



INFO LETTER ANNIVERSARY EDITION



OCTOBER 2001 FOUNDATION OF QS QUALITÄT UND SICHERHEIT GMBH



Pictured left to right: Dr. Rolf Meyer, Deutscher Raiffeisenverband e. V. (German Raiffeisen Association), Thomas Vogelsang, Bundesverband der Deutschen Fleischwarenindustrie e.V. (Federal Association of the German Meat Industry), Peter Zühlsdorff, chairman of the shareholders meeting and the Handelsvereinigung für Marktwirtschaft (Action Group for the Market Economy in German Retailing), Dr. Klaus-Dieter Baehrfeld, Verband der Fleischwirtschaft e.V. (Association of the Meat Industry), sitting in front on the left side Jörn Johann Dwehus, Centrale Marketing-Gesellschaft der deutschen Agrarwirtschaft mbH (German marketing agency for agricultural products) and Dr. Helmut Born, Deutscher Bauernverband e. V. (German Farmers' Federation).

The autumn of 2000 became a decisive landmark in the German agriculture and food sector when the epidemic cattle disease BSE was detected for the very first time in a cow born in Germany. The shock wave that BSE triggered brought representatives of the entire food chain – from the feed industry through agriculture to the meat industry and food retail sector – to the negotiating table. A joint effort appeared to be the only suitable way of counteracting the massive loss of consumer trust in food safety. In response to this, the QS Scheme for quality assurance in meat production was established in October 2001.

Today, ten years after its founding, the QS Scheme has become the hallmark of food from reliable sources. Foods with the QS certification mark are available in more than 23,000 food retail branches. QS comprises 130,000 scheme participants in Germany and abroad who produce and market their goods in line with the requirements of the scheme. What this means now is that QS can look back on a success story based on the commitment of all scheme participants – all the way from the farmyard to the shop counter.

MILESTONES ON THE WAY TO THE TENTH ANNIVERSARY 2011

February 2002



First scheme agreement

Just a few months after the foundation of QS at the end of 2001, the first agreement with a scheme participant is signed in February 2002. Westfleisch is the first contractual partner of QS. The first QS audit is carried out in a pig production business. Having been audited successfully, this business participates in the QS scheme via the coordinator Westfleisch. It was followed by around 93,000 further agricultural businesses that are taking part in the QS scheme via a coordinator today.

April 2003



Start of the salmonella programme

Animal welfare and hygiene are important issues within the QS scheme. In order to effectively address the risk of salmonella, pig production businesses in the QS scheme are obliged to participate in the close-knit monitoring of salmonella since April 2003. A measure that has proven successful: the number of salmonella infections in humans and animals could be reduced considerably since then. Almost 10 million samples have been taken, analysed and recorded within the database of the QS scheme since the introduction of the salmonella programme.

September 2002



First products with QS certification mark in food retail

„From farm to shop“: In September 2002, less than one year after the foundation of the QS scheme, the first meat products labelled with the QS certification mark are commercially available. Nowadays, more than 23,000 food retail branches sell products labelled with the QS certification mark.

