



INFO LETTER MEAT AND MEAT PRODUCTS



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EDITORIAL

Dear Readers,

The industry is taking steps together to gradually improve the welfare of animals. Industry-wide solutions for pigs and poultry have already been developed which provide financial incentives to farmers to allow them to place an even stronger focus on animal welfare without damaging the competitiveness of the entire industry (see pages 1 and 2).

Josef Hupfer is actively involved in supporting the wellbeing of animals. He is a cattle farmer in Bavaria and a QS-live ambassador. Within the

framework of the QS-live information campaign, he helps consumers to gain a better understanding of where meat comes from (Page 3).

Lore Mauler has been a QS ambassador since the very beginning and regularly attends trade fairs to communicate with consumers. Patrick Grevenig is new in the ranks of QS-live ambassadors. He was enlisted at the ANUGA (see page 3).

We hope you enjoy reading this edition of the info letter.

Your QS Team **Bonn, 18. November 2013**

INDUSTRY-WIDE SOLUTION AGREED UPON MILESTONE IN ANIMAL WELFARE INITIATIVES

Animal welfare in Germany is set to improve even further in the future. With the industry-wide initiatives for animal welfare, farmers, meat producers and food retailers have committed to fair and sustainable meat production. Their top representatives signed a declaration to this effect on 5 September 2013 in Berlin. The economic operators thereby commissioned QS to take charge of the further coordination process.

A lot has been achieved since the initiatives for animal welfare were launched in the summer of 2012. Within twelve months, the economic operators have developed industry-wide solutions for improved animal welfare and agreed on a joint approach. The declaration of intent states: "The value added chains for pigs and poultry, from the farm to the meat industry all the way to food retail, accept joint responsibility and commit together to further improving animal farming, animal health and animal protection".

One of the vital elements of the agreement is that pig farmers, broiler farmers and turkey

farmers will in future receive compensation of costs when they go beyond legal requirements to achieve better animal welfare.

The willingness of the food retail to compensate for the added overheads is essential here. Farmers will receive compensation of costs from the food retail for the extra overheads incurred – and this is not dependent on the market price. The amount of compensation is individually defined for each additional animal welfare criterion and is based on the expected overheads associated with the criteria implemented by the farmers. In recent months, working groups have developed corresponding criteria catalogues for application both in pig farming and poultry farming.



Participation in the initiatives for animal welfare is voluntary for all farmers. Independent auditors will check each year whether requirements are being met on the farms and whether rights to payment exist. More steps need to be taken before the scheme can start. One of these steps is a review by the German Federal Cartel Office.

You can read more about initiatives for animal welfare on page 2

+++ FOCUS ANIMAL WELFARE +++ FOCUS ANIMAL WELFARE +++ FOCUS ANIMAL WELFARE +++

The protection and wellbeing of animals is an important topic in politics and society in general. Improvements in these areas are the subject of many discussions. Economic operators are actively addressing this issue and taking action. With the animal welfare initiative, they have for the first time launched an industry-wide solution which allows animal welfare to be improved without competitive disadvantages.

Farmers, meat producers and food retailers laid the cornerstone for the initiative for animal welfare with a corresponding declaration back in August 2012. However, certain structural and content-related issues need to be resolved before the first animal welfare audits can be carried out in the second half of 2014. For exam-

ple, the German Federal Cartel Office needs to assess the initiative with respect to competition laws. The result of this review is expected in winter 2013/2014.

Regardless of this, the involved parties are continuing the planning processes. The basic model is similar for both pig farming and poultry farming. Farmers who decide to participate in the initiative for animal welfare have to meet minimum requirements. These requirements are tailored to the specific farming and industry conditions for pigs and poultry. In addition, there are criteria of choice which are also production-specific.

In the case of poultry, the initiative for animal welfare is to be implemented on the basis of supplementary agreements in the QS scheme,



whereas in the case of pig farming, there will be a holding company outside of the QS scheme. This could be founded in the spring of 2014. Farmers will be able to enter into corresponding animal welfare agreements with the company.

