

Quality Assurance. From farm to shop.

Report on 2011 - Outlook for 2012

Food you can trust

Ich bin dabei!
QS-live

QS-Blog
Wissenswertes und Interessantes

Report on 2011 - Outlook for 2012
also available online:

QS. Ihr Prüfsystem für Lebensmittel.

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QS-Webse
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Liste aller
Kontakt



QS. Ihr Prüfsystem
für Lebensmittel.

→ Scheme participants - meat and meat products

Stage	Total	thereof abroad
Feed sector	106.194	7.397
Feed material production ¹	3.263	395
Compound feed production ²	1.252	261
Trade, transport, storage	875	52
Agriculture	77.124	6.549
Cattle farming	30.595	6
Pig farming	42.570	5.045
Poultry production	3.959	1.498
Livestock transport	1.700	86
Slaughtering/deboning	396	42
Processing	261	9
Food retail ³	23.450	316

¹ Including 25 additive and premix producers

² Including 531 mobile feed milling and mixing plants

³ Including 142 meat wholesale companies

→ Eligibility of delivery based on recognition

Country	No. of locations
Feed	
Belgium	112 ²
Netherlands	184 production of feed material 1.207 trade, transport, storage of feed
Austria	15 ²
Great Britain	16 ²
France	7 ²

Piglets, fattening pigs, pork

Belgium	2.174 farms ¹ 57 slaughtering/deboning plants ¹
	614 farms ²
Denmark	7.443 farms ¹ 15 slaughtering/deboning plants ¹
Netherlands	4.296 farms ² 19 slaughtering/deboning plants ²

Slaughter cows

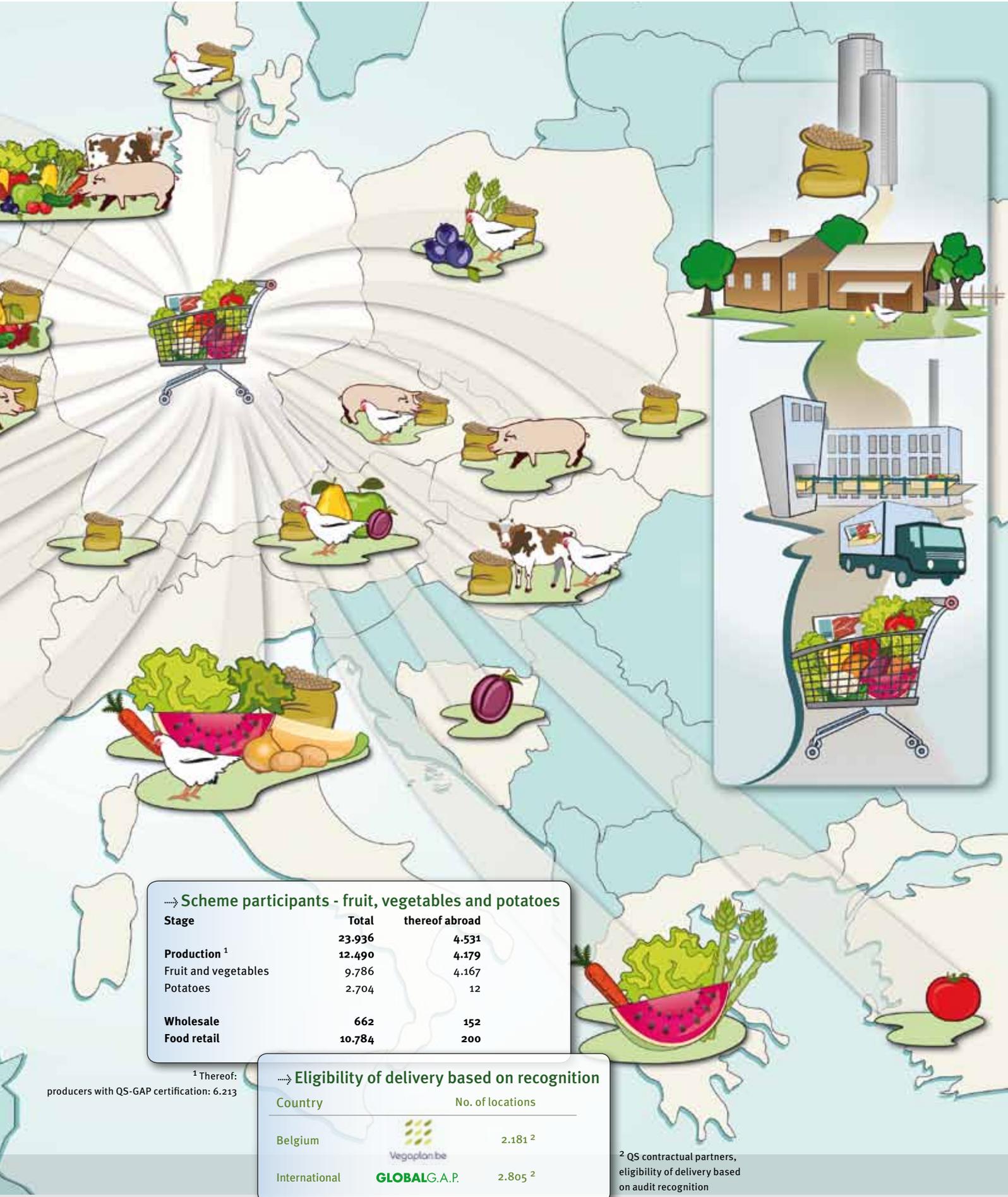
Germany	QM-milk	29.214 ²
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¹ Eligibility of delivery based on scheme recognition

² QS contractual partner, eligibility of delivery based on audit recognition



Quality Assurance. From farm to shop.



→ Scheme participants - fruit, vegetables and potatoes

Stage	Total	thereof abroad
Production ¹	23.936	4.531
Fruit and vegetables	9.786	4.167
Potatoes	2.704	12
Wholesale	662	152
Food retail	10.784	200

¹ Thereof: producers with QS-GAP certification: 6.213

→ Eligibility of delivery based on recognition

Country	No. of locations
Belgium	2.181 ²
International	2.805 ²



GLOBALG.A.P.

² QS contractual partners, eligibility of delivery based on audit recognition



Markus Mosa
Chairman of the Shareholders' Meeting and the
Curatorship of
QS Qualität und Sicherheit GmbH

Independent, neutral, objective

2011 marked the 10th anniversary of the QS scheme: for a full decade now, the industry has benefited from QS as an objective and independent quality assurance scheme for food production and food trading. During this period, the parties involved have built up a cross-stage scheme for the certified control of food safety, a scheme that once again proved its worth in its anniversary year when it addressed the problem of dioxin found in feed. The achievements of the last decade were certainly reason enough to celebrate 10 years of QS at the Anuga Food Fair in Cologne last autumn together with partners and supporters.

But time doesn't stand still. Last year, the Federal Delegate in matters of Administrative-Efficiency conducted a review into the organisation of consumer health protection in Germany. In his report, he recommended that the state monitoring bodies take note and make use of the insights gained from the activities of quality assurance schemes in the private sector. Under certain circumstances, cooperation between QS and the official monitoring bodies makes sense and is conceivable. At the same time, it must not be forgotten that the value of the QS scheme lies in its independence, objectivity and neutrality. This is why QS is and must be funded by the industry, remaining independent and free from state influence. With this principle in mind, QS will continue to pursue a strategy of systematic development in years to come.

Markus Mosa

Chairman of the Shareholders' Meeting
and the Curatorship of
QS Qualität und Sicherheit GmbH



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

A new chapter

The acceptance and trust of consumers are essential to the success of QS. And this is why we are adding a new and important element to our communication strategy with *QS-live*. The EU-funded information campaign is clearly focused on the consumer. On the Internet, in the social networks, on the ground in the outlets of the food retail and with a roadshow, QS will ensure that consumers throughout Germany are informed about the comprehensive quality assurance operations of the QS scheme. The campaign is funded to the tune of 1.5 million euros and will further raise the public profile and market penetration of QS while building consumer trust in the quality assurance scheme of the food and feed industry.

QS is not only stepping up its dialogue with consumers: with the introduction of an antibiotics monitoring programme in poultry and pig production during the course of 2012, we are also reacting to a debate that is being keenly followed in expert circles as well as by many consumers. This new, central element is being added to the QS scheme in coordination with the advisory boards for poultry and meat. We will establish a benchmark that will help to reduce the use of antibiotics. Once again, QS is acting flexibly, rapidly and in a targeted manner in order to ensure that the food we eat is of the best possible quality.

