



**Ram Sami**  
let the sun shine in

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An “Egg-cellent” way to start your day!



**FIJIAN TOURISM TALANOA-2017**

# Executive Summary

- 🍳 Ram Sami & Sons (Fiji) Limited (**RSSFL**) specializes in the production, distribution and marketing of the highest quality farm fresh eggs and poultry products in Fiji and Pacific Islands.
- 🍳 Currently RSSFL has:
  - 🍳 Three Laying Farms (Wainadoi, Tovata & Baulevu)
  - 🍳 Brooding and Rearing Farm in Wainadoi
  - 🍳 Vitogo Farm In Lautoka
  - 🍳 Main Warehouse in Makoi
  - 🍳 Feed Mill in Makoi
  - 🍳 Western Distribution Centre in Nadi
  - 🍳 Northern Distribution Center in Labasa

# History



- ☺ Late Mr & Mrs Ram Sami were the founders of the company
- ☺ Originated the business from a backyard chicken shed in the 1960's in Urucalia, Baulevu Rd, Nausori
- ☺ Company was incorporated in the year 1970
- ☺ Since then RSSFL is a 100% Fiji owned company.
- ☺ Currently the company is Fiji's leading **Egg Producer & Distributor in Fiji.**

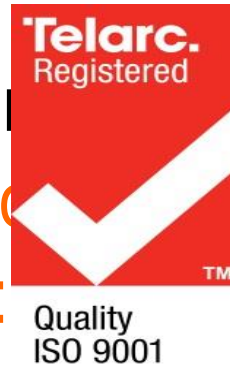
# Our Products

- 🥚 Shell Eggs
- 🥚 Pasteurized Eggs
- 🥚 Free Range Eggs
- 🥚 Poultry Feed
- 🥚 Live Chicken
- 🥚 Manure

# Quality RSSFL Products

The people of RSSFL embrace the culture of Quality

Our Quality Management System confirms the **Joint Accreditation System of Australia and New Zealand AS/NZS: 9001:2008**



Product Safety and Quality can be rest assured by our customers since RSSFL is accredited with **Hazard Analysis Critical Control Point (HACCP)**



# How RSSFL has adapted their operations to meet the demands of the Tourism Industry

We have implemented the following:

- ISO 9001:2008 Standards.
- HACCP Standards.
- Opening of Distribution centres in western and northern.
- Internal Audit/Quality Assurance Programs.
- Regular Product Testing.
- Traceability Programs.
- Upgrade of grading machine and facilities amounting to around 2.5M.
- Transition into automation amounting to around 4M.
- Recruitment of a dedicated Key Accounts Manager to maintain relationship with Tourism Industry and address their requests, needs and issues.

# How RSSFL has adapted their operations to meet the demands of the Tourism Industry

- Having dedicated Fleet for Tourism Industry.
- Purchase of temperature control fleet.
- Having customized special packaging as per requirement from Tourism Industry.
- Introduction of new products such as pasteurized eggs and free range eggs.
- Diversification into new line of products such as Sausages, Tomato Sauce in various types and sizes.
- Setup of an Research and Development department for product development such as develop Boil Eggs, Mayonnaise, Egg White Etc which has high demand in tourism industry.
- Entry into social and corporate responsibility for our citizens.

# How RSSFL Maintain quality in its products to meet Industry Standards

- Following guidelines of ISO and HACCP Standards.
- Manufacturing & giving quality feed to layers which in return produces quality eggs.
- Having vaccination programs which safeguards birds from diseases and enables quality output of eggs.
- Having quality assurance programs from start till delivery of products to tourism industry.
- Through well designed cleaning and sanitization programs.
- Maintaining Temperature within acceptable range and proper storage of eggs so that quality of eggs does not deteriorate.
- Internal egg quality testing before eggs are being released for grading.



# How RSSFL Maintain quality in its products to meet Industry Standards

- Candling of eggs during grading to remove detect eggs such as dirty, crack and damaged eggs before eggs are packed into trays/packets.
- Having full time online QC to ensure quality eggs are being graded.
- Rechecking of eggs before being supplied to tourism industry if eggs are being send from our Western or Northern Distribution Centres.
- Having contingency plan for Hot Weather in order to achieve optimum egg quality till its shelve life.
- Having continuous improvement with RSSFL and implementing recommendations from VETS, Consultants, Auditors and benchmarking against Industry Best Practices.

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