



# INFO LETTER MEAT AND MEAT PRODUCTS



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## EDITORIAL

### Dear Readers,

Franz-Josef Möllers, the Honorary President of the Westphalia-Lippe Agricultural Association, is an enthusiastic supporter of the QS scheme. As advisory board chairman, he has had a considerable influence on the QS scheme over the past 10 years. For this, we would like to say a big thank you in this issue of the Info Letter.

Our scheme participants make the QS scheme strong. Their commitment every day to safe and reliable products is the foundation for trust in fresh food. In 2012, we were able to prove this

quite conclusively in a total of 30,138 audits. We report on the results of these audits on page 2.

Once again in this issue, we will introduce another scheme participant and ambassador for the “QS-live” information campaign. On page 3, you can read what broiler farmer Rainer Wendt has to say about quality assurance. As always, we also provide news and useful information from the industry.

Happy reading,

Your QS Team

Bonn, 9 Apr 2013

## NEW CHAIRMAN OF QS ADVISORY BOARD APPRECIATION FOR TEN YEARS OF DEDICATED WORK

**His efforts made an important contribution to the advancement of the QS scheme. After ten years in office, the former Vice-President of the German Farmers’ Association, Franz-Josef Möllers, has stepped down from his position as Chairman of the Beef, Veal and Pork advisory board. Johannes Röring, the President of the Westphalia-Lippe Agricultural Association, was elected as his successor.**

QS Managing Director Dr. Hermann-Josef Nienhoff thanked Möllers for his great dedication and said: “In his time as Chairman, Franz-Josef Möllers made a significant contribution towards establishing the QS scheme in the face of a fair amount of resistance. As an energetic but always solution-oriented representative of farmers’ interests, we could always rely on his sense for what was feasible and on his focus on the key issues.”

Möllers was elected Chairman of the advisory board on 10 March 2003. As Chairman, he led more than forty meetings and was present for many important milestones in the QS scheme. The guidelines for the feed sector were intro-

duced in Möllers’ very first year. At the same time, the comprehensive salmonella monitoring programme was actively developed and expanded. Today, this programme still successfully helps to reduce the risk of salmonella entering food production.

By the end of 2005, the advisory board had already signed the first mutual recognition agreements with standards from Denmark, Belgium and the Netherlands. The antibiotics monitoring programme for pig farming, which was launched last year, was also prompted by Möllers’ drive for even more transparency and credibility.



Johannes Röring (left) and Franz-Josef Möllers (right)

But the challenges keep coming. Discussions about feed safety and the further development of the antibiotics monitoring programme are again high on the agenda for the advisory board. Following up on these issues is now the duty of Möllers’ successor, Johannes Röring.

# Quality Assurance. From farm to shop.

## REGULAR AUDITS IN 2012 SCHEME PARTICIPANTS STAND FOR QUALITY AND SAFETY

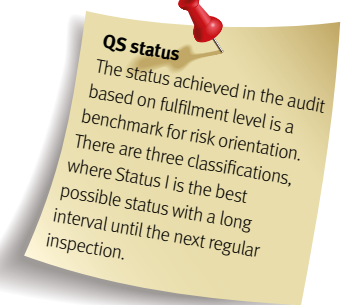
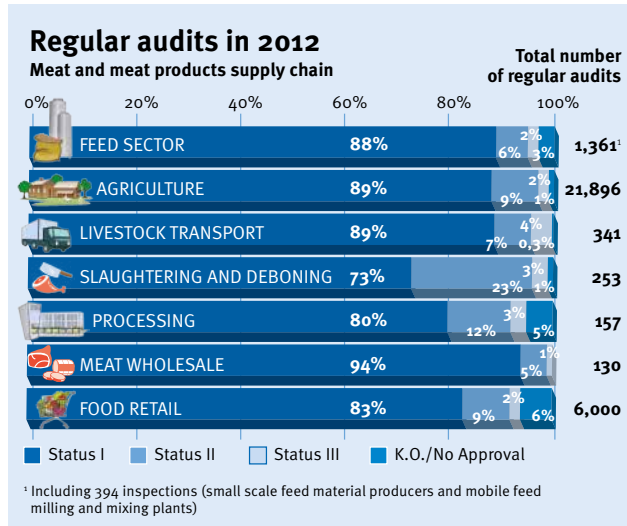
The evaluation of the more than 30,000 audits which were conducted in 2012 in the meat and meat products supply chain shows that scheme participants are reliably meeting the QS requirements. In terms of the percentage of K.O. assessments, agriculture performed best of all: in a total of 21,896 audits in this stage, auditors needed to give K.O. assignments to less than 1% of companies.