Dr. Hermann-Josef Nienhoff

Managing Director of
QS Qualität und Sicherheit GmbH

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Antibiotics QS monitoring programme sets new standards

„Our antibiotics monitoring programme will create a robust and comprehensive database that will enable us to fully and accurately depict the use of antibiotics by the industry while also - where necessary - providing advisory services that will help to optimise and reduce the use of antibiotics.“

(Thomas May, responsible for antibiotics monitoring in the QS scheme)

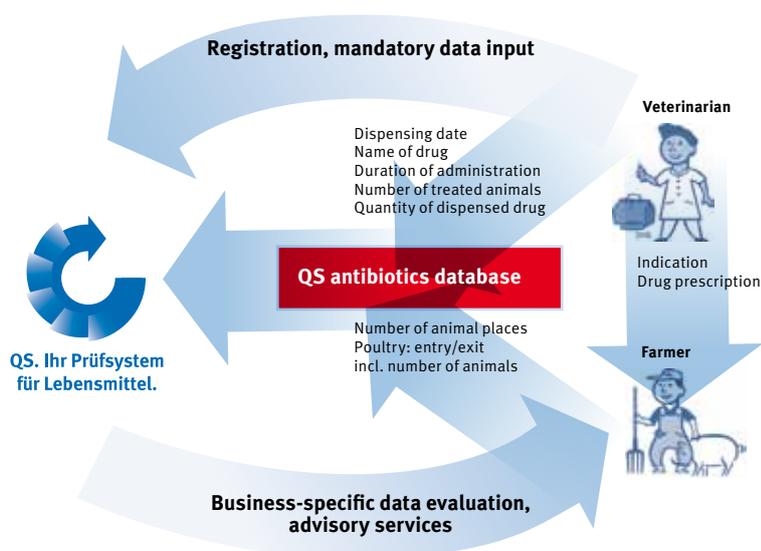
„It is possible to analyse the use of antibiotics nationwide based on the entries in the stock books of the farms. Regrettably, no such analysis has been performed to date, and the entire documentation effort appears to have been destined for the filing cabinet. We need to structure this data transparently so that we can identify the status of the industry and of each individual farm and vet in this system, even in primary production. Are they better or poorer than the average? This would rapidly supply the information we need to determine the need for action in each individual farm. It would also enable us to identify and address risks faster than is currently the case.“

(Dr. Hans-Joachim Götz, President of the German Association of Practicing Veterinarians (bpt))

Independently of the current debate, the advisory boards in the QS scheme laid the groundwork for the introduction of an antibiotics monitoring programme back in 2011. The aim is to create a database that helps to optimise the use of antibiotics and minimise the resistance risk in the field of livestock farming.

In April 2012, we began to record all antibiotic prescriptions in poultry production in a central database. The programme will be extended to include pig production in the autumn of 2012. After this time, livestock farmers in the QS scheme will only be able to obtain antibiotics from vets who have undertaken to report all prescriptions to the database.

Evaluation of findings and comparison of farm data ensure an accurate depiction of the current situation, enabling us to identify producers who use above-average quantities of antibiotics or use antibiotics with above-average frequency. These producers then need to take action to reduce their use of antibiotics and, to this end, receive additional advisory services in the areas of on-site hygiene, livestock keeping conditions and animal health management.



10 years of QS: milestones from 2001 to 2011



→ **October 2001: founding of QS Qualität und Sicherheit GmbH**
 Representatives of all meat production stages came together on October 13, 2001 to sign the founding agreement of QS Qualität und Sicherheit GmbH as shareholders of the company.



→ **February 2002: first contract with a scheme participant**
 Westfleisch becomes the first QS contractual partner. The first QS audit takes place at a pig fattening farm, which participates in the QS scheme via the coordinator Westfleisch following the successful audit. To date, this first farm has been followed by around 90,000 producers who participate in the QS scheme via a coordinator.

Spot audits Unannounced inspections on site



„The advisory boards have decided to introduce unannounced spot audits in the QS scheme from 2013. The challenges for 2012 are to create the organisational preconditions for these audits and to incorporate all relevant parties in an appropriate manner.“

(Dr. Alois Fenneker, responsible for certification bodies and laboratories in the QS scheme)

No system is so good that it can't be improved. Unannounced inspections help to pinpoint potential for improvement. This is why spot audits will be introduced for all QS scheme participants as of 2013. The spot audits will take place during the period between two regular audits. On the initiative of the industry itself, the spot audits will start even earlier in the poultry sector, and an additional 1,200 unannounced spot audits will be

conducted between February and December 2012. Spot audits attach particular emphasis to monitoring the situation in the stalls and on the plant premises and focus on aspects like traceability, animal welfare and hygiene. The details of the implementation process are currently being drawn up. This includes the definition of relevant criteria for the individual stages in the supply chain as well as the compilation of special spot audit checklists. The inspection system, the guidelines and the database applications are also being adapted accordingly.



→ **September 2002: first products with QS certification mark on the shelves**
„From farm to shop“: the big day arrives in September 2002, less than a year after the QS scheme was founded: the first meat products with QS certification mark come onto the shelves. Today, products with the QS certification mark are available in over 23,000 food retail outlets.



→ **February 2003: dioxin-contaminated feed**
Increased dioxin concentrations are found in grass meal pellets and sugar beet pulp. Cause: malfunctions in a drying system.

Sustainability in the supply chain meat Tackling hot spots together

„In 2011, we determined the sustainability hot spots for the food supply chain based on the example of pork. The aim now is to identify the measures that can be jointly taken by the entire chain. The core objective is to avoid value losses in a high-value production chain.“

(Dr. Alexander Hinrichs, coordinator of the Sustainability Working Group in the QS scheme)

„The effects with regard to sustainability are complex: such issues can only be successfully tackled through cooperation and networks. Everyone in the chain is called upon to make a contribution, everyone is affected in specific areas and everyone needs to roll up their sleeves in order to ensure that sustainability is an integral part of all our operations.“

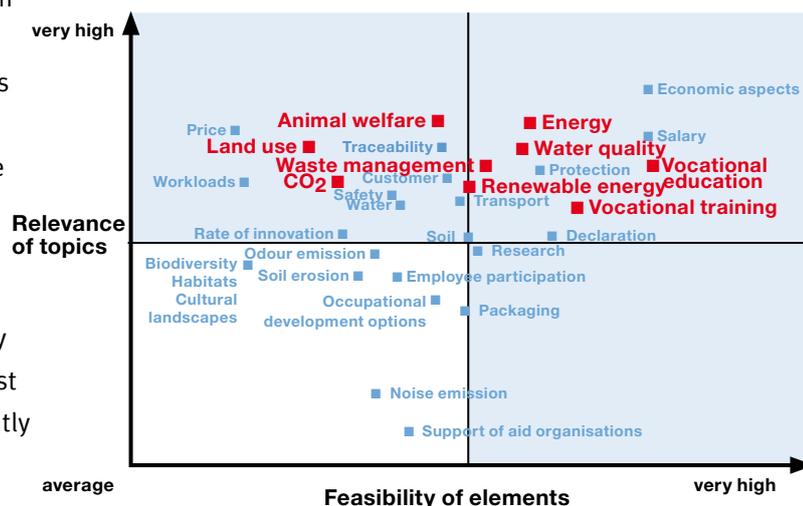
(Dr. Hermann-Josef Nienhoff, Managing Director of QS Qualität und Sicherheit GmbH)

How can we organise the system of meat production so that it caters to the demand of a growing global population and is also in harmony with the interests of humankind, animals and the environment? This is the central question facing the participants in the Sustainability Working Group. They are convinced that only the joint action of all participants in the supply chain can provide a satisfactory answer to this question. A hot spot analysis of the pork supply chain commissioned by QS identified the seven most relevant sustainability elements that should be jointly and most urgently addressed by the chain:

- **Animal welfare/Animal health**
- **Emission of greenhouse gases**
- **Land use**
- **Employee qualification and management**
- **Waste management/Reduction of losses and waste**
- **Use of energy/Renewable energy**
- **Water management/quality**

The goal is now to pinpoint the most effective „levers“ within these seven fields of action. The decisive factor is that all involved parties play a role in shaping the measures that need to be implemented and that all participants make their own specific contribution towards achieving the overall objective.

Findings of the hot spot analysis for pork (mean assessment of all polled experts)



Source: Prof. Dr. Rainer Doluschitz et al., University of Hohenheim

→ April 2003: start of the salmonella programme

As of 2003, pig fattening farms in the QS scheme are required to take part in the salmonella programme in order to counter the threat of salmonella contamination more effectively. Since the introduction of the salmonella programme, a total of almost 10 million samples have been taken, tested and recorded in the database of the QS scheme.



→ September 2003: introduction of incident and crisis management

QS sets up an incident and crisis management system in order to provide even more effective protection for the chain of involved scheme participants and for the consumer. All scheme participants are required to directly report to QS each operational occurrence that is categorised as critical incident. This enables QS to react rapidly to any such occurrences, to help the producer in question to solve the problem and to ensure the safety of our food – if necessary also by blocking a scheme participant.

Logistics in the supply chain fruit and vegetables

Animal welfare and animal well-being

The participants in the QS scheme agree that the questions and challenges in the field of animal well-being have to be actively addressed. This calls for a broad consensus and comprehensive solutions. To this end, it is necessary to define priorities and formulate joint goals – and this in turn calls for open and frank discussion without political or ideological preconceptions. The members of the advisory boards in the QS scheme are currently working on several alternative solutions. The simultaneous labelling of an animal protection label and the QS certification mark on packaging is only admissible if all possibility of the consumer being misled or deceived is ruled out.



„With its decision to include logistics in the QS scheme, the advisory board for fruit, vegetables and potatoes has laid the foundation for a seamlessly connected supply chain. We are working on the rapid and practical implementation of this decision.“

(Wilfried Kamphausen, responsible for the supply chain fruit, vegetables and potatoes in the QS scheme)

The certification of external logistics service providers will make an important contribution towards ensuring product safety and fast traceability in the QS scheme at all times.



The requirements the freight forwarders are obliged to comply with comprise not only the transport process but also the processes in the transshipment warehouses. Particular importance is attached to compliance with hygiene requirements – in both the transport vehicles and the warehouses.

In March 2012, the advisory board for fruit, vegetables and potatoes approved an initial concept to green-light the process. Expert talks and trial audits will now be held to ensure the concept meets practical needs. Parallel to this, work is ongoing on the details of organisational implementation.



→ **January 2004: omitted BSE tests**

As a result of human error, individual animals are not tested at several abattoirs with QS approval.

→ **January 2004: foodwatch report on QS**

foodwatch publishes a detailed report on the QS scheme and criticises loopholes. QS accepts this constructive criticism and proposes concrete improvements.



→ **February 2004: creation of QS Fachgesellschaft Obst-Gemüse-Kartoffeln GmbH**

Following the successful creation of the QS scheme for meat production, there are calls for a comparable quality assurance process for fruit and vegetables – resulting in the creation of the QS Fachgesellschaft Obst-Gemüse-Kartoffeln GmbH. Everything is in place by February 2004, and producers, wholesalers and retailers in the fruit and vegetable sector can now also decide to apply for the QS certification mark for the purpose of quality assurance.

