



# NEWSLETTER MEAT AND MEAT PRODUCTS



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## EDITORIAL

### Dear Readers,

Under the “Trust Food: Consumer trust improves sales” motto the doors of the leading trade fair for the meat industry will be opening in Düsseldorf: From September 11-15, 2010, the InterMeat will be the center of attention for experts both from home and abroad. Here, the top decision-makers from retail and production will meet for exclusive discussions. QS will also be making use of this communication platform.



We will be available in **Hall 16 Stand B51** to offer you an overview of the role that quality assurance plays in the international feed sector: Networking with international stan-

dards, incorporation of livestock transporters or marketing activities for the QS certification mark – the range of topics is diverse. And: It doesn't matter whether it is beef, pork or poultry, the influence of meat and meat products with the QS certification mark in food retail outlets is considerable. At our stand we will be displaying a wide selection of products available with the QS certification mark. We look forward to seeing you there!

You won't be able to make the InterMeat? No problem. Detailed information on this and other topics can be found on the following pages.

### Your QS team

## FOOD RETAIL MEAT AND MEAT PRODUCTS ON THE SHELVES: NOT WITHOUT THE CERTIFICATION MARK

No other country in Europe has such intensive discussions about the quality and safety of foodstuffs as Germany. The QS certification mark is a simple and clear indicator for safely produced foods. The certification mark represents a constant implementation of quality assurance from the farmer to the shop and has, over the last few years, extended into almost all fridges in the retail industry. The memorable mark signals to consumers: Here I buy certified food safety.

Whether it be beef, pork or poultry, the companies of the retail industry broadly trust the approach of the QS scheme. Today, there are very few discounter or full-range stores that do not participate in the scheme. In 23,499 stores of the food retail industry customers find meat and meat products with the QS certification mark.



Pork and beef with the QS certification mark have a secure position in the market at Kaufland. Since, “the added value of fresh meat with the QS certification mark can be clearly seen by the retailer”, so Burkhard Kallenbach CEO of Kaufland Fleischwaren SB GmbH.

“We place great value on a quality assurance program which takes account of all stages of the production. This includes, alongside the agricultural producers, the feed used and the

transportation of livestock.” With their own Purland brand, Kaufland has long since put their trust in pork with the QS certification mark. “When it comes to seamless quality assurance, we switched our Purland beef specialities to QS at the start of the year. Alongside this, we offer our customers the full range of minced meats with QS-certified quality,” explains Kallenbach.



With this consistent quality assurance, Kaufland sets a clear sign, as this corresponds precisely to what today's customers want: Qualitatively high-quality foodstuffs, produced reliably and safely.

## Quality assurance. From the farmer to the shop.

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When it comes to pork and poultry meat, the certification mark has long become something that cannot be ignored. Since the beginning of the year, the proportion of beef has increased considerably. "Here, discounters in particular, have been calling the shots," states Robert Römer who is responsible for care of retail partners at QS. The certified raw material base is secured by 76.620 farms. In the beef segment QS has managed to expand the number of farms entitled of delivery in recent months significantly: Since the beginning of the year 14.628 new farms with cattle farming are entitled of delivery in the QS scheme (see also page 4).



### MARKETING SERVICES OFFERED BY QS COUNTS

Great efforts are being taken in the marketing activities for the QS certification mark. For an effective consumer communication, trade partners are supported in their certification mark marketing activities by QS staff in a targeted and individual manner. And the offer is being taken up enthusiastically. The certification mark and information about the QS scheme is taken into account regularly primarily with campaigns, but also in advertising leaflets.

The new website, [www.qs-prüfsystem.de](http://www.qs-prüfsystem.de) designed especially for consumers is always included. Available since July, the Internet presence provides, alongside information on the QS scheme, a wide range of services and information regarding the use of fresh foods.

Have you an interest in or questions regarding the QS services available? Contact us at [info@q-s.de](mailto:info@q-s.de)



A central focus point of the activities lies in the increase of the consulting competence of staff in the market. Various information materials convey, for example, the most important rules for the daily work in sales as well as answers to the most frequently asked questions regarding the QS certification mark.



### SUSTAINABILITY WORKING GROUP FORMED – FIRST SESSION TAKES PLACE IN SEPTEMBER

The topic of sustainability is important to the food industry. In the meat sector, a number of companies have already implemented their own sustainability strategies. What has been missing thus far is a branch-wide uniform understanding or procedure for sustainability. The sustainability working group that has been formed at the initiative of QS will be starting from this point.

How do we define sustainability, where are the limitations? And particularly important: What aspects are important to the companies participating in the QS scheme and how can these be implemented?



