

The BRC Helps A Growing Test Lab Show International Commitment to Quality

As the largest wheat and barley marketer in the world, the Canadian Wheat Board (CWB) sells grain to over 70 countries and is one of Canada's largest exporters. Located in Winnipeg, Manitoba, the Wheat Board has worked since 1935 to obtain the highest possible international prices for Canadian grain.

The Wheat Board's facilities include the CWB Lab, a testing laboratory that provides accurate and precise crop quality information for use in the marketing and sales of wheat, barley and other grain products into the global market.

THE NEED: An Internationally Recognized Level of Testing Accuracy and Precision

As Director of Marketing Strategy for the CWB, Michael Lackmanec is part of a national team tasked with improving the exposure and presentation of Canadian wheat products to international markets. Each year, the CWB competes with dozens of wheat exporting countries for prices based on specific strains and grades of grain. According to Mr. Lackmanec, being able to provide highly accurate and precise tests of grain quality can be a key differentiator and a major asset in the marketing of Canadian agricultural products.

The CWB identified accreditation to the ISO 17025 standard for Quality Management of Testing & Calibration Laboratories as the ideal next step, but lacked the internal expertise and resources to implement the system on its own.

The BRC As An Implementation Partner

After an initial effort with an independent consultant languished, Mr. Lackmanec called The BRC to assist with the lab's ISO 17025 implementation.

He recognized the value of The BRC's approach of expert-level, high quality service with a personal touch and dedication to the client's needs.

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From the initial interaction through to our final accreditation, I was extremely impressed with The BRC's service and commitment to our goals.”

- Michael Lackmanec
CWB Director of Marketing Strategy



CLIENT GOALS

- Develop internal quality procedures and documentation
- Implement ISO 17025 requirements in the lab
- Attain accreditation on time and within budget
- Retain knowledge and understanding of system
- Avoid diversion from the lab's core competency

The Business Resource Centre - Case Study

Client: **CWB Lab**

THE SOLUTION: An Accredited Quality Management System for the Testing Lab

The BRC used its customer-focused approach to implement an ISO 17025 accredited quality management system in the CWB Lab. Specialized BRC consultants handled all of the required activities - development of documentation, training, auditing, etc. - with a BRC Director administering the project from start to finish and working with CWB management as an accessible contact for inquiries, status updates and strategic issues.

With the project completed on time and within budget, the CWB Lab is now an ISO 17025 accredited facility, with a fully trained internal staff capable of sustaining and improving it into the future.

In addition, the CWB Lab is now using the independently verified quality of its test results to market and sell into new markets. "We wanted to demonstrate our commitment to quality testing," says Mr. Lackmanec, "and the ISO accreditation is opening sales channels that were not available to us previously."

What Does The BRC Offer?

The Business Resource Centre has been a trusted provider of training and consulting services in the areas of ISO, quality and management skills since 1996. Our team of experts works with organizations across Canada to implement systems, solve problems and train employees.

The BRC employs only the most talented professionals who share our philosophy of customer service and business integrity. We take the time to understand your needs - big or small - and create a customized approach that works for you.



Trusted Experts
+ Personal Service

= Higher Return on Investment

WHY THE BRC?

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"As a service provider, The BRC delivered value through responsiveness, top-rate guidance, and quality work."

- Michael Lackmanec
CWB Director of Strategic Marketing

THE PROCESS

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"The BRC consultants and staff are very knowledgeable, approachable and friendly, all key factors when trying to gain success in a short period of time."

- Valarmathi Gurusami
-CWB Lab Quality Manager

THE OUTCOME

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"Gaining ISO 17025 accreditation has opened new sales channels, and The BRC's expertise and professionalism has maximized our ROI."

- Michael Lackmanec
CWB Director of Strategic Marketing

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