

QS Insights

ANUGA 2015



**QS. Ihr Prüfsystem
für Lebensmittel.**

Understanding QS

QS has been ensuring greater food safety since 2001.
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QS in figures

QS is convincing: the number of scheme participants is growing.
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Animal Welfare Initiative

QS is a partner and our credo is "acting responsibly together".
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QS – a strong partnership

**SAFETY BY CHECKING.
STRENGTH BY
TRUSTING.**

Dear reader,

Having personal conversations at the QS booth is important to us. We would like to listen, learn, explain and build trust. Together, we can tackle challenges more effectively.



Dr. Hermann-Josef Nienhoff,
Managing Director of QS
Qualität und Sicherheit GmbH

At this year's QS fair stand, the focus will be on the people who fulfil all quality standards reliably and conscientiously in their daily work. "Safety by checking. Strength by trusting." – this is not only our motto, but the authentic experience of cooperating in the supply chain.

Safe food: from farm to shop.

QS stands for certified quality assurance throughout the supply chain – from farmers and feed producers to the meat industry and the retailer – and has been ensuring food safety since 2001. More than 100,000 scheme participants from 21 countries are actively involved in the meat and meat product supply chain.

Find out more about how the QS scheme works and how our systematic quality assurance contributes towards food safety in this trade fair magazine.

Enjoy reading!

Dr. Hermann-Josef Nienhoff



"When it comes to meat, customers pay particular attention to its origin and ask if this is checked. The blue QS certification mark shows them that the product is safe and certified and that the life cycle is known."

Fatma Yildirim, employee at a food retailer

"When it comes to the quality of meat, I am very strict and check everything exactly. What ultimately counts is how the animals are treated and that quality assurance is reliable."

Franz Seibold, head of production

"Quality assurance starts with the feed – high-quality and safe feed is crucial to the animals' health. As a QS scheme participant, I am fulfilling this responsibility."

*Georg Röver,
employee at
feed company*

"Quality assurance has a lot to do with conscientiousness. As a QS scheme participant, I can show where the animals come from and what I do to improve their welfare."

Josef Hupfer, cattle farmer

"I know exactly what is in the sausage. I can rely on my suppliers and customers – and they can rely on me. That's why I am part of QS."

Stefan Tönebön, master butcher

A strong team is vital when it comes to ensuring food safety along the entire supply chain. From farm to shop, QS partners provide safe and high-quality food on a daily basis. QS products are labelled with the blue certification mark. For consumers it is a symbol of food you can trust.

SYSTEMATIC QUALITY ASSURANCE

Understanding the QS scheme

QS has been ensuring food safety since 2001 – from farm to shop. A total of 95 percent of the pork and poultry products produced in Germany originate from QS certified companies. The corresponding figure for beef is 80 percent. 79,000 livestock farmers are part of the QS scheme. The common goal is to implement a consistent system of self-assessment and to provide a comprehensive system for process assurance and the verification of product origins. This includes producers of fresh fruit, vegetables and potatoes. Within the QS scheme, they produce safe food according to precisely defined requirements supported by all prior and subsequent stages of production.

The method

Consumers who buy fresh produce at supermarkets want to be sure that strict requirements are met with regard to the production process from farm to shop. The same applies to hygiene and maintaining the cold chain. The blue QS certification mark which appears on meat and meat products and on fruit, vegetables and potatoes represents safety and provides the consumer with clear information.

According to clearly defined requirements. These requirements are set out jointly by all production stages involved. Each scheme partner commits himself to implementing extensive documentation and self-monitoring measures. Compliance with requirements is monitored by independent



Reliable and comprehensible
All products with the QS certification mark are produced, processed and marketed ac-

certification bodies. The entire QS scheme's integrity is ensured by constant internal monitoring. This includes verifying the work of certification bodies, evaluating all audit reports in the central database, witnessing audits and carrying out additional random sample audits.

Cross-border quality assurance

When it comes to the cross-border transport of goods, QS scheme participants can rely on compliance with high quality standards and full traceability. In recent years, QS further extended its cooperation with other standard owners in order to ensure comparable Europe-wide standards for the quality assurance of meat and feed as well as in the area of livestock farming.

fully lobbied for the introduction of a central incident and crisis management system. "The mutual agreements on standards play a decisive role in ensuring internationally comparable quality assurance," explains QS Managing Director Dr. Hermann-Josef Nienhoff. "This guarantees the high availability of goods of a secured quality level while avoiding additional costs due to duplicate audit processes."