In 2012, the auditors of the independent certification bodies conducted 30,138 regular audits on QS scheme participants – approximately 520 (1.8%) more than in the previous year. The 130 audited companies in the meat wholesale stage complied with QS requirements to a particularly high degree: 94% of these companies achieved Status I. Most farms (21,896 audits), companies in the feed sector (1,361 audits) and livestock transport companies (341) can also boast a

very good level of compliance. In these stages, almost 90% of the auditor evaluations were equivalent to Status I. This shows that quality assurance is working in these areas.

Major nonconformities were detected in only a small number of cases: about 98% of all audited companies passed the audit without receiving any K.O. assessments. The number of K.O.

assessments fell from 674 to 632 as compared to the previous year. Cattle farms (7,343 audits) and pig farms (12,864) were particularly impressive in this respect: they received a K.O. assessment in less than 1% of audits.



## VERIFIED ORIGIN ANALYSING AFLATOXIN FINDINGS AND TAKING THE NECESSARY MEASURES



The traceability of flows of goods is clearly defined in the QS scheme. The case in which aflatoxin was found in feed demonstrated that it worked. In the wake of this incident, it is now necessary to determine how we can further improve the scheme to ensure that cases like this can be avoided in the future.

“QS will take a close look at the measures that need to be taken in light of the most recent aflatoxin findings in feed. In this connection, the questions that we need to ask ourselves relate, for example, to the recognition of other standards and the optimisation of the mutual exchange of information. The question of how these cases can be detected even more quickly by the risk-oriented monitoring programmes in the QS scheme must also be addressed”, explains Thomas May, who is responsible for operational incident and crisis management at QS.

### Thorough checks in the case of risk

The source was corn feed from Serbia contaminated with aflatoxins which was put on the market by a Hamburg-based importer certified according to a QS-recognised standard. The rule

here is: where there is a risk to the quality and safety of food, it is necessary to double check and close any potential gaps.

### VVO location numbers help to identify the problem

One aspect which helped to resolve the situation and to trace the feed contaminated with aflatoxin was the fact that QS had taken direct measures as a result of the dioxin cases in 2011 by making it mandatory for compound feed producers and traders to record the VVO location numbers of farms on bills of delivery. This made it easier to clearly assign feed batches to the agricultural enterprises purchasing the feed.

## FSSC 22000 RECOGNITION QS AVOIDS DUPLICATE AUDITS AND ADDITIONAL EFFORT

QS has taken a further step towards avoiding duplicate audits and additional efforts. In future, a special quality management check will no longer be necessary in the QS audit for companies with a valid FSSC Certificate (Food Safety System Certification 22000).



On the initiative of the Feed working group, the list of quality management systems that can be recognised in the QS audit on feed companies was updated and supplemented by the FSSC 22000 standard.

QS scheme participants who are certified according to FSSC 22000 benefit from this: the FSSC certificate can now be taken into account for the inspection of the chapter quality management system in feed companies if it in future

includes the feed scope. Until this is the case, three requirements relating specifically to the feed section of the quality management system still need to be checked.

Additional changes concern ISO 9001:2001 ff., which has been replaced by ISO 9001:2008 ff. in Appendix 10.1 of the Feed Sector Guideline.

Appendix 10.1 of the Feed Sector Guideline with all currently recognised QM systems can be downloaded from the download section of the QS website.

# Quality Assurance. From farm to shop.

## SCHEME PARTICIPANT AND QS-LIVE AMBASSADOR INTERVIEW WITH RAINER WENDT

Rainer Wendt is a successful lateral entrant to agriculture. Together with his wife, he runs a broiler production and piglet rearing farm in the Lüneburger Heide region of Germany. The company achieved Status I in the QS audit. "Quality assurance is a key part of my work", says the QS-live ambassador.

### Why did you decide to take part in the QS scheme?

Our company has been a scheme participant since 2003, both for poultry and pig farming. Nowadays, participating in the QS scheme is standard in the industry and is expected by many consumers. But even aside from market requirements, we are fully committed to quality assurance. We achieved Status I in the last QS audit. That means that everything is in order, our processes are working. We had an unannounced spot audit in 2012. In these spot audits, the inspectors want to make sure everything is in order between the regular audits as well. Even though this means an additional workload for us as farmers, I think that it's a positive thing. It allows us to show the public that we do good work.

