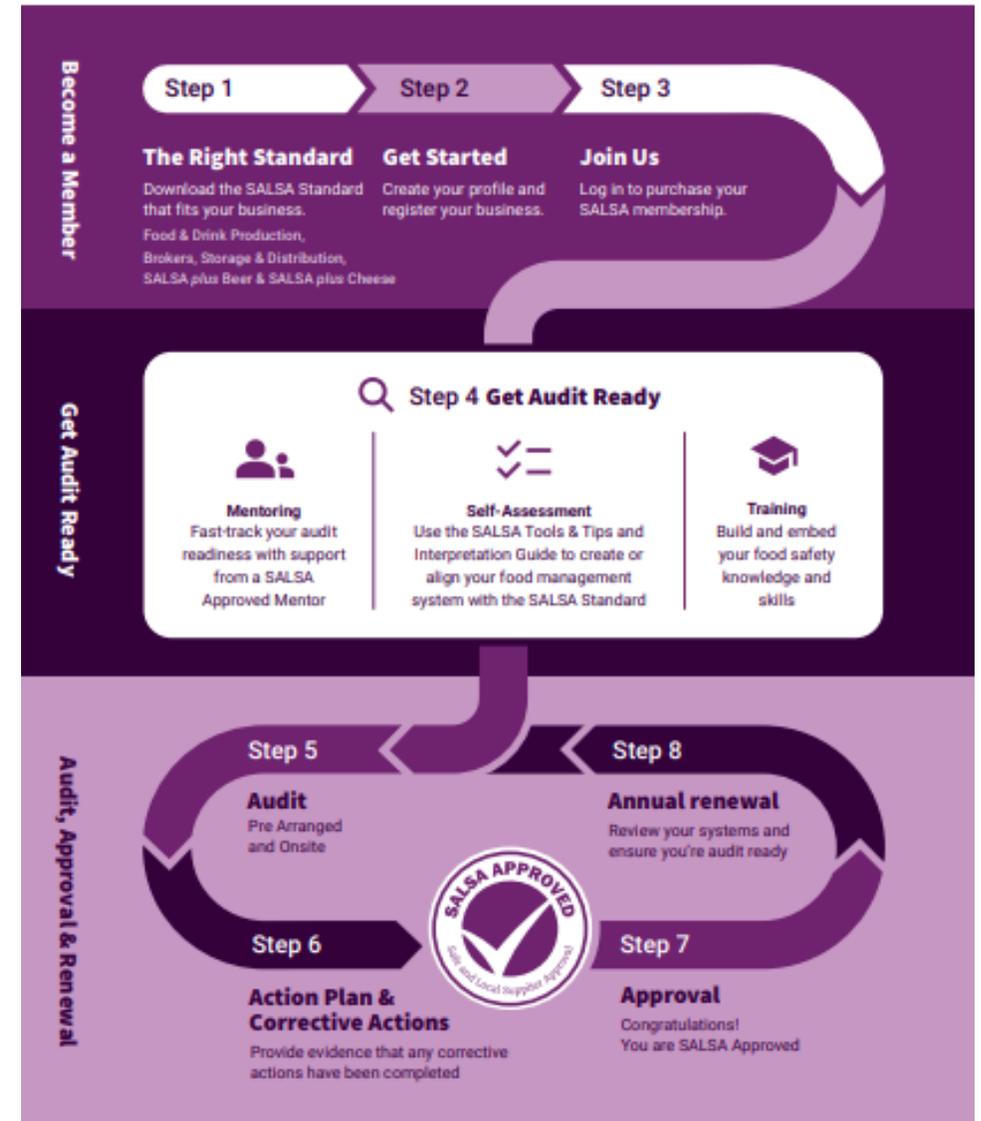Encouraging early identification of gaps through pre audit checks

Guidance and Tools to prepare with confidence

SALSA approved mentors for additional support

SALSA Approval Process

SALSA
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Become a Member

Step 1
The Right Standard
Download the SALSA Standard that fits your business.
Food & Drink Production, Brokers, Storage & Distribution, SALSA plus Beer & SALSA plus Cheese

Step 2
Get Started
Create your profile and register your business.

