

Abstract

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The Impact of Implementing European Quality Labeling System on the Supply Chain Performance of Food Industry: An Empirical Study of the Egyptian Traditional Food Sector

The food industry nowadays is becoming customer-oriented and needs faster response time to deal with food incidents. There is a deep need for good traceability systems to help the supply chain (SC) partners to minimize production and distribution of unsafe poor quality products, which in turn will enhance the food SC performance. The current food labeling system cannot guarantee that food is authentic, safe and with good quality. Several studies have been proposed on the implementation of European labeling system in developed countries while no studies discussed the use of labeling system in developing countries. This research represents a research schema about the implementation of Med-diet labeling system in developing countries through demonstrating the implementation of quality labeling system at the Egyptian food industry. An empirical study was conducted on the Egyptian traditional food sector based on a sample of seven restaurants implementing the Med-diet labeling system. First, in-depth interviews were carried out to analyze the Egyptian traditional food SC. Then, an applied framework was developed to link the quality labeling system and SC performance. Finally, a structured survey was conducted based on the applied framework to investigate the impact of quality labeling system on the SC performance. The research provides an applied framework linking Med-diet quality labeling system to SC performance of traditional food sector in developing countries generally and especially in the Egyptian restaurants. The framework can be used as a SC performance management tool to increase the effectiveness and efficiency of food industry's SC performance.