



INFO LETTER ANNIVERSARY EDITION



OCTOBER 2001 FOUNDATION OF QS QUALITÄT UND SICHERHEIT GMBH



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

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

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

MILESTONES ON THE WAY TO THE TENTH ANNIVERSARY 2011

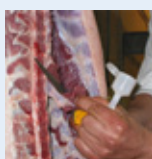
February 2002



First scheme agreement

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

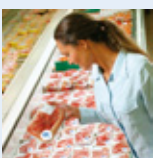
April 2003



Start of the salmonella programme

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

September 2002



First products with QS certification mark in food retail

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

September 2003



Incident and crisis management is set up

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

Quality Assurance. From farm to shop.

COMMENTS ON THE ESTABLISHMENT OF THE COMPANY TRADE AND MEDIA ON THE VOLUNTARY SELF-OBLIGATION OF THE INDUSTRY

QS – Qualität und Sicherheit
Mit der Gründung der QS – Qualität und Sicherheit GmbH ist der Startschuss für ein neues Prüfzeichen für Lebensmittel gefallen. Damit sind die Weichen für ein zukunftsweisendes und vorbildhaftes Konzept der Qualitäts- und Herkunftssicherung von Lebensmitteln vom Feld bis zur Ladentheke gestellt. Auf der Agenda unterschrieben die sechs Gesellschafter im Beisein von Bundesministerin Renate Künast die Verträge. Gesellschafter sind: Der Bundesverband der Deutschen Fleischwarenindustrie, der Deutsche Bauernverband, der Deutsche Raiffeisenverband, die Handelsvereinigung der Marktwirtschaft und die Centrale Agrarwirtschaft (CMA). Ziel der Gesellschaft ist es, über alle Stufen der Produktionskette eine transparente Qualitätssicherung aufzubauen, zu der auch eine umfassende Dokumentation und Kontrolle gehören. Die geprüfte Qualität wird dem Verbraucher durch die CMA über ein gemeinsames Zeichen vermittelt. Nach erfolgreicher Umsetzung des Konzeptes bezogen auf die Erzeugung und Vermarktung von Fleisch und Fleischwaren können künftig weitere Produktbereiche eingegliedert werden. Grundlage des Qualitätsmanagement-Systems ist ein gemeinsam abgestimmter Katalog mit Prüfkriterien, der neuen Erfordernissen kontinuierlich angepasst werden soll. Vor dem Hintergrund der breiten gesellschaftlichen Bedeutung. Themas bietet die beteiligte Fleischerezeuger und Handel setzen auf neue Prüfsiegel

Ring um Qualität
Verbraucherministerin Künast will ein allgemeines Gütesiegel für Lebensmittel. Die Wirtschaft liegt im Clinch um die Organisation. Qualitätspartnerschaft Fleisch. Tabelle: Gütesiegel, 100%, 100%, 100%, 100%, 100%, 100%. Nadelohr ist der Lebensmittel Einzelhandel – Bislang noch kein Händler zertifiziert. Nadelohr ist der Lebensmittel Einzelhandel – Bislang noch kein Händler zertifiziert. oder Lebensmittel Einzelhandel. Die Kunden der QS sind in einem Schritt nicht nur aus dem Vorfeld, sondern auch aus der Produktion. 80000 Vertragspartnern. Für beide Kategorien werden in einem Schritt 80000 Vertragspartnern. Für beide Kategorien werden in einem Schritt 80000 Vertragspartnern.

„Die BSE-Krise war ein heilsamer Schock“
Fleischerzeuger und Handel setzen auf neue Prüfsiegel. Von Uwe Wiesthöpfer. Versmold (Eigenbericht) ten Jahr der 100. BSE-Fall in Deutschland registriert wurde. ist das vielen Medien weltweit. einmal eine Randnotiz wert gewesen. Mittlerweile sind es interessanter als 150 Fälle. Doch wenn größer? Immerhin wird ja jetzt stärker kontrolliert. Die Nachfrage nach Rindfleisch und bekanntlich hat sich deshalb...

