

Quality assurance from farm to shop

Your claim –  
our mission:  
**Safety for  
foodstuffs.**

Report 2009  
**Outlook 2010**



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# Preface

# 1

QS organises quality assurance in all stages of the production process of a food item and ensures that this is maintained by means of neutral monitoring.

With clear specifications and a robust testing system, QS provides support to its scheme participants enabling them to fulfil their responsibilities with regard to food safety, resulting in a comprehensive quality assurance system that goes through right to the consumer. The coordination function for a wide variety of topics affecting the entire food chain, which QS has since taken on, is of great importance to all those involved.

Nine years after the organisation was founded, we see that QS is an excellent example of self-organisation of all economic participants of the food supply chain. At this point in time, it is important to further expand best practice, but also to ensure that the system is not overtaxed. Solutions with perspective must be developed in order to support the agreed interests of all economic participants.

Let us together push the concept of this platform even further. The success story can be continued. ■



Josef Sanktjohanser  
*Chairman of the executive board,  
member of the board of the REWE Group*



Dr. Hermann-Josef Nienhoff  
*Executive director  
of QS Qualität und Sicherheit GmbH*

High-quality foodstuffs, reliably and safely produced. We have been living up to this consumer demand successfully in 2009 as well. When it comes to meat and meat products, the QS test mark can be found across the whole retail sector. Areas such as beef with the QS test mark are growing strong. When it comes to fruit and vegetables, QS has established itself as a permanent fixture in both production and trade.

The results of our coordination efforts can be seen in milestones achieved, such as the obligation to use painkillers when castrating piglets or the acceptance of QS audits by local authorities in the risk-assessment process for agricultural businesses. In addition, in the last year, we succeeded in promoting cooperation of the existing European quality assurance schemes, in particular, in the animal feed sector.

But even small steps, improvements and actual measures have characterised the last year. We are grateful for the fantastic support afforded by the discussions and talks in our committees and with our scheme participants that help us to promote the QS scheme. ■

## Our structure: Powerful organisation.

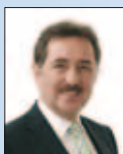
# 2

There are six elements under the QS Qualität und Sicherheit GmbH umbrella. These represent the stages involved in food production and marketing chain. Alongside the QS Fachgesellschaft Geflügel GmbH (poultry) and the QS Fachgesellschaft Obst-Gemüse-Kartoffeln GmbH (fruit, vegetables and potatoes), QS also integrates beef, veal and pork meat.

All three companies are supported in their technical structures and further development of the scheme by advisory boards and working groups. The committees ensure the inclusion of experts from agriculture and food industries.

When it comes to questions regarding the safety and quality of food-stuffs, QS is advised by a board of scientists, politicians, representatives from stakeholder groups and associations. ■

### Important decisions



#### **Executive board – Chairman: Josef Sanktjohanser**

- Financial support for research projects on specific measures regarding the renouncement of piglet castration
- Specification of cornerstones for a joint continuation of cooperation projects with local authorities
- Foundation of a working group on the topic of sustainability in the meat and meat products supply chain
- Fundamental conclusions regarding further organisational development
- Alignment of marketing measures for the QS test mark



#### **Advisory board for beef, veal and pork – Chairman: President Franz-Josef Möllers**

- Foundation of a coordination platform “Renouncing piglet castration” with members of the economy, the Deutsche Tierschutzbund (German Animal Protection Association), the bpt and the BMELV
- Obligatory use of painkillers in the castration of piglets as an additional measure for animal welfare
- Introduction of a guideline containing additional requirements when renouncing animal feed that requires labelling and the “not genetically modified” product description.
- Fundamental revision of guidelines and checklists as well as changes to the assessment and monitoring practices



#### **Advisory board for fruit, vegetables and potatoes – Chairman: Ulrich Schopohl**

- Composition of the scientific board for residue monitoring
- Clear specifications regarding the use of the test mark on QS goods by food retailers
- Generation of additional requirements for the “Fresh cut” sector in the wholesaler guideline for 1st January 2010
- Revision of guidelines and checklists as well as changes to the assessment and monitoring practices



#### **Poultry advisory board – Chairman: Johann Arendt Meyer zu Wehdel (as of 20th January 2010 replaced by president Werner Hilde)**

- Introduction of a guideline containing additional requirements when renouncing animal feed that requires labelling and the “not genetically modified” product description.
- Updating the QS medication catalog for poultry
- Revision of guidelines and checklists with a focus on combating zoonosis and bio-securing measures as well as change to the evaluation and monitoring practices



#### **Board – Chairman: Prof. Dr. Achim Spiller**

- Dialog with advisory boards with regard to future sector relevant topics within the framework of a strategy meeting
- Discussions regarding the further development of the QS scheme and the adoption of additional platform tasks
- Handling of socially and politically relevant topics such as animal welfare, climate change and sustainability
- Discussions with representatives of the EU commission on monitoring systems

# 3

## Our task: Quality assurance. From the farmer to the shop.



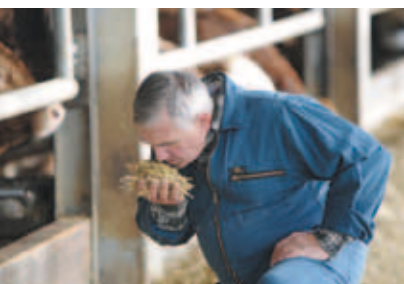
QS is the world's largest cross-stage quality assurance system for fresh foodstuffs. The basis of our activity implies comprehensive process assurance and traceability, that extends from production via processing and through to marketing. The manufacturing process of QS certified companies is fully documented and monitored.

As a voluntary initiative of all economic participants in the supply chain, we define clear requirements and standards for the production and marketing process. Meat and meat products, but also fruit, vegetables and potatoes may only carry the QS test mark if all scheme participants along the food chain keep to these common requirements. From the farmer to the shop for more food safety. ■



### Measures that determine our behaviour.

- We set the standards that guarantee and increase the safety of fresh foodstuffs.
- We ensure that the requirements are implemented consistently and without gaps.
- We develop solutions in conjunction with all economic participants.
- We are reliable, always available to talk to and we protect our scheme participants.
- We give our scheme participants a clear signal when it comes to the purchasing and marketing of their products.
- We give consumers a clear signal when it comes to the purchasing of safe foodstuffs.



# Our speciality: Reliable monitoring.

4

The QS scheme performs reliably and the scheme participants are constantly improving. This is the conclusion drawn as a result of the evaluation of more than 240,000 audits carried out since the founding of the scheme in 2001.

Last year alone saw 42,000 companies subjected to neutral monitoring. The frequency of monitoring processes is higher for companies that stand out negatively than it is for companies that have been achieving good results over a number of years.

The results of the last few years show: Companies that endanger food safety as a result of faults in the process flow are becoming more and more seldom.

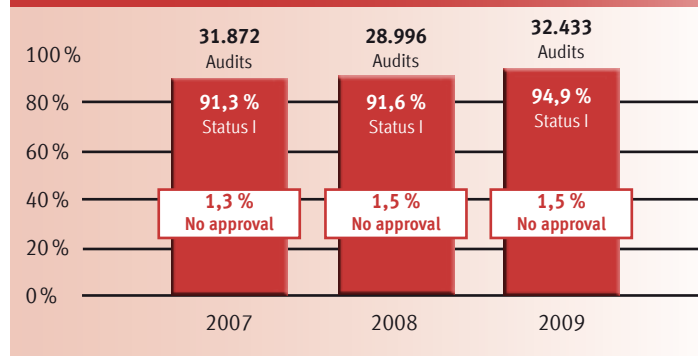


### Increasing the separation criteria

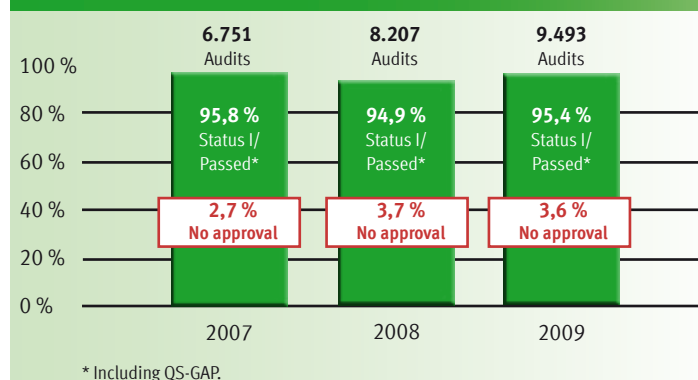
As of 1st January 2010, the audit result depends even more on the degree of fulfilment of the individual criteria – at QS this goes from A (very good) to D (sufficient). Last year almost 95 percent of all scheme participants achieved Status I (of III) and with it the highest possible level. In future, this level will be more difficult to attain.

An example: In order to achieve Status I, scheme participants must not receive any “D” assessments in the audit and even minor faults will carry more weight.

Results of the QS audits in the supply chain for meat and meat products 2007 to 2009



Results of the QS audits in the supply chain for fruit, vegetables and potatoes 2007 to 2009



In 2010 we aim to make quality requirements more precise to make a good thing even better. In order to represent the operational situation in a more differentiated manner and to increase the degree of separation between “very good” and “good” companies, the evaluation system was revised last year. ■

# Monitoring results: Supply chain for meat and meat products.



In the supply chain for meat and meat products, in excess of 32,000 audits were carried out in 2009 alone. Almost 95 percent of the companies did very well and received Status I. The results clearly show that the majority of scheme participants produce under strict observation of the requirements of the QS scheme. Only 506 scheme participants were not able to meet the QS audit requirements in 2009. Sanction proceedings have been started against 122 of them. The majority of sanctioned businesses (74) belong to the agricultural stage.

Agricultural companies tend to fail as a result of violations against the documentation obligations or the requirements with regard to internal self assessment.

In food retail, the focus of complaints lies in the maintenance of the cold chain. In 35 cases, the required temperatures were not maintained and the self assessment concept was not implemented correctly.

## Consistent procedure in the event of violations

Criteria that have a critical influence on the food safety, animal welfare or integrity of the QS scheme are defined as knock-out criteria. Not maintaining one of these criteria leads to the loss of the supply authorisation into the QS scheme and to sanctioning of the scheme participant. A neutral committee made up of specialists, the sanction council, evaluates the violation and decides on the level and type of sanction for each individual instance.

## Sanction cases for the supply chain for meat and meat products (as of March 2010)

Meat and meat products	2008	2009	
<b>Sanction cases</b>	<b>110</b>	<b>122</b>	
Animal feed sector	8	8	Extract of no approval evaluations
Agriculture			
– Beef	17	15	Implementation of animal feed analyses
– Pork	44	49	Implementation of the self – assessment concept
– Poultry	6	10	Documentation of use of medication
Slaughtering/deboning	4	4	Maintenance of stock register
Processing	2	1	Animal protection regulations
Food retail	27	35	Implementation of corrective measures
			Animal feed use
			Securing traceability
			Separation of QS/non-QS goods
			Hygiene requirements
			Separation of QS/non-QS goods
			Maintenance of the cold chain
			Implementation of the self-assessment concept
			Monitoring at receipt of goods
			Implementation of hygiene training

But not only are the results of the previous year a cause for celebration. If we look back, we see a positive trend over the years. Improvements have occurred in a wide range of sectors, from animal feed manufacture through agricultural products and into the shops.

Reduction in the proportion of D assessments (%) for selected monitoring criteria when comparing the years 2005 and 2009. (as of March 2010)			
Stage	Criteria	2005	2009
Animal feed sector	Monitoring of products in accordance with the animal feed monitoring plan	3% (of 493*)	< 1% (of 1.268*)
Agriculture Beef	Maintenance of legal animal protection regulations	18% (of 5.890*)	2% (of 8.233*)
Agriculture Pork	Documentation of the implemented self-assessment concept	7% (of 9.276*)	< 1% (of 15.413*)
Agriculture Poultry	Documentation of company salmonella status	10% (of 460*)	3% (of 1.390*)
Slaughtering/deboning/processing	Personal hygiene measures	2% (of 185*)	< 1% (of 351*)
Food retail	Regular implementation and documentation of hygiene training	17% (of 1.478*)	3% (of 4.438*)

\* Total number of audits in the relevant stage.

