

Explanations

# on the labelling of QS products of the product group meat and meat products



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# 1 Scope

This supporting document is meant to be a support for scheme participants in implementing the requirements for labelling QS goods, from the carcass to the end consumer packaging. The supporting document considers the requirements of the following guidelines:

- Slaughtering/Deboning
- Processing of Meat and Meat Products
- Convenience
- Meat Wholesale
- Broker Meat and Meat Products
- Logistics Meat and Meat Products
- Food Retail Meat and Meat Products

# 2 Definition of QS products

QS products are goods that have been manufactured and/or marketed in accordance with the requirements of the QS scheme in a QS-certified company. These goods must come from a company authorized to supply the QS scheme and must be clearly identifiable as such by the customer. For this purpose, traceable labelling must be provided on the accompanying documents and on the product. The same applies to goods from companies that participate in the QS scheme via recognized standards. The goods must be clearly identifiable, come from a company authorized to deliver in the QS scheme and can then be received by QS-certified companies as QS goods and used or marketed as such.

The eligibility of delivery of the scheme participant can be checked either by using the favourites list or by entering the location number or the QS-ID, in the public scheme participant search via the following link:

<https://www.qs-plattform.de/QSSoftware/start/do>

# 3 Labelling of QS products



Figure 1: Example for the QS labelling on the accompanying documents and on the product.

The clear identification of QS goods in the company and in contact with customers must be guaranteed at all times (labelling of QS goods).

Labelling can be carried out by using the QS certification mark; other identification and labelling options (see chapter 6 QS labelling on the product) can also be used. However, if reference is made to QS in contact with final consumers, the QS certification mark must be used.

### 3.1 Commercialisation on business customer level

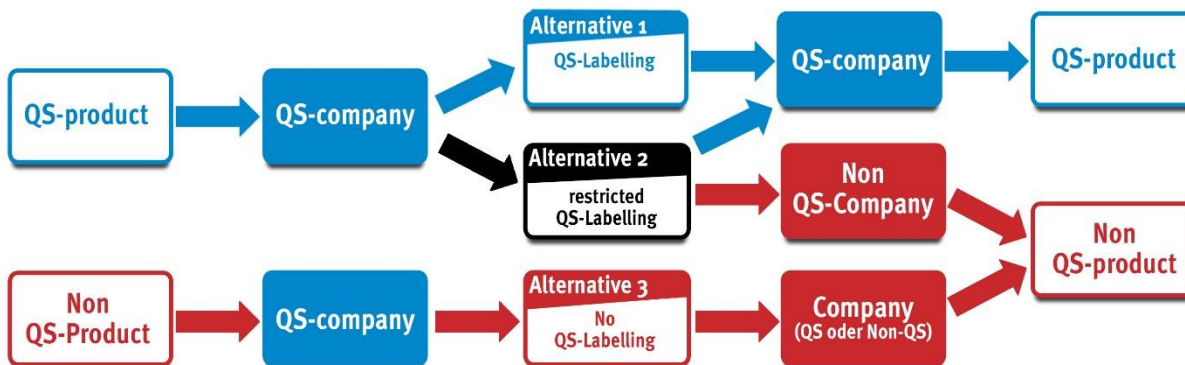


Figure 2: QS Labelling in the B2B trade.

#### QS-Labeling (Alternative 1):

During delivery, it must be possible to identify the QS goods at any time by a labelling on the accompanying documents and on the goods. In addition, the supplier must have a valid eligibility to deliver in the QS scheme at the time of delivery. In the manufacturing process, QS goods must be separated from non-QS goods. At the outgoing goods, the labelling of the accompanying documents and the product must enable identification as QS goods for the recipient.

QS goods may only be marketed without any restriction as such if the customer also has a valid eligibility of delivery in the QS scheme, too.

#### Restricted QS-Labeling (Alternative 2):

Products that are marked as QS goods can be marketed to non-QS scheme participants in the business customer relationship. However, it must be noted in the accompanying documents that the reseller may no longer actively advertise the goods as QS goods in his course of business and in contact with his customers (Restricted QS-Labeling).

If the QS goods are intended for sale to the end consumer and marked with the QS certification mark, they may only be marketed to QS system partners.

#### No QS-Labeling (Alternative 3):

If products are not marked as QS goods on the product and in the accompanying documents, or if the delivering company does not have a valid eligibility to deliver in the QS scheme, these goods or processed goods cannot be labelled as QS products. Accordingly, these products may not be labelled as QS goods either on the product or in the accompanying documents.

General: Accompanying documents for goods can also be available in electronic form, paper document are not obligatory.