QS-live Quality assurance initiative

What's it about?

„QS-live. Quality Assurance Initiative“ is an EU-funded information campaign. It is primarily designed to target consumers but is also intended for scheme participants, in particular employees in the food retail. During the next three years, the Germany-wide campaign will be providing information on the cross-stage quality assurance scheme. Topics relating to quality, safety and hygiene in the production and marketing of meat, fruit and vegetables are presented in an attractive and easy-to-understand format. The members of the „Quality Assurance Initiative“ represent 130,000 scheme participants. They provide first-hand information on „their“ stage in the supply chain. The consumer can see which inspections take place at various phases in the food production process and learn how all the parties involved do their utmost to ensure quality and food safety.

What's the aim?

The aim is to underpin consumer trust in the seamless quality-secured production process for foods bearing the QS certification mark and to firmly establish the mark as a reliable recommendation for shoppers. A further aim is to increase consumer awareness for the proper handling of fresh food.

What's the process?

The centrepiece of the information campaign is the interactive www.qs-live.de platform, where „real“ people report in an interesting and easy-to-understand format on their personal efforts to ensure food safety. In this way, the information needs of consumers are interlinked with the sharing of knowledge about the QS scheme. This wide-ranging infotainment service features a blog as well as various promotions and prize competitions along with recipes and product tips.

2011/2012

QS-live and the consumer – raising the QS profile

The “QS-live“ campaign underpins the identity of the QS scheme. The members of the Quality Assurance Initiative provide “live“ insights into their life environments and work activities, supplying content and topics for the “QS-live.de“ Internet platform. The website supplies a varied programme of information, prize competitions, downloads and consumer-focused services. The campaign is rounded off by online cooperation with third parties (e.g. cooking websites or special websites for housewives).



Finanziert mit Fördermitteln der Europäischen Union



→ **June 2004: establishment of QS Fachgesellschaft Geflügel GmbH**
The QS Fachgesellschaft Geflügel GmbH is formed in June 2004 in order to cater more effectively to the specific interests of the poultry sector. As in the red meat sector, the QS scheme also becomes rapidly established in this segment of the market.



→ **October 2004: founding of the European Meat Alliance**
The quality assurance schemes in Denmark, Belgium, the Netherlands and Germany join forces to form the European Meat Alliance (EMA) to ensure uniform quality assurance standards for flows of products. The aim is to facilitate the cross-scheme exchange of goods through mutual recognition agreements.



2012/2013

QS-live in food retail - interface to the consumer

The food retail sector is actively integrated in the campaign. Practice oriented information for apprentices and employees on the sales front promotes their know-how and expertise in the area of quality assurance and food safety. They can put this knowledge to good use in their direct dealings with customers during promotions in food supermarkets. The "QS-live.de" website will provide support for these measures in the food retail.

2013/2014

QS-live on tour – quality assurance on the ground

In four different "live" modules, the "QS-live on tour" roadshow will inform consumers about the QS scheme and the QS certification mark. In order to attract the target group of young adults, the interactive "QS-live.de" internet platform is being expanded to serve as a gateway medium for social media activities appealing to this section of the population.



QS-live
QUALITY ASSURANCE
INITIATIVE



→ **November 2004: dioxin-contaminated feed**
Potato skins from a chip production plant in the Netherlands are found to be contaminated with dioxin. The problem was caused by the presence of dioxin in clay used as a release agent.

→ **November 2004: animal constituents in feed**
Traces of animal constituents are found in beet molasse scraps.



→ **January 2005: EU Basic Regulation 178/2002 comes into force**
EU Regulation 178/2002 comes into force in January 2005. The self-assessment and traceability provisions stipulated in this piece of legislation are key criteria of the QS scheme. The individuals and companies involved in the industry are responsible for food safety and use the QS scheme to ensure systematic implementation and documentation.

From the supply chains



Advisory board for beef, veal and pork „Continuing the QS success story“

The anniversary year of QS began with a major incident. The dioxin findings in feed at the start of

2011 put the scheme to the test. Today, we can say that the QS scheme worked effectively during this crisis period. A QS scheme participant detected and reported the dioxin contamination, and the problem was contained by tracing it back through the supply chain, after which the necessary actions were rapidly taken.

The advisory board for beef, veal and pork discussed and adopted improvement measures back in January 2011 together with the advisory board for poultry. These measures included the complete separation of flows of goods and compulsory positive release sampling of fatty acids and mixed fats. We began matching compound feed deliveries to the location numbers of the supplied farms in January 2012. This further improves the incident and crisis management in the QS scheme, as it enables us to localise the group of supplied farms faster and more effectively and therefore to further improve tracing efficiency.

There are currently several other topics on the agenda: antibiotics monitoring, coordinated sustainability initiatives and the ongoing development of animal welfare are topics that the sector is addressing together in search of practicable solutions. If we can also tackle these issues together in future, we can continue the success story of QS.

Franz-Josef Möllers, Chairman of the advisory board for beef, veal and pork and Vice-President of the German Farmers' Association

Curatorship

The Curatorship of QS Qualität und Sicherheit GmbH met twice in 2011 in Berlin. Deliberations during the extraordinary meeting in May 2011 focused in particular on the dioxin incident in January and the consequences for the QS scheme. The topics on the agenda of the ordinary meeting of the Curatorship in November were the joint tasks and solution models regarding animal welfare, zoonoses and quality assurance aspects with regard to fruit and vegetables.

→ January-March 2005: international harmonisation

QS signs agreements with the QSG standard in Denmark, the Certus system and the GMP standard in Belgium as well as the IKB and GMP+ standards in the Netherlands in order to promote the harmonisation of national standards. QS currently operates recognition agreements with a total of 13 standard owners.

→ March 2005: start of residue monitoring for fruit and vegetables

With the launch of residue monitoring for fruit, vegetables and potatoes in March 2005, QS establishes an effective system for continuous product controls in all stages. Starting in August 2006, QS also inspects the activities of the laboratories: only those labs that participate in the annual laboratory performance assessments are permitted to conduct laboratory tests in the QS scheme.



Advisory board for poultry
„Setting benchmarks with antibiotics monitoring and spot audits“

We are leading the way with mould-breaking decisions. The advisory board for poultry once again set

important benchmarks in 2011: the introduction of antibiotics monitoring and the performance of unannounced spot audits at poultry producers in the QS scheme.

At our December meeting, we decided to introduce a comprehensive antibiotics monitoring programme in the QS scheme in 2012. This programme will create a robust cross-producer database that can form the basis for factual discussion and debate. At the same time, it will enable us to identify need for action in specific farms and companies and to take measures that will help optimising the use of antibiotics and reduce the risk of antibiotic resistance. The relevant guideline came into effect in March 2012.

Unannounced spot audits are to be introduced in all stages of the QS scheme in 2013, and the poultry sector has already made a start. In the period up to December 2012, auditors will in particular review criteria relating to animal welfare, hygiene and the storage of medicines at around 1,200 farms.

This reflects just how seriously the poultry sector takes its responsibilities vis-à-vis consumers and society at large. We are facing the challenges together - in the interests of healthy livestock and safe food products.

Werner Hilse, Chairman of the advisory board for poultry and Vice-President of the German Farmers' Association



Advisory board for fruit, vegetables and potatoes
„Contributing to resolve crises“

The EHEC crisis in the spring of 2011 was a severe test for the industry - for food retailers,

producers, wholesalers and QS. In conclusion it can be said that the incident and crisis management system in the QS scheme performed its function. The entire fruit and vegetable sector was able to profit from fast and comprehensive information. The necessary consequences were drawn without delay and incorporated in the QS guidelines.

The advisory board for fruit, vegetables and potatoes increased its focus on microbiological risks: products with heightened risk status must in future be monitored more closely, and this is why we drew up and adopted the Guideline Preparation. The guideline came into effect on January 1, 2012 and stipulates, among other things, strict hygiene requirements. It also requires the farms to perform microbiological monitoring. This applies in particular to sprouts and germ buds, which will subject to particularly close scrutiny in future.

In years to come, we will continue working together to make fresh and processed fruit and vegetables even safer. To this end, we will, as always, be thoroughly monitoring all production and marketing processes.

This also includes the decision to integrate logistics service providers into the QS scheme, thereby closing the last gap in the chain from farm to shop.

Ulrich Schopohl, Chairman of the advisory board for fruit, vegetables and potatoes and Head of Strategic Quality Assurance at the REWE Group



→ **October 2005: facelift for the QS certification mark**
 The QS certification mark is given a new look. The „stage symbol“ still used today is introduced in October 2005: the arrow with its five sections stands for the cross-stage inspection of food „from farm to shop“.



→ **January 2006: lead-contaminated feed**
 Lead concentrations exceeding the admissible maximum level are detected in mineral feed. This was caused by calcium carbonate from a limestone quarry.

Feed sector



Safety standards further improved

Flawless feed forms the basis for the production of safe food of animal origin. Dioxin findings in mixed fat at the beginning of 2011 raised serious questions. Our actions during the last year were geared towards protecting the QS scheme even more effectively against weak points in the future.

Two early revisions on March 1 and July 1, 2011 to take rapid measures that extended well beyond the legal requirements. Following these revisions, feed production must be strictly separated from the production of other products. The requirements relating to traceability of feed material have been extended; as of the beginning of 2012, it must be possible to clearly match each compound feed delivery to the farm or agricultural operation receiving the delivery. New control plans have been introduced for feed monitoring and the existing plans revised. Fatty acids and mixed fats may not be marketed until they have been approved safe. There are short deadlines for sampling, dispatch to the laboratory and the documentation of analysis results.