### What does quality assurance mean to you?

For me, quality assurance is a key part of my daily work. It secures my existence. I can only make a success of the business if my animals are doing well. That's why the feed, the stall climate and the health of the animals are so important. Like my colleagues in the industry, I pay particular



attention to these things: we have high standards and produce high-quality products. The QS scheme provides a solid framework for this, and inspections by external auditors mean additional safety. It's not about going through the motions – these are thorough, independent inspections.

### Why are you involved in QS-live?

I will open my stall to anyone who wants to have a constructive discussion with me. I seek out dialogue with customers, because I stand by my work. It's important to me to portray agriculture as it really is. I don't want to sugar-coat things or give consumers unrealistic expectations, but I want to show that the horror images we often see in the media are absolute exceptions and have nothing to do with typical farms.

### What is special about your farm? What makes it different?

My motto is "Change is good". I have expanded my farm in the last five years. For example, we now have a lower livestock density in the stalls. As a consequence of this, of course, production costs are higher. However, when it comes to these production methods, consumers need to understand: we're happy to give you what you want, but it costs money.



QS-live  
INITIATIVE  
QUALITÄTSSICHERUNG



Finanziert mit  
Fördermitteln  
der Europäischen  
Union

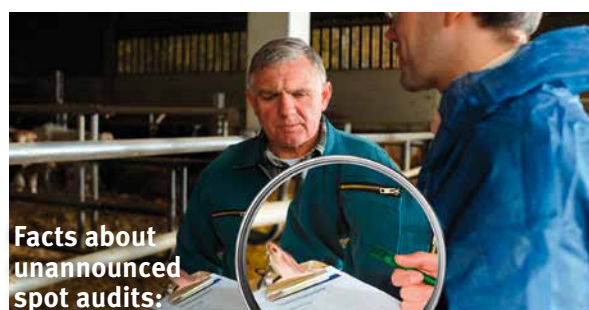
## UNANNOUNCED AUDITS IN THE QS SCHEME TIGHTER INSPECTION NETWORK

**In the future, unannounced audits will be regularly conducted in the meat and meat products supply chain in order to ensure even greater transparency and credibility. With this step, QS is also complying with the EU guideline on the implementation of voluntary certification schemes for agricultural products and foodstuffs.**

As of 2013, there are both unannounced regular audits and unannounced spot audits. Unannounced spot audits are additional audits which take place between two standard, announced regular audits. The spot audits focus on a tour of the premises or stalls, during which the auditors check selected criteria (e.g. animal welfare) and inspect documents only when necessary.

In order to guarantee that a suitable company representative is present to provide information, the certification bodies can announce the inspection shortly before it takes place. This is the only way to ensure that a useful audit can be conducted. The deadlines for announcing the audits comply with the EU guideline which permits/ requires unannounced audits to be announced up to a maximum of 48 hours in advance.

Scheme participants can contact their agricultural coordinator or the QS head office if they have questions on the unannounced audits.



### Facts about unannounced spot audits:

- Time: between announced regular audits
- Focus: production process
  - Tour of stalls or premises
  - Stage-specific criteria
  - No extensive inspection of documentation
- Consequences: QS status only changes if K.O. assessments are given

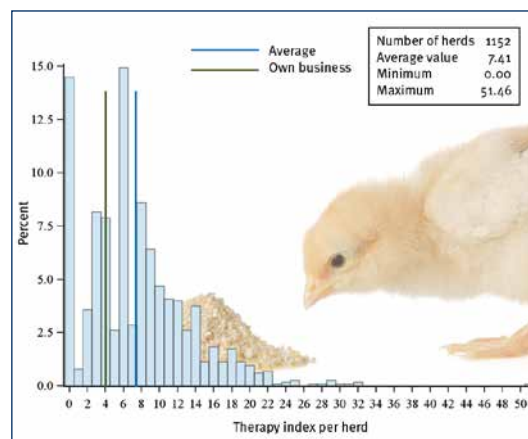
# Quality Assurance. From farm to shop.

## EVALUATIONS IN PROGRESS ANTIBIOTICS MONITORING WELL ESTABLISHED

The industry is continuing its implementation of antibiotics monitoring for poultry and pig farming in the QS scheme. The preconditions for a national antibiotics database have not yet been met: at its meeting on 22 March 2013, the German Federal Council did not decide to amend the Medicinal Products Act but instead referred the matter to the Mediation Committee. This means that the question of how, when and which changes will be made to the Medicinal Products Act remains open.