### 3.2 Marketing to the final consumer

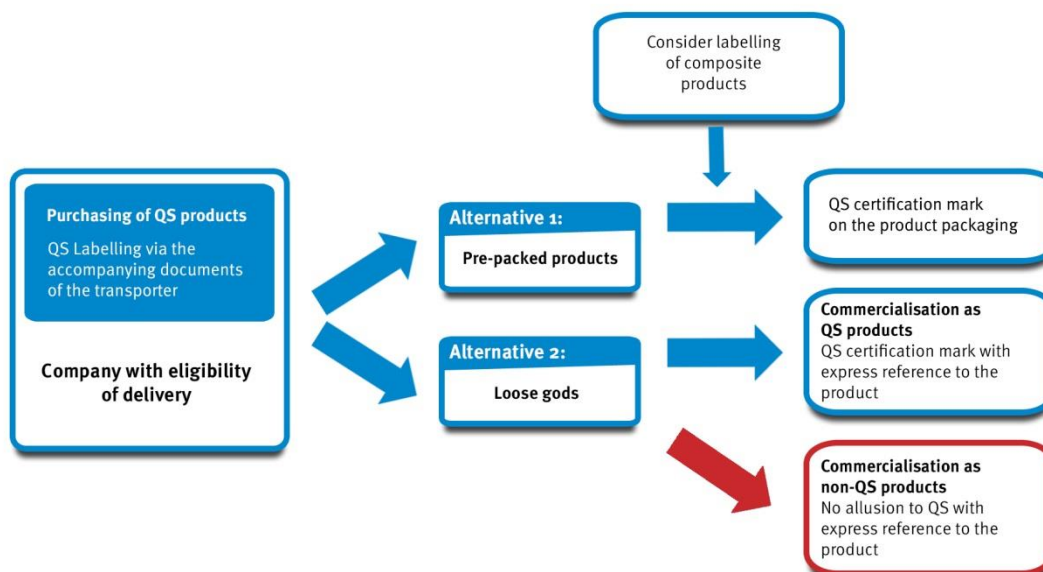


Figure 3: QS Labelling for the final customer.

#### Pre-packed products (Alternative 1):

When marketing pre-packaged QS products intended for sale to the final consumer, the goods must be labelled in the accompanying documents. The QS certification mark must be shown on the product packaging in accordance with the style guide for the QS certification mark.

#### Loose goods (Alternative 2):

QS products that are marketed loose must be clearly labelled in the accompanying documents. The transport packaging must also be marked accordingly and enable a clear separation between QS goods and non-QS goods.

Whether or not the QS goods should also be labelled as QS goods to the final consumer is at the discretion of the reseller (e.g. food retailer, butcher's shop). If the products are to be labelled as QS goods for the end consumer, the QS certification must be carried out by using the QS certification mark with direct and unambiguous product reference to the end consumer.

## 4 Use of the QS certification mark for composite products with meat content

Composite products are foods that consist of more than one ingredient.

Depending on the QS share of a composite product, the following regulations on the use of the QS certification mark and the labelling of the QS shares or QS ingredients are distinguished:

- Use of the QS certification mark for composite products with a proportion of QS goods < 100 % to  $\geq 50$  %,
- Meat/meat products product group: Use of the QS certification mark with reference to "QS ingredients" for convenience products with a proportion of QS goods < 50 % to  $\geq 10$  %.

### **Labelling of individual ingredients as QS goods**

In order to enable final consumers to recognize which ingredients of composite products are QS goods, these ingredients must be clearly labelled with a footnote in the list of ingredients.

Excluded from this requirement are products which, except for ingredients such as salt, water, spices and/or substances of Regulation (EC) No 1333/2008, consist 100 % of QS goods.

### **Use of the QS certification mark for composite products**

#### **- Proportion of QS goods < 100 % to $\geq 50$ %**



The QS certification mark can be used on composite products with a proportion of QS goods < 100 % to  $\geq 50$  % (e.g. sliced meat, skewers with vegetables) under the following conditions (if applicable):

- Product consists predominantly ( $\geq 50$  %) of ingredients that have been produced and marketed in accordance with the requirements of the QS scheme (QS goods).
- Meat/meat products in the product that fall under the scope of the QS scheme are completely (100 %) QS goods.
- Chunky ingredients from fruit, vegetables, potatoes contained in the product can be included as QS goods for the determination of the total QS share if they fall within the scope of the QS scheme.