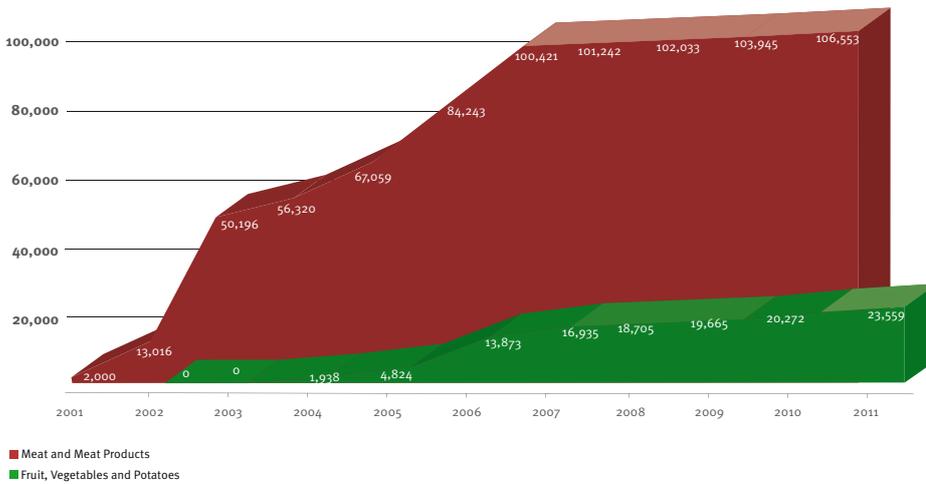
September 2003



Incident and crisis management is set up

To further protect scheme participants and, at the end of the chain, consumers, QS set up an incident and crisis management. It obliges all scheme participants to report every incident directly to QS that is considered critical. QS thus has the possibility to quickly respond to incidents, to support the business concerned in problem solving and to ensure food safety – also by blocking a scheme participant, if necessary.

SCHEME PARTICIPANTS DEVELOPMENT WITHIN TEN YEARS



Development of Total Number of Participants

2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
2,000	13,016	50,196	58,258	71,883	98,116	117,356	119,947	121,698	124,217	130,112

As of 01 Oct. 2011

The QS Scheme has developed enormously in the course of ten years to the extent that more than 130,000 scheme participants are now involved, 11,031 of whom are from 20 other European countries.

89,347 agricultural production businesses are contractually bound to the QS Scheme through 129 coordinators. The sales proceeds of goods

with the QS certification mark are estimated to be around 6 billion euros.

Roughly 95 percent of the pork and poultry meat and 70 percent of the beef produced in Germany come from the QS Scheme, and German compound feed production is integrated into the QS Scheme to virtually 100%.

The utilization of the QS certification mark that has been achieved all the way through the food and meat sector is to be further expanded to completely cover the German market for beef, pork and poultry, as well as fresh fruit, vegetables and potatoes, according to QS Managing Director Dr. Hermann-Josef Nienhoff: "Our goal is to have the QS standard recognized as a benchmark within the food industry both in Germany and abroad. We will continue to expand our role as an important contact point for companies, consumers, politicians, administrations and the media in matters concerning the quality assurance of fresh food".

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MILESTONES ON THE WAY TO THE TENTH ANNIVERSARY 2011

July 2010



Launch of consumer website

Until 2009, the CMA (German marketing agency for agricultural products) was responsible for advertising and public relations on the subject of the QS certification mark. With the liquidation of the CMA and its departure as shareholder at the beginning of 2009, a gap appeared in terms of consumer communication. This gap could be filled to some extent with the

new consumer portal www.qs-pruefsystem.de. Here, consumers get useful information on the QS certification mark, quality assurance in the different stages of food production and product knowledge – for the proper handling of products they bought.

Since May 2011



Communicates in social networks

Since May 2011 QS is active on Twitter. Short messages with a maximum length of 140 characters (so called "tweets") offer information for interested experts. On the occasion of its tenth anniversary QS will take the next step into the interactive internet and start its own blog.

March 2011



First consequences of the dioxin incident

As a consequence of the dioxin incident at the beginning of 2011, QS tightens the requirements in the feed sector. The QS scheme, as a dynamic organisation, reacts quickly and concertedly in several adjustment steps: by 1 March and 1 July tightened requirements were adopted, further adaptations shall follow with the revision which will come into effect on 1 January 2012. The adopted measures will further increase feed security and assure that products can be traced back even faster.

October 2011



Ten years of QS

Founded on 13th October 2001, the QS scheme celebrates its tenth anniversary in October 2011. This will be celebrated at the place of foundation on the Anuga. Markus Mosa, chairman of the shareholders meeting on the anniversary: "Since the 13th October 2001, quality assurance within food industry has changed for the better. The foundation of QS sets a clear signal of agriculture, industry and food retail to become active together. Within the last ten years a comprehensive inspection system for fresh meat and sausage products as well as for fruit and vegetables emerged, which enjoys huge recognition among experts."