„Qualität und Sicherheit GmbH“ gestartet
Aktuelles. Die QS-Fachgesellschaft Obst-Gemüse-Kartoffeln GmbH ist am 1. Februar 2004 gegründet worden. Die QS-Fachgesellschaft Obst-Gemüse-Kartoffeln GmbH ist am 1. Februar 2004 gegründet worden. Die QS-Fachgesellschaft Obst-Gemüse-Kartoffeln GmbH ist am 1. Februar 2004 gegründet worden.

„Many consumers see the future of agriculture being as clear as glass and the QS quality assurance scheme helps to achieve this goal. It is geared towards creating transparency, conveying reliability and establishing trust in German meat“.
(Annual report, DBV German Farmers' Federation)


MILESTONES ON THE WAY TO THE TENTH ANNIVERSARY 2011

February 2004



Foundation of QS Fachgesellschaft Obst-Gemüse-Kartoffeln GmbH
Having successfully established the QS scheme in meat sector, there are growing calls for a similar quality assurance for fruit and vegetables – the QS Fachgesellschaft Obst-Gemüse-Kartoffeln GmbH is founded in February 2004. From then on producers, wholesalers and food retailers in the fruit and vegetable sector can decide for quality assurance with the QS certification mark, too.

Since October 2004



European and International affairs
Because of its steady growth, the QS scheme becomes increasingly important for quality assurance even on international level. In order to allow an unimpeded flow of goods with comparable quality assurance, QS promotes transnational cooperation on various levels. Important milestones are:

- In October 2004 the European Meat Alliance (EMA) is founded to allow a cross-scheme goods traffic by means of mutual recognitions.
- Since January 2005 it is possible to conduct combined IFS/QS audits. This means, that the International Food Standard (IFS) and QS requirements for food retail and wholesale can be assessed together in one audit by independent certification bodies.
- From January to March 2005, mutual recognitions with several standards in Europe can be concluded: with the QSG standard in Denmark, the Certus and the GMP standards in Belgium as well as with the standards IKB and GMP+ in the Netherlands.
- Since September 2006, the QS-GAP standard allows mutual recognition between QS and GlobalG.A.P. (at that time still EUREPGAP). From then on, producers of fruit, vegetables and potatoes may deliver their goods into the respective other scheme.
- QS currently possesses mutual recognitions with a total of 13 standard owners.

June 2004




Foundation of QS Fachgesellschaft Geflügel GmbH
In order to provide a better response to the special demands of the poultry industry, the QS Fachgesellschaft Geflügel GmbH is founded in June 2004. As previously in the red meat sector and for fruit and vegetables, the QS scheme establishes itself quickly.

January 2005



EU regulation 178/2002 comes into force
In January 2005 the EU regulation 178/2002 comes into force. The demands set out with regard to self-assessment and traceability are key requirements in the QS scheme. Economic operators are responsible for food safety and use the QS scheme for consistent implementation and documentation.

October 2005



Change of QS certification mark
The QS certification mark got a makeover. The result, the "stage symbol" which is still used today, is presented in October 2005: the arrow with five steps represents the cross-stage inspection of foodstuffs "from farm to shop". The picture shows the presentation by Professor Stefan Feuerstein (right), chairman of the QS shareholders meeting, who unveils the new certification mark together with president Franz-Josef Möllers (left), chairman of the advisory board for beef, veal and pork.

Quality Assurance. From farm to shop.



“A good two years ago, the objective of building up a documented, controlled meat production system along the entire production chain, from the farmyard to the shop counter, and establishing precisely defined standards for this product safety system was formulated within the VDF German meat producers’ association. It took a long time for this proposal to penetrate through to all links in the production chain (...)”.

(Annual report, VDF Meat Producers’ Association 2000/2001, P. 24f)

“This cross-stage approach is new and it creates more quality and safety in food production. This is a workable alliance for active consumer protection”.

(Report 2001, Outlook 2002, DRV German Raiffeisen Association)

March 2005



Start of residue monitoring for fruit and vegetables

With introducing the residue monitoring for fruit, vegetables and potatoes in March 2005, QS establishes an effective system of regular product controls on all stages of the supply chain. The efficiency of this instrument is shown by the considerably lower residue levels in various products. Since August 2006 QS also evaluates the work of laboratories: only those who successfully pass a laboratory performance assessments once a year are allowed to perform analyses in the QS scheme.

