

Fedepalma, an organization committed with quality

As a result of its endeavor to strengthen the institutionality and achieve performance standards consistent with the challenges and opportunities facing agribusiness, and in the quest for excellence, FEDEPALMA has recently achieved the ISO 9001:2008 quality certification awarded by ICONTEC¹.

This certification is the result of an improvement process, that began in the 1990s in the form of strategic planning and development processes, which was later reinforced by a deeper vision into different areas such as organizational design and culture, vision focused on improving interactions with oil palm growers.

Since then, Fedepalma has been strengthening its strategy by means of defining objectives to solve priority issues in the sector, by follow-up mechanisms based on the Balanced Scorecard methodology. It adjusted and articulated the organizational structure through the implementation of clear roles for all the workers and units, aligned with corporate objectives. An internal shift from functional management to process-based management took place, enabling the alignment of each process to corporate objectives. Organizational member-centered and value added cultural traits were defined. And finally, the Organizational Performance Office was formally established in order to support and lead the entire process of strengthening our Federation.

This achievement consolidates a transparent organizational holistic process, highlights the efficiency and assertiveness of the collective efforts and underscores the trust of the members and other stakeholders in our Federation. It is also evidence of our commitment to our members.

This internationally recognized certification was not sought at the beginning as a goal itself, but as a set of actions developed to strengthen the organization in all areas. In fact, this recognition spans all the processes carried out by the Federation: Palm Oil Growers Representation, Sectorial Planning and Sustainable Development, Strategic Business Ma-

1 ICONTEC (Colombian Institute of Technical Norms and Certification) is one of the quality management system's certification organizations, appointed by the Colombian Accreditation's National Organism.

nagement, Oil Palm Parafiscal Funds Management, along with corporative management, control and support processes.

Considering that there is no better argument than to set the example, we strongly believe that this achievement by Fedepalma will encourage all oil palm businesses to improve their processes, adopt best practices and optimize their performance. In this way, companies will commit themselves to obtain the different quality and sustainability certifications as a distinctive mark of the success of domestic oil palm agribusiness.

But this is not the end of the road. On the contrary, this quality certificate brings a renewed thrust to keep on the policy of permanent improvement and strive for the highest standards of performance in our role as trade association. We believe that this recognition will be a source of pride and confidence for our members, and evidence of Fedepalma's unfailing commitment with excellence.