QS currently has contracts with 16 other standard owners in eight European countries. They have now all entered into a commitment to introduce random audits based on the requirements of the QS scheme. In addition, QS has success-

You can find out more on page 4.



1.62 million samples were examined as part of the **QS salmonella monitoring programme** in 2014.

31% of consumers consciously buy goods with the QS certification mark.

109,104 partners from **21** countries are part of the **meat and meat product supply chain**.

100% of German compound feed producers participate in the QS scheme.

95% of German pork and poultry and **80%** of German beef is produced in companies with QS certification.

2,236 veterinarians are registered with the **QS antibiotics monitoring programme**. Based on the data provided by them, a **reliable therapy index** can be compiled for **90%** of all farms with pigs, veal calves, chickens and turkeys.

**SAFETY BY CHECKING.
STRENGTH BY
TRUSTING.**



5. Food retail

- Labelling
- Best-before date and use-by date
- Consumer information
- Storage
- Accompanying documents



Safe food from farm to shop

From livestock farming to processing and retail, scheme participants fulfil the requirements of the QS scheme. This includes the following aspects:

1. Feed producers

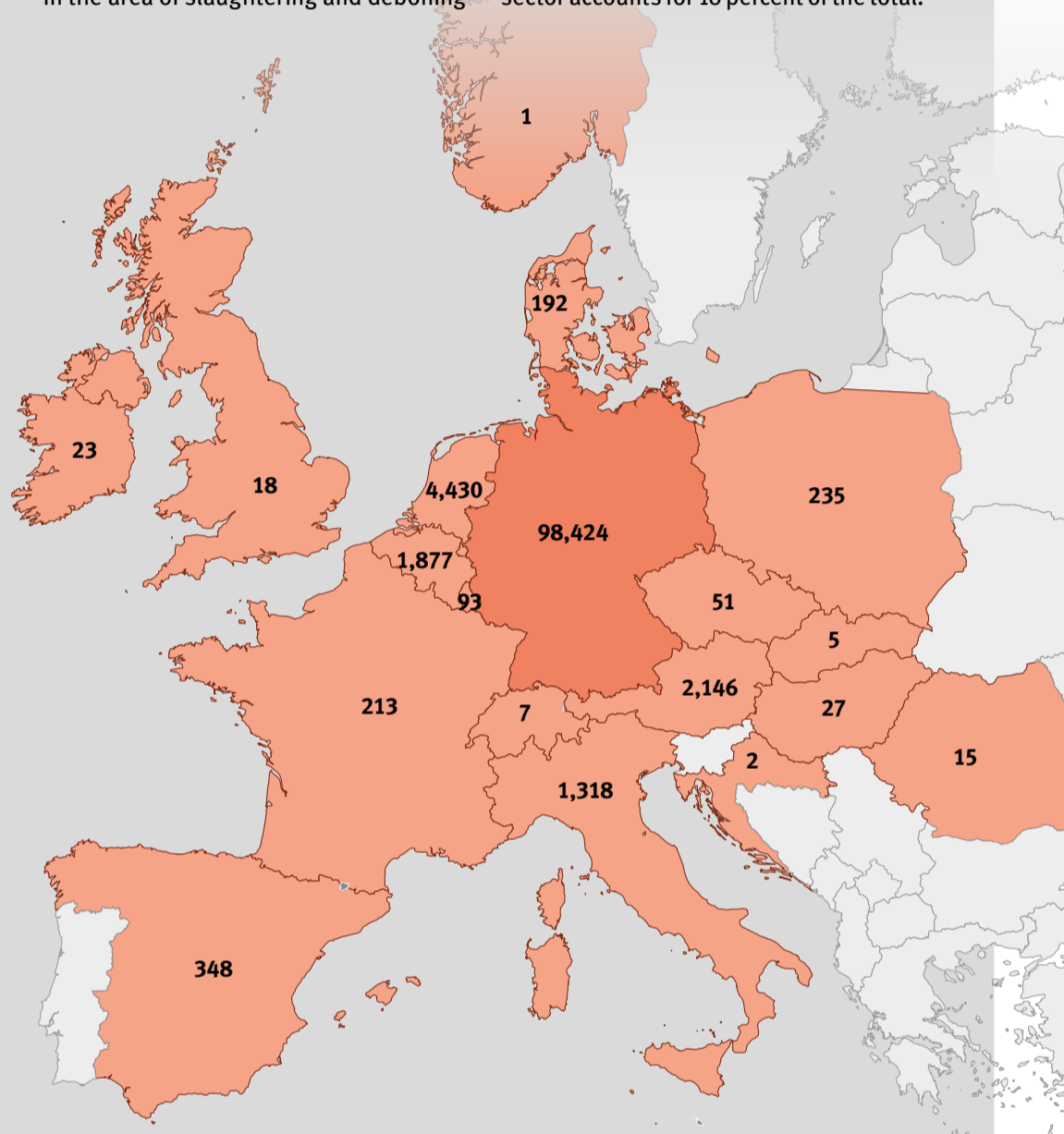
- Plant protection
- Storage
- Limit value
- Documentation



