



What can QUISEE offer?

The SGF QUISEE project can offer:

1. Experience

SGF has been a model for the set-up of comparable systems in Europe and offers more than 25 years of experience with industrial self control. The project manager has been active for many years within both the AIJN* as well as the EQCS**.

2. Financial support

With a budget of approx. 500.000 Euro, the project can offer financial help (e.g. carrying out market controls, organizing workshops, seminars, etc.)

3. Operational support

Consulting services can be offered for harmonising legislation, organizing modern association structures, developing and implementing local control systems and training local inspectors, quality managers, etc.

Project Organisation

The SGF has founded an Advisory Board (AB) consisting of representatives of the SGF Board of Directors, the sponsors, the participating countries as well as the SGF General Secretary and the Project Manager. The AB will meet at least twice a year.

Furthermore, a steering committee has been appointed, consisting of the chairman and vice-chairmen of the AB, representatives of the SGF Board, the SGF General Secretary and the Project Manager.

Mr. Martin Greeve has been appointed as part-time (60%) Project Manager.

Mr. Greeve has over 30 years experience in the fruit juice industry and is Chairman of the AIJN* Code of Practice for the evaluation of fruit juices and Vice-President of the EQCS**.

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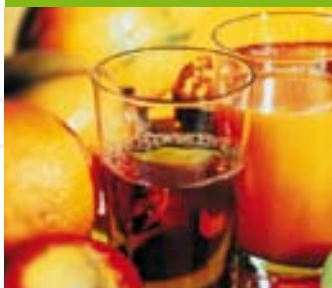
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* Association of the Industry of Juices and Nectars from Fruits and Vegetables of the European Union

** European Quality Control System for Fruit Juices and Nectars



Sure – Global – Fair



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Quality is Future

Quality Initiative
South and East European Countries
(QUISEE)

An Initiative of the SGF (Sure - Global – Fair)

Sponsored by:

Cargill, Chelab, Citrosuco,

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SGF IN PROFILE



The customer is right to expect safety and quality

Consumer satisfaction is the focus of all SGF efforts. As pioneer and motor of industrial self control of the fruit juice industry, the SGF -founded in 1974- has developed into a powerful and leading industrial association with more than 500 members

The activities of the SGF concentrate on the safety of the local and European markets for fruit and fruit juice beverages and on the world-wide raw material markets for such products.

The three letters SGF stand for the vision of this world wide active association:

Sure, Global and Fair.

The clear objectives are:

- Assuring legal and industrial quality standards.
- Maintaining fair competition in the fruit juice market
- Safeguarding the positive reputation of fruit juice products as healthy and natural drinks.

The tasks of the SGF are: to provide assistance to the industry in fulfilling due diligence, to carry out market controls of raw materials and consumer products, frequently to audit the participating companies and to take corrective measures in case of unfair competition and quality exceptions. Upon request of its members the SGF initiated a project called:

Quality Initiative South and East European Countries (QUISEE)

SGF started QUISEE officially on January 1, 2001 and aims at:

- Creating fair competition for juices and nectars throughout the enlarged EU.
- Enabling further growth of fruit juices and nectars throughout the enlarged EU
- Supporting industrial self control in South and East European countries.

Achieving these objectives is seen as the only way for producers in Central and Eastern Europe to take advantage of their opportunities in the Single Market and for producers in West and South Europe to maintain or even increase the high level of fruit juice consumption within the enlarged EU.

Which countries can benefit from the SGF project QUISEE?

1. Countries with a young fledgling control system in South Europe: Spain
2. Countries with no control system yet in South Europe: Portugal, Italy, Greece
3. Candidate countries for EU accession: Hungary, Poland, Czech Republic, Estonia, Slovenia, Latvia, Lithuania, Bulgaria, Romania, Malta, Cyprus, Turkey

And other European countries interested to benefit from the tools developed by the European Fruit Juice industry in general and the SGF in particular.

How to achieve these objectives

• **Fair competition:**

Fair competition can only be achieved if the fruit juice industry within the enlarged EU is working on the basis of the same legal and industry standards, and furthermore on the willingness of the fruit juice industry to acknowledge and comply with these standards. Control is needed to verify the compliance of the industry with these standards.

• **Further growth:**

Further growth is only possible if the benefits (safe, refreshing, tasty and healthy) of fruits and fruit juice products are recognized by consumers and public relations issues, such as food safety scandals, do not occur. Accurate and unambiguous labelling and attractive packaging materials contribute to further success. Control is needed to verify the safety and quality of fruit juice products.

• **Industrial self control:**

Industrial self control can only be effective if sufficient support of the local industry is available. Industrial self control can be more specific and extensive than control by Food Inspection authorities and therefore is more effective in practice. Furthermore industrial self control does not stop at national or EU borders but is, through its control of raw material suppliers, world-wide.

Who are the stakeholders and why are they interested?

1. **Consumers**
Want to get what they think they are buying (safe, good and authentic products)
2. **Retailers**
Want to have safe and problem free products on the shelves
3. **Packers of consumer products**
Want to have fair competition and maintenance of good healthy image
4. **Raw material suppliers**
Want to have fair competition in order compete with competition other suppliers in the market
5. **Local fruit juice associations**
Want to gain experience in representing, protecting and promoting the interest of the national industry in the Single Market
6. **Local laboratories/institutes**
Want to built-up additional expertise and to expand their activities.
7. **Food Inspection Authorities**
Could use the industrial self control as a reliable and effective support for their Food Inspection responsibility.
8. **European Union**
Wants assistance in building up a problem free enlarged EU.
9. **Packaging industry**
Wants to link good image products with the image of packages in the market, and an increased sales volume.
10. **Sponsors**
Want fair competition and more sales volume of authentic and quality products in the enlarged EU.