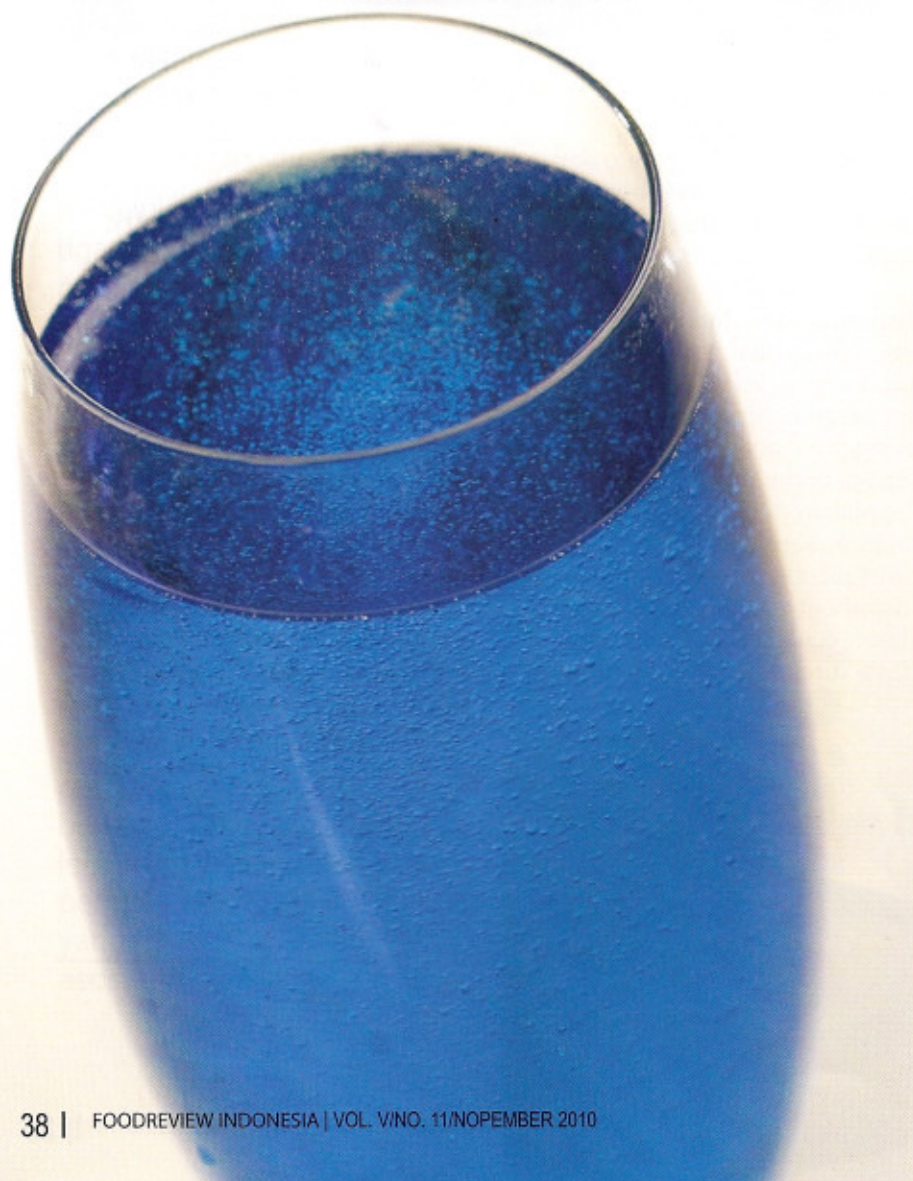


# Assuring Food Safety Through Quality for Life™



Food safety is undoubtedly highly important for manufacturers of functional foods and nutraceuticals in ensuring customer satisfaction and peace of mind. Hence, they need to source ingredients from suppliers who can deliver quality-assured processes, products and services.

DSM Nutritional Products bases its commitment to quality around four priorities: quality, reliability, traceability and sustainability. Together they form the company's Quality for Life™ seal. Here, Anthony Hehir, Global Marketing Manager at DSM Nutritional Products, discusses the four pillars and why they are vital for a successful and profitable business.

## Quality is key

As health and nutritional ingredients are micro-ingredients, suppliers must be aware that the impact of product quality on customers is acute. Consider that one kilogram of vitamin A makes its way into the production of eight metric tonnes of infant

formula, which is consumed by at least 9,000 infants. As such, it is imperative that products are rigorously tested. Such high standards can only be assured by companies aware of the processes at all stages of the supply chain. Quality assurance should be a core part of any ingredient supplier's business model, with multilayered quality management systems implemented so that quality remains a priority throughout production.

As the world's only fully integrated vitamin, nutrient and premix provider, DSM Nutritional Products is committed to safeguarding product quality across all its activities. Its nutritional ingredient manufacturing sites worldwide and all regulations pertaining to its different product categories are ISO 9001:2000 certified. This base is strengthened by the company's internal quality management, which encompasses process validation, recall processes and complaint management. Finally, the quality promise is topped off by the services the company provides and the quality and performance of the products manufactured.