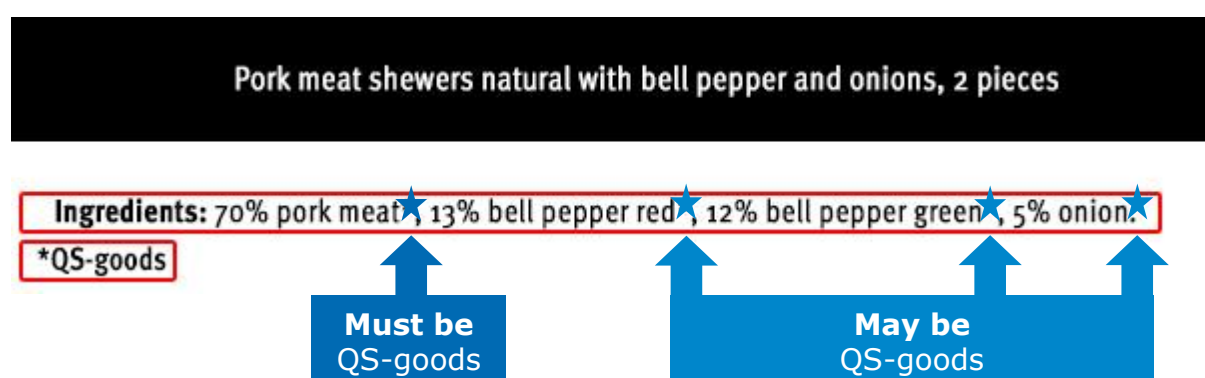


Figure 4: Labelling of QS goods in the ingredients text by means of a footnote ("asterisk labelling").

## Use of the QS certification mark with reference to "QS ingredients" for convenience products with meat/meat products - proportion of QS goods < 50 % to ≥ 10 %




The QS certification mark with reference to "QS ingredients" can be used for convenience products that contain meat ingredients, have a low QS content (< 50 % QS goods) and may not be labelled with the regular QS certification mark. These include, for example, pasta in combination with meat ingredients, pizza, lasagne, baked goods, sandwiches and convenience products with a high proportion of liquid/pasty ingredients (e.g. delicatessen salads containing meat with mayonnaise/dressings) as well as ready meals and menu components.

The following requirements apply for the use of the QS certification mark with reference to "QS ingredients":

- Convenience products contain meat/meat products and fall under the scope of the "Convenience" or "Additional module Convenience" guidelines.
- Proportion of QS goods is ≥ 10 %.
  - Alternatively, at least 5 % of QS meat/meat products for the named share. The minimum proportion of QS meat/meat products is 5 % according to QUID regulations.
- Meat/meat products in the product that fall under the scope of the QS scheme are completely (100 %) QS goods.
- Chunky ingredients from fruit, vegetables, potatoes contained in the product can be included as QS goods for the determination of the total QS share if they fall within the scope of the QS scheme.

## 5 QS Labelling possibilities on the accompanying documents

The marking of the QS goods in the accompanying documents must always enable a clear assignment between the product and the accompanying documents. In order to mark QS goods as such in the accompanying documents, various procedures can be used (see examples, the list is not exhaustive).




**Meat Products Private Company**  
 Meat Products Private Company, Sample Street 1, 12345 Sample Place  
 Retail Company  
 Main Street 1  
 54321 Sample City

Deliv.-Note-No.: 10245  
 Customer-No.: 2439  
 Order-No.: 12345XY  
 Date: 25.07.2015

**Delivery Note**

Pos.	Art.-Code	Art.-Denomination	Quantity:	Unit:
1	R-3325-078	<b>Beef Goulash (QS)</b> (from beef leg)	30,00	Pck. (500 g)
2	S-3005-072	<b>Minute Steaks (QS)</b> (from pork loin)	20,00	Pck. (300 g)
2	S-0050-050	<b>Black Forest Ham (QS)</b>	40,00	Pck. (200 g)

Figure 6: Example: QS labelling by means of the addition "(QS)".



**Meat Products Private Company**

Meat Products Private Company, Sample Street 1, 12345 Sample Place  
Retail Company  
Main Street 1  
54321 Sample City


Deliv.-Note-No.: 10245  
Customer-No.: 2439  
Order-No.: 12345XY  
Date: 25.07.2015

**Delivery Note**

**All the following articles are QS products:**

Pos.	Art.-Code	Art.-denomination	Quantity	Unit
1	R-3325-078	<b>Beef Goulash</b> (from beef leg)	30,00	Pck. (500 g)
2	S-3005-072	<b>Minute Steaks</b> (from pork loin)	20,00	Pck. (300 g)
2	S-0050-050	<b>Black Forest Ham</b>	40,00	Pck. (200 g)

Figure 7: Example: QS labelling by means of a general reference.



**Meat Products Private Company**

Meat Products Private Company, Sample Street 1, 12345 Sample Place  
Retail Company  
Main Street 1  
54321 Sample City

Deliv.-Note-No.: 10245  
Customer No.: 2439  
Order No.: 12345XY  
Date: 25.07.2015

**Delivery Note**

Pos.	Art.-Code	Art.-denomination	Quantity	Unit	QS:
1	R-3325-078	<b>Beef Goulash</b> (from beef leg)	30,00	Pck. (500 g)	x
2	S-3005-072	<b>Minute Steaks</b> (from pork loin)	20,00	Pck. (300 g)	
2	S-0050-050	<b>Black Forest Ham</b>	40,00	Pck. (200 g)	x

Figure 8: Example: QS labelling by means of article selection.