February 2006



First meat with QS certification mark in self-service counters of the food discount

After the service counter, meat labelled with the QS certification mark also conquers self-service counters and can be purchased in the food discount for the first time in February 2006. This marks an important step for scheme participants as it shows that retail puts increasingly trust in quality assurance with the QS certification mark.

September 2007



100.000th scheme participant

With handing out the QS certificate to the pig producer Engelbert van Bevern in Muenster on 5th September 2007, QS welcomes the 100.000th scheme participant in the supply chain meat and meat products. Pictured from left to right: Dr. Alfons Rensing, managing director of the certification body ACG Agrar-Control GmbH, Mr. and Mrs. van Bevern, Franz-Josef Möllers, president of Westphalia-Lippe Agricultural Association and chairman of the advisory board for beef, veal and pork and Dr. Hermann-Josef Nienhoff, managing director of QS.

October 2009



Federal politics relies on cross-stage quality assurance

In their coalition statement, the newly elected government consisting of CDU and FDP promotes “the expansion of privately organized cross-stage quality assurance schemes and their interlocking with the state food control”. It thereby gives a boost to the cross-stage system which forms the basis for the work of QS.

January 2007



German handball team becomes world champion with QS

The QS scheme experiences raising public awareness as the German handball team becomes world champion in January 2007 with the QS certification mark on their jerseys. Thanks to a EU information campaign, the CMA receives EU funding to finance the sponsoring just as a TV advertising campaign: the QS certification mark was shown on the television – together with the handball world champions.

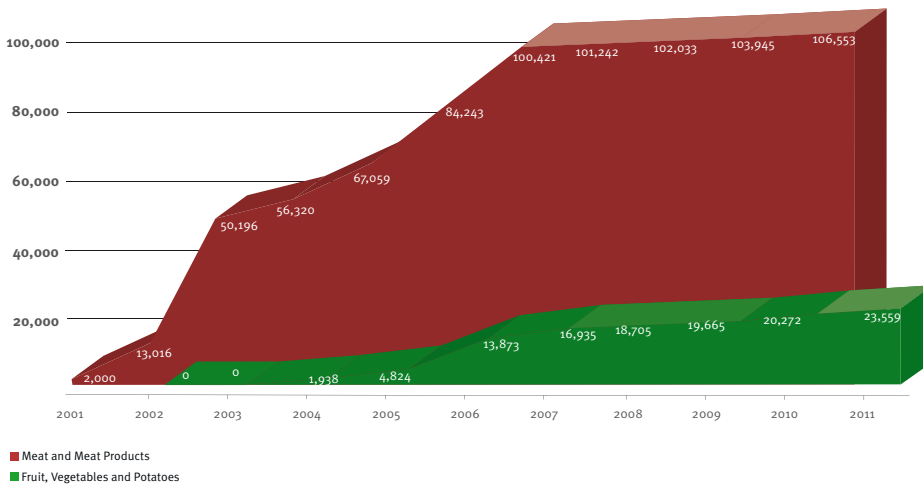
March 2009



Coordination platform on piglet castration takes up work

Expert workshop confirms great need of action and research: The question of how to completely renounce piglet castration in the long run was discussed by more than 130 experts and speakers from science, industry and animal welfare organisations on the occasion of an expert workshop held by QS and Deutschen Gesellschaft für Züchtungskunde e.V. (German Society for Animal Production) on 9th March 2009 in Kassel. The workshop was the debut event of the QS Coordination platform “Renouncing piglet castration”. Although the common objective, the complete elimination of piglet castration, is clearly defined, it becomes obvious that clarification is still needed when it comes to practical implementation.

SCHEME PARTICIPANTS DEVELOPMENT WITHIN TEN YEARS



Development of Total Number of Participants

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

As of 01 Oct. 2011

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

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

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

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

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

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July 2010



Launch of consumer website

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

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

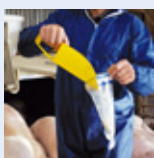
Since May 2011



Communicates in social networks

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

March 2011



First consequences of the dioxin incident

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

October 2011



Ten years of QS

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