### **Reliability guaranteed**

Every ingredient manufacturer knows that customer trust is key to a successful and profitable business. Being a reliable supplier is vital in gaining and maintaining this trust as customers rightly demand

impeccable reliability of product and service as standard.

Nowhere is reliability more important than in the health and nutrition industry, where the margin for error is miniscule.

Internationally, suppliers must

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operate within national and international guidelines to ensure customer peace of mind. DSM Nutritional Products has gone further than simply adhering to external guidelines, by implementing a number of strict internal controls via Quality Assurance (QA) and Safety, Health and Environmental (SHE) Management. These precautions serve to complement measures already put in place by external bodies and ensure that reliability



is ensured on every possible level.

In the nutrition industry, the health benefits of ingredients are also of importance. The viability of any health claims must be scientifically substantiated to create credible products trusted by consumers. In the European market, DSM Nutritional Products is uniquely positioned to offer solutions in line with the European Food Safety Authority's (EFSA) stringent guidelines, having received positive opinions for the health benefits of a number of its ingredients.

When it comes to reliability, there is high demand for the expertise of a global business paired with the reliability of a locally operating company. Sales and support teams as well as production facilities on all five continents maximises use of local expertise and knowledge of cultural practice to successfully manage a global business, with the logistics of a local one.

### **Traceability**

Delivering a high quality and effective end product is an important requirement, but if the service that surrounds the product is not reliable or professional, then suppliers are not fulfilling their duty to the customer. Industry wide, traceability is becoming recognised as an extremely important requirement. It is

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therefore the duty of suppliers to be able to track ingredients at every stage of the supply chain. DSM Nutritional Products achieves this, by using a complex IT system to effectively trace ingredients originating from sites all over the world. In the very rare case that a product has to be recalled, measures are in place to deal with the situation quickly, efficiently and professionally. Mock product recalls are carried out on a regular basis, and a recall team are on call 24 hours per day, 7 days per week, so disruption to our customers' product development and supply is minimal. Furthermore, since DSM Nutritional Products is the only fully integrated vitamin and health ingredient supplier, customers can be assured of an extremely high and far-reaching level of control, guaranteeing control at every stage of the supply chain.

### Sustainability – people, profit, planet

For many people, sustainability relates purely to environmental concerns, but for DSM Nutritional Products, a company consistently among the leaders on the Dow Jones sustainability index, it also has an important humanitarian aspect. DSM Nutritional Products' commitment to sustainability is not just skin-deep, but part of a wider global effort devoted to human development and environmental protection.

Royal DSM's CEO, Feike Sijbesma links the company's success with its humanitarian efforts, saying: "We cannot be successful, nor can we call

**Environmental measures are also crucial for forward-thinking companies keen to ensure long-term prosperity. One of the most important ways a business can reduce its carbon footprint is by reducing waste emissions.**

ourselves successful in a society that fails." Food and nutrition industry specialists have a duty to address the pressing issue of world hunger. DSM, for example, commits time and expertise to humanitarian programmes, including a number of projects to combat micronutrient deficiency or 'hidden hunger'.

One such project is the NutriRice innovation, which uses recomposed vitamin and mineral enriched rice kernels to deliver the added micronutrients to end consumers, thus helping to reduce hidden hunger in countries where rice makes up a large proportion of the staple diet. In 2009, the groundbreaking programme won a Global Alliance for Improved Nutrition (GAIN) award for innovation, an example of how commercial expertise can be applied to humanitarian initiatives. GAIN is not the only organisation to have noted DSM Nutritional Products humanitarian efforts. The company was recognised by the United Nations at this year's 'World Business and Development Awards' for

its innovative and targeted solutions designed to meet the requirements of those in the developing world suffering from hidden hunger.

Environmental measures are also crucial for forward-thinking companies keen to ensure long-term prosperity. One of the most important ways a business can reduce its carbon footprint is by reducing waste emissions. Between 2005 and 2009, DSM Nutritional Products lowered emissions to water by an impressive 14,000 tonnes, from 21,700 tonnes per year to 7,700 tonnes per year. The Carbon Trust recently recognised DSM Nutritional Products' commitment to protecting the planet, by making it one of the first 12 'Pathfinder' companies. In addition to this achievement, the Dalry processing plant in Scotland has been awarded Carbon Trust Standard certification.

### Summary

For DSM Nutritional Products, quality is a commitment and a mindset created over decades of business in the nutrition industry. The company's four pillars of quality, reliability, traceability and sustainability is proof that a high-quality product and service for the customer is, and will always be, the foundation of its business. For food and nutraceuticals manufacturers, this means peace of mind in knowing that safe, effective and reliable end-products reach the consumer.



**ANYONE CAN  
SUPPLY YOU WITH INGREDIENTS  
BUT OURS COME WITH ADDED PEACE OF MIND**



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We never forget you have a choice of supplier for ingredients. But at DSM, our ingredients are only part of what you get. Our quest for constant improvement is unlimited. We call this Quality for Life™. It's the mark of quality, reliability, traceability and sustainability not only for all our products but also in the way we do business. By tapping into this ethos, you can be certain of receiving the most important ingredient: peace of mind.