An explicit reference on products to participation in the initiative is not planned. The important thing is that the industry is jointly taking steps on its own initiative in order to achieve improved animal welfare.

INTERVIEW ON ANIMAL WELFARE INITIATIVE “A STEP IN THE RIGHT DIRECTION”



H.-J. Matern, Metro AG

Consumers increasingly understand the finer points of quality and quality assurance. For some time, criteria other than just freshness and appearance have been important for shoppers.

In an interview with the Lebensmittelzeitung magazine (edition 37/2013), Hans-Jürgen Matern, Head of Sustainability and Regulations at Metro AG, talks about the expectations of consumers and the aims of the initiative for animal welfare.

Mr. Matern, Metro has signed the declaration of intent on the initiative for animal welfare. What are your expectations?

Consumers have been interested in the issue

of animal welfare for some time. With the initiative, we accommodate the wishes of consumers for improved animal protection by striving to achieve extensive improvements in pig and poultry farming.

How can consumers know about the initiative if there is no advertising on the products?

We have deliberately developed the initiative for animal welfare as a background system. We at Metro welcome the fact that participation is not explicitly advertised, meaning that the whole thing remains competitively neutral. Our experience shows that individual initiatives were not successful in the past primarily because there was no critical mass. We want this initiative to be different. Also, consumers expect the meat that they buy to have been produced properly in any case. The QS certification mark will be a sufficient indication of this in the future.

How does the initiative fit in with Metro's sustainability strategy?

The issue of animal welfare has already been part of our sustainability strategy for some time. We have noticed that consumers increasingly understand the finer points of quality and quality assurance. Products no longer just need to be fresh and look a certain way, but also need to have been produced in the most socially responsible and animal-friendly manner possible. With the animal welfare initiative, we have now taken an additional step in the right direction.

When will the first meat produced according to the initiative be available in Metro and Real?

The launch date of the system depends on a number of factors and we cannot accurately predict it at this point.

Source: Lebensmittelzeitung 37/2013, 13 September 2013 (abridged version).

NEW IN 2014 HATCHERIES AND PARENT ANIMAL FLOCKS ALSO WITH QS CERTIFICATION

To ensure that the continuous improvement in animal welfare in the poultry industry includes all animals, parent flocks and hatcheries will also be added to the QS inspection system. The two new guidelines were approved by the Poultry Advisory Board at its September meeting.

The poultry industry in the QS scheme has agreed to make the QS inspection network even tighter – also with regard to animal welfare. From 1 July 2014, after an introductory phase,

poultry farmers will only be permitted to rear or fatten chicks that originate from QS-certified hatcheries or parent flocks.

There is a separate new guideline for hatcheries that will be valid from 1 January 2014. It includes all requirements for the production of both chicken and turkey chicks. Parallel to this, all QS requirements for the farming of breeding chickens and hens that are used for hatching egg production have been compiled in a separate guideline.

There are no new requirements for the procurement of ducklings for pecking duck production; consequently, there is no guideline.



The guidelines have already been published on the QS homepage in the download centre under Agriculture Poultry Production.

Quality Assurance. From farm to shop.

QS-LIVE AMBASSADOR AND SCHEME PARTICIPANT CATTLE FARMER JOSEF HUPFER

Consumers need to be able to rely on the QS certification mark, says QS-live ambassador Josef Hupfer. The cattle farmer from Bavaria has been a participant in the QS scheme since 2003 and has been a Status I company from the outset. For him, quality assurance has a lot to do with conscientiousness.

Mr. Hupfer, why did you decide to participate in the QS scheme?

For me, QS is a kind of safety net. I can count on the fact that the feed I buy is safe and has been checked regularly. Then I know that there won't be any problems. However, the QS certificate is also official confirmation that I comply with all legal requirements and guidelines for good professional practice. This is important for my customers because, of course, they also want to be sure that the animals that they buy from me are healthy. The Landwirtschaftliche Qualitätssicherung Bayern (LQB, Agricultural Quality Assurance Bavaria) is my coordinator and takes care of all organisational details. It keeps track of when my next audit is due, commissions a certification body, and so on. The LQB also takes care of sampling for feed monitoring.

