



Organic Certification with AsureQuality



Organic certification with AsureQuality

Agenda

- AsureQuality company overview
- Organics with AsureQuality
 - History
 - Customers
 - Accreditations
- Advantages in certifying organic with AsureQuality



AsureQuality

Where did we come from?

- 1998 MAFQuality Mgt split
- Formed Asure and AgriQuality
- October 2007 merged to AsureQuality
- Limited Liability Company
(fully commercial, no Government funding)
- Head Office Auckland
- 1,700 staff, offices around NZ (AU also)



AsureQuality

What do we do?

- Offer independent quality assurance services
- Audit, inspect and test
- Against regulatory or customer driven stds
- 3rd party independence key
- Key sectors food/agribusiness
- Services
 - audit (organics, carboNZero, GAP, ISO, BRC, etc)
 - test (residues, general chemistry, allergens)



AsureQuality

What do we do?

- Offer independent quality assurance services
- Audit, inspect and test
- Against regulatory or customer driven standards
- Third party independence key
- Key sectors food/agribusiness
- Audit Services

organics, carboNZero, GAP, ISO, BRC, etc

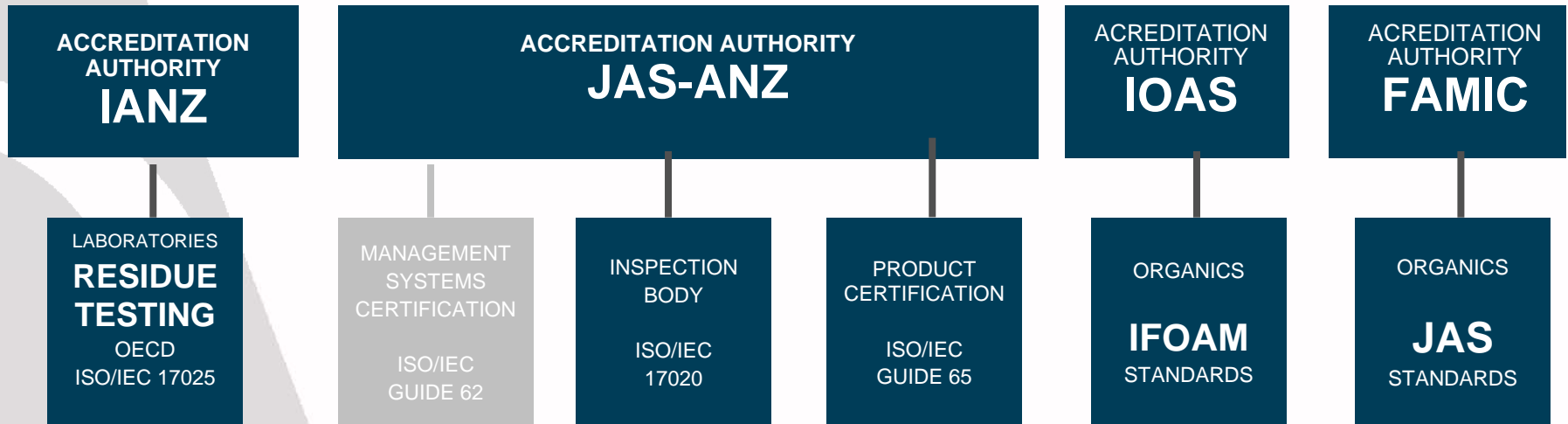


AsureQuality Organics

- Audit and certify, do not consult
- Specialist organic technical and admin team
- Supporting technical experts within company
vets, apiary & food specialists
- Keep relevant & focused on market access
- Wide customer base, from small operators to Fonterra
- 400+ organic customers
- 11 NZFSA approved auditors
- Certify organic 62,000+ha