International network expanded

Feed safety must not stop at national borders, and QS is therefore stepping up the process of international exchange to ensure that the lessons learned from the dioxin incident do not culminate in a isolated national solutions. The GMP+ International (Netherlands), Ovocom (Belgium), AIC (Great Britain) and QS standard owners met in June 2011 to share experiences and expand the system of communication in the event of crisis. GMP+ and QS took advantage of the meeting to extend the mutual recognition that has been in place since 2006. This recognition now also includes trade, transport, storage and transshipment of feed. QS now operates bilateral agreements in the feed sector with standards in five European countries.



→ February 2006: first meat with QS certification mark on the self-service shelves of the discounters

Having become established at the service counters, meat bearing the QS certification mark is now also making inroads into the self-service shelves and can be found at the discount chains in February 2006 for the first time. This represents a key step for the scheme participants, as it shows that the retail sector attaches ever greater importance to quality assurance based on the QS certification mark.



→ March 2006: swine fever in North Rhine-Westphalia

Cases of swine fever are found in the Recklinghausen district. QS suspends audits in the restriction zones, observation zones and buffer zones.

Agriculture

Pig farming - animal welfare takes priority

QS actively supports its scheme participants – by implementing animal welfare regulations, for example. The current Guideline Pig Farming provides useful tips on statutory changeover periods ending in 2013 and on the new requirements for livestock management, shed flooring, shed climate and livestock density.

Progress was made on the piglet castration front in 2011. In July, Göttingen University published a QS-commissioned study on sensory research in entire males. The findings provide those involved in the industry with valuable insights into the assessment of meat from entire males. In cooperation with scientists and industry representatives from the Netherlands, QS is determining how employees on the abattoir slaughter line can reliably detect boar odour.

QS beef - in demand

Beef bearing the QS certification mark is not only increasingly popular with the food retail sector; McDonald's also trusts in the QS scheme. The company's new quality campaign emphasises the cooperation with QS scheme participants, and McDonald's had a joint stand with QS in the „FarmExperience“ section of the International Green Week 2012 in Berlin. QS is stepping up cooperation with QM milk in order to increase the availability of QS-certified beef. Last year alone, this resulted in the addition of 671 dairy farms who deliver slaughter cows to the QS scheme based on recognition of their QM milk audit.



Poultry production – greater transparency thanks to spot audits

The participants in the QS scheme were quick to react to critical reports in the media on conditions in which livestock was kept in the poultry sector, and poultry producers have been inspected with greater frequency since the beginning of 2012. The validity of certification has been reduced from three to two years, and unannounced inspections are now being performed in the production companies. These spot audits attach particular importance to animal welfare, animal health and hygiene. Moreover, a monitoring programme has been introduced to optimise the prescription of antibiotics. As of April 2012, all dispensations of antibiotics in the poultry production segment are recorded in a database.

→ January 2007: German handball team world champions with QS

The public profile of the QS scheme for food is given a major boost when the German handball team become world champions in January 2007 wearing tops showing the QS certification mark. Thanks to an EU-funded information campaign, the CMA has the necessary funds at its disposal to finance sponsoring of the team strip as well as a TV advertising campaign: the QS certification mark is on television – together with the Handball World Champions.

→ March 2007: animal welfare

An animal protection organisation levels accusations against a QS-approved piglet farm. The problem concerns the rare Glässers disease, which was not medically treated in a systematic fashion.

Meat sector

Comparable high standards

Meat and meat products bearing the QS certification mark are produced on a basis of standardised requirements - irrespective of whether they come from Germany or abroad. When the QS scheme is updated and optimised, therefore, it is also always necessary to check whether the standards recognised by QS keep pace with the changes.

Last year, the bilateral agreements with the standardowners Centrum voor Bedrijfsdiensten B.V. (CBD) and De Groene Belangenbehartiger B.V. (DGB) in the Netherlands and the Danish Agriculture & Food Council that have been in place since 2005 were updated and extended to include aspects such as livestock transport. One of the topics on the agenda for 2012 is the revision of the agreement with the Belgian organisation Belpork. At the same time, QS is working on the expansion of its international network. In the pork segment, talks are currently underway on the recognition of the Svenskt Sigill (Sweden) and British Quality Pig (Great Britain) standards. QS also intends to agree on mutual recognition with the Irish „Board Bia“ standard for beef.



Successful expansion of the salmonella programme

The risk of salmonella infection in pig production farms has been significantly reduced since the introduction of the salmonella programme in the QS scheme in 2003. The aim is now to build on these successful efforts. In future, adapted limit values will ensure that producers take action to reduce salmonella risks at an even earlier stage than is currently the case. The QS advisory boards are currently deciding on the time frame for implementation of the changes. Parallel to this, a group of experts is looking into the possibility of also using a suitably adapted salmonella programme for sow production.

Unwanted foreign matters

The presence of pieces of metal in meat and sausage products is a rare occurrence, but the financial damage caused by the need to recall these products is considerable. Quite apart from which, the food retailers always want the products they sell to consumers to be flawless.

The main causes of foreign matters in meat are thought to be such things as unsuitable material for activity or broken injection needles. In the QS scheme a working group has been looking into this problem since November 2011. Together with sector representatives and veterinarians, the group is developing concepts for the more effective detection or avoidance of foreign matters in meat.



→ July 2007: animal welfare

An animal rights organisation uses the media to level accusations against the QS scheme. They show footage supposedly taken in stalls of QS scheme participants. This signals the start of a wide-ranging campaign against QS and a legal dispute with the animal rights organisation, in the course of which the origin of the footage cannot be clarified doubtlessly.

→ September 2007: 100,000th scheme participant

When it presents the QS certificate to a pig producer in Münster on September 5, 2007, QS welcomes the 100,000th scheme participant to the supply chain meat and meat products.



Supply chain fruit, vegetables and potatoes

International cooperation bears fruit

Almost 33 percent of fruit and vegetable producers in the QS scheme and 23 percent of wholesalers are meanwhile from outside Germany. This means that effective international networks and intensive cross-border dialogue are particularly important. To this end, the European Network for Fruit and Vegetables (A-NET) was created at the Fruit Logistica 2011. Alongside QS, this network comprises four other standard owners: AMA Marketing (Austria), Red Tractor (England), Vegaplan (Belgium) and SwissGAP (Switzerland). At its three meetings to date, A-NET has drawn up a draft policy paper and extended the process of mutual recognition. In February 2011, QS and Vegaplan extended their mutual recognition agreement signed in 2007 to include residue monitoring and the potato product segment. Mutual recognition of the AMAG.A.P. and QS-GAP audits was agreed at the Fruit Logistica 2012. This enables producers holding a valid certificate for one of the standards to deliver to the other scheme without any additional red tape.

Redoubled efforts to ensure an even higher level of safety

During the EHEC incidents in the spring of 2011, QS performed active crisis management and supplied rapid information to support the efforts of scheme participants. What is at least as important, however, is to take measures to ensure that incidents of this kind do not re-occur. New requirements for sprouts and shoots were incorporated in the QS

guidelines to reduce the future risk of microbiological contamination.

A further measure was the implementation of the new Guideline Preparation on January 1, 2012. It applies to all stages and also concerns the processing of high-risk products like sprouts and shoots. The focus is on specific hygiene provisions and mandatory microbiological monitoring.

Further development of risk-based inspections

When QS introduced the risk-based control plan for residue monitoring in 2010, the goal was to adapt residue monitoring to market requirements. In line with this plan, the number of samples taken for a product is determined by a risk index. This index is recalculated every year based on the evaluation of the QS database. Moreover, the number of samples for high-risk products was also increased in 2011 and the product list aligned with the designations outlined in the relevant EU legislation. This makes it easier to allocate the legally stipulated maximum residue concentrations to the tested products.



→ March 2009: coordination platform for piglet castration takes up work

At the joint expert workshop of QS and the German Society for Animal Production (DGfZ) on March 9, 2009 in Kassel, over 130 experts and speakers from the scientific field, industry and animal welfare organisations discuss the question of how to totally do without piglet castration in the long term. The workshop is the kick-off event for the QS coordination platform „Renunciation of Piglet Castration“.

→ July 2009: animal welfare in pig production

The „Report Mainz“ TV programme reports on irregularities in a pig production facility. QS performs audits of special purpose and agrees with the facility on a comprehensive action plan to remedy the situation.



Certification bodies and laboratories

Laboratories confirm high level of performance

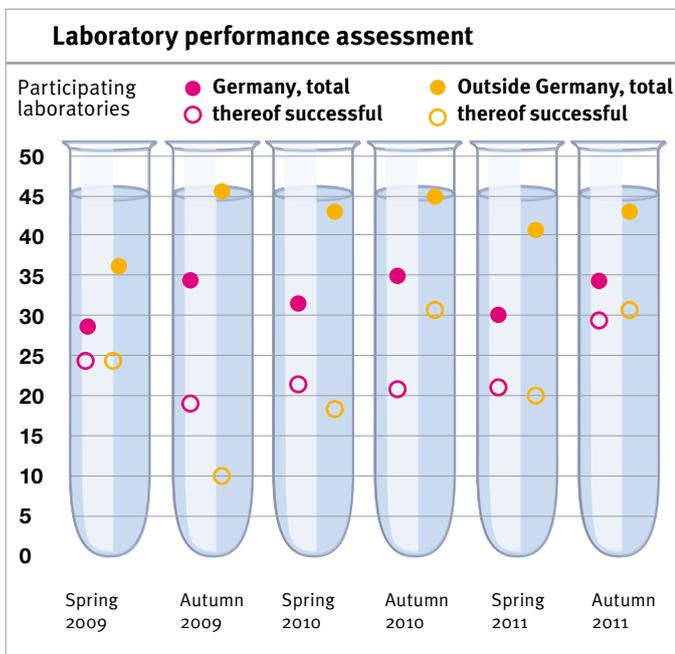
A total of 148 labs from 13 countries took part in the two laboratory performance assessments in spring and autumn of 2011. In line with the amended framework conditions, the assessments focused more strongly on day-to-day lab working routines. As in previous years, the superior performance of QS-approved labs relative to labs that do not yet hold QS approval confirmed the high quality of testing procedures in the QS scheme. One notable outcome of the assessment process compared to 2010 was that laboratories from outside Germany showed a marked improvement.



