

# CERTIFICATION



Why sooo many certificates?

Each certificate on the wall shows you that your supermarket is doing something right. Let me explain!



The certificates show that your supermarket correctly follows international standards, for example on food safety and quality management.



You will be able to observe that the supermarket follows established procedures, such as regular cleaning, temperature checking, calibration of equipment, etc.



Regularly, the supermarket is audited for compliance with the requirements set by these international standards.



If the supermarket passes the audit, it will be awarded a certificate – thus assuring you and other customers of their compliance.

# PRODUCT TESTING



**Let me explain how raw materials and products are tested to ensure your safety as a consumer.**



**Imported raw materials are tested to make sure that they meet market requirements (standards, hygiene, etc.).**

The illustration shows a scientist in a white lab coat and blue hairnet testing a sample in a petri dish. A speech bubble says "O.K.". A green arrow points from a bag of flour labeled "OK FOR EXPORT" to the scientist. A small sign on the table says "TEST".

**Manufacturers test the quality of their unfinished products at different stages during the production process.**

The illustration shows a scientist in a white lab coat testing a sample in a petri dish. A speech bubble says "O.K.". A green arrow points from a large industrial mixer to the scientist.

**Final testing is carried out to ensure that the finished products meet all requirements before delivery to the customer.**

The illustration shows a scientist in a white lab coat and green cap testing a sample in a petri dish. A speech bubble says "O.K.". A green arrow points from a loaf of bread to the scientist. A clipboard with a green checkmark is on the table.

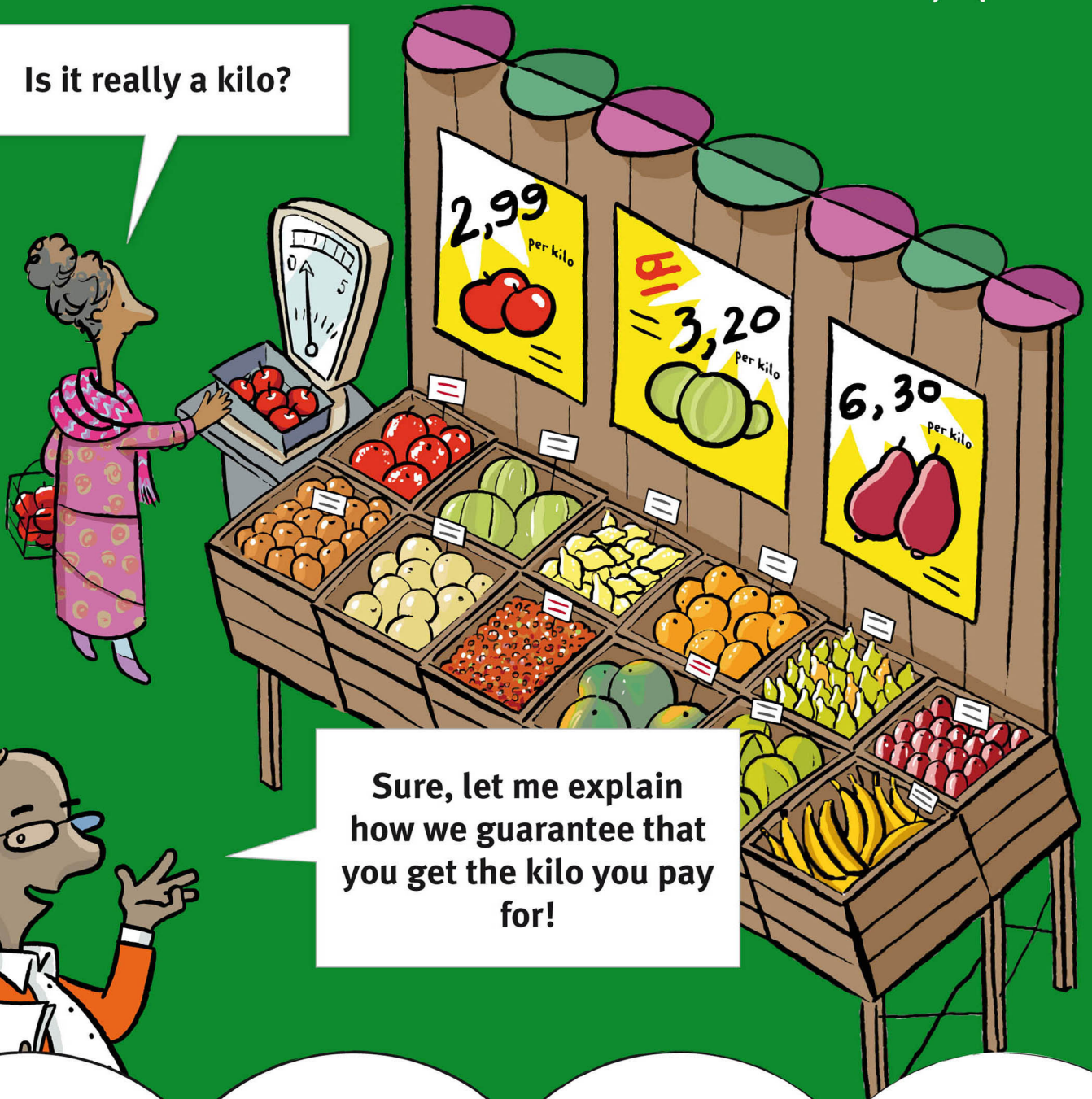
**A government authority regularly takes samples from your supermarket to check the quality of the products.**

The illustration shows a government inspector in a blue suit testing a sample in a petri dish. A speech bubble says "O.K.". A green arrow points from a loaf of bread to the inspector. A small sign on the table says "TEST".

# MEASUREMENT



Is it really a kilo?



Sure, let me explain how we guarantee that you get the kilo you pay for!



The original "kilo" is kept by the International Bureau of Weights and Measures in France.



Copies of this "kilo" are sent to reference laboratories worldwide and used for comparison and calibration purposes.



The balance at your supermarket should have a valid calibration seal showing you that it weighs accurately – so look for it!



If you found the seal, be happy! You are taking home a kilo of your product and value for your money!

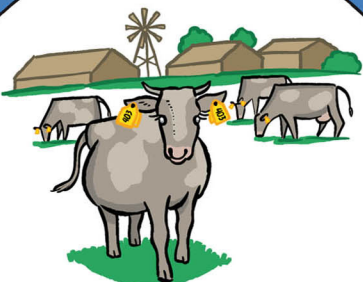
# TRACEABILITY



Where do these sausages come from?



Let me show you how we trace the origins of the sausages!



Every farm has a registration number and each cow belonging to it is clearly identifiable through a tag number in her ear.



Once the cow is slaughtered the tag is changed for an identifiable meat stamp.



Each sausage has a bar code which contains specific information so that it can be traced back to its origin.



If you see a bar code on a product, you can be sure that there is a history behind it and that specific information on its production is available.