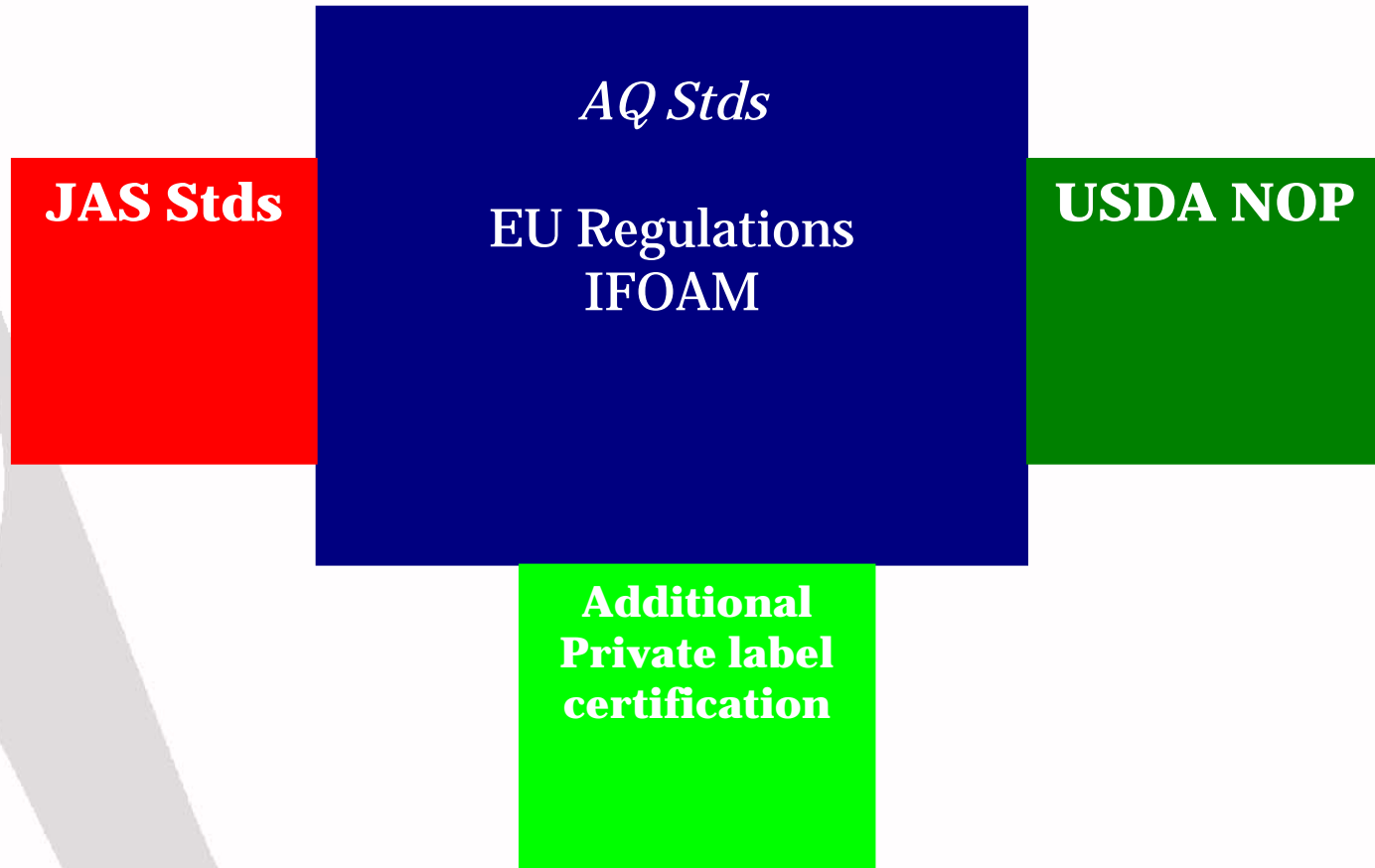
International Recognitions



AsureQuality Market Access

- Provides market access to the UK, USA, EU, Australia, Canada, South East Asia and Japan.
- AsureQuality works with the NZFSA to provide the required third party assurance where Govt to Govt official assurance is required.
- The AsureQuality Standard is equivalent to the EU organic standard. There are added requirements for the other markets: USA, Canada, Japan.

Relationship of Standards



AsureQuality Organic Certification

- Once certified every producer or processor is;
 - Assigned a unique number for ID
 - Provided a Certificate
 - Able to use the Mark for labelling but approval required.
- Unique numbers facilitate traceability



Application and Renewal

- Send in applications early
- Plan what inputs you will use

Advantages of AsureQuality & our organic certification

- Credible, internationally recognised company
- Scale & capability but also dedicated organics team
- Have the required market access “badges”
- Pragmatic & practical approach
- Mutual recognition of other IFOAM Standards (no barriers in certified organic supply chain, no unnecessary re-certification)
- Operate in wider horticulture, livestock, & processing sectors also
- “One stop shop” to minimise duplication & costs