Number of scheme participants increases

109,104 partners from **21** countries are part of the meat and meat product supply chain.

The growth in the number of participants is particularly strong in the cattle farming segment. The number of scheme participants in the area of slaughtering and deboning has also grown significantly. The number of foreign businesses among QS scheme participants in the meat and meat products sector accounts for 10 percent of the total.



Supply chain meat and meat products

Number of scheme participants

Updated 1 July 2015

Stage	Total	Germany	Other countries
	109,104	98,424	10,680
Feed sector	3,677	3,016	661
– feed material production ^{1,2}	1,146	967	179
– compound feed production ³	1,235	920	315
– trade, transport, storage ⁴	1,296	1,129	167
Agricultural production	79,263	69,981	9,282
– cattle farming ⁵	35,383	33,642	1,741
– pig farming ⁶	39,189	33,372	5,817
– poultry farming/hatcheries	4,691	2,967	1,724
Livestock transport	1,900	1,609	291
Slaughtering/deboning	456	349	107
Processing⁷	400	377	23
Food retail⁸	23,408	23,092	316

¹ Further 373 businesses eligible to deliver due to GMP+ certification

² Including 69 additive and premix production

³ Including 511 mobile feed milling and mixing plants

⁴ Further 4,332 businesses eligible to deliver due to GMP+ certification

⁵ Further 38,285 businesses eligible to deliver slaughter cows due to QM-milk auditing

⁶ Further 8,749 QSG businesses (DK) and 2,305 Certus businesses (B) eligible to deliver due to bilateral agreements

⁷ Including 104 butchery businesses

⁸ Including 143 meat wholesale companies

68 QS approved laboratories perform tests as part of the QS feed monitoring programme.

381 auditors and **25** certification bodies are approved for the supply chain meat and meat products.

31,984 audits were carried out in the meat and meat product supply chain in 2014.

23,408 food retail branches offer meat and meat products labelled with the QS certification mark.

CROSS-BORDER QUALITY ASSURANCE

International recognition – an overview

Updated 1 July 2015

Contracting partner audit recognition	Country	Companies authorized to deliver
Feed		
Ovocom/Bemefa (FCA)	Belgium	197 (production, trade, storage, transport)
GMP+ International (GMP+ FSA)	International	4,774 (production, trade, storage, transport)
Agriculture Industries Confederation (UFAS, FEMAS, TASSC)	United Kingdom	31 (production, trade, storage, transport)
Agrarmarkt Austria Marketing (pastus+)	Austria	31 (production, trade, storage)
Qualimat Transport (Qualimat Transport)	France	14 (transport)
European Feed Ingredients Safety Certification (EFISC)	International	9 (production starch, oilseeds)
FamiQS (FamiQS Code of Practice)	International	853 (production additives)
Coceral (GTP code)	International	152 (route traders)
Agricultural production and meat sector		
Codiplan vzw. (Codiplan plus)	Belgium	1,630 (pig farming)
DGB B.V. (IKB Nederland Varkens)	Netherlands	1,723 (pig farming)
CBD B.V. (IKB Varken)	Netherlands	2,617 (pig farming)
Agrarmarkt Austria Marketing (AMA Rind)	Austria	1,712 (cattle farming)
Danish Agriculture & Food Council (Productstandard, GRMS)	Denmark	6,820 (pig farming) 11 (slaughtering/deboning)
Belpork (Certus)	Belgium	2,230 (pig farming) 33 (slaughtering/deboning)
Bord Bia (BLQAS)	Ireland	3 (slaughtering/deboning)
QM-Milch (slaughter cows)	Germany	37,055 (dairy cattle farming)



ANIMAL WELFARE INITIATIVE

Acting responsibly together.