Step 3
Join Us
Log in to purchase your SALSA membership.

Get Audit Ready

Step 4 Get Audit Ready

Mentoring
Fast-track your audit readiness with support from a SALSA Approved Mentor

Self-Assessment
Use the SALSA Tools & Tips and Interpretation Guide to create or align your food management system with the SALSA Standard

Training
Build and embed your food safety knowledge and skills

Audit, Approval & Renewal

Step 5
Audit
Pre Arranged and Onsite

Step 8
Annual renewal
Review your systems and ensure you're audit ready

SALSA APPROVED
Safe and Local Supplier Approval

Step 6
Action Plan & Corrective Actions
Provide evidence that any corrective actions have been completed

Step 7
Approval
Congratulations! You are SALSA Approved

SMEs in the UK

- Legal definitions[1,2] around the world based on full time equivalent staff and annual turnover
  - Micro business <10 FTEs <£1million
  - Small business <50 FTEs <£7.5million
  - SME < 250 FTEs <£44million
- In UK 97% of Food & Drink businesses are SMEs with 88% micro & small

[1] Supplementary information: Small and Medium-sized Enterprises definition (HTML) - GOV.UK

[2] SME definition - Internal Market, Industry, Entrepreneurship and SMEs

Challenges facing UK SMEs

Costs
- o Raw material inflation
- o Business rates

Staffing
- o Rising employment cost (minimum wage/NI increases)

Attracting new customers
- o Changing technical expectations

Introducing new products
- o In 2022 75% of the new food products across the UK were produced by small business (according to a report published by Circana[3] .)

The Collective Power of The UK's Smaller Food & Drink Businesses

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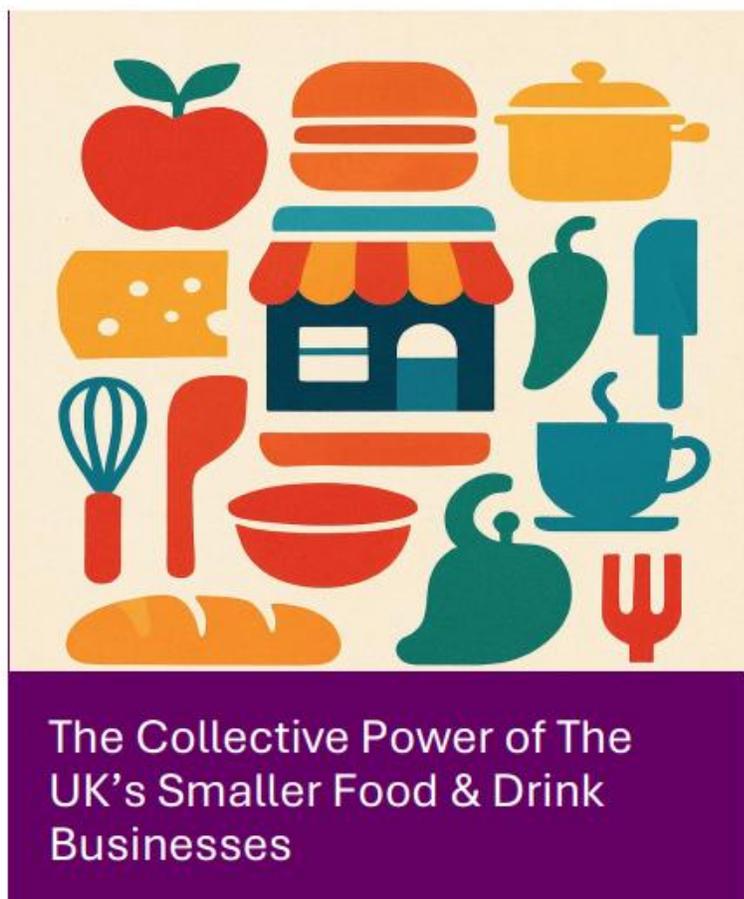
Key highlights:

◊ Insights on how small producers fuel innovation, create local jobs and enrich supply chains.

◊ Evidence of the economic and social impact of small and micro food businesses across the UK.