## Monitoring results: Fruit, vegetables and potatoes supply chain.



The results of the almost 9,500 audits carried out in 2009 in the supply chain for fruit, vegetables and potatoes clearly show: Almost 96 percent of the companies did very well and received Status I. Only 343 scheme participants were not able to meet the QS audit requirements. In 128 instances, sanction proceedings were started as a result of violations against the scheme, 116 of these at the production stage. The majority of sanctioning instances were caused as a result of the use of pesticides not authorised for the respective cultures. In a total of 44 instances, the use of forbidden substances by the scheme participant was the cause of the sanctions. In another 26 instances, the maximum permitted residue values were exceeded. A combination of these two violations occurred in six instances. In another twelve instances, the specified waiting time was also not adhered to.

The documented cases of incorrect use of pesticides underline the importance of checking the goods regarding the maximum permitted amounts by means of residue monitoring.

### Sanction cases for supply chain for fruit, vegetables and potatoes (as of March 2010)

Fruit, vegetables, potatoes	2008	2009	Extract of no approval evaluations
<b>Sanction cases</b>	<b>101</b>	<b>128</b>	
Production			Maintenance of maximum permitted residue levels Maintenance of specified waiting times Documentation of pesticide use Implementation of self-assessment concept Information communication in the event of an incident
Fruit, vegetables	69	102	
Potatoes	27	14	
Wholesale	5	12	Analysis of QS residue monitoring Separation of QS/non-QS goods
Food retailers	-	-	

The intermediate conclusions drawn from the last few years show that scheme participant were, alongside the residue monitoring (see page 24), also able to achieve improvements in the audit - from the growers through wholesalers and right down to the retailers.

### Assessments

The assessment of the individual audit criteria is carried out in accordance with four defined fulfilment levels. These range from **A** (very good) through to **D** (not sufficient).

Reduction in the proportion of D assessments (%) for selected monitoring criteria over time. (as of March 2010)			
Stage	Criteria	2005	2009
Potato growers	Proof of competence available for all pesticide users	4 % (of 796*)	0 % (of 6,304*)
Growers of fruit, vegetables	Nitrate fertilization on actual demand	3 % (of 1,272*)	2 % (of 6,304*)
		<b>2008</b>	<b>2009</b>
Wholesale of fruit, vegetables and potatoes	Temperature monitoring implemented and documented	1 % (of 258*)	< 1 % (of 240*)
Food retailers	Goods care implemented (C assessment)	7 % (of 1,990*)	3 % (of 2,949*)
Food retailers	Control at receipt of goods implemented and documented (C assessment)	4 % (of 1,990*)	< 1 % (of 2,949*)

\* Total number of audits in the relevant stage.



## Additional monitoring: Confirmed reliability.

The scheme participants both at home and abroad are working reliably and the QS requirements are being met even between the regular QS audits. This is the central result of the 600 plus additional monitoring instances that were undertaken last year.

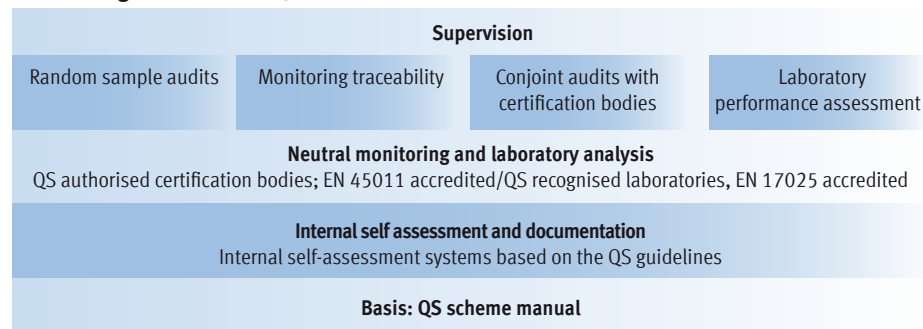
The selection of companies for additional monitoring is carried out, for the most part, at random. However, part of the sample is determined according to risk. This means that increased monitoring is implemented where complaints have recently been registered and for things that have proved difficult in the past. In 2009 this concerned, among other things, the use of painkillers in piglet castration in the meat and meat products supply chain, the participation in residue monitoring in the fruit, vegetable and potato chain or the correct separation of goods in food retail.

The existing monitoring processes are not only the first choice when it comes to monitoring the status quo, but they are also used to constantly further develop and optimise the processes within the QS scheme. ■

### All good things come in threes:

In our multiple stage inspection system, each participating company is obliged to undertake a continuous self-assessment and to document the results. Neutral and QS authorised certification bodies regularly check whether all of the QS criteria have been fulfilled. In a third stage, within the framework of the QS inspection system, the work of the certification bodies is monitored and further internal system monitoring is carried out.

### Monitoring levels in the QS scheme



## Traceability: Quick and reliable

Another instrument used to assess the performance capability of the QS scheme is regular traceability checking. Quick response times are essential when it comes to incident management. A challenge that our scheme participants have proven they are able to live up to, even beyond the German borders. In 2009, this was displayed by those slaughtering/deboning companies in Germany, Holland and Italy that were involved in the additional monitoring process. Starting from these companies, the auditors were able to determine all of the scheme participants involved in the upstream production and downstream marketing of meat products. The majority of the monitored businesses were able to quickly and clearly identify their suppliers and thus provide seamless documentation of the flow of goods. Two slaughter houses and one agricultural company were unable to meet the requirements; therefore sanctions have been started against these businesses. ■



## Keeping the overview: Comprehensive data management.

The QS database handles the data management of the QS scheme and therefore represents the central interface for scheme participants, certification bodies, auditors and laboratories. Alongside the master data of the 120,000 scheme participants it records and analyses some 240,000 audit reports and around 1.8 million analysis results from the monitoring programs. In addition, the freely accessible search query can always be used to determine who is authorised to supply into the QS scheme.

Every day in excess of 500 users access the QS database and this number is increasing. In order to ensure that, despite the increased amount of digital traffic, fast and fault-free database access can be guaranteed, the technical capacities have been considerably increased last year.

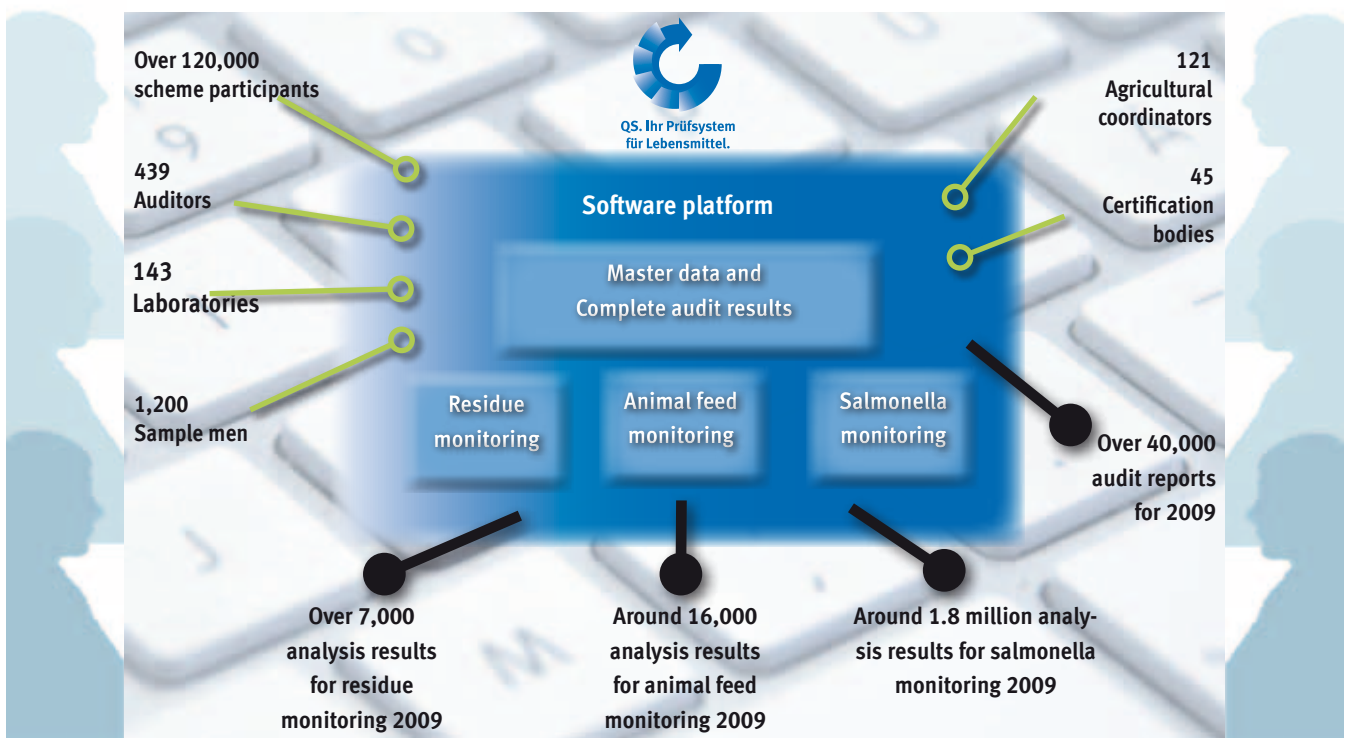
But not only the technical prerequisites have been optimised, so has the service. The First Level Support was initially implemented by an external service provider, but as of last year this is also integrated at the QS headquarters.

For scheme participants this means: When it comes to questions regarding the QS database, for example, technical faults, problems with registering locations or changing data, you are able to contact headquarters directly. A complete service package from one source! ■



### The database as a central resource.

More than 120,000 users access the software platform

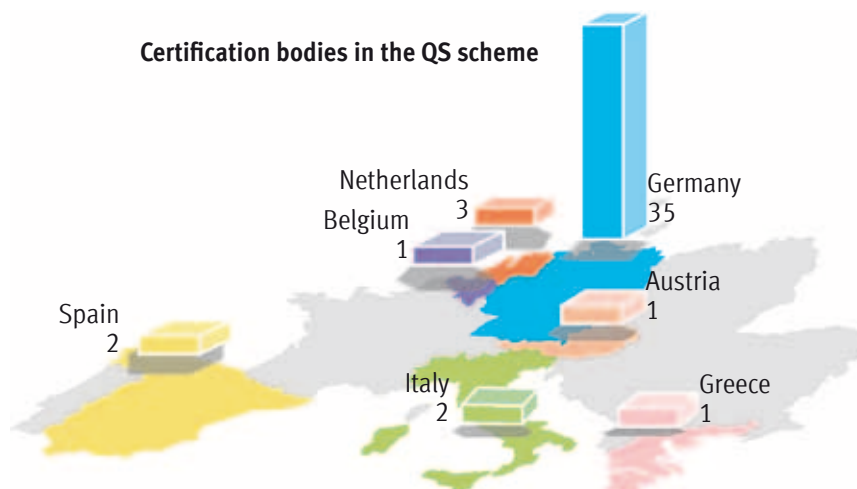


## Monitoring needs competence: 45 certification bodies, 439 auditors.



The consistent and reliable implementation of the QS requirements is of key importance for the QS scheme. 45 certification bodies, both at home and abroad, along with 439 auditors are authorised to undertake monitoring. The results of the monitoring process are not only affected by the situation in the assessed company but also the competence of the auditors. The prerequisite for authorisation and the maintenance of the monitoring permit is thus regular participation of the auditors in the regular training sessions conducted by QS. In 2009, over 500 participants attended the 27 training sessions. To ensure a practical reference to the training, we work on specific issues, for example, about pest control, together with external speakers. The training sessions also offer opportunities for active dialog. The information we gather from these training sessions, in addition with topic-specific workshops and annual discussions, is used to further develop the QS scheme.

