

