

For more information, including links to licensed SQF trainers, training centers, certification requirements, and news on safe quality food, visit www.sqfi.com.

SQF INSTITUTE

A Division of the Food Marketing Institute

655 15th Street, NW

Washington, DC 20005

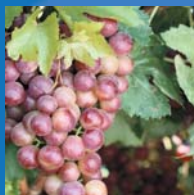
Tel: +1-202-220-0635

Fax: +1-202-220-0894

info@sqfi.com



A commitment to safe, quality food.



Producers and Suppliers Rely on the SQF Program to:

- ▶ Improve product quality
- ▶ Increase buyer confidence
- ▶ Ensure that products consistently meet retailer specifications
- ▶ Improve profitability through greater efficiency and less waste
- ▶ Enhance market access, image and competitive advantages
- ▶ Develop and strengthen retailer relationships
- ▶ Reduce the need for multiple audits and standards
- ▶ Meet government food safety requirements

Retailers Turn to SQF for:

- ▶ Confidence that their foods meet the highest safety standards
- ▶ Protection for private label products
- ▶ Increased profitability through reduced food spoilage, rejects and damage
- ▶ Stronger relationships with suppliers
- ▶ Compliance with retailer specifications and quality standards
- ▶ Improved tracking and monitoring of food origin and handling
- ▶ Adherence to government food safety requirements

www.sqfi.com



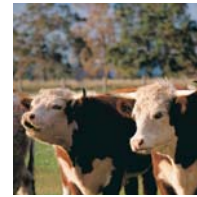
A commitment to safe, quality food.



A Division of the Food Marketing Institute

SQF INSTITUTE

A commitment to safe, quality food.



Why Choose SQF?

Increasingly, consumers worldwide want to know that the food they buy is safe, no matter where it was grown, raised, or processed. Retailers, too, want the same assurances, and

are requiring suppliers to demonstrate that they are providing safe, quality food that meets consumers' expectations.

The Need is real –
consistent, internationally accepted food safety and quality management systems.

The Solution is clear –
the Safe Quality Food (SQF) Program administered by the SQF Institute, a division of the Food Marketing Institute in Washington, DC.

SQF Employs International Standards

The SQF Program is based on internationally recognized principles of food safety including Hazard Analysis and Critical Control Point (HACCP) systems, Codex and Quality Management systems.

A world leader in food safety, the SQF Institute assures that certified suppliers, distributors and producers pass rigorous, regular, independent audits by third-party certification bodies. This stringent process ensures that the highest safety standards are implemented and followed at every link in the food chain.

The Institute also licenses SQF certification bodies and training centers.

Through its registration, licensing and training programs, the SQF Institute offers a complete, integrated certification program.

Only SQF offers a certification program covering all food groups and all aspects of food production, including distribution, storage and transportation of:

- ▶ Fruits and Vegetables
- ▶ Dairy and Egg Products
- ▶ Meat and Poultry
- ▶ Seafood
- ▶ All Processed Food and Beverages

Thousands of companies around the world have been certified as complying with SQF safety and quality management principles, and the number of suppliers, producers and retailers using the program keeps growing to meet the demand.

Independent Auditors Provide Integrity

The SQF program's use of independent auditors is key to its integrity and reliability. Only internationally accredited certification bodies may perform audits, using auditors who have no ties to the companies they audit. Auditors are registered by the SQF Institute to audit only those specific commodities or food groups for which they have demonstrated their knowledge of the product or process.

Auditors must be trained to the SQF standard to assure that their results are reliable and consistent. SQF certification – either SQF 1000 for primary producers and suppliers or SQF 2000 for food manufacturers and service providers – offers retailers the confidence they need when selecting preferred suppliers. For retailers, SQF certification serves as a mark of excellence and assurance that the food they are buying, and selling to their customers, meets the highest standards for safety and quality.