### Certification bodies in the QS scheme



### Further improvement of the audit quality

This and other topics were in the focus of the discussions at two working meetings of the certification bodies carried out by QS last year. Most of the leaders of the certification bodies authorised by the QS scheme took advantage of the offer for a direct information exchange. The key topics included, among other things, the elevated degree of separation in the QS audits, the handling of the QS database as well as the various changes to the QS requirements for the 2010 revision process. ■

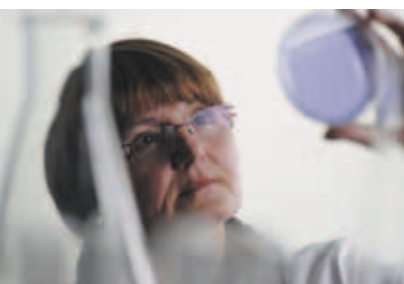
## Reliable laboratory results: 143 laboratories, 11 countries.

Based on clear specifications in the QS scheme we ensure a high standard of analysis and thus receive reliable results. Only QS recognised laboratories are permitted to carry out the extremely complex analyses within the framework of the monitoring program. After a strict acknowledgement procedure, the laboratories must also regularly prove their performance capabilities in competence tests and round robin tests. A total of 143 laboratories in 11 countries are authorised to carry out the three monitoring programs (monitoring of the salmonella situation in the pork sector, animal feed monitoring and residue monitoring in fruit and vegetables). Another 66 laboratories are currently pursuing QS approval. ■



### Salmonella monitoring

- 34 approved laboratories
- from three countries (Germany, Poland, Netherlands)
- 3 laboratories are currently pursuing approval



### Animal feed monitoring

- 50 approved laboratories
- from five countries (Germany, Austria, Netherlands, Italy, France)
- 22 laboratories are currently pursuing approval



### Residue monitoring

- 59 approved laboratories
- from ten countries (Germany, Belgium, France, Greece, Italy, Netherlands, Spain, Switzerland, Austria and Egypt)
- 12 laboratories are currently pursuing approval



### Residue monitoring of fruit, vegetables and potatoes

The selection of the specific test material for the laboratory competence test is based on the current market situation. In case of the most recent test that took place in autumn of 2009 fresh herbs were in the focus. Since the residue situation in fresh herbs had been an issue in the market in 2009, we chose fresh parsley as test material for the laboratory competence test. The results confirmed the high level of performance in residue testing by QS approved laboratories. They achieved much better results than the applicant laboratories, which have not yet received their QS approval.

# 5



## The Global Food Safety Initiative – GFSI

In order to avoid double monitoring at the international level, QS is taking part in the GFSI Technical Committee working on establishing criteria that will enable comparisons of the requirements of individual standards with regard to food safety. The aim is to ensure that the individual GFSI recognised standards are accepted throughout the world by all economic participants. In excess of 400 members from 150 countries on five continents are represented in the GFSI.

## QS and IFS – two standards but only one combined audit

The combined QS and IFS audit can be implemented in companies in the slaughter, deboning and processing industry as well as for wholesalers of fruit, vegetables and potatoes. This prevents double auditing and achieves considerable savings in terms of both time and costs.



# Our purpose: Setting standards, connecting standards.

The food sector is an extremely competitive sector. It is characterised by internationally linked flows of goods, increasing globalisation and an increasing degree of concentration along the supply chain. Therefore a transparent and for all market participants comprehensible quality assurance system is of great significance.

In order to facilitate the flow of goods within Europe and to ensure a shared level of quality assurance, cooperation with international standard owners is essential. To date, standard and audit recognition agreements have been concluded with 11 standard owners from six different countries, enabling some 16,000 foreign scheme participants to supply their products into the QS scheme.

The international networking has been driven forwards in the last year, in particular, in the animal feed sector. In addition to the existing audit recognition for the animal feed manufacturing sector, new agreements, in place since last year, with Belgium, France and Great Britain, also recognise audits for the trading and transportation as well as the storage and handling of animal feeds. Thus, along with the animal feed manufacturers themselves, traders, distributors and storage companies are also able to supply into the respective quality assurance schemes in the other countries.

A further agreement was finalised at the agricultural stage. The mutual audit recognition agreement with the Belgian standard owner Codiplan, in place since the start of 2010, enables just like the existing agreements with QSG and IKB, the supply of piglets and pigs for slaughter into the other scheme. With this agreement, an important step has been taken towards harmonising the quality assurance process in the European pork meat supply chain.

In the fruit and vegetables supply chain, audit recognition agreements with the Vegaplan and FoodPlus standard owners ensure season-independent availability of QS certified goods throughout the year. ■

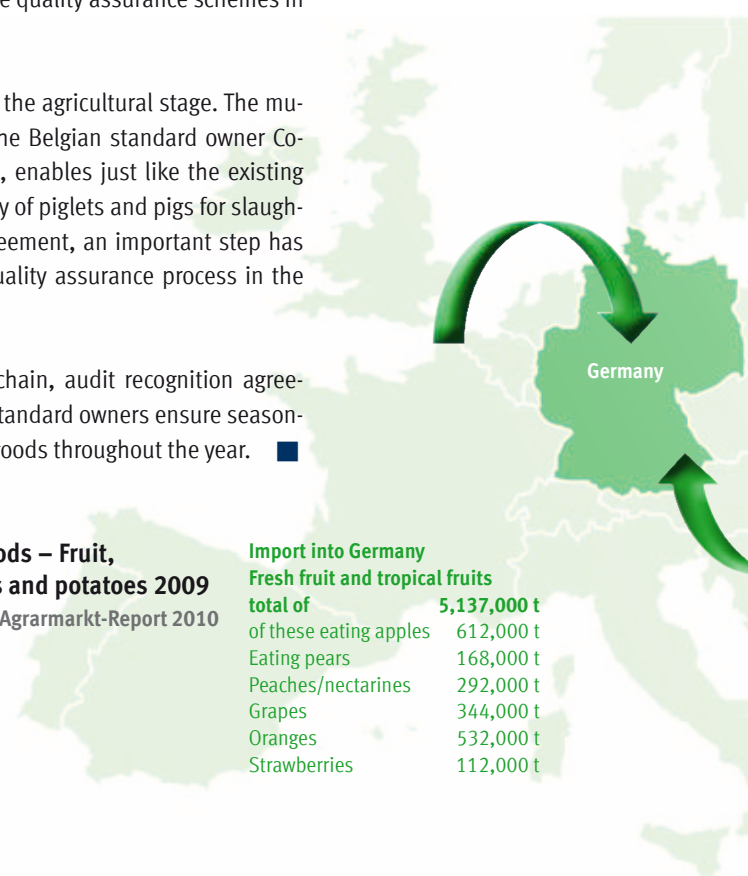


In the animal feed manufacturing and animal feed transportation sector, QS is involved in the International Feed Safety Alliance (IFSA) as has been an active member of the International Committee Road Transport (ICRT) since 2009.

## Flow of goods – Fruit, vegetables and potatoes 2009

Source: AMI Agrarmarkt-Report 2010

Import into Germany	
Fresh fruit and tropical fruits	
total of	5,137,000 t
of these eating apples	612,000 t
Eating pears	168,000 t
Peaches/nectarines	292,000 t
Grapes	344,000 t
Oranges	532,000 t
Strawberries	112,000 t



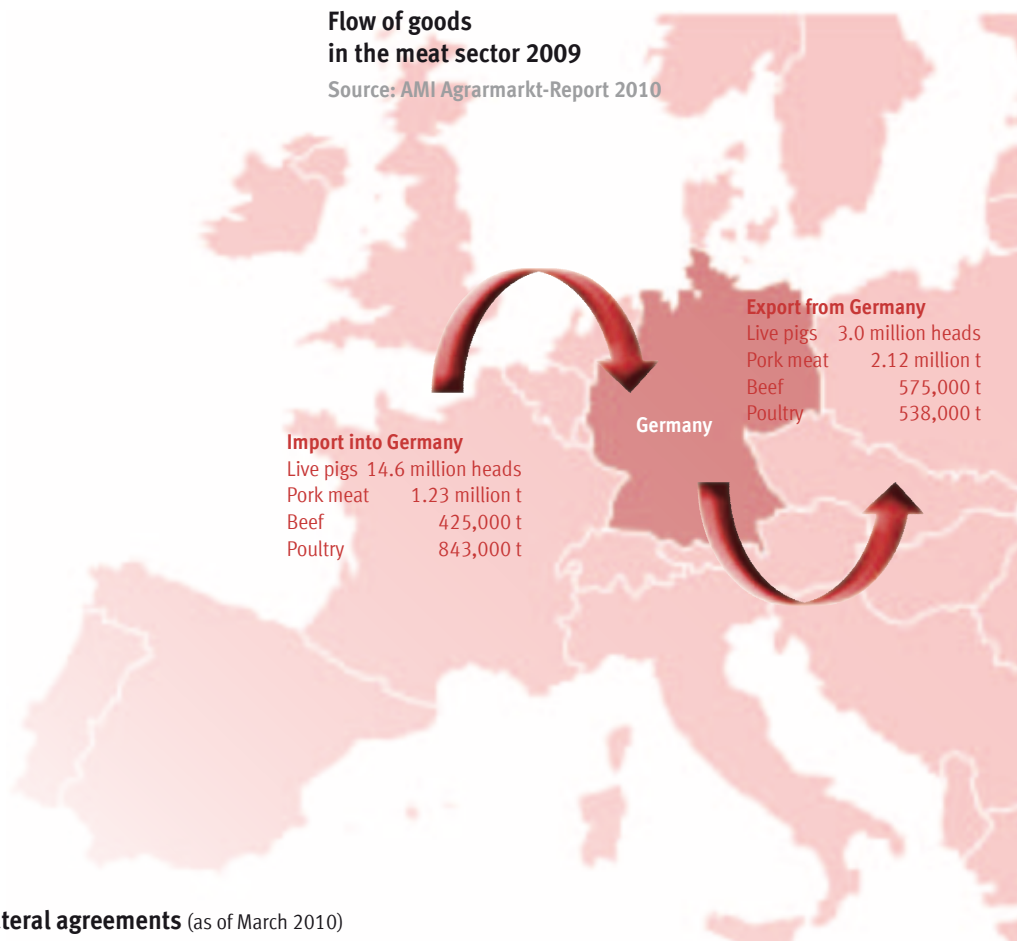
## Quality assurance from farm to shop



In order to facilitate the harmonisation of national standards, QS is playing an active role in the European Meat Alliance (EMA). The criteria developed through the joint efforts of the EMA members form the foundation for the conclusion of mutual audit recognition agreements, which enable cross-scheme flows of goods.