Inspecting the inspectors – QS-SIKS

The best guidelines are of little use if the quality of inspections is not up to scratch. As part of the scheme integrity system (SIKS), QS therefore not only inspects the integrity of the scheme but also the work of auditors, certification bodies and laboratories.

Alongside the regular audits, a total of 1,121 SIKS audits were performed last year. These took the form of random sample audits, audits of special purpose in suspected cases or witness and parallel audits, where the focus is on the inspectors themselves. The „inspecting the inspectors“ process resulted in a K.O. evaluation for 4 percent of farms, against whom sanction procedures were subsequently initiated.



Audit quality under close scrutiny

In future, time-staggered inspections will take place in so-called parallel audits in order to review the accuracy of the regular audits. This will help to ensure consistently high audit quality. Parallel audits are performed by specially trained expert auditors and take place within four weeks after the regular audit. This paves the way for hands-on evaluation of the working practices of auditors and certification bodies.

To ensure that the checklists are conscientiously applied during audits, auditors must in future provide supplementary information on individual points, such as the numbers of the checked delivery notes. As of 2012, auditors require special approval for the inspection of high-risk processes in the feed sector.



→ **August 2009: contamination of rocket salad**
Common ragwort or groundsel is found in multiple packets of rocket salad, and this is widely reported in the media. QS tackles the issue and blocks farms in the QS scheme.



→ **October 2009: federal government backs cross-stage quality assurance schemes**

In its coalition agreement, the newly elected government made up of the Christian Democrat (CDU) and Free Democrat (FDP) parties supports „the expansion of cross-stage private sector quality assurance schemes and their integration with the state-organised food control system“. QS regards this as political recognition for the importance of the industry-driven quality assurance processes in the QS scheme.



Communication and marketing

Services for our partners in the food retail

QS actively supports the food retail in its efforts to market the QS certification mark. Tailored measures are jointly drawn up for customer communication purposes - e.g. leaflet articles, prize competitions or actions in the retail outlets.

The employees in the supermarkets play a key role as proactive „ambassadors“ for safe food products. QS provides real value added in the form of targeted information for dialogue with customers and practical tips for day-to-day work routines. Hands-on training courses by QS employees give expert advisors and decision-makers in the retail sector an opportunity to exchange experiences and ideas on an equal footing.

QS on the Internet

On the Internet, QS caters to the information needs of consumers and scheme participants via two different websites. At www.q-s.de scheme participants can obtain information on stage-specific requirements, the inspection system or use of the QS certification mark. The platform www.qs-pruefsystem.de raises consumer awareness for the role of the QS certification mark in helping shoppers to make informed decisions.

Last year, QS also established a presence in the social networks. Since May, interested parties have been able to follow the latest news from QS on Twitter. The new www.qs-blog.de blog supplies topic-specific background information and acts as a platform where users can discuss topical issues like antibiotics monitoring.



Trade fairs and events

In 2011, QS was once again an exhibitor at trade fairs and similar events, such as the Fruit Logistica and the International Green Week in Berlin, the Meat Congress in Königswinter and the ANUGA in Cologne. QS employees are present at all the important sector events and marketplaces of our trading partners and are always happy to provide information and answer questions relating to cross-stage quality assurance.



→ January 2010: animal welfare in broiler production

An animal rights organisation levels accusations against QS-certified broiler producers. QS commissions audits of special purpose.

→ Sewage sludge

Chinese cabbage is cultivated in a field on which sewage sludge had previously been applied. A sales ban was imposed on the merchandise.



→ July 2010: launch of the website for consumers

Until 2009, the CMA was responsible for advertising and PR activities for the QS certification mark. The dissolution of the CMA and its withdrawal as a QS shareholder opened up a gap in the consumer communication activities of QS, and this gap was partially filled in July 2010 by the new consumer website www.qs-pruefsystem.de. This website tells consumers what they need to know about the certification mark, quality assurance along the supply chain and products themselves— helping to ensure the proper handling of food.

Thank you to all scheme participants, certification bodies, auditors and our supporters for 10 years of good cooperation

„Within the space of a decade, QS has grown into an active, recognised and highly reputed quality assurance scheme, a scheme that is unique worldwide in terms of its cross-stage approach.“

„I am [...] convinced that fact-based information is the key to enabling a constructive dialogue with consumers and building their long-term trust in the QS certification mark and in the efforts this entails.“

„For many years now, the QS scheme has proved that it is anything but a static system. QS reflects, reacts flexibly and is a vibrant system - one that has continued to develop during the last ten years and responded effectively to key trends in the market.“

10 years of QS – address at the anniversary reception on October 10, 2011

Markus Mosa, CEO of EDEKA AG and Chairman of the Shareholders' Meeting and the Curatorship of QS Qualität und Sicherheit GmbH

„In the future, QS will play an ever more important role in ensuring the success of meat in the sector. One of the main goals of QS is to take on responsibility for the issue of sustainability and to adopt a clear stance on animal welfare, on social standards for employees and on the ethical values of our consumers.“

„QS is already so firmly established as a central quality assurance scheme that it plays a coordinating role of paramount importance when it comes to tackling crises that affect food and food products.“

On the origins and stumbling blocks on the road to the creation of QS – presentation at the anniversary reception on October 10, 2011

Richard Lohmiller, member of the Supervisory Board of Schwarz Finanz und Beteiligungs GmbH & Co. KG and Chairman of the Shareholders' Meeting of QS Qualität und Sicherheit GmbH from 2001 to 2002



→ January 2011: dioxin in feed

More than 3,000 tons of dioxin-contaminated feed fat are placed on the market by a fat producing company. The contamination is detected by a QS scheme participant. Farms are temporarily blocked in the ensuing period. The data from the QS feed monitoring form the basis for risk assessment by the industry and the competent authorities.



→ March 2011: first consequences drawn from the dioxin incidents

The QS scheme responds rapidly and with a coordinated package of measures to the dioxin incidents and draws necessary consequences. The requirements for the feed sector are tightened in a series of steps. The adopted measures further improve the feed safety and help to ensure faster traceability.

„With your 130,000 scheme participants, you provide a Europe-wide service that has reduced the level of complexity that consumers have to deal with when purchasing and preparing fresh food on a daily basis. Your „product“ is worldwide safety, and your service is creating confidence. Your crisis management has become faster and more effective, and I would like to congratulate you on these achievements.“

„Self-regulation on the road from farm to shop and active crisis management are more important than ever before - because consumer trust is a fleeting commodity.“

On the trends, opportunities and risks of the future – presentation at the anniversary reception on October 10, 2011
Peter Wippermann, trend researcher and communication designer, Trend Büro



→ **October 2011: ten years of QS**

Founded on October 13, 2001, the QS scheme celebrates its tenth anniversary in October 2011. Happy Birthday QS means: Happy Birthday to more than 130,000 scheme participants in all stages in many countries. **Each and every one of them plays their role in ensuring that the QS scheme is a byword for a process culminating in food you can trust.**



→ **May 2011: EHEC-contaminated fenugreek seeds**
 EHEC epidemic in Germany and France. Cause: Egyptian fenugreek seeds. QS compiles 3,500 analysis results from the industry.

Crisis management

The dioxin incident in January and the EHEC crisis in the early summer of 2011 underlined the importance of the incident and crisis management as one of the key tasks in the QS scheme. In the course of 2011, the scheme participants along the supply chains for meat and meat products and fruit, vegetables and potatoes reported more than 60 incidents. The corresponding figure for the first three months of 2012 was 32 incidents, addressed by our head office together with scheme participants and certification bodies. This trend is driven by increasing awareness levels among scheme participants and complete confidence in the way in which QS deals with any problems that arise.

Incidents and crisis situations in 2011





QS responded rapidly to address the circumstances of the dioxin incident: one direct consequence was the introduction of more specific and stringent requirements for the production and marketing of feed. QS also implemented stricter conditions for inspections by performing a greater number of audits of special purpose and parallel audits, introducing spot audits and ensuring the effective implementation of corrective actions. Amendments to the rules of sanction procedure paved the way for even faster and more systematic sanctioning of identified violations.

QS has also restructured its organisation to ensure that it can handle the increasing requirements in the field of incident and crisis management. The principles for correct categorisation and targeted response to incidents and crises have been documented in brief evaluation matrices and

flowcharts. Together with the contact data ensuring 24/7 reachability of the QS crisis management team, they form the basis for the newly created QS crisis logbook in a LOGIN area of the QS homepage. The logbook serves as a platform for documenting all routine, incident and crisis situations by QS as well as communicating these situations to the QS crisis management team. Crisis data, crisis history and measures to address the crisis are recorded chronologically and on a case-specific basis. The members of the crisis management team can access the crisis logbook at all times via the Internet. They are automatically informed of all relevant developments via a „ticket system“. In 2011, QS was also well positioned to support its scheme participants in times of an increasing number of incident and crisis situations.



QS offers training



In 2011, forums, workshops and trainings provided a platform of **exchange and interaction with auditors and certification bodies**. At 38 events, 761 participants obtained information about revisions and the latest developments in the QS scheme. In addition, the training courses for auditors looked at special topics and specific case studies. The trainings were rounded off by presentations by external experts on specific issues, such as animal health and the use of antibiotics in the agricultural sector or hygiene risks in the production of fruit and vegetables. The auditors in the QS scheme sat a total of 1,247 tests in order to obtain or renew their stage-specific approval. 91 percent of these tests were passed at the first attempt.