## 6 QS Labelling on the product

Various options can be used **at business customer level** for labelling the QS products on the packaging or container/bin (not an exhaustive list):

- QS certification mark
- Supplement "QS"
- Product codes, article numbers with a link to the specification (e.g. letter codes, e.g. "Q" or number codes, e.g. 1719)

The reference to QS products can be made either directly via labelling on the goods or container or via a defined coding (with link to the specification). In addition, a clear assignment of the accompanying documents (e.g. delivery notes, invoices) must be guaranteed so that a systematic assignment of QS products is ensured throughout the entire process.

If reference is made to QS on the product packaging or in the immediate product environment when marketing **to the final consumer**, the QS certification mark must be displayed in accordance with the style guide (for the QS certification mark) and a clear assignment of QS products in the accompanying documents must be ensured.

## 7 Labelling of products from recognized standards

For QS certified companies to be able to use the goods from companies that participate in the QS system via a mutual recognized standard, a unique identification is required. Information, which must be available upon delivery, is described below.

### 7.1 Netherlands

#### Living pigs

The delivered pigs must be clearly identified as animals which have been produced in accordance with the requirements of the IKB standard before the slaughter based on the accompanying documents. While unloading and during transport, these must be clearly separated from pigs that have not been produced in accordance with the IKB standard. If animals that have not been produced in accordance with the IKB standard are also delivered, the identification number of these pigs must be indicated in the accompanying document. On the signed document, the farmer must indicate his identification number (UBN-number). This number must be used to verify the farmers eligibility of delivery in the QS scheme.

#### Pork

For the delivery of meat an appropriate accompanying document must be provided. In this document, the slaughterhouse or deboning plant confirms that all the meat comes from pigs that have been produced in accordance with the requirements of the IKB system and that the supplier complies with all the requirements of the IKB system. At the time of delivery, the supplier must have an eligibility of delivery in the QS scheme.

### 7.2 Belgium

#### Living pigs

The delivery of pigs from the BePork certified companies must be accompanied by an accompanying document. The identification number (QS location number) of the farmer must be indicated on this document. Belgian identification numbers contain eight digits, for QS they are completed with a prefix (0560000). In order to receive the pigs as QS goods, the farmer must have a current eligibility of delivery in the QS scheme. In the BePork system farmers are not allowed to keep BePork pigs and conventional pigs at the same time. All pigs of the respective delivery lot can be marketed as QS goods.

#### Pork

To guarantee the traceability and lot identification of the carcasses from the slaughterhouse, each carcass must be marked with a BePork stamp and the delivery of carcasses must be accompanied by a BePork certificate. This can be transmitted in paper form or digitally. It must contain information about the slaughterhouse (supplier), the number of carcasses delivered, the farmer, the date of slaughter and the recipient. A maximum of

ten farmers may be indicated on the certificate. Only if the BePork certificate is complete and correct, it may be transferred to the recipient of the carcasses.

The delivery of cuts from the deboning plant to the next part of the chain must be accompanied by a specific document: a BePork delivery note. This must indicate the slaughterhouse, the deboning plant (supplier), the quantity and type of cuts delivered and the serial number of the BePork certificate on which the delivery note is based. Only if the delivery note is complete and correct, it may be transferred to the recipient of the cuts.

For the delivery of carcasses and cuts, the supplier must have an eligibility of delivery in the QS scheme at the time of delivery.

### **7.3 Denmark**

#### Living pigs

For the delivery of pigs an accompanying document must be provided. This must include the identification number (CHR number) of the farmer. In order to receive the pigs as QS goods, a valid eligibility of delivery in the QS scheme must exist. This approval must be checked upon delivery on the Danish website ([www.spfsus.dk](http://www.spfsus.dk)).

#### Pork

The delivery of meat must be accompanied by a document indicating the EU approval number of the slaughterhouse or deboning plant. At the time of delivery, the supplier must have a valid eligibility of delivery in the QS scheme. Delivery via the recognised standard (GRMS) is only possible for Danish Crown or Tican sites located in Denmark.

### **7.4 Austria**

QS recognizes the Austrian AMA quality seal of AMA Marketing GesmbH for cattle production and live-stock transport. This applies in particular to young bulls and bulls. Calves and dairy cattle are excluded from this recognition. With a certification according to the AMA Quality Seal Guidelines, companies can, under certain conditions, deliver goods into the QS scheme.

The companies are bundled centrally by the standard owner (AMA) and are listed in the QS database. The eligibility of delivery of the companies is displayed in the QS database.

Explanations  
**on the labelling of QS products of the product group meat and  
meat products**

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