### Flow of goods in the meat sector 2009

Source: AMI Agrarmarkt-Report 2010



### Bilateral agreements (as of March 2010)

Animal feed			
Country	Contractual partner	Scheme/Standard	Type of inclusion
Belgium	Ovocom Bemefa v.z.w.	Ovocom-GMP	Audit recognition
Netherlands	GMP+ International	FSA GMP+ B1	Audit recognition
Austria	Agrarmarkt Austria Marketing GesmbH (AMA)	Pastus®	Audit recognition
Great Britain	Agricultural Industries Confederation Ltd. (AIC)	UFAS/Femas/TASCC	Audit recognition
France	Qualimat Transport	Qualimat Transport	Audit recognition
Pigs			
Country	Contractual partner	Scheme/Standard	Type of inclusion
Belgium	Belpork v.z.w.	Certus	The Certus scheme is recognised as being equal
Belgium	Codiplan v.z.w.	CodiplanPlus	Audit recognition
Denmark	Danish Agriculture & Food Council (DAFC)	QSG	The QSG scheme is recognised as being equal
Netherlands	Centrum voor Bedrijfsdiensten B.V. (CBD)	IKB Varken	Audit recognition
Netherlands	De Groene Belangenbehartiger B.V.	IKB Nederland Varkens	Audit recognition
Fruit, vegetables and potatoes			
Country	Contractual partner	Scheme/Standard	Type of inclusion
Belgium	Vegaplan.be	IKKB	Audit recognition (individual certification)
Cross country	FoodPlus GmbH	GlobalGAP	Audit recognition (individual certification)

### Import into Germany Fresh vegetables

total of	3,015,000 t
of these bell peppers	325,000 t
Cucumbers and pickling gherkins	168,000 t
Tomatoes	680,000 t
Onions	255,000 t
Potatoes	550,000 t

# Slaughtering and fattening businesses: Meeting tomorrow's requirements.

EU directives on **animal protection, hygiene regulations or combating zoonosis** – topics that are also of great relevance to QS and its scheme participants. Here, we support our scheme participants in the execution of the adopted regulations, often before these actually become legally binding. Two examples:

## Example 1: Abattoirs well positioned

When it comes to the new EU directive on animal protection at the time of slaughtering, QS certified abattoirs already fulfil the majority of requirements that will come into force legally as of 2013 for all new companies throughout the EU. The new regulations, for example, require companies to apply the latest level of research with regard to anaesthesia and slaughtering. In future, company-specific work instructions will need to be produced and implemented for slaughtering.

The use of an animal welfare representative intended in future by the EU regulations, is already self-evident in QS businesses along with the use of a standardised slaughtering procedure or proof of the effectiveness of the anaesthesia methods used.

## Example 2: Combating zoonosis in poultry farming

The combating of zoonosis will in future remain a focus for the poultry industry. Thus, according to EU specifications, only one percent of flocks of chickens as of 2012 may be proven to have the salmonella strains *S. enteritidis* and/or *S. typhimurium*. For turkeys, this common aim is valid as of 2013. In order to support farmers on the path to eliminating zoonosis, QS introduced salmonella monitoring for poultry in 2006. All fattening businesses in the poultry sector are obliged to take part in salmonella monitoring.

In order to limit the transfer of germs and bacteria, so-called bio-securing measures have been further developed and included as test criteria in the guidelines for Agricultural fattening of poultry as of 1st January 2010. These are preventative measures that, for example, affect animal, company and personal hygiene.

A new addition is the obligation of QS turkey slaughtering businesses to participate in influenza monitoring. This pursues the aim of proving the distribution of low pathogenic influenza germs, to localise points of entry and to reduce the distribution areas of AIV germs. ■



## Product identification “not genetically modified”

As of the start of 2010, the new guideline on “Additional requirements when renouncing animal feed that requires labelling” and the “not genetically modified” product description” was published. The guideline creates clarity for all those involved in the market and details the requirements that must be fulfilled in conjunction with the label. If a QS scheme participant wishes to label its product with the “not genetically modified” label, the additional requirements of the guideline must be adhered to.

## Animal feed: Safe food from the very beginning.

High-quality animal feed is the basis for good animal nutrition. Consistent animal feed monitoring is, thus, of prime importance. In the QS scheme, all animal feed manufacturers are obliged to participate in the monitoring program. Here the maintenance of the thresholds and guideline values for mycotoxins, environmental toxins, pesticides as well as micro organisms and heavy metals are monitored. All sample data as well as the analysis results determined by the QS approved laboratories flow into the software platform and are evaluated centrally.

Between the introduction of the database module in January 2008 and the present day, some 24,000 samples have been analysed. The conclusion is encouraging, only a few (< 1%) of the results were objectionable.



**What parameters are relevant within the framework of animal feed monitoring and for which product groups in the QS scheme?**

### Aflatoxin B1

*Milk yield feed, corn products as well as oilseed and oilseed flakes*

### Zearalenon (ZEA) und Deoxynivalenol/ Vomitoxin (DON)

*Feed for pigs, in particular, cereals and cereal products (for example, corn and wheat)*

### Ochratoxin A (OTA)

*Malthouse products*

### Dioxins and dioxin-similar PCB

*All mixed and individual QS feed, in particular, high-fat and animal products as well as minerals*

### Salmonella

*Mixed animal feeds for pigs, fattening poultry and laying hens, but also all individual feeds, in particular, oilseed flakes, high-fat and raw animal products*

### Heavy metals

*All QS mixed and individual animal feeds*

### Animal-based components

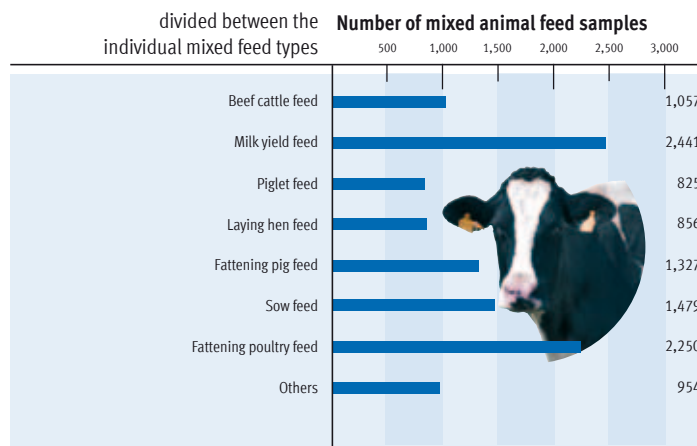
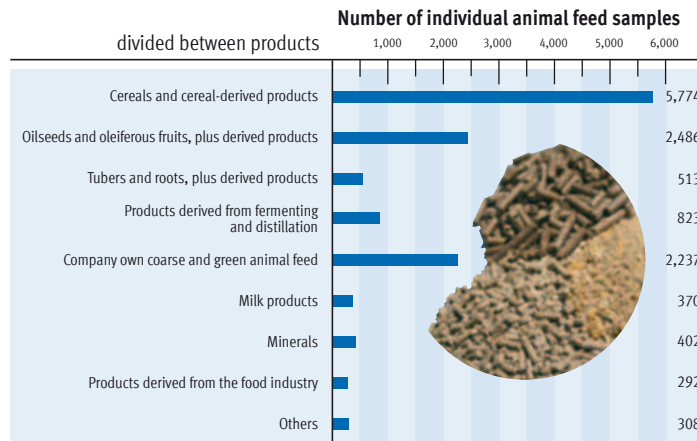
*All QS mixed animal feeds for ruminants and the individual feeds these typically contain*

### Pesticide residues

*All raw plant materials*

### PAH (polynuclear aromatic hydrocarbons)

*Fats/oils*



The examination parameters and their weighting in animal feed monitoring are set for all participants in the animal feed industry. The separate assessment of mixed and individual feeds or the assessment of specific sectors is then carried out in a second step. Here company and sector specific quality management systems, results and situations are taken into account.





## Animal protection in the QS scheme: In the stalls and during transportation.



### 2006

The advisory board decides to include animal transportation.

### 2007/2008

Specifications are established.

### 2009

First companies are certified for animal transportation.

### 1st January 2010

There are already 243 commercial animal transportation companies participating in the QS scheme.

### 1st January 2011

Certification for all animal transporters in the QS scheme will become obligatory.

Compliance with animal welfare legislation is a basic prerequisite for participation in the QS scheme. Last year, in 25,036 checks at agricultural businesses with animals, the correct husbandry, feeding and care of the animals was monitored. Violations against the animal welfare legislation are considered a knock-out criteria in the QS scheme. The company will thus fail the audit.

### QS audits in agricultural businesses with animals in 2009

Animal type	Number of audits 2009	Monitored criteria (total)	Monitored criteria (animal welfare) <sup>1</sup>	Knock-out assessments for animal welfare	Sanction proceedings for animal welfare <sup>2</sup>
Beef	8,233	304,621	98,796	40	15
Pigs	15,413	601,107	200,369	141	49
Poultry	1,390	54,210	19,460	23	10
Total	25,036	959,938	318,625	204	74

<sup>1)</sup> Including criteria regarding animal husbandry, animal health and use of medication.

<sup>2)</sup> Only for follow-up audits; in the event of a knock-out assessment in the initial audit, the approval for the QS scheme cannot be granted.

In order to ensure the safety and health of animals during transportation as well, the QS scheme has also been monitoring the compliance with legally applicable animal transportation regulations since 1st January 2009. As part of a detailed document review, the state and hygienic levels of the transportation vehicles as well as the gentle and proper treatment of animals play a key role in the QS audits. In addition, the qualifications of the staff will be reviewed.

243 animal transport companies were already voluntarily audited. In addition, 1,658 agricultural businesses that transport their animals themselves have also been checked. Here, the transportation of own animals in agricultural businesses is checked at the next due audit. Transport companies that are not yet certified should hurry: As of 1st January 2011, the specification will become obligatory in the QS scheme. Transport of animals in the QS scheme may then only be performed by certified carriers.



### Time is running out ...!

"Have you already had your company QS audited?" You haven't got much time left,...

... the idea that QS auditing can be "pushed through" just before Christmas is a myth since no-one will want to meet you under the Christmas tree for an audit that could be carried out now. There are more than enough appointments available."

vFZ Handelszeitung Vieh und Fleisch,  
Hagen Fricke  
20th March 2010



## Combating salmonella in the QS scheme: Concentrated approach.

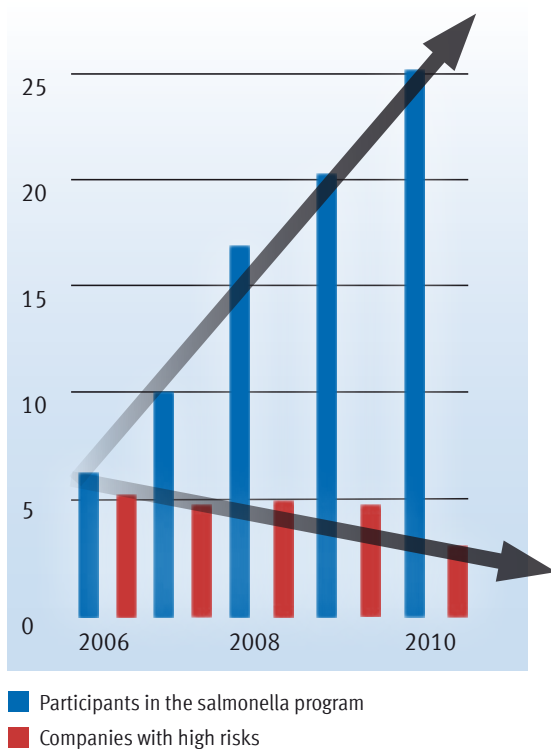


Every year (particularly in the summer months) the media reports on illnesses caused by salmonella infections. In this context, raw meat products are particularly at risk. In the QS scheme, as early as the animal fattening stage, comprehensive measures are taken to contain salmonella loads. All pig production businesses in the QS scheme are regularly tested within the framework of the QS salmonella program. Businesses with an increased risk of salmonella are thus identified at an early stage and must take suitable measures to reduce the salmonella.