What does quality assurance mean to you?

For me, quality assurance means that I do my job well and conscientiously. In addition to automatic feeding, I also manually give hay to my

animals. Every animal has to stand up for this purpose and I can see whether they are doing well. I know my animal transporters personally and I know that they treat the animals well. For a nice piece of meat to end up on my plate, animals have to be killed – there's no way around that. But until that time, we need to act professionally and treat the animals fairly.

Why are you actively involved in QS-live?

I like to eat meat that comes from my own animals so that I know what I am eating. When it comes to food safety, consumers need to be able to rely on the QS certification mark. If QS-live can increase awareness of this, I'm happy to be a part of that. I show where the animals come from and all the things that farmers do to guarantee safe meat and good food. A lot of people aren't informed about these things nowadays. I can see that when I have children from the kindergarten visit my farm twice a year. They don't really know anything about animal farming. There is a need for more education in this area.



Josef Hupfer – committed to food products from reliable sources

What is special about your company?

I am always looking for new ideas on how to further improve my company and processes. For example, I have placed rubber mats on the floor of the stall for the young animals. They work like slatted floors but are more comfortable for the animals to walk on. If farmers can help to make animals more comfortable with these kinds of relatively simple measures, then they should. This improves the animals' wellbeing.

You can learn more about Josef Hupfer and the "QS-live quality assurance initiative" on the Internet at www.qs-live.de



QS AND ITS PARTNERS COMMUNICATING QUALITY ASSURANCE TOGETHER

QS and its partners regularly provide information about quality assurance – from the farm to the shop counter – at trade and consumer fairs, for example in October and November 2013 at the ANUGA in Cologne and the Consumenta in Nuremberg. QS-live ambassadors support this joint approach. While Lore Mauler has years of experience, Patrick Grevenig was just recently appointed in Cologne.

The **consumer fair Consumenta** has taken place in Nuremberg from 26 October to 3 November. QS-live ambassador Lore Mauler explained to visitors there what companies do to provide safe, high-quality food and what consumers themselves can do at home to ensure food safety. QS employees have also been present at the fair to answer questions together with the regional partners of the QAL Gesellschaft für Qualitätssicherung in der Agrar- und Lebens-

mittelwirtschaft mbH (Society for Quality Assurance in the Agriculture and Food Industry) and Landwirtschaftliche Qualitätssicherung Bayern (LQB, Agricultural Quality Assurance Bavaria). The slogan of the joint stand is: "Confidence in safe food from controlled origins". The self-service meat specialities on display are supplied by scheme participant Netto-Markendiscount.

New QS-live ambassador

QS also promotes the common cause at trade fairs, for example at the **food trade fair ANUGA**, which took place at the beginning of October in Cologne. As part of the supporting programme of the trade fair, the final of the Grips&Co trainee competition "Germany's best trainee in the food retail" was held. The final, which was supported by QS-live and hosted by RUNDSCHAU for the food retail sector. **Patrick Grevenig** (see photo: second from left) from the EDEKA Frischecenter Zurheide in Dusseldorf triumphed over his competitors.



New QS-live ambassador Patrick Grevenig, EDEKA Zurheide (2nd from l.)

The 20-year-old was subsequently appointed a **QS-live ambassador** for the next 12 months by QS Managing Director Dr. Hermann-Josef Nienhoff. An audience of approximately 1,200 watched the competition between the ten finalists, who qualified for the final round from over 20,000 participants after various preliminary rounds. The Pro7 presenter Daniel Aminati compered the event (photo: right).

Quality Assurance. From farm to shop.