QS supports the **scheme participants in the food retail** in their customer communication activities as well as in the areas of employee information and training. In addition to staging numerous company-based training courses for food retail employees, QS experts also took part in various commodity markets. They provided information on the QS certification mark, on the features and elements of the QS scheme and on quality assurance in the supply chain. QS was also involved in the preparation of various in-house newsletters and training materials.



Events and participants in 2011

	Number	Participants
Meetings and workshops of the certification bodies	6	142
Initial auditor trainings	5	96
Annual auditor trainings		
· Feed	4	79
· Agriculture	9	174
· Slaughtering/deboning and processing	4	73
· Production and wholesale fruit, vegetables and potatoes	5	115
· Food retail	2	57
· Foreign auditor trainings	3	25
Total	38	761



Facts and figures

Supply chain meat and meat products

Scheme participants and audit results

106,194 scheme participants currently take part in the supply chain meat and meat products (as of March 1, 2012). This is the first time participant numbers have fallen (-0.7%) compared to the previous year. The slightly declining number of scheme participants in the stages cattle farming and pig farming shows that QS has already achieved a high level of market penetration; the decline is also due to structural changes. There was significant increase of participants in the stages feed trading and transport as well as poultry production and livestock transport. The 5-year comparison shows a particularly significant increase in the number of scheme participants from abroad (+65%).

5-year comparison of the number of scheme participants in the supply chain meat and meat products

Stage	March 2012		March 2011		March 2010		March 2009		March 2008	
	Scheme participants	thereof abroad								
Total	106.194	7.397	106.986	7.300	101.601	6.281	99.333	5.522	97.670	4.482
Feed sector	3.263	395	3.175	462	2.833	392	2.472	322	1.616	255
· Feed material ^{1,2}	1.136	82	1.247	152	1.171	95	1.100	73	1.018	42
· Compound feed ³	1.252	261	703	263	1.222	267	1.162	242	598	213
· Trade, transport, storage ⁴	875	52	692	40	440	30	210	7		
Agriculture	77.124	6.549	78.085	6.455	74.083	5.521	72.336	4.831	73.183	4.041
· Cattle farming ⁵	30.595	6	30.958	7	28.340	8	28.284	8	30.861	15
· Pig farming ⁶	42.570	5.045	43.379	4.990	42.561	4.477	41.261	4.146	39.868	3.476
· Poultry production	3.959	1.498	3.748	1.458	3.282	1.036	2.791	677	2.454	550
Livestock transport	1.700	86	1.574	12	243	1	99	5		
Slaughtering/Deboning ⁷	396	42	432	44	423	39	408	37	402	36
Processing	261	9	272	11	282	12	288	11	288	9
Food retail ⁸	23.450	316	23.448	316	23.737	316	23.730	316	22.181	141

Notes on the figures for 2012

¹ Additionally eligible to deliver based on GMP certification: 184 businesses

² Including 25 additive and premix producers

³ Inklusive 531 fahrbare Mahl- und Mischanlagen

⁴ Including 531 mobile feed milling and mixing plants

⁵ Additionally eligible to deliver for slaughter cows via QM milk auditing: 29,214 farms

⁶ Additionally eligible to deliver via scheme recognition: QSG (DK): 7,443 farms, Certus (B): 2,174 farms

⁷ Additionally eligible to deliver via scheme recognition: QSG (DK): 15 farms, Certus (B): 57 farms

⁸ Including 142 meat wholesale companies



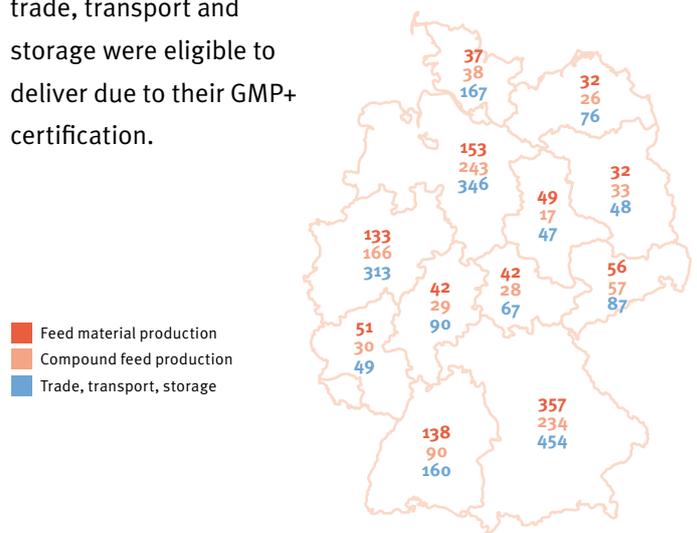
Number of businesses with eligibility of delivery in the feed sector in March 2012

	Feed material production ¹	Compound feed production ²	Trade, transport, storage
Germany	1.122	991	1.904
Other countries:	198	261	178
a.o. Netherlands	49	118	94
Belgium	41	31	13
Austria	19	26	20
France	28	21	12
Poland	10	10	8
Denmark	8	5	11
Czech Republic	1	8	7
Luxemburg	3	12	3
Italy	4	10	1
Great Britain	3	10	-
Spain	7	2	2
Total	4.654		

¹ Including 55 additive and premix producers

² Including 531 mobile feed milling and mixing plants

The number of businesses with an eligibility of delivery in the feed sector is made up of the direct QS scheme participants with the corresponding approval as well as the businesses with an eligibility of delivery into the QS scheme due to their GMP+ certification. In March 2012, 184 feed material producers and 1,207 companies in the field of feed trade, transport and storage were eligible to deliver due to their GMP+ certification.



Number of farms with eligibility of delivery in the agriculture sector in March 2012

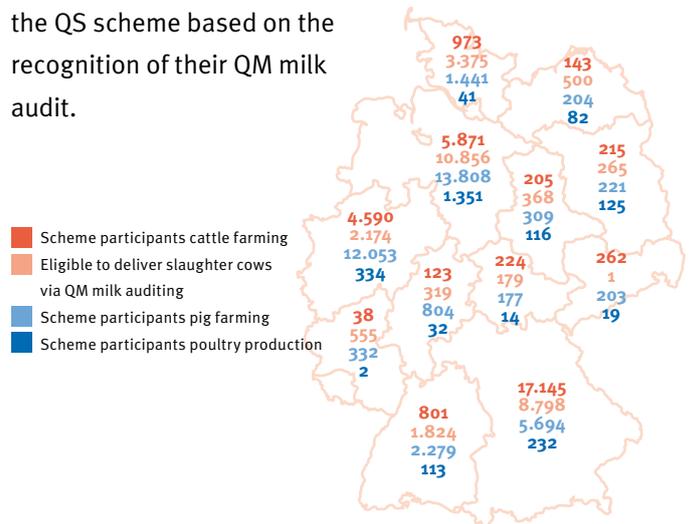
	Cattle farming	Pig farming	Poultry production
Germany	59.803 ¹	37.525	2.461
Other countries	6	14.662	1.498
a.o. Netherlands	5	4.310	61
Denmark		7.443 ²	25
Belgium		2.805 ³	4
Italy			1.100
Austria			113
Poland			86
Luxemburg		61	
France		6	53
Spain		33	
Czech Republic		2	18
Great Britain			23
Hungary	1		15
Total	115.955		

¹ Including 29,214 farms with eligibility of delivery for slaughter cows via QM milk auditing

² Eligible to deliver pigs and pork via QSG scheme recognition

³ Including 2,174 farms with eligibility of delivery for pigs and pork via Certus scheme recognition

In March 2012, a total of 115,955 farms were eligible to deliver goods into the QS scheme. Alongside the 77,124 QS contractual partners, 7,443 Danish and 2,174 Belgian farms were eligible to deliver pigs into the QS scheme. These deliveries were based on the mutual recognition between QS, the QSG standard in Denmark and the Certus scheme in Belgium. A further 29,214 farms took advantage of the opportunity to deliver slaughter cows into the QS scheme based on the recognition of their QM milk audit.



Quality Assurance. From farm to shop.

Around 36,600 regular audits were conducted in 2011, 29,655 of them in the supply chain meat and meat products. An average 80 percent of scheme participants were rated „very good“ in the audit process and were assigned the status I. Approval was refused in 675 cases. The problems encountered included implementation of feed monitoring, implementation and documentation of self-assessments or temperature recording in the food retail. Among other things, the condition of stall fittings and facilities in the farming sector were the cause of complaints. This criterion was rated as a C or a D in 12 percent of the total 10,779 audits in the pig farming segment.

Number of regular audits and frequent C/D/K.O. evaluations in the supply chain meat and meat products in 2011

Stage	No. of Regular audits	Requirement	No. of evaluations with		
			C	D	K.O.
Feed sector	1.837 ¹	Compliance with QS control plan	201		15
		Incident and crisis management	225		3
		Clear product labelling	110		5
Agriculture Cattle farming	8.608	Use of medicines and vaccines	388		3
		Implementation of stock husbandry	312		5
		Implementation and documentation of self-assessments	269		6
Pig farming	10.779	Stall buildings and equipment	1.171	142	
		Implementation of stock husbandry	896		10
		Implementation and documentation of self-assessments	758	32	
Poultry production	1.514	Biosecurity measures	142	18	
		Emergency power supply, alarm system	72	7	
		Stock records	60		1
Livestock transport	330	Implementation and documentation of self-assessments	72		1
		Available space (loading density, group size)	12		0
Slaughtering/Deboning	197	Timely and effective implementation of corrective actions	27		3
		Hygiene sluice	25		0
		General rules of conduct	16	4	
Processing	175	Pest control	17	0	
		General rules of conduct	15	1	
		Foreign matter management	12		0
Food retail	6.215 ²	Information (training) on the QS scheme	248	563	
		Temperature recording and monitoring	438		383
		Pest control	282	53	

¹ Thereof: 706 inspections (small-scale producers and mobile feed milling and mixing plants)

² Thereof: 107 audits in the meat wholesale



A 5-year comparison shows a major increase in the number of requirements inspected in the audits, particularly in the feed sector. The creation of a quality management system alone meanwhile comprises 30 requirements. Evaluation of these criteria is no longer necessary if companies obtain approval for a separately certified QM scheme (such as ISO, IFS, BRC or IFIS). The checklists for the stages slaughtering/deboning and processing have been streamlined in recent years. Requirements with regard to temperature recording for example, have been merged. The requirements for livestock transport now form their own separate guideline.