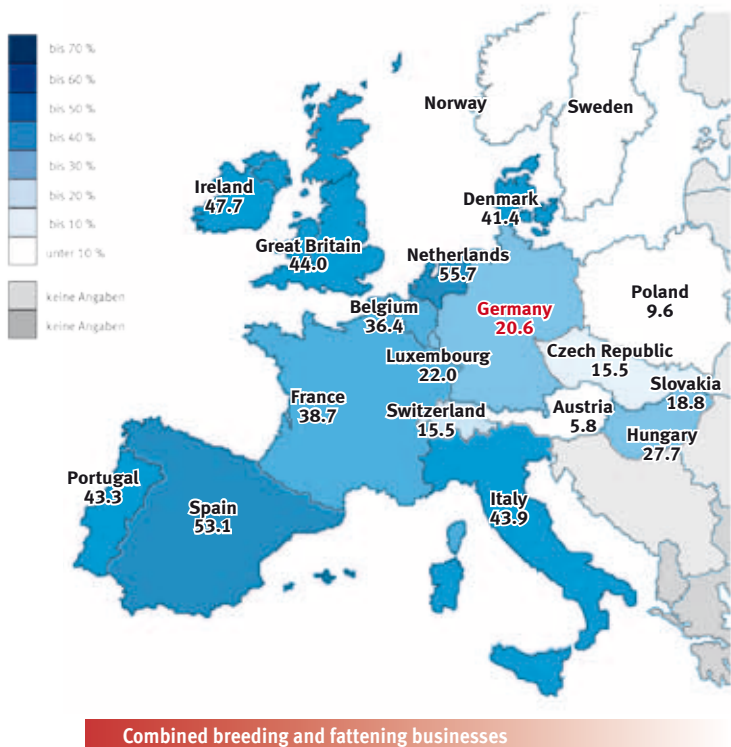
The evaluation of over 7.5 million test results from the last seven years confirms the constant reduction of the number of businesses with a high salmonella entry risk (category III). At the start of 2006, the figure was still 5.4 percent; today the proportion is at a low 2.8 percent.

These efforts pay off, as shown by the current study results from the European Food Safety Authority (EFSA): Germany is well positioned in with regard to salmonella loads when compared to other EU countries. While in combined pig breeding and fattening businesses in Germany it is at 20.6 percent, the comparable value for Denmark is around 40 percent and considerably higher at 55 for the Netherlands.

Fewer and fewer businesses with a high salmonella risk in the QS scheme



Results of the EFSA prevalence study



Source: EFSA Journal 2009, 7 (12): 1377

# 6

## Joint responsibility: Coordination in the food supply chain.

As a dynamic scheme, QS unites the diverse interests of society, economy and politics – a challenge. By close cooperation with all participants of the food supply chain, we provide a platform for the development of holistic solutions in agreement with all participants whilst maintaining common goals. The task is to tackle the issues and to take on joint responsibility. ■



## Sustainability: Approaches for the supply chain.

The sustainability discussion has gained momentum this year.

A large number of scheme participants will, in future, be more intensively confronted with the problem of documenting sustainable production methods. Obviously, the QS scheme makes a considerable contribution towards the topic of sustainability and will, in future, be even more involved. The cross-stage approach adopted by QS shows many cross-references to sustainability topics, for example, the comprehensive traceability of products.

Against this background, the executive board meeting in March this year, decided to start up a working group on the topic of sustainability in the meat and meat products supply chain. Manned by practitioner and experts from all stages of the QS supply chain, the work of this group is designed to promote general understanding for this topic.

At first, the task is to clearly define what “sustainability” means for the industry and how this can believably and transparently be monitored and documented. In addition, the effects of the sustainability aspects of discussion for the scheme participants should be examined. Discussions will revolve around whether generally valid definitions, limitations and uniform inspection procedures, for example, the CO<sub>2</sub> footprint, can be developed. The focus will continue to be on how these ideas can be converted into specific requirements. ■

*“The sustainability topic is occupying the industry and dominating the Grüne Woche – trading requires initiatives.”*  
(Lebensmittelzeitung (food newspaper) 22nd Januar 2010, page 8)

*“We are currently lacking a uniform method and resilient criteria [to calculate the CO<sub>2</sub> footprint]...”*  
(Allgemeine Fleischerzeitung (general meat newspaper) 20nd January 2010, page 3)

*“Sustainability is something that concerns everybody and every company.”*  
(Dr. Daniela Büchel, REWE Group in Lebensmittelpraxis (food practices) 02/2010, page 36)

*“The meat economy must actively tackle the subject of sustainability in order to ensure that they are not on the defensive at a later date.”*

(Allgemeine Fleischerzeitung (general meat newspaper) 20nd January 2010, page 8)

*“Time is running out, and specific actions and solution approaches must quickly be developed and implemented.”*

(Manfred Nüssel, Deutscher Raiffeisenverband, in the Raiffeisen Magazin, issue 1/2010)

*“... the industry needs to come up with answers now before it is flattened by the discussion.”*

(Allgemeine Fleischerzeitung (general meat newspaper) 20nd January 2010, page 1)

## Renouncing piglet castration: Targeted coordination.

**2008**

**September**

“Düsseldorf declaration” on the joint renunciation of piglet castration

**2008**

**October**

Founding of the QS coordination platform “Renouncing piglet castration”

**2009**

**March**

Expert workshop held by QS and Deutschen Gesellschaft für Züchtungskunde e.V. (German Society for Husbandry) with more than 130 experts from science, economy and animal protection organisations

**2009**

**April**

The use of suitable painkillers when castrating piglets is an obligatory requirement in the QS scheme and will be inspected in the audit.

**2009**

**October**

Executive board meeting agrees financial support for specific research projects

**2010**

**March**

QS pushes the topic forward in the coordination platform, experts discuss current state of research

Initiated in the Netherlands, the debate surrounding animal protection with regard to piglet castration reached the German agriculture and food industry in 2008. The Deutsche Bauernverband (German Farmers' Association), the Verband der Fleischwirtschaft (Association of the Meat Industry) and the Hauptverband des Deutschen Einzelhandels (Association of the German Retailers) decided in September 2008 in the “Düsseldorf declaration” to jointly promote the complete and rapid renunciation of piglet castration.

In order to fulfil the prerequisites for the change and to systematically collect research and development requirements, QS set up a coordination platform. Since March 2009, topic-specific working groups in the areas of odour detection, animal husbandry, breeding, as well as processing and marketing have been working on solutions to enable the elimination of current castration methods.

Currently, QS is also giving financial support to a number of research projects. These involve the development of an “electronic nose” for the detection of boar odour directly on the slaughter line and the establishment of an expert and consumer panel in order to gain fundamental knowledge about the sensory evaluation of meat.

An additional measure for animal protection in the QS scheme in the last year is the obligatory use of suitable painkillers on castrating piglets and requirement in the QS audit. ■



Around 22 million male piglets are currently castrated in Germany every year.

## Local authorities and QS: Sensible cooperation, clearly regulated.



*“We are focusing on the expansion of privately organized cross-stage quality assurance schemes and their integration with the state food control.”*

Extraction from the current coalition contract between the parties CDU, CSU and FDP

*“The use of the results of the QS audits means that the veterinary authorities are able to considerably increase their level of information about businesses with little effort. With this knowledge we are able to carry out our official controls in a much more targeted manner, namely in those places where discrepancies between the legal specification and the business reality are at their greatest (to put it positively), where there is considerable room for improvement.”*

Dr. Albert Groeneveld,  
veterinary authority Borken

Since 2009, the veterinary authorities from Borken (North Rhine-Westphalia) and Leer (Lower Saxony) are taking QS audits into consideration in the estimation of risks for pig production businesses. The official controls concentrate on businesses that are not audited in accordance with the requirements of the QS scheme. This effectively prevents multiple inspections in businesses of scheme participants. The practiced procedure is finding great acceptance by the participants and the interest of further veterinary authorities in similar cooperations. The work of the QS scheme is confirmed by this acceptance.

At the same time, coalition statements from the government with regard to the expansion of privately organized cross-stage quality assurance schemes and their integration with state food control is finding concrete implementation. For a successful continuation and expansion of such measures, the QS executive board meeting early this year has established the following cornerstones:

- The maintenance of data protection has the greatest priority. The scheme participant must explicitly permit the use of data by state food control. He must also be permitted to withdraw his agreement at any time and without naming reasons.
- The specification of the content and the inspection system of the QS scheme is carried out exclusively by the bodies of the QS scheme. QS is and remains private, independent and free from state interference.
- The responsibility for the inspection of legal requirements lies exclusively with the regulatory authorities. QS will not take over the tasks of the state food control.
- The interlocking of QS and the state food control must be organised uniformly for the whole scheme. It has to be non-bureaucratic, transparent and verifiable.

Alongside the above mentioned veterinary authorities, in future, further regions wish to take QS audits into account in evaluating risks. ■



### Consideration of QS audits in Lower Saxony

A similar approach is also being considered in individual veterinary authorities in Lower Saxony. Lower Saxony (Ministerium für den ländlichen Raum, Ernährung, Landwirtschaft und Verbraucherschutz – Ministry for Rural Areas, Nutrition, Agriculture and Consumer Protection) and LAVES (Landesamt für Verbraucherschutz und Lebensmittelsicherheit – State

### Pilot projects in North Rhine-Westphalia

After farmers have given their express permission, the veterinary authorities in Borken (since 2009) and Coesfeld (since 2010) have been given access to the appropriate audit reports in the QS database. In 2009, the veterinary authority in Borken already took the QS audit reports into account when evaluating risks for official control. A first comprehensive evaluation of the results of the veterinary controls has shown that the number and the severity of deviations in non-QS businesses are greater than that of QS businesses. Thus, the veterinary authorities in Borken consider this procedure to have proved itself correctly and it will continue with it.

## Risk-oriented ante mortem inspection: Participation in the QS scheme as the basis.

Another point of contact with the official food control can be found at the next stage of the food supply chain – at the abattoir. Since the implementation of the EU hygiene laws on 1st January 2006, the ante and post-mortem inspection can be implemented in a risk-oriented manner. Instead of examining each carcass by scanning and cutting, the veterinarian in the respective abattoir is, under certain circumstances, able to limit the inspection to a visual check and to focus the inspection on suspected cases. This means that the number of routine inspections can be reduced considerably and the veterinarian is able to concentrate on those lots with increased risks.

The basis for this risk-oriented approach is the involvement of the agriculture industry. It supplies the essential information and prerequisites. Based on agricultural data, the specification of the inspection intensity is set. Agricultural companies must document that the pigs and calves held have been housed in an integrated production system and under controlled conditions since weaning in accordance with EU directives. The farmer already provides this evidence through his participation in the QS scheme. The associated requirements concerning hygiene, feed, litter and pest control are part of the QS requirements and inspected during the audit. QS thus offers the best prerequisites for efficient implementation of the inspection based on the new EU law. ■



authority for consumer protection and food safety) support the considerations. The veterinary authority in Leer has been making use of QS audits in risk assessment since July 2009. At the moment the regions, Cloppenburg, Rotenburg-Wümme and Vechta are subjected to conjoint audits by veterinarians from the veterinary authorities and QS auditors in order to determine the comparability of the auditing and to use the QS audits for risk assessment in future.

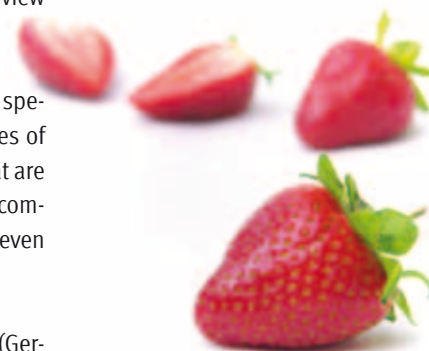


# Residue situation for fruit and vegetables: Consistent control.

In the QS scheme, the residue levels in fruit, vegetables and potatoes is constantly monitored by risk-oriented sampling of the individual product groups along the entire production and marketing chain. More than 20.000 scheme participants in the supply chain for fruit, vegetables and potatoes participate in the residue monitoring. Each year, well over 7,000 samples are tested for pesticide residues as well as for levels of additives and contaminants and then recorded in the QS database. The evaluations of the test results give, at all times, a detailed overview of the current residue situation for fruit and vegetables.

Only laboratories that have qualified themselves via a scheme specific approval procedure are charged with the analyses. Exceedances of legally permitted maximum residue levels or proof of ingredients that are not permitted result in the immediate blocking of the goods and the company as well as the introduction of a sanction procedure. This might even result in the companies' exclusion from the scheme.

