

Chemical traces and *Salmonella* scares. Food processing questions and allergy concerns. Environmental warnings and industry exposés. And the list goes on.

Every day, consumers are hit with news about the food they provide to their families. More than ever, they're taking charge and demanding safer, healthier food.

That demand moves down the chain with retailers and food service providers asking suppliers to provide verifiable proof that robust food safety control systems have been effectively implemented.

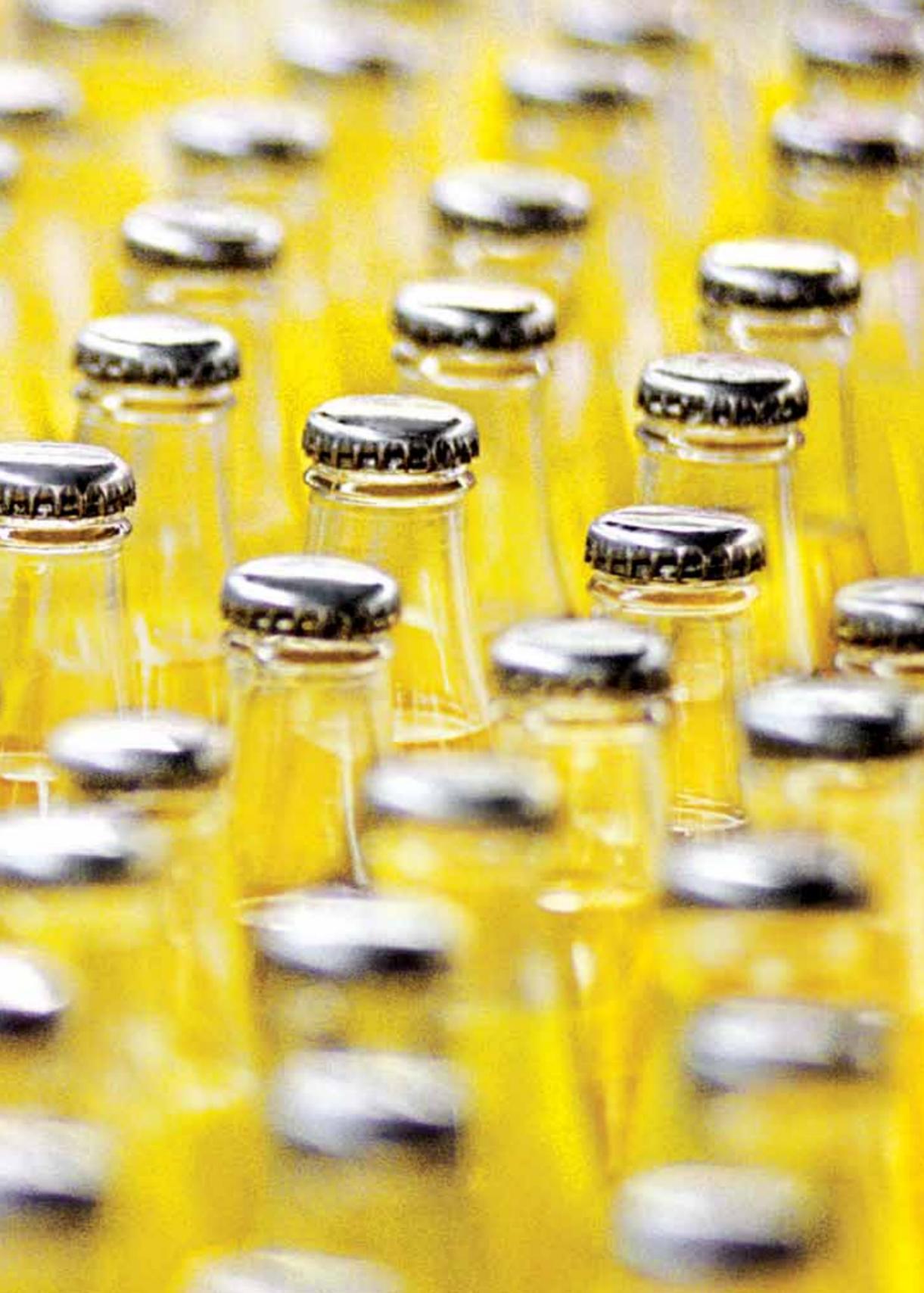
That's where the Safe Quality Food (SQF) Program comes in.



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The SQF Program is administered by the Safe Quality Food Institute (SQFI), a division of the Food Marketing Institute (FMI).





### ONE WORLD. ONE STANDARD.

With SQF, you may never again have to deal with the inconsistencies and costs of multiple assessments and unqualified auditors. The SQF Program is designed to meet the needs of suppliers and the food industry.

SQFI has combined the SQF 1000 Code, for primary producers, and the SQF 2000 Code, for manufacturers, distributors and brokers, to create one standard for food safety from farm to fork. Additionally by requiring both regulatory and customer compliance, the SQF Code is equipped for an ever evolving market.

The SQF Program makes certification attainable for even the smallest companies by dividing the process into three steps:

- **Level 1:** Fundamental food safety controls appropriate for low-risk products
- **Level 2:** HACCP and ISO based food safety program recognized by the Global Food Safety Initiative (GFSI)
- **Level 3:** A comprehensive mastery of safety and quality management systems

### PROTECTING YOUR CUSTOMERS, AND YOUR BUSINESS.

The simple truth is, it's not just your customers who benefit from a robust food safety system in place. Having a globally recognized certification program like SQF enhances your marketing image and credibility.

The SQF Program proactively identifies and manages risk to avoid stock recoveries, market withdrawals and rework.

Moreover with Level 3 certification the SQF Quality Shield logo can be placed on products, providing your customers proof of your commitment to producing safe, quality food.

### A DATABASE TO RELY ON.

The new SQF assessment database, Reliance, provides advanced reporting capabilities to meet the needs of your company and customers. With Reliance, you will have access to past audits, certificates and even have the ability to conduct internal audits to the SQF Code. You can do it all faster and on an intuitive database system.

### SUMMING UP THE SQF DIFFERENCE.

The SQF Program has several important advantages over the myriad of certification schemes available.

- The only food safety program recognized by GFSI that offers certification from primary production to food manufacturing, distribution and agent/broker management.
- Recognized by retailers and foodservice providers around the world who require HACCP and ISO based food safety and quality management systems from their suppliers.
- Two stage audit which allows for a pre-emptive look at issues that need to be addressed.
- Requirement of an on-site practitioner to ensure food safety compliance and consistency.
- A database that ensures compliance and provides the tools to help companies develop their food safety program.
- Since administered by the Food Marketing Institute, the SQF Program benefits from continual retailer feedback about consumer concerns.

- Though designed as a food safety system, it is the only standard that allows a Quality Shield on products so retailers and consumers can feel assured.
- Only standard that presents food safety awards.
- A thorough training program makes implementing the SQF Program easy and efficient.