5-year comparison of regular audits and requirements in the supply chain meat and meat products

Stage	Year	No. of Regular audits	Passed Status I-II-III in %	K.O./No approval in %	No. of requirements	Thereof K.O. criteria
Feed sector	2011	1.837 ¹	96,0	4,0	191 ³	104
	2007	1.168 ²	99,3	0,7	42	20
Agriculture	2011	20.901	99,4	0,6	57 ⁴	26
	2007	27.348	99,3	0,7	32	16
Livestock transport	2011	330	99,7	0,3	31	13
	2007	-	-	-	-	-
Slaughtering/Deboning	2011	197	95,4	4,6	109	36
	2007	192	97,4	2,6	158	42
Processing	2011	175	98,8	1,2	118	28
	2007	168	99,4	0,6	184	34
Meat wholesale	2011	107	99,1	0,9	70	20
	2007	38	94,7	5,3	102	23
Food retail	2011	6.108	92,5	7,5	50	16
	2007	2.958	92,8	7,2	45	13

¹ Thereof: 706 inspections (small scale feed material production and mobile feed milling and mixing plants)

² Thereof: 766 inspections (small scale feed material production and mobile feed milling and mixing plants)

³ Relevant criteria for feed production: 98

⁴ Relevant criteria for agriculture without livestock transport: 41

Sanction procedures

In 2011, a total of 152 sanction procedures were initiated against scheme participants from the supply chain meat and meat products. More than half of them (51%) concerned the stage agriculture. The reason for initiating sanction procedures was frequently failure to implement or inadequate implementation of corrective actions. Compared to previous years, there was a significant increase in the number of sanction procedures in 2011 and 2010, above all in the feed sector. This was due to the mandatory data entries in the feed monitoring system, an obligation that was not properly fulfilled by a number of companies.

5-year comparison of sanction procedures in the supply chain meat and meat products

	2011	2010	2009	2008	2007
Sanction procedures	152	197	122	109	128
Feed sector	30	57	8	8	5
Agriculture	78	110	74	67	92
· Cattle farming	17	22	15	17	8
· Pig farming	48	70	49	44	71
· Poultry production	13	18	10	6	13
Slaughtering/deboning	11	13	4	4	20
Processing	1	4	1	2	5
Food retail (incl. meat wholesale)	32	13	35	28	6



Feed monitoring

In 2011, just under 21,900 samples were taken for feed monitoring purposes and analysed to determine compliance with maximum legal concentrations and QS guidance values for contaminants. All in all, more than 290,000 test results were entered in the QS database, an increase of 120,000 year on year. Two in three analyses were performed on cereals, and the number of cereal tests was twice that in the previous year. A total of 5,701 samples were tested for dioxins and dioxin-like PCBs, an increase of 1,556 on the 2010 figure.

No. of test results for feed in 2011 and 2010

	2011 total (thereof for dioxins and dioxin-like PCBs)	2010 total (thereof for dioxins and dioxin-like PCBs)
Feed material analyses	258.352 (3.662)	138.056 (1.834)
Cereal grains and (by-) products	187.957 (717)	93.977 (635)
Oilseeds, oil fruits (by-) products	29.493 (1.273)	19.577 (518)
Tubers and root vegetables and (by-) products	5.480 (206)	3.973 (147)
Roughage and green forage	6.229 (223)	6.223 (229)
Other by-products and feed material	29.193 (1.243)	14.306 (305)
Compound feed analyses	33.455 (2.039)	33.473 (2.311)
Cattle and milk performance feed	7.304 (528)	6.967 (543)
Pig fattening, sow and piglet feed	11.963 (558)	11.519 (591)
Laying hen and poultry fattening feed	6.277 (467)	6.386 (496)
Other	7.911 (486)	8.601 (681)

One of the measures taken in response to the dioxin incident in January 2011 was the implementation of stricter requirements for feed monitoring. As of July 1, 2011, scheme participants must perform positive release samplings for refined fatty acids and fatty acid distillates (and their salts), unrefined coconut oil and unrefined cocoa butter as well as



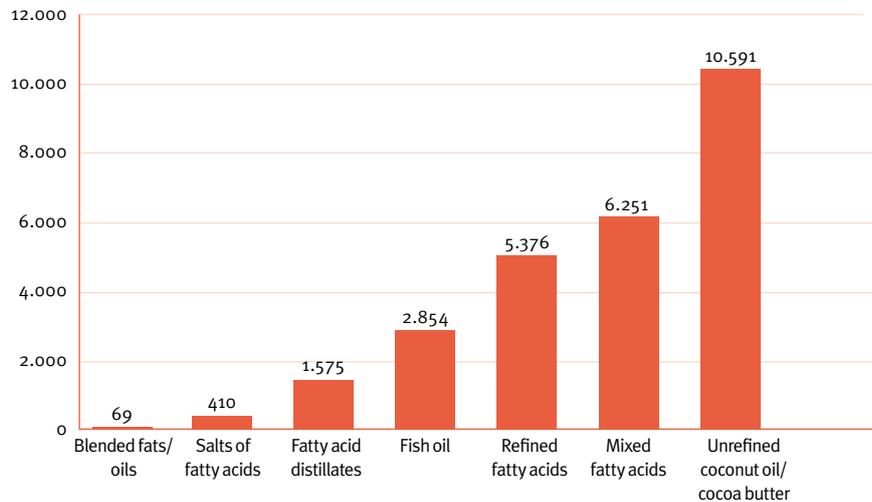
Quality Assurance. From farm to shop.

fish oil. In total, more than 27,000 samples were taken and tested for dioxins, dioxin-like PCBs, nickel and residues of plant protection products. They could not be fed to livestock until confirmed safe by the results of testing.

Number of positive release samplings by feed material in 2011

Positive release sampling in 2011

A total of 27,126 samples since July 1, 2011



Salmonella programme

More than 10 million samples have been taken for salmonella antibody testing since the introduction of the salmonella programme in 2003. As of March 1, 2012, a total of 25,674 QS pig production farms were obliged to participate in the salmonella programme, and 23,370 of these farms were categorised. The number of categorised farms has increased by almost 40 percent during the last five years. The proportion of farms with high salmonella infection risk has fallen from 4.7 to 3.0 percent.

5-year comparison of results of the salmonella programme

Status	Farms	Categorised	Category I in %	Category II in %	Category III in %
2008	22,369	16,793	81,7	13,6	4,7
2012	25,674	23,370	83,1	13,9	3,0

Facts and figures

Supply chain fruit, vegetables and potatoes

Scheme participants and audit results

In March 2012, the supply chain fruit, vegetables and potatoes comprised 23,936 scheme participants. This is equivalent to an increase of 7,103 producers over a period of five years. Producers outside Germany accounted for over 50 percent of this growth.

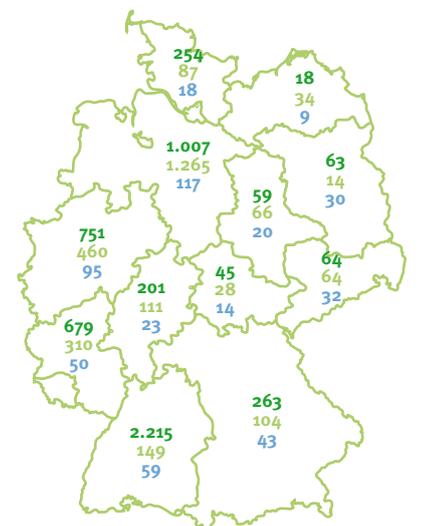
5-year comparison of the number of scheme participants in the supply chain fruit, vegetables and potatoes

Stage	March 2012		March 2011		March 2010		March 2009		March 2008	
	Scheme participants	thereof abroad								
Total	23.936	4.531	23.074	3.887	20.232	2.646	19.665	2.193	16.833	772
Production	12.490	4.179	11.706	3.564	10.282	2.561	9.760	2.119	8.047	712
· Fruit and vegetables	9.786	4.167	9.061	3.559	7.586	2.556	7.037	2.114	5.457	707
· Potatoes	2.704	12	2.645	5	2.696	5	2.723	5	2.590	5
Wholesale	662	152	584	123	530	85	485	74	432	60
Food retail	10.784	200	10.784	200	9.420	-	9.420	-	8.354	-

Number of farms with eligibility of delivery in the supply chain fruit, vegetables, potatoes in March 2012

	Production fruit, vegetables	Production potatoes	Wholesale
Germany	5.619	2.692	510
Other countries	4.167	12	152
a.o. Belgium	2.628		16
Netherlands	568		33
Spain	396	3	42
Austria	258		11
Greece	157		9
Italy	85	1	23
France	39	1	10
Argentina	6		2
Morocco	6		2
Israel		2	
Egypt		5	
Poland	5		
Total		13.152¹	

¹ Thereof producers with QS-GAP certification: 6,213
producers with recognised Global G.A.P certification: 2,805
producers with recognised IKKB certification: 2,181



■ Scheme participants production of fruit and vegetables
■ Scheme participants production of potatoes
■ Wholesalers



A total of 11,484 regular audits were performed in the supply chain fruit, vegetables and potatoes in 2011 - an increase of 4,733 audits (+70%) over the last five

years. The number of performed audits in the food retail sector almost tripled.