In conjunction with the Deutschen Fruchthandelsverband e.V. (German Fruit Trade Association) at the beginning of 2010, QS issued a joint evaluation of the test results from 2009. The comprehensive report drew a positive conclusion and gives good marks for the residue situation in products from strawberries to leafy vegetables. Overall, producers are acting in an exemplary manner and the residue loads of fruit and vegetables are decreasing. The number of samples containing more than the legal maximum levels become rarer. The common report is meant to be continued in future.



## Cooperation in the BVL Task Force "Pesticide residues in foodstuffs"

Invited by the BVL, representatives of the official food control met with experts from the industry in March 2010 in Berlin for the constituent meeting of the "Pesticide residues in foodstuffs" task force. The task force is designed to determine critical regions and causes of exceedances. The aim is to derive recommended actions that will lead to a further reduction in the exceedances. A 12-man working group has been formed to process this specific issue and QS is also represented here.



The monitoring report is available for download under [www.q-s.de/Mediacenter](http://www.q-s.de/Mediacenter).

## Comprehensive overview: Excerpt from monitoring report.

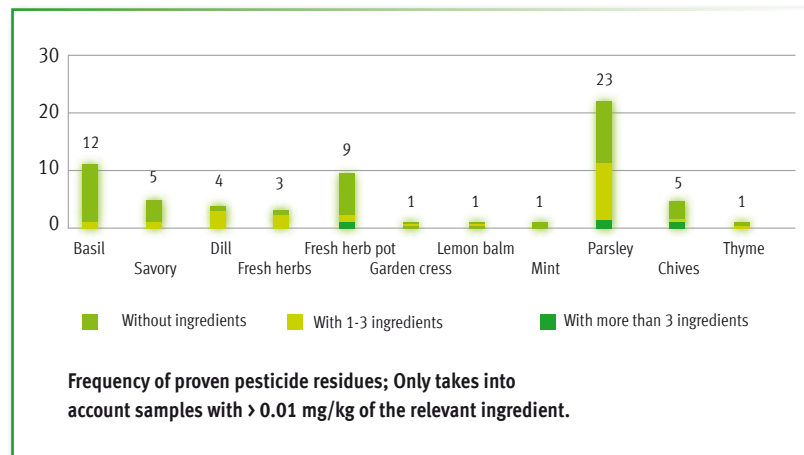


### Additional monitoring for seasonal fruits

In 2009, QS carried out additional residue examinations alongside the regular analyses for both strawberries and apples. The overall results were convincing. The results were negligible for both product samples. Particularly positive to report are, above all, the consistently low values of exceedance of maximum residue levels as well as the acute reference dose.

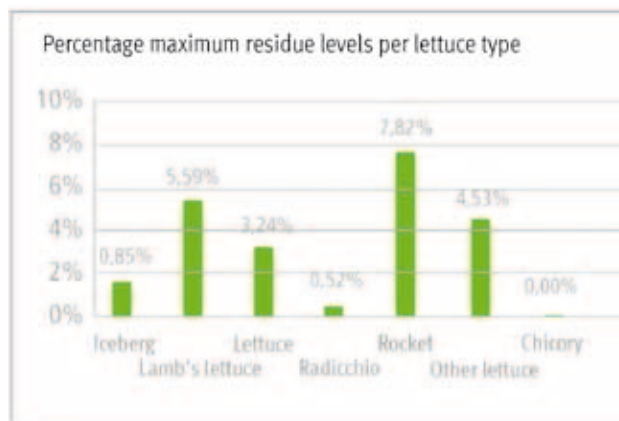
### Fewer residues in fresh herbs.

In 2009 fresh herbs have shown fewer residues than in the previous year. Greenpeace was not the only organisation that came to this conclusion. A similarly pleasing impression has been gained from the residue monitoring of QS certified fresh herbs. In 54 percent of the herb samples tested (65 in total) there were no residue traces to be found. This test was carried out with German goods only. For one sample there had been an exceedance of the specified maximum levels. No ingredients not permitted for the cultures were found. The majority of samples showed between one and three ingredients, the maximum residue level for ingredients was an average of around 10 percent.



### Good results for lettuce.

A total of 378 samples of various lettuce varieties were examined last year, ranging from chicory through to rocket. Around half of all lettuce samples (191) contained no pesticide residues (< 0.01 mg/kg). They were residue-free.





# 7

## Flat screens and beef roasts: The search for quality of life.

Guest contribution from Dr. Gunther Hirschfelder



**Dr. Gunther Hirschfelder**

is a private lecturer on folklore at the Bonn University.

Hirschfelder represents the professorship for cultural anthropology and is a member of the board in the international working group for cultural research into food (Heidelberg).

The Germans and their meat – an intimate, but often difficult relationship. Meat is a high-quality energy provider and the result of a long value-added chain. From the beginnings of human history, meat has also been the central basis for food. Accordingly, it played a dominant role in both religion and culture. When people started to become settled some 10,000 years ago, the significance of the hunt started to wane. Pets and, above all, field products took the place of game. Meat became more and more rare and thus the most important measure of prosperity and performance of society. Meat also brought dangers with it, but parasites are reduced by the use of fire to cook, the practised eye of the slaughterer and the state meat examinations in place since the middle ages. More important than safety, however, was availability. In particular between the Reformation and the French revolution, meat was scarce and for many unaffordable, the words rich and meat were synonyms. It took the industrial age to bring meat and sausage products to all.

### The object of longing and desire

It is, in particular, the developments of the last two hundred years that are responsible for making keeping traditions alive especially difficult. The advent of the potato in the fruitful 19th century changed the old system of nourishment which was based on gruel and bread. This helped to alleviate hunger but destroyed tradition. The extreme dynamics of the heavy industrialisation of the Bismarck age meant that there were more important things to worry about than Grandma's recipes. And as the two World Wars completed their destructive task, the years of establishment of the early Federal Republic saw a concentration on flavour because reconstruction and the economic wonder were in trend, and tradition just wasn't fashionable. Farming economy and city homes arranged their meal planning and desires primarily according to price and availability. Well into the 20th century, meat was generally scarce and very expensive, potatoes, cabbage and fine vegetables were, at least when in season, affordable and available on the market in volume. And because people value things that are in short supply, meat and particularly fatty meat, was highly regarded. The Sunday roast was the ultimate symbol of prosperity and comfort, whereas vegetables were a tolerated and unavoidable side dish. This only really started to change around 1970 when food began to be less about filling an empty stomach and more about enjoyment and health.



## Flat screens and beef roasts

Today meat, the oldest object of longing and desire, is suddenly under criticisms; the structure of nourishment is multi-faceted. Manufacture, sales and consumption are part of a complex system which is in turn affected by socio-economic processes, cultural values, historic traditions and politics. The insecurities of the consumer are logical.

In the meantime, it is the socio-economic parameters that are decisive and cannot be budged: Fear of unemployment, loss of status and worries about pensions are forcing us to hold on to our pennies. Anyone who does decide to spend money is more likely to invest in a flat screen television than a beef roast, because a television has maintained value in the 20th century and the consumer secretly hopes that he will have something to keep in future, which of course is not the case. But psychology even dominates the stock markets and it certainly dominates our eating habits.

## Italian, French or German – prejudices and eating habits

Decisive for our trust in foodstuffs is our expertise in terms of food. In the days when garden produce, preserves and home-smoked products determined our supplies, the customer knew exactly what they were buying at the market and from the butcher. Quality and freshness could be recognised by smell and by touch. But since the 1950s supermarkets have replaced the specialist stores. And from this point onwards we have been identifying our food using packaging and brand names. What is in the food has become a mystery. We do not trust ourselves to make a decision, we trust the label. If a company gets a bad reputation we immediately distrust the entire range, without tasting, smelling or touching it.

Even the concept of a better life and thus prejudices determine our eating habits. A product only needs to appear in French or Italian designed packaging and we are ready to believe it is a delicacy. No producer would come up with the idea of packaging ravioli under the Polish name Pierogi although they are no worse. When the media drags meat scandals into focus, suddenly the Schnitzel doesn't taste as good.

From a culinary point of view, all these processes took a special path on which cheap has become more important than taste and in which quality has wavered during the crisis. But it is only the sense of trust that has suffered. The quality of meat, fruit and vegetables today is something our ancestors could only have dreamed about! ■

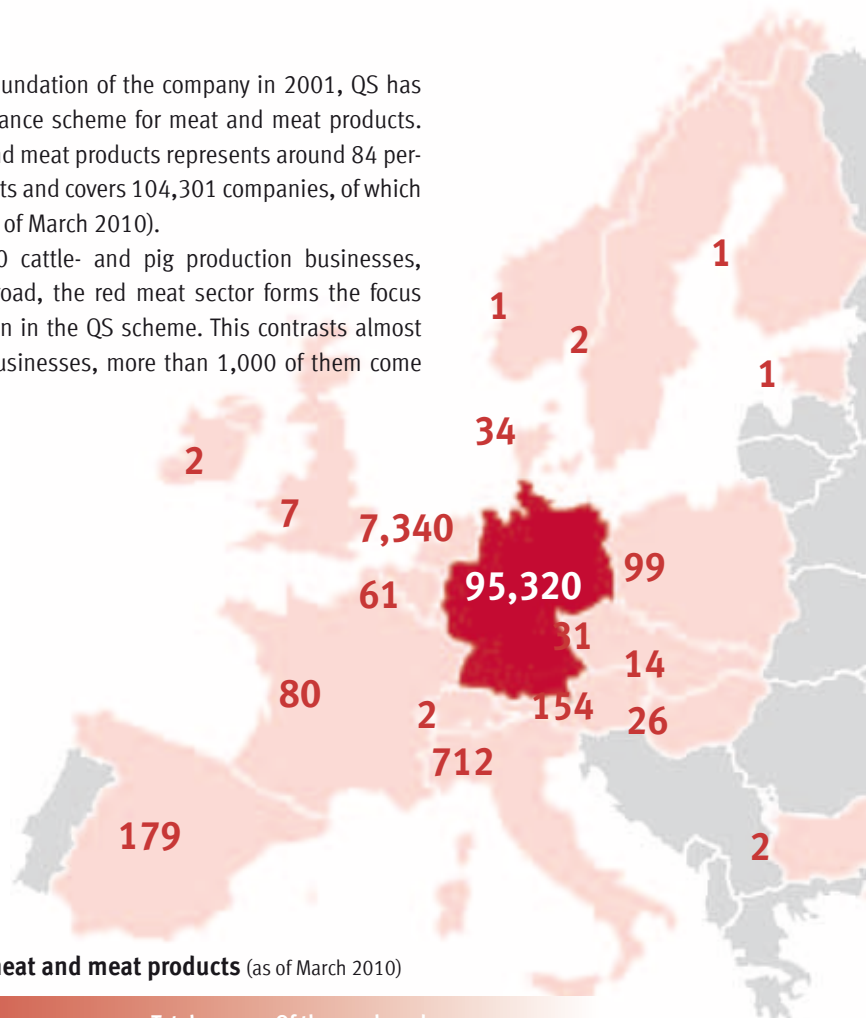
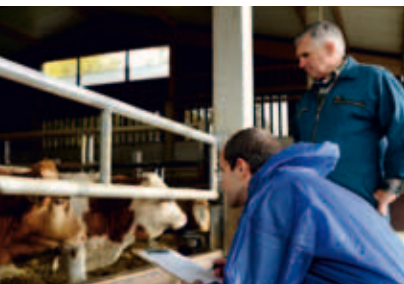


# 8

## Meat and meat products: Scheme participants and markets:

In the years since the foundation of the company in 2001, QS has become “the” quality assurance scheme for meat and meat products. The supply chain for meat and meat products represents around 84 percent of all scheme participants and covers 104,301 companies, of which 8,981 come from abroad (as of March 2010).

With more than 73,500 cattle- and pig production businesses, including almost 7,200 abroad, the red meat sector forms the focus of the agricultural production in the QS scheme. This contrasts almost 3,300 poultry production businesses, more than 1,000 of them come from abroad.