Documentation of the use of antibiotics in QS businesses is meanwhile making good progress. More than 1,200 veterinarians have registered

with the QS database and have entered over 28,700 documents on dispensed antibiotics to date. There is now sufficient data for many broiler farms to allow initial evaluations. The results will be reported to the broiler farmers from May. The information for turkey farmers and then for pig farmers will follow over the course of the summer. For the first time, QS antibiotics monitoring enables farming businesses to compare themselves with others based on a broad range of data: all livestock farmers and veterinarians should be able to assess the use of antibiotics in their own business or practice and draw the necessary conclusions.



Sample evaluation from the QS antibiotics monitoring programme

## SCHEME PARTICIPANTS AND MARKETS THE LATEST FIGURES

As compared to March 2012, the number of scheme participants has decreased slightly by approximately 1,200 (minus 1%). The scheme participant numbers are therefore continuing to reflect the structural change in the agriculture and food industry. The decline is most evident in the "agriculture – pig farming" stage (minus 3.3%).

While the number of QS beef cattle farms has dropped slightly (minus 1.0%) as compared to March of last year, increasing numbers of dairy cattle farms are eligible for delivery in the QS scheme due to the recognition of QM auditing (plus 9.7%).

There was also growth in the poultry segment: approximately 170 more poultry farmers (plus 4.3%) are participating in the scheme.

Scheme participants in the meat and meat products supply chain	Total <sup>9</sup>	Of which outside Germany
<b>Feed</b>	<b>3,564</b>	<b>462</b>
- Feed material production <sup>1,2</sup>	1,135	111
- Compound feed production <sup>3</sup>	1,327	279
- Trading, transport, storage <sup>4</sup>	1,102	72
<b>Agriculture</b>	<b>75,541</b>	<b>6,940</b>
- Cattle farming <sup>5</sup>	30,236	1
- Pig farming <sup>6</sup>	41,174	5,404
- Poultry farming	4,131	1,535
<b>Livestock Transport</b>	<b>1,741</b>	<b>131</b>
<b>Slaughtering/Deboning<sup>7</sup></b>	<b>439</b>	<b>47</b>
<b>Processing</b>	<b>265</b>	<b>11</b>
<b>Food retail<sup>8</sup></b>	<b>23,453</b>	<b>316</b>

1 Additional eligibility of delivery on the basis of GMP certification: 289 businesses 2 Includes 52 additive and premix producers  
 3 Includes 527 mobile feed milling and mixing plants 4 Additional eligibility of delivery on the basis of GMP certification: 3,430 businesses  
 5 Additional eligibility of delivery for cows: 32,038 businesses via QM milk auditing  
 6 Additional eligibility of delivery on the basis of scheme recognitions: 7,454 businesses QSG (DK) and 2,144 businesses Certus (B)  
 7 Additional eligibility of delivery on the basis of scheme recognitions: 14 businesses QSG (DK) and 43 businesses Certus (B)  
 8 Includes 145 meat wholesale businesses 9 Includes 68 butchery businesses  
 As of: 1 March 2013

## +++ NEWS IN BRIEF +++ NEWS IN BRIEF +++ NEWS IN BRIEF +++ NEWS IN BRIEF +++ NEWS IN BRIEF +++

### Three times "10 years at QS"

Our colleagues Katrin Spemann, responsible for the agriculture and feed sectors, Claudia Rotter, an expert above all for residue monitoring in fruit, vegetable and potatoes, and Angelika Baden (personnel, secretarial office, central services) have been dependable contacts at QS head office for ten years now. We would like to thank them for their efforts and commitment.



Katrin Spemann Claudia Rotter Angelika Baden



### QS-live on site

In Hilden, "LandFrau" and QS-live ambassador Lore Mauler answered numerous questions on the proper way to store fruit, vegetables and meat, fielding the questions of visitors at the opening of a new Kaiser's Tengelmann supermarket. This is one of the ways in which QS promotes communication with consumers on the ground, informing them about the commitment of the scheme participants to the production and marketing of safe food products at the sales counter.

### Conference on piglet castration in June

A conference on renouncing piglet castration will take place in Berlin on 25 June 2013. The event will be staged by the Federal Ministry of Food, Agriculture and Consumer Protection (BMELV) and QS.

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