



Press Release 27 January 2010 – Fruit Logistica

'Intelligent Assurance' - The Future for Fresh Produce Industry

To compete effectively, Producers and Suppliers to the major UK and European retailers have to deal with an increasing range of issues, says NSF-CMi.

Retailers seek partners who can consistently deliver quality and value at the same time as providing assurance on a growing range consumer and stakeholder issues, says David Richardson, MD of NSF-CMi Certification. Suppliers are increasingly needing to understand and manage an increasingly complex range of issues, including food safety, social compliance and sustainability often across large and disparate supply chains.

NSF-CMi Certification is launching its unique new service 'Intelligent Assurance' at Fruit Logistica in Berlin 3-5 February. The service enables farmers and producers to make sense of the huge amounts of information required at individual farm level and use it for strategic and tactical decision-making.

Accessed through a web-based portal system, information owners can call-off management reports and drill down into the data to understand and compare performance across areas as wide ranging as food safety standards, risk exposures, environmental and ethical issues, depending on what their customers' requirements are.

"It's a unique combination of compliance assessment, risk quantification and issue management, delivered using on-line data capture and web-based services" says David Richardson. "Our tailored service enables users to segment their producers by performance and risk, to improve targeting of resources and facilitate continuous improvement. If a customer wants to see the position on any specific aspect of the business the relevant report can be called off quickly and easily. It provides customers with a superior service and the reassurance that their brand reputation is protected. And that's vitally important in today's competitive market."

To learn more about Intelligent Assurance, visit NSF-CMi at Fruit Logistica in Berlin on 3rd-5th February 2010 Hall 3.2 Stand A-13

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Notes to Editors

NSF-CMi, the most widely known and respected food assurance brand, leads NSF International global food assurance operations. Through our international network of offices we deliver services and expertise to established and developing food supply operations in all regions of the world. NSF-CMi services include certification, consulting, technical and risk services that enable companies both to comply with legislative and industry standards and gain competitive advantage in their markets.

NSF-CMi Certification is the leading provider of independent assurance and certification services to the agriculture, produce and processing industries, certifying over 75,000 clients and operating in 70 countries worldwide.

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