Scheme participants for meat and meat products (as of March 2010)

### Coordinators: Your contact on site

Coordinators are organisations that unite agricultural businesses or animal transporters in the QS scheme and serve to organise the participation in the QS scheme on their behalf. The coordinators coordinate, among other things, the implementation of independent inspection (audits) at the business, as well as the participation in the relevant obligatory monitoring programs. There are currently, at home and abroad 78 coordinators approved for the animal production sector alone. The complete list can be found on the QS homepage.

Stage	Total 104,301	Of these, abroad 8,981
<b>Feed sector</b>	<b>2,833</b>	<b>392</b>
- Feed material production	1,171	95
- Compound feed production	697	260
- Mobile feed milling and mixing plants	525	7
- Trade, transportation and storage	440	30
<b>Agricultural production</b>	<b>76,783</b>	<b>8,221</b>
- Cattle production <sup>1</sup>	28,240	8
- Pig production <sup>2</sup>	45,261	7,177
- Poultry production	3,282	1,036
<b>Livestock transport<sup>3</sup></b>	<b>243</b>	<b>1</b>
<b>Slaughtering/deboning</b>	<b>423</b>	<b>39</b>
<b>Processing</b>	<b>282</b>	<b>12</b>
<b>Food retail<sup>4</sup></b>	<b>23,737</b>	<b>316</b>

<sup>1</sup> 22,243 businesses additionally eligible to deliver cows based on QM milk auditing

<sup>2</sup> 7,889 businesses from Denmark and 1,958 companies businesses from Belgium additionally eligible to deliver pigs and pork based on mutual recognitions with the QSG scheme (DK) and the Certus Scheme (B)

<sup>3</sup> 1,658 agricultural businesses additionally approved for livestock transport

<sup>4</sup> Including 138 meat wholesale companies

# Quality assurance from farm to shop

Between March 2009 and March 2010 almost 2,300 new businesses have joined the scheme, some 756 of these from abroad. Considerable growth was also seen in the pig (+1,300) and poultry (+491) production businesses. The feed sector has also seen considerable growth with 361 new scheme participants. Over 700 companies in the slaughtering/deboning and processing sector are participating in the QS scheme, including 51 abroad.



## QS in food retail

Currently meat and sausage products with the QS test mark are available in more than 23,700 retail stores, 316 of these abroad.

1



# Beef with the QS test mark: Strong demand.

In the shops today, the QS test mark for pork and poultry meat cannot be ignored. Last year, the proportion of QS certified beef could be increased considerably. In particular, the increasing demand in the discount sector has brought movement into the market. In order to further expand the availability of goods, considerable work has been done to further increase the number of scheme participants in the beef production sector.

Intensive talks in the last three years have resulted in data exchange agreements with various regional QM milk organisations. These agreements enable the recognition of the QM milk audits. In addition to the 28,000 cattle producing QS businesses, more than 22,000 milk cattle companies are now permitted to deliver their cows into the QS scheme.



**QS auch bei Schlachtrindern sinnvoll**  
 Es war lange Zeit ruhig um die Frage „QS bei Schlachtrindern“, aber jetzt kommt doch Bewegung in die Diskussion. Derzeit sieht die Situation so aus, dass...  
 Wie schon vor geraumer Zeit angekündigt, werden zunehmend jene Schlachtunternehmen ausgelistet, die nicht zur...

Source: Landwirtschaftliches Wochenblatt Westfalen-Lippe

**Schlachtkuhnotierung auf QS umgestellt**  
 Die im Landwirtschaftlichen Wochenblatt veröffentlichte Notierung der zunehmenden Nachfrage vieler Schlachtunternehmen nach...

Source: Landwirtschaftliches Wochenblatt Westfalen-Lippe

**QS bei Rind vor dem Durchbruch**  
 Handel fordert mehr Ware – Trendwende in der Versorgung hängt von Milchbranche ab – Schlachtunternehmen zahlen Aufschlag



von Westrich, Tännler, der Müller-Gruppe und Gausepohl mit Markanteilen von knapp 30 Prozent. Bei QS-Rindfleisch war bisher McDonald's ein Treiber. Die Restaurantkette hatte bereits vor einigen Jahren das Ziel ausgedrückt, möglichst viel QS-Ware für die Fasties einzusetzen und einseitig konzentriert auf QS umzustellen. Auch Edeka Rhein-Ruhr bietet bereits seit fünf Jahren ausschließlich QS-Fleisch an, während Lidl sich zuletzt auf französische Würstchen spezialisiert hat. Metzger haben ebenfalls begonnen, QS-Rindfleisch durchzusetzen. Doch die Drahtzug ändert sich...

Source: Lebensmittel Zeitung

**Nachfrage nach QS-Rindfleisch steigt**  
 afz | red | Bonn ■ Die Nachfrage nach Rindfleisch aus dem QS-System steigt derzeit stark an. Rinderhalter entscheiden sich immer öfter für die Teilnahme am QS-System, da Schlacht...

Source: afz allgemeine fleischer zeitung

## Cattle production in the QS scheme: Facts and figures.



In 2009 in Germany around 181,000 cattle production companies produced around 1.2 million tonnes of beef and veal (source: DBV-Situationsbericht (situation report) 2010). More than two thirds of the produced beef and veal comes from businesses which have the eligibility to deliver into the QS scheme. More than half of the beef mince produced in Germany can already be marketed as QS goods.

### Scheme participants

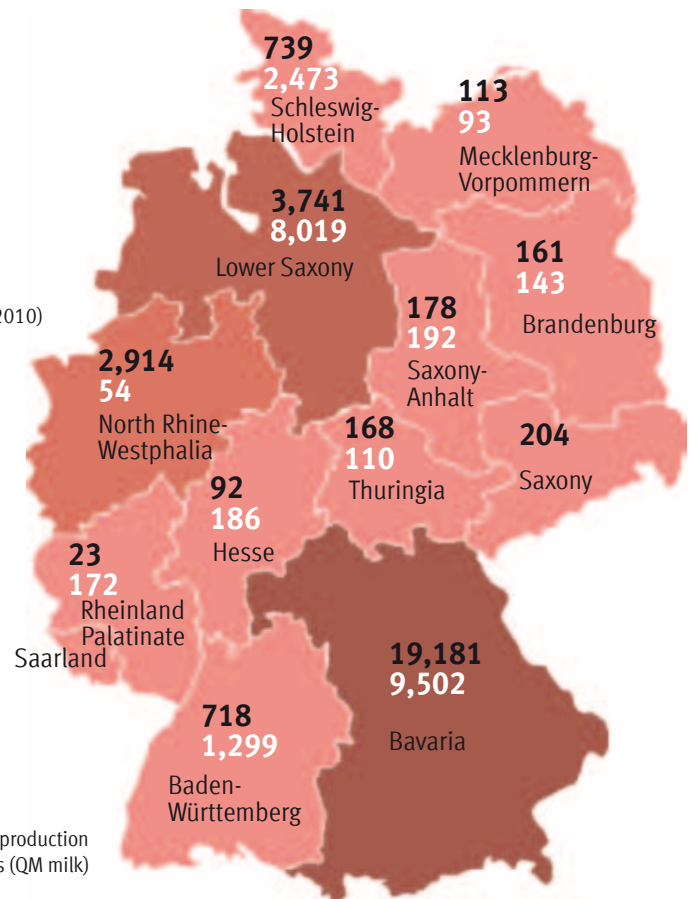
More than 28,000 cattle production businesses are currently taking part in the QS scheme, with an emphasis on Bavaria, Lower Saxony and North Rhine-Westphalia. In 2009, more than 8,000 QS audits were carried out in these businesses, the results were that in excess of 96 per cent of the businesses achieved Status I. In addition, in March 2010, some 22,443 further milk cattle businesses are eligible to deliver into the QS scheme via the recognition of QM milk audits for cows.

### Outlook

In view of the increasing demand in the retail sector, in 2010 efforts are being concentrated on expanding the supply side. Here the task is to win cattle producers with eligibility of delivery, particularly in North Rhine-Westphalia.

**Cattle production businesses with eligibility of delivery** (as of March 2010)

<b>Total</b>	<b>50,483</b>
of these QS scheme participants	28,240
Businesses eligible to deliver cows (QM milk)	22,243



**Black:** QS scheme participants cattle production  
**White:** Businesses eligible to deliver cows (QM milk)

## Pig production in the QS scheme: Facts and figures.



In 2009 in Germany around 62,800 pig producing businesses produced around 5.3 million tonnes of pork t (source: DBV-Situationsbericht (situation report) 2010). The proportion of QS certified pork in Germany is around 90 percent.

### Scheme participants

More than 38,000 pig producing businesses are currently participating in the QS scheme, with an emphasis on Lower Saxony and North Rhine-Westphalia. In 2009, more than 15,000 audits were carried out on these businesses; almost 95 percent achieved Status I. In addition, more than 7,000 Dutch businesses are integrated in the QS scheme based on the audit recognition of the IKB standard.

In order to secure quality assurance across borders and an unlimited availability of goods, further agreements have been made between QS and standard owners in Belgium and Denmark. As a result, for example, 7,890 companies from the Danish QSG standard are eligible to deliver into the scheme just as 1,967 companies from the Belgian Certus standard.

### Outlook

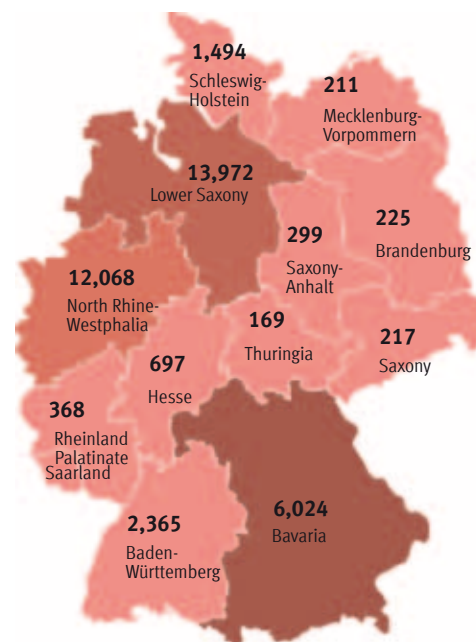
In order to achieve the goal of renouncing piglet castration, QS is pushing forward concrete measures in 2010 as well. A further focus is on the expansion of cooperation with the official control and the implementation of risk-oriented ante and post mortem inspection. ■



**Scheme participants pig production** (as of March 2010)

Total	55,136
Germany	38,109
Abroad	17,027
Denmark <sup>1</sup>	7,890
Netherlands <sup>1</sup>	7,098
Belgium <sup>1</sup>	1,967
Luxembourg	69
Slovakia	2
Czech Republic	1

<sup>1</sup> Majority of participants via mutual recognitions.



## Poultry production in the QS scheme: Facts and figures.

In 2009 in Germany around 1.3 million tonnes of poultry meat were produced (source: DBV-Situationsbericht (situation report) 2010). The proportion of QS produced poultry meat in Germany is around 90 percent for fresh goods. The QS range covers both chicken and turkey as well as duck meat.

### Scheme participants

Almost 3,300 poultry production businesses are currently participating in the QS scheme. In addition to the 2,300 German businesses with an emphasis on Lower Saxony, some 1,000 businesses abroad are also eligible to deliver. In 2009, more than 1,390 audits were carried out in poultry production businesses, almost 95 percent achieved Status I.