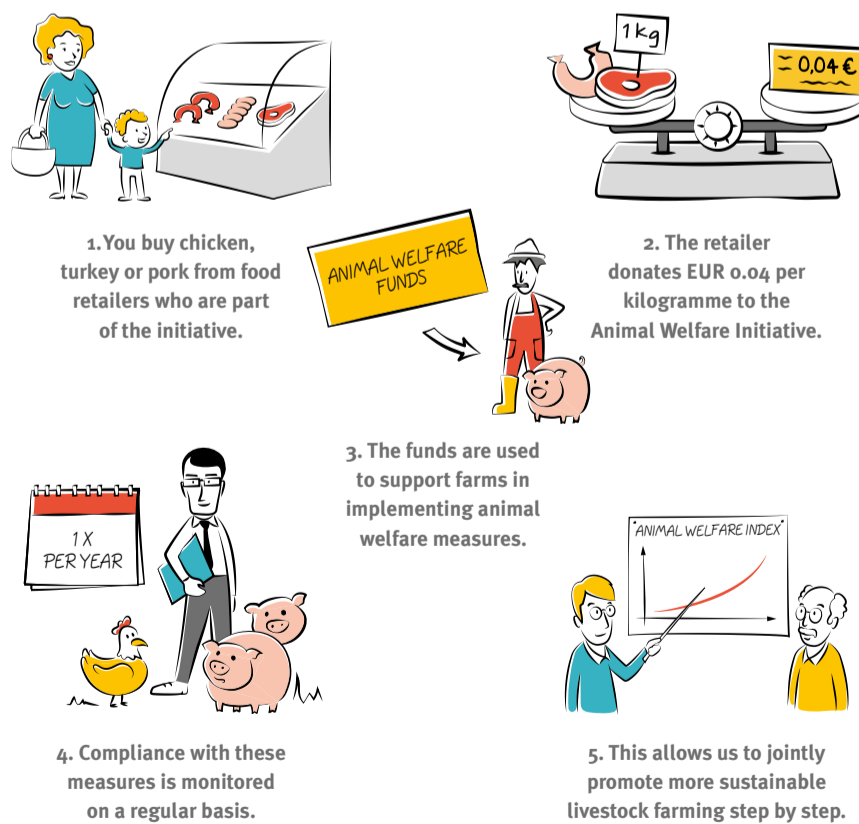
About the Animal Welfare Initiative

With the cross-sector Animal Welfare Initiative (“Initiative Tierwohl”), the agricultural, meat processing and food retail sectors are jointly taking on greater responsibility for animal welfare for the first time. The objective is to actively improve the welfare of animals in pig and poultry livestock farms across the country, step by step.

The partners of the Animal Welfare Initiative have launched an unprecedented campaign in which farmers, meat processing companies and food retailers work together on the basis of comprehensive voluntary commitment and monitoring.

Consumers will continuously be able to buy poultry and pork with an excellent range and quality of poultry and pork produce. The Animal Welfare Initiative also intends to play an active role in the debate on animal welfare and provide information to the public.

How the Animal Welfare Initiative works:



How farmers contribute to animal welfare

Pig and poultry livestock farmers voluntarily register for the initiative via so-called coordinators. They commit themselves to implementing the measures for proper livestock farming, health and hygiene according to the initiative’s catalogue of criteria, which go beyond the legal requirements.

The animal welfare requirements comprise a combination of mandatory and optional criteria. Each farm which participates must comply with predefined basic standards. Additional measures must also be implemented in the form of individual optional criteria. For each correctly fulfilled optional criterion, a specified animal welfare subsidy is paid, which is independent of the market price.

After registration and subsequently on a yearly basis, the animal welfare measures implemented under the initiative are checked by an independent certification body.

For more information, please visit www.initiative-tierwohl.de

SOURCE: INITIATIVE TIERWOHL