Concrete and, specifically, uniform limitations and derivations for all economic participants are to be found by the participants of the formed working group. "Interest in an active participation on the economic side has been great", according to Dr. Alexander Hinrichs who has

been charged with coordination of the working group at QS. "All sectors, from the feed sector through to food retail, are represented by appropriate specialists within the working group".

At the end of September, the experts of the working group will come together for the first time and start work. The construction of the committee and the first results will be reported soon.

INTERNATIONAL COOPERATION **SAFETY IN THE MEAT INDUSTRY**

“The QS scheme wants to open itself up even further, the long-term aim is to become the European standard”, wrote the Lebensmittelzeitung in August 2003. Seven years later, the intention formulated has long become reality. In excess of 19,000 foreign companies are now able to supply their products into the QS scheme, without the need for additional double audits.

Today, QS has agreed standards and audit recognitions with 12 standard owners from six different countries. In particular, active participation in the European Meat Alliance (EMA), a amalgamation of the leading European quality assurance scheme as well as companies in the food retail industry have contributed toward this achievement. The criteria established within the framework of the EMA form the foundation for the conclusion of mutual audit recognition agreements between members. But we are not “done” just yet: When it comes to current topics such as animal welfare, the cross-border exchanges are more important today than ever before.

**Mutual audit recognition** (status at May 2010)

Feed		
Country	Contractual partner	Scheme/Standard
Belgium	Ovocom Bemefa v.z.w.	Ovocom-GMP
Netherlands	GMP+ International	FSA GMP+ B1
Austria	Agrarmarkt Austria Marketing GesmbH (AMA)	Pastus®
Great Britain	Agricultural Industries Confederation Ltd. (AIC)	UFAS/Femas/TASCC
France	Qualimat Transport	Qualimat Transport

  

Pork		
Country	Contractual partner	Scheme/Standard
Belgium	Belpork v.z.w.	Certus
Belgium	Codiplan v.z.w.	CodiplanPlus
Denmark	Danish Agriculture & Food COUNCIL (DAFC)	QSG
Netherlands	Centrum voor Bedrijfsdiensten B.V. (CBD)	IKB Varken
Netherlands	De Groene Belangenbehartiger B.V.	IKB Nederland Varkens

! Information about details for the recognition of mutual standards can be found under: [www.q-s.de/en/guidelines-checklists-and-other-downloads/](http://www.q-s.de/en/guidelines-checklists-and-other-downloads/).



**Example, pork: But it cannot be done without international networking**

- Germany ranks in third place for the production of pork meat, after China and the USA. In 2009, over 2 million tons of pork was exported.
- This year it is expected that 10 million piglets will be imported, primarily from The Netherlands and Denmark, into Germany (source AM).
- The majority of the feed requirements (around 85%) will nevertheless be covered by domestic producers, but a proportion of raw materials, in particular the products containing protein, like soya, must be imported (e.g. from overseas).

**Pork meat exports to China: Authorized companies profit from participation in the QS scheme**

An important step towards (re)opening the Chinese market was made in the middle of July by four German companies. These are the first companies that have been permitted to export pork directly to the People’s Republic of China.

In order to achieve the appropriate authorization, the companies had to subject themselves to an intensive audit by Chinese veterinary experts. During this process, the successful companies profited considerably

from their QS scheme memberships. Many of the monitored criteria, for example, the hygienic status of the entire process chain and the handling of the product from slaughtering through to packaging are also central basic requirements of the QS scheme. At the express wish of China, only meat from animals born, raised and fattened in Germany may be supplied. “I consider this to be a sign of the recognition of the high German quality standards,” says Dr. Gerd Müller, parliamentary state secretary and export representative of the BMELV (German ministry for food, farming and consumer protection).



ADDITIONAL MONITORING **COMPANIES UNDER TESTING**

The scheme participants both at home and abroad are working reliably and QS requirements are being met even between the regular audits.

This is the result of the 600 plus additional monitoring processes implemented last year. But, for this year also, it means that scheme participants are not able to rest on their current laurels. Monitoring outside the testing interval provides information about the functionality of the system. This is why monitoring is carried

out annually by QS. Thus, in the months from September to October 2010, additional random sample audits are carried out at both domestic and foreign scheme participants.

The selection of the random sample companies is, for the most part, made at random but a proportion are selected in accordance with risk assessments. This means that companies that have shown cause for complaint will be monitored more frequently.

**Traceability: Quickly and reliably**

Where does the product come from? Fast response times in traceability are essential to act confidently. In a recent additional monitoring twelve slaughter and processing plants proved their fast response. Most of the sites inspected quickly and clearly demonstrate its suppliers and thus document the seamless flow of goods. One slaughterhouse wasn’t able to meet requirements. Against the site sanction proceedings were initiated.