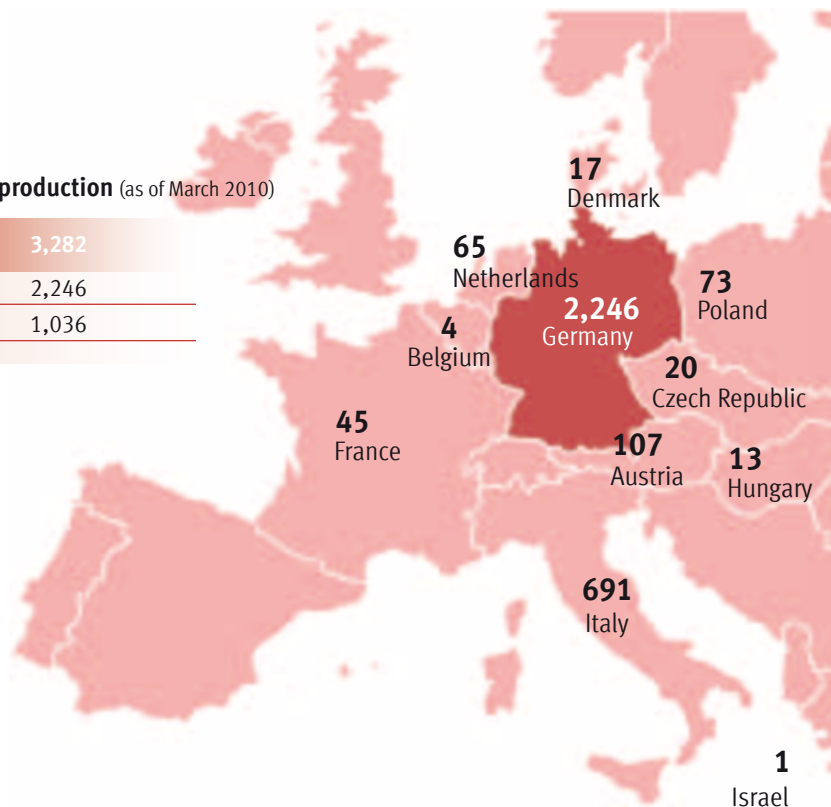
### Outlook

The combating of zoonosis will in future remain a focus for the poultry industry. In order to limit the transfer of germs in the poultry production businesses, bio-securing measures are being further developed. These are included as requirements in the guideline agriculture poultry fattening. Another focus is on the implementation of influenza monitoring at turkey abattoirs. ■



**Scheme participants poultry production** (as of March 2010)

<b>Total</b>	<b>3,282</b>
Germany	2,246
Abroad	1,036





# Fresh meat, sausage and ham in the QS scheme: Facts and figures.



Both in terms of volume and values, meat products such as sausage and ham play an ever increasing role in private homes in Germany as opposed to fresh meat.

## Scheme participants

Currently over 700 companies in the slaughter/deboning and processing sector are participating in the QS scheme, of these 51 come from abroad. In total, in 2009, 176 audits were carried out in abattoirs plus 175 in processing companies. The results achieved in both sectors were around 91 and 95 percent in Status I.



## Outlook

The retailers are increasingly demanding sausage products with the QS test mark. In the meantime, self-service sausage products with the QS test mark can be found in both discounters and full-range stores. This includes the classic ranges such as liver sausage, pork sausage, Mettenden or raw ham and produce cooked in brine. The increasing internationalisation of the QS scheme will also contribute to the increasing variety of products on offer.



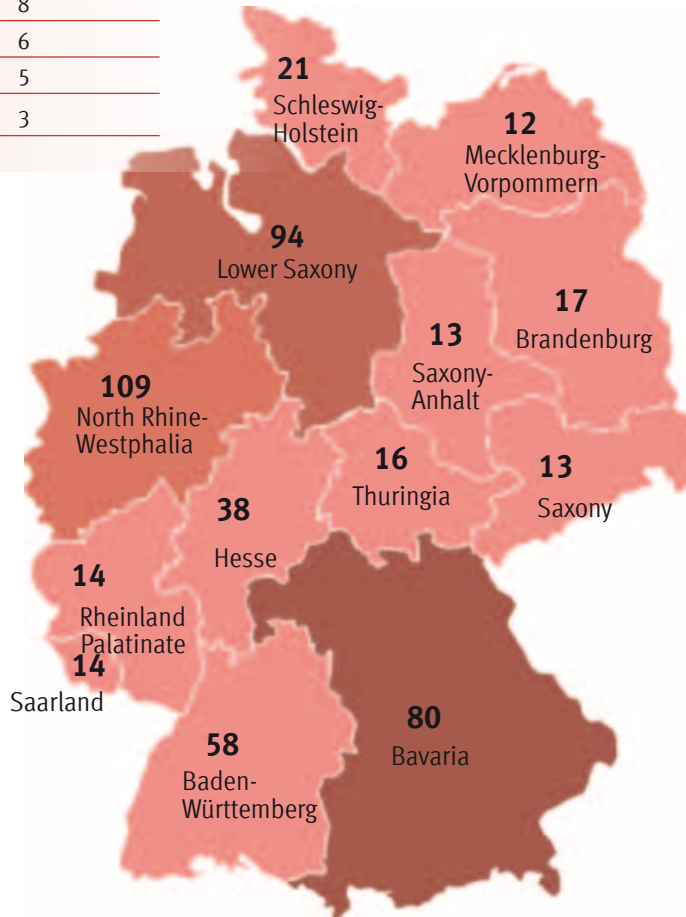
A further trend: Convenience products are very popular with the consumer. In order to protect the customer from potential errors due to inaccurate QS labelling of these products, appropriate specifications were made at the start of 2010. Using this labelling guideline, the QS-proportion has to be indicated clearly already in the trade description for those products.



# Quality assurance from farm to shop

## Scheme participants slaughtering/ deboning, processing (as of March 2010)

Total	483
Germany	437
Abroad	46
Netherlands	17
Poland	8
Italy	6
Austria	5
Belgium	3



# 9

## Fruit, vegetables and potatoes: Scheme participants and markets.



Whereas the QS scheme initially concentrated on the German market, it is now increasingly establishing itself throughout Europe. As a result, the QS scheme for fruit, vegetables and potatoes now has in excess of 20,000 scheme participants, 2,600 of these come from abroad.

The emphasis outside Germany is on Belgium, The Netherlands and Austria, but also the number of scheme participants from Southern Europe is constantly growing. The step-by-step expansion on the European level has been implemented deliberately in this sector with a view to heterogeneous flows of goods. Goods from overseas or Asia are therefore not in focus.

With the addition of the Belgian union for producers (Verbond van Belgische Tuinbouwveilingen, VBT) and the Dutch Produce Association (DPA) as shareholders of the QS Fachgesellschaft Obst-Gemüse-Kartoffeln GmbH, the prerequisites were put in place in 2008 for establishing further presence in the Benelux countries and expanding the international presence.

Mutual recognition of audits with GlobalGAP and Vegaplan (standard owner of the Belgian IKKB quality standard) already implements the international network of quality standards on the market today. Generally speaking, this ensures that a wide range of QS goods is available both at home and abroad.



Producers become eligible to deliver into the QS scheme by presenting a valid GlobalGAP or IKKB certificate (both individual certificates) and participating in the QS residue monitoring. Producers certified according to QS-GAP automatically fulfil the requirements of GlobalGAP, also.

### Coordinators: Your contact on site

Coordinators are organisations that unite the market gardeners in the QS scheme and serve to organise the participation in the QS scheme on their behalf. The coordinators coordinate, among other things, the implementation of independent inspection (audits) at the businesses, as well as the implementation of participation in residue monitoring. At the moment, some 60 coordinators at home and abroad are approved for the fruit, vegetables and potato sector. The complete list can be found on the QS homepage.

### participants fruit, vegetables and potatoes (as of March 2010)

Stage	Total	of these, abroad
	20,232	2,646
<b>Production<sup>1</sup></b>	<b>10,282</b>	<b>2,561</b>
– Fruit, vegetables	7,586	2,556
– Potatoes	2,696	5
<b>Wholesale</b>	<b>530</b>	<b>85</b>
<b>Food retail</b>	<b>9,420</b>	<b>–</b>

<sup>1</sup> Of these:  
Producers with QS-GAP certification: 5,862  
Producers with recognised GlobalG.A.P certification: 1,631  
Producers with recognised IKKB certification: 1,378

## Quality assurance from farm to shop

### Ready to use and inspected.

Fresh-cut products match the desire of many consumers for simpler and faster preparation. The freshness and quality of the products have the highest priority. By implementing clear requirements with regard to the manufacturing and marketing processes of fresh-cut products, QS does justice to this need.

Alongside the production of the raw goods, as well the harvest and processing processes, the transportation is also monitored. In order to manufacture kitchen-ready salad mixes, only components may be used that originate from scheme participants.



### Apples, peppers and Co. ...

... know no borders at QS. International agreements ensure comprehensive availability of fruit and vegetables throughout the year. In the QS scheme, products are available from, among others, Belgium, The Netherlands, Italy, France and Spain.

#### Number of scheme participants and availability of fruit, vegetables and potatoes Selected countries and QS products



# Fruit, vegetables and potatoes in the QS scheme: Facts and figures.



Only 20 percent of the fruit consumed in Germany comes from sources at home, the rest must be imported. The vegetable situation is slightly better, but even here, some two thirds must be imported (Deutscher Fruchthandelsverband e. V. 2009).

## Scheme participants

Around 10,300 producers, of these 2,700 potato producers, are participating in the QS scheme. Market gardeners with eligibility to deliver into the QS scheme can also be found in Belgium, The Netherlands, Spain, Italy, France, Portugal and Egypt.

When it comes to wholesale (530 companies) a large number of major market names is included in the QS scheme. Almost all German producer organisations and a multitude of fruit wholesalers are scheme participants. In addition, there are also a range of producer organisations from The Netherlands and Belgium included in the scheme. And a wide range of wholesalers from the rest of Europe (e. g. France, Italy, Greece or Spain) also take part.

Many retailers demand cross-stage quality assurance from their suppliers in the way in which QS defines it. Fruit, vegetables and potatoes from QS certified companies can currently be found in a total of 9,420 markets in German retail.



## Outlook

In 2010, we will continue to work on the expansion of the availability of fruit and vegetables from the QS scheme. An emphasis here is on the Southern European producing regions. Due to the year round availability of raw goods from QS certified companies, the range of fresh-cut products such as cut salads is also continuing to increase. The renewed re-benchmarking with GlobalGAP is also in focus. ■



# Communication with regard to the QS test mark: People in the foreground.

# 10

Communication about the QS test mark is multi-faceted. The QS scheme has developed from an indicator for safely produced meat, fruit and vegetables and has become a central scheme for ensuring fresh foods. The central task is the organisation of quality assurance across all stages relevant to the production of a food item. Additionally, QS has taken on the coordination function for a variety of topics that affect the entire food supply chain.

A development which considerably influences the core content of the company communication with regard to the QS test mark. In the last year, we have therefore modified the focus of the communication.

The focus is now on the responsibly acting person. People who, day for day, implement the QS scheme in all sectors from the feed to the supermarket and who thus live quality assurance. The addressing of the consumer is therefore clearly, simply and can be experienced. QS content is linked to product specific topics.

## Marketing activities with regard to the QS test mark:

In the last year, in order to better support our retail partners in their marketing activities regarding the QS test mark, we have developed a wide range of service offerings to ensure the optimum implementation of the QS scheme. According to the “First staff, then customers” motto, this includes information about staff training, for example via “intranet”, “e-learning” etc. In addition, we also offer customized concepts individually designed on site with our main trading partners in order to provide improved dialog-oriented consultation quality on the market.

## Press and public relations


Alongside newsletter, information shots and press releases, last year we also published a series of subject-oriented publications on current topics. Scheme participants, certification bodies, auditors, laboratories, the press and any other interested parties are thus offered constantly updated and comprehensive information directly from us. In 2009, this included a range of different fair appearances such as Anuga, Grüne Woche or Fruit Logistica.



“... It started out as a mark of trust for the consumer, but the QS test mark has since then become more of a super-ordinated quality assurance scheme that many companies make use of without using the test mark itself.”

Excerpt from the Öko-Test Kompak Gütesiegel 2010





Quality assurance from farm to shop



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