5-year comparison of regular audits and requirements in the supply chain fruit, vegetables and potatoes

Stage	Year	No. of regular audits	Passed Status I-II-III in %	K.O./no approval in %	No. of requirements	thereof K.O. criteria
Production (QS)	2011	482	98,3	1,7	62	10
	2007	695	99,1	0,9	51	12
Production (QS-GAP)	2011	6.014	98,9	1,1	188 ¹	46
	2007	4.132	99,3	0,7	176	23
Wholesale	2011	309	98,4	1,6	101 ²	25
	2007	279	98,9	1,1	34	6
Food retail	2011	4.679	90,9	9,1	43	15
	2007	1.645	91,1	8,9	46	13

¹ Thereof: 156 checklist, 32 recommendations

² Thereof: 22 requirements for fresh-cut production

A total of 505 scheme participants did not pass their regular audit in 2011 and were refused approval. 432 of these cases were in the stage food retail. Proof of hygiene training for employees and temperature recording in particular represented a major challenge

for the scheme participants. In the producer stage, the stock lists for plant protection products were often the cause of criticism. This criterion was given a D evaluation a total of 318 times.

Number of regular audits and frequent C/D/K.O. evaluations in the supply chain fruit, vegetables and potatoes in 2011

Stage	No. of regular audits	Requirement	No. of evaluations with		
			C	D	K.O.
Production (QS) Fruit and vegetables	355	Soil analysis for nutrient content	24	19	
		General requirements for the storage of plant protection products	24	3	
		Nutrient comparison	17	8	
Potatoes	127	Declaration of conformity/declaration of no objection	9	6	
		Handling of plant protection products	8	4	
		Proof of hygiene training for employees	8	4	
Production (QS-GAP) Fruit and vegetables	4.282	At least one employee with first aid training always present	22	202	
		Keeping of updated stock list of plant protection products	12	210	
		Emergency equipment in place	4	132	
Potatoes	1.732	At least one employee with first aid training always present	25	142	
		Keeping of updated stock list of plant protection products	7	108	
		Harvest preparations documented	9	97	
Wholesale	309	Participation in the residue monitoring	37		3
		Information (training) on the QS scheme	26	7	
		Pest control	24	1	
Food retail	4.679	Information (training) on the QS scheme	206	523	
		Self-assessment system present and implemented	200		135
		Hygiene training/ German Protection Against Infection Act (IFSG)	149		163
		Temperature recording and monitoring (in the sales area)	122		150

Sanction procedures

In 2011, the sanction board dealt with a total of 80 sanction cases in the supply chain fruit, vegetables and potatoes. Compared to previous years, the number of sanction procedures in the stage production has declined significantly. This is mainly due to the decrease in the number of violations involving the use of non-approved plant protection products.

5-year comparison of sanction procedures in the supply chain fruit, vegetables and potatoes

	2011	2010	2009	2008	2007
Sanction cases	80	111	128	101	61
Production	78	102	116	96	51
Wholesale	2	9	12	5	9
Food retail	-	-	-	-	1

Residue monitoring

In 2011, the scheme participants in all stages performed a total of 8,927 analyses within the residue monitoring, an increase of 2,182 on the previous year. The percentage of complaints was slightly up on 2010, suggesting that the risk orientation practice introduced in 2011 is taking effect.

Total number of samples and complaints in the residue monitoring in 2011 and 2010

Year	Scheme participants stage production/ wholesale	Total no. of samples	Complaints		Sample with complaints in %
			Exceedance of max. residue level	Use of inadmissible active ingredient for crop	
2010	12.253	6.745	40	17	0,8
2011	12.931	8.927	77	26	1,2



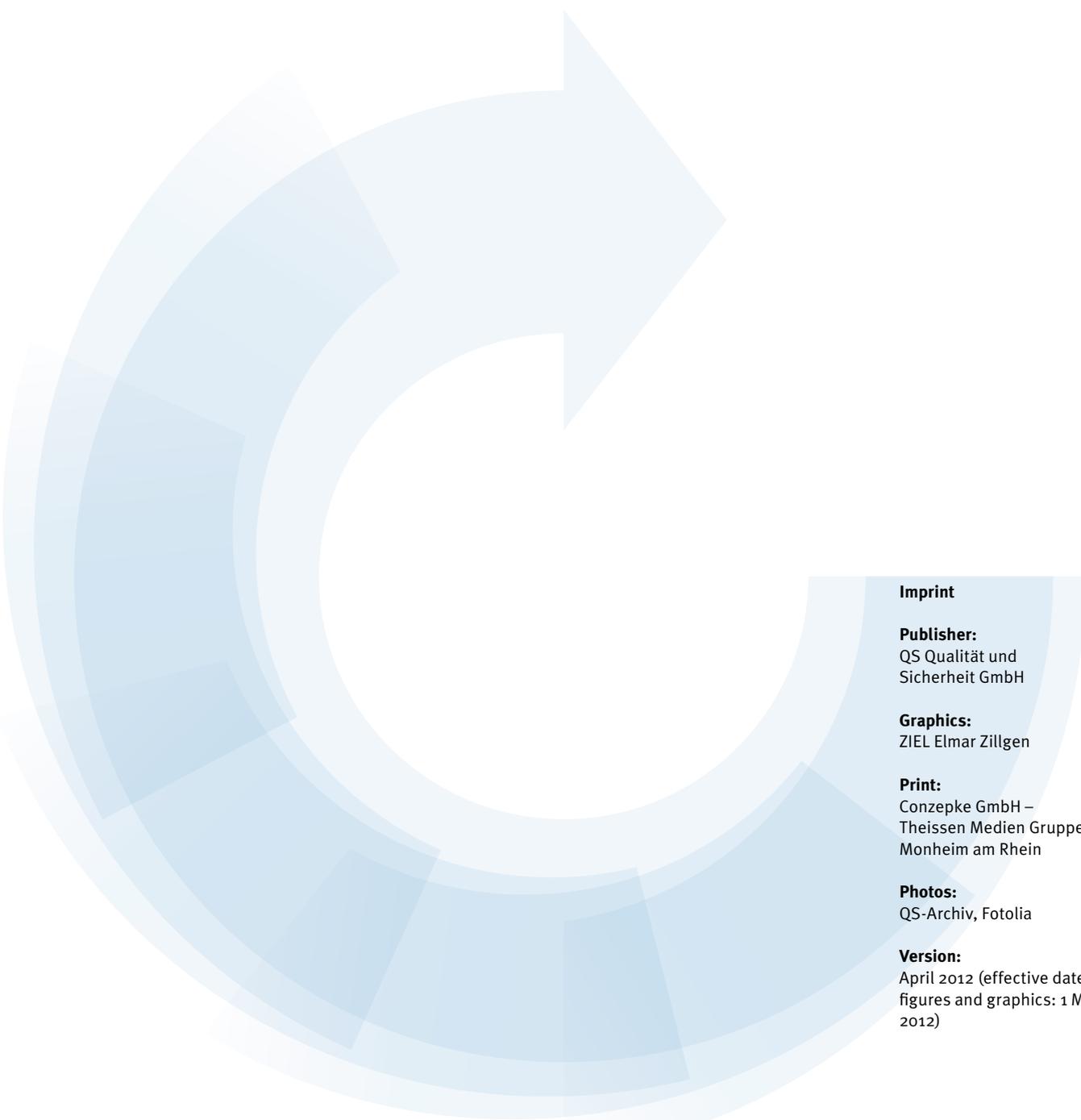
The samples came from 34 countries of origin, including Germany (71.7%), Belgium (14%), the Netherlands (7.2%), Spain (2.3%), Italy (1.3%) and Austria (1.1%). 1.6 percent of the samples were taken in third countries. The most frequently analysed product category in 2011 was pome fruit with 1,300 samples, followed by leaf vegetables (1,289) and fruit vegetables (1,175). Just less than 38% of the samples had no detectable residues. An average 1.8 different active ingredients were detected per sample.

Results of residue monitoring by product group in 2011

Product group	No. of samples	Samples with residues		Average no. of active ingredients per sample	Max. residue concentration of active ingredient in %	Samples with complaints in %
		No.	in %			
Fruit						
Pome fruit	1,300	1,194	91,9	3,7	5,9	0,1
Stone fruit	498	325	65,3	1,7	15,1	3,4
Strawberries	404	387	95,8	4,0	6,0	0,2
Cane fruit	377	326	86,5	3,1	4,1	0,3
Citrus fruit	36	36	100,0	2,5	14,4	5,6
Exotic fruit	26	12	46,2	1,1	4,6	0,0
Table grapes	9	7	77,8	2,8	4,8	0,0
Vegetables						
Leaf vegetables	1,289	1,174	91,1	3,0	12,1	1,3
Fruit vegetables	1,175	590	50,2	1,0	9,8	0,8
Potatoes	736	358	48,6	0,6	8,3	0,3
Cruciferous vegetables	742	169	22,8	0,5	34,4	1,2
Root and tuber vegetables	681	391	57,4	1,1	24,1	0,9
Stem vegetables	549	208	37,9	0,9	10,1	1,8
Bulb vegetables	420	107	25,5	0,5	12,3	0,2
Mushrooms	228	50	21,9	0,3	9,0	0,0
Pulses	69	38	55,1	0,9	3,8	0,0
Sweetcorn	15	1	6,7	0,2	9,9	0,0
Herbs	350	170	48,6	1,5	25,6	7,7
Nuts	8	0	0,0	0,0	0,0	0,0
Other	15	1	6,7	0,1	0,1	0,0
Total	8.927	5.544	62,1	1,8	10,7	1,15



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