◊ A look at the challenges they face when scaling up, particularly around food safety and capacity.

https://www.salsafood.co.uk/learning/white-paper

Benefits of SALSA Compliance

Structured Approach

- Supporting producing safe food
- Encouraging efficient food safety systems
- Traceability systems and structured response in case of an incident

# Benefits of SALSA Compliance

Documented systems

o Demonstrating compliance

o Supporting structured training against written procedures

o Encouraging consistency and commitment

Benefits of SALSA Compliance

Continuous Improvement

o Supports a structured approach to audit readiness

o Self Assessment Tools for annual review

o Audit action & improvement plans include guidance for completion

Top 10 non conformances
Audits: with action plan in 2025
Audit standards: Food, plus Beer, plus Cheese
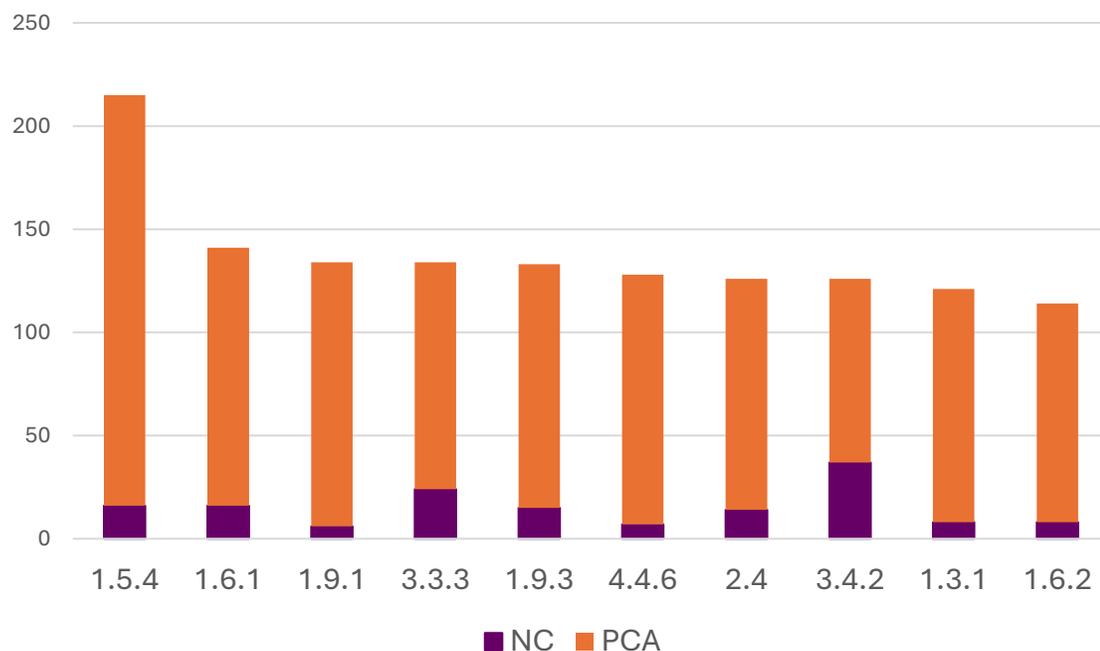
Clause ref	Description
1.5.4	Calibration
1.6.1	Supplier Approval
1.9.1	Contracted Pest Control
3.3.3	Test of traceability
1.9.3	Bait Plan
4.4.6	Glass & Breakables Control
2.4	HACCP Flow Process
3.4.2	Test of incident Management
1.3.1	Cleaning Standards
1.6.2	Raw Material Specifications

Key improvement areas

o Support understanding of traceability

o Structured control of allergens

o Importance of calibration of key equipment

o Enhance understanding of management of pest control

o Risk based supplier approval

o Maintaining effective systems

o Supporting staff competency

Introducing a new issue

Triggers for Standard Updates

- Continuous improvement
- Changes to legislation
- Changes in the industry / market
- New threats to food safety
- Changing needs of buyers /specifiers

The development of the latest Issues utilised:

- Feedback from Auditors and Mentors
- Feedback from Members
- Input from Buyers and key Stakeholders
- Input from SALSA's Technical Advisory Committee