LIVESTOCK TRANSPORTATION **THE COUNTDOWN HAS BEGUN – 560 ALREADY CERTIFIED**

The certification of livestock transporters in the QS scheme is proceeding well. Over 500 livestock transporters have already been certified. A large proportion of the relevant livestock companies thus already participate in the QS scheme. But even if the willingness to participate is currently great and new scheme participants are able to display good results, not all companies are taking part. And the countdown is on for obligatory participation by 01.01.2011. Only certified transporters will then be permitted to carry out livestock transportation for scheme partners. Thus all efforts in the last few months of the year

will be concentrating on winning the remaining livestock transporters over to participation in the QS scheme. Companies that are interested should hurry up: At the moment, a series of information events with subsequent auditing are taking place. Further information with regard to the dates can be obtained from the relevant QS authorized coordinators. The list of coordinators authorized for livestock transport can be found on the website. All relevant specifications can be found in the livestock transportation guideline at [www.q-s.de/en/guidelines-checklists-and-other-downloads/](http://www.q-s.de/en/guidelines-checklists-and-other-downloads/).



SCHEME PARTICIPANTS AND MARKETS **THE CURRENT SCHEME PARTICIPANT FIGURES**

Despite the heat wave and the summer slow-down, the number of scheme participants is increasing. The meat and meat products supply chain of the QS scheme now has 107,500 participants. Some 9,400 of these scheme participants are foreign. This includes 9,865 farms authorized to supply pork on the basis of recognition of the Belgian Certus scheme and the Danish QSG scheme.

But the trend in Germany is also positive. As of the start of 2010, almost 400 pig keeping businesses had entered into the QS scheme. The greatest level of increase at the agricultural stage is, as previously, in the beef producing sector. As of the start of the year, in excess of 14,600 businesses authorized to supply have joined the scheme.

Stage	Total	Number of locations abroad
	<b>107,439</b>	<b>9,408</b>
<b>Feed</b>	<b>3,046</b>	<b>407</b>
- Feed material	1,203	106
- Compound feed	701	261
- Mobile feed milling and mixing plant	538	7
- Trade, transport, storage	604	33
<b>Agriculture</b>	<b>79,620</b>	<b>8,627</b>
- Beef production <sup>1</sup>	30,246	9
- Pig production <sup>2</sup>	45,727	7,271
- Poultry production	3,647	1,347
<b>Livestock transport</b>	<b>563</b>	<b>3</b>
<b>Slaughtering/deboning</b>	<b>432</b>	<b>43</b>
<b>Processing</b>	<b>279</b>	<b>12</b>
<b>Food retail trade<sup>3</sup></b>	<b>23,499</b>	<b>316</b>

<sup>1</sup> Also authorized to supply cows for slaughter: 25,838 companies via QM milk auditing  
<sup>2</sup> Also eligible to deliver on the basis of scheme recognition: 7,768 companies of QSG (DK) and 2,097 companies of Certus (B);  
<sup>3</sup> Including 140 business in meat wholesale

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**Practical experience is the key, QS supports youngsters**

For a better understanding of the theory, we need to take a look at current examples of the practical part of every training. In September, QS will therefore take another look at the training program of the Bundesfachschule Vieh und Fleisch (livestock and meat school) in Münchweiler and implement the quality assurance topic block in the wholesale and field sales program.

**EU farming policies: QS involved in setting uniform levels of quality assurance**

To ensure a transparent quality assurance which can be understood by all participants in the market, QS is actively influencing the common farming policies of the EU (GAP). In July of 2010, Dr. Hermann-Josef Nienhoff, managing director at QS, lead a workshop on the subject of “Quali-

ty, diversity and health” at a conference on “GAP after 20103”. Dr. Nienhoff also represents the Deutsche Bauernverband (German Farmers’ Union) in the „Quality of agricultural products“ consultation group of the European commission.

**Feed: Optimizing the search function of the database**

Is the mixing plant authorized to supply? Which of the transporters in my region are authorized? These questions can now be quickly and easily answered with just a few clicks in the QS database. With the optimization of the search function in the database, industry specific searches for authorized companies can be carried out with immediate effect. This makes it easy to quickly and accurately locate the supplies and service provider selection of the company.

**Main agricultural festival**

Under the slogan “Discover the farmer in you”, specialist visitors and consumers are able to find out all about agriculture between September 25 and October 3, 2010. QS will be there along with the coordinators QS BW and Viehzentrale Südwest. At the shared stand, we will be available to answer all of your questions on the subject of quality assurance. Visit us in **Hall 1 at Stand 4-6**.

**IMPRINT**

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