INTERNATIONAL NEWS INCREASING PRODUCT AVAILABILITY AND FURTHER DEVELOPING STANDARDS



AMA recognition confirmed at the ANUGA (the photo shows Dr. Hermann-Josef Nienhoff [QS] and Dr. Michael Blass [AMA Marketing])

We all need to be able to rely on guaranteed origins of beef and pork, even when it is purchased from other countries. QS is actively

involved in ensuring that this is possible and has agreed on recognitions with AMA Marketing in Austria for the supply of cattle and with Bord Bia in Ireland for the supply of beef. There are also recognitions for pork: the cooperation with Belpork and the Certus scheme were recently renewed.

“The demand for beef with the QS certification mark has increased considerably in the past couple of years”, explains QS Managing Director Dr. Hermann-Josef Nienhoff. “The agreements with AMA Marketing and Bord Bia help us to meet this demand. At the same time, they represent a step towards comparable Europe-wide quality assurance”, continues Nienhoff.

Effective immediately, cattle farmers who take part in the Austrian AMA quality seal programme are eligible to deliver goods into the QS scheme – without an additional QS audit. The farms with eligibility to deliver are reported via AMA and then registered in the QS database. With regard to Irish beef: the abattoirs certified by Bord Bia can also deliver into the QS scheme after registration in the database.

Extending the cooperation with **Belpork** has become something of a tradition. It means that **pork and sow meat from the Certus system can continue to be delivered into the QS scheme beyond 2013.**

SCHEME PARTICIPANTS AND MARKETS THE LATEST FIGURES

Almost 105,000 participants in the QS scheme are committed to ensuring the safety and quality of food – from the farm to the shop counter. In comparison with last year, this figure has remained at approximately the same level.

Numbers increased in poultry farming. At the end of September, we counted 4,134 locations (an increase of 2.1%). While the number of locations has decreased again for pig farming (down 4.4%), it has stayed approximately the same for cattle farms (up 0.9%).

When we look at scheme participants abroad, we can also see an increase in the numbers taking part (up 2.5%).

Scheme participants in the Supply Chain Meat and Meat Products	Totaly	Of which abroad
	104,563	7,784
Feed	3,684	515
- Feed material production ^{1,2}	1,159	131
- Compound feed production ³	1,356	298
- Trade, transport, storage ⁴	1,169	86
Agriculture	75,006	6,738
- Cattle farming ⁵	30,790	1
- Pig farming ⁶	40,082	5,253
- Poultry production	4,134	1,484
Livestock transport	1,759	142
Slaughtering/ Deboning⁷	408	62
Processing⁸	255	11
Food retail⁹	23,451	316

1. Further 314 businesses eligible to deliver due GMP certification 2. Including 63 additive and premix producers
 3. Including 514 mobile feed milling and mixing plants 4. Further 3,739 businesses eligible to deliver due to GMP certification
 5. Further 34,950 businesses eligible to deliver slaughter cows due to QM milk auditing
 6. Further 7,328 QSG businesses (DK) and 2,175 Certus businesses (B) with eligibility of delivery due to bilateral agreements
 7. Further 14 QSG businesses (DK) and 43 Certus businesses (B) with eligibility of delivery due to bilateral agreements
 8. Further 73 butchery businesses eligible to deliver 9. Including 143 meat wholesale businesses

As of: 1 October 2013

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Welcome



Jutta Haski, Henning Ossendorf

We are pleased to welcome new colleagues: in September, Ms. Jutta Haski joined the switchboard team. She will

be happy to assist you with any questions you may have about QS. Since October, Mr. Henning Ossendorf has been providing support in the areas of slaughtering/deboning and processing/food retail.

Congratulations

Ms. Heike Fassbender and Ms. Ute Simon have

now been working for QS for ten years as of September and October, respectively. Their colleagues congratulate them and wish them all the best.



Ute Simon, Heike Faßbender

Feed: over 1,000,000 analyses

Helping to make food safer: since QS feed monitoring was introduced, samplers have taken more than 100,000 samples. These were analysed by QS-approved laboratories and more than one million test results have been entered in the QS database. (Figure valid as of October 2013).

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http://www.q-s.de/abo_en.html

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