

# ● The BSI Kitemark for Food Assurance



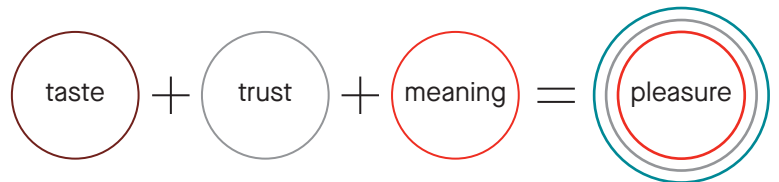
## Beyond quality is trust

Consumers equate food with pleasure. To be pleasurable food has to taste good, be produced in line with consumers' values and be trusted.

For people to truly enjoy what they're eating and drinking taste is a key consideration, but so is the ability to trust that it's made of what the label says, that it's made where the label says it's made and that it's made ethically and/or with as small of an environmental impact as possible. To help food sector organizations improve consumers' trust in their products, BSI offers the Kitemark™ Food Assurance programme.

The BSI Kitemark is one of the most recognized symbols of quality and trust, offering true value to consumers, businesses and procurement practices.

The BSI Kitemark Food Assurance programme reassures consumers and organizations about a specific characteristic of a product. It ensures a product is produced in compliance with key aspects of what your promise to the consumer is; from purity and origin to environmental and fair production practices.



All of these factors directly affect consumer buying decisions. With food fraud in the headlines and labelling that's becoming more confusing than helpful, sceptical consumers may doubt what they find on the shelves or online.

A Kitemark can help your business build trust and brand value through independent verification that your:

- Product is what you say it is
- Product comes from where you say it does
- Customer promise is genuine

## Benefits of certification

- Increased trust in your products and business
- Improved brand/reputation protection
- Process-driven continual improvement
- Customer retention and loyalty
- Increased sales

# The Kitemark for Food Assurance process



## BSI directory listings

Your Kitemark for Food Assurance includes listings in two BSI directories. Consumers can search our online Kitemark product directory by category, description or your Kitemark number. Additionally, your organization will be listed in our VerifEye™ Directory. Your BSI VerifEye Profile QR code will confirm thirty critical fields of information confirming that your business operates according to your customer promise(s). Your profile can also be used to promote your credentials when establishing relationships with potential new customers.



## Science meets standards to deliver trust

With over 100 years of scientific, regulatory and safety support to the food, environmental and regulatory affairs sectors, the scientists at Fera will be part of your Kitemark programme development team and, when applicable, be responsible for the testing procedures to validate your product's claim. In addition to fundamental discoveries in all major fields of food authenticity, Fera specializes in forensic analysis and interpretation of (bio) chemical constituents in food and feed.



## The BSI Mark of Trust



At the very heart of the BSI Mark of Trust is the BSI Kitemark. First used in 1903, the Kitemark is one of the most recognized symbols of quality and trust and offers true value to consumers, businesses and procurement practices.

The BSI Kitemark is a trade mark owned by BSI and was originally only used in the UK, but it is now recognized throughout the world as a mark of quality. When surveyed, organizations with products that have earned a Kitemark reported the following business benefits\*:

- Improved business reputation (77%)
- Improved customer satisfaction (70%)
- Attracted new customers (61%)
- Reduced operational risk (86%)
- Improved internal confidence (81%)
- Improved employee satisfaction (63%)

\*Source: BSI product certification customer survey, 2019.

## Why BSI?

BSI believes the world should be supplied with safe, sustainable and socially responsible food. We offer a broad range of certification and risk management services to help all organizations improve performance.


Our solutions for the food sector include certification, training, assessment, supply chain software and capacity-building, to enable food organizations to build trust and resilience in:

- Food quality and safety
- Environmental sustainability
- Occupational health, safety and wellbeing
- Information security

Learn more at

 [bsigroup.com/en-au](https://bsigroup.com/en-au)

Or talk to us about food safety management:

 [info.aus@bsigroup.com](mailto:info.aus@bsigroup.com)