Above all the SALSA Standard **must remain appropriate for small and micro businesses whilst reflecting current industry practices**
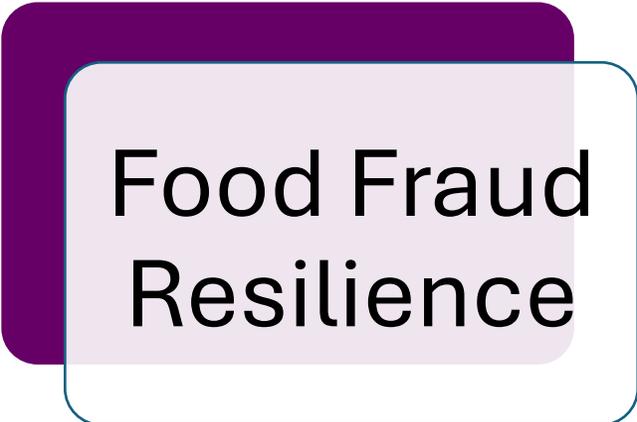
Key changes

Food Fraud Resilience

Management of Change

Product Identification & Traceability
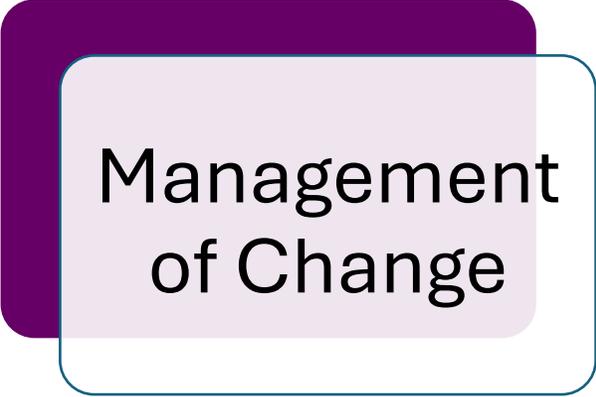
Key changes

Food Fraud Resilience

- Risks to be 'assessed and documented'

- Implementing of appropriate controls

- Monitoring change in risk levels

- Annual review documented

Encouraging a more dynamic approach

Using easily available Tools
- NFCU Food fraud resilience self-assessment tool
- NFCU Annual report /Industry newsletters
- Fiin SME Hub

Key changes

Management of Change

- Documented processes and controls

- Development products /recipes

- Changes packaging

- Processing changes risks to be 'assessed and documented'

- Structure to introducing change

- Records of actions taken in implementing change

- Manage costs by reducing errors

Key changes

Product Identification & Traceability

o Traceability system to include
- all raw materials
- food contact packaging
- intermediate products
- work in progress
- rework
- maturation
- storage and distribution

o Enhanced focus on identification within the production environment

o Supports identification of unlabeled product (B2B)

o Supports identification of affected product in the event of an incident

Key Details

o Published 1st June 2026

o Auditable from 1st September 2026

 o SALSA Food & Drink Production Issue 7

 o SALSA plus Cheese Issue 7

 o SALSA plus Beer Issue 5

 o SALSA Broker, Storage & Distribution Issue 2

o Auditor Training from May

o Free introductory webinars in June

Customer Insight Survey

o *90% of SALSA Members* say SALSA Certification is **essential** to their business.*

What our members say:

o **95%** agree SALSA Certification improves their **food safety management system***.

o **92%** agree SALSA Approval helps meet **customer requirements***.

o **80%** agree SALSA strengthens **supply chain assurance***.

*Results taken from SALSA Customer Insight Survey, September 2025, based on 114 responses.

Being part of the SALSA certification has been an extremely helpful and positive experience for our small chocolate factory. The standards and tools are clear and easy to understand, which has really helped us improve our systems. The audit itself felt supportive and constructive—focused on helping us grow rather than just finding gaps. It truly feels like SALSA is on our side in this journey.

Mood Foods

With SALSA we can be confident that we are exceeding industry standards and providing the best products for our customers.

Conwy Kombucha Limited

Download
the SALSA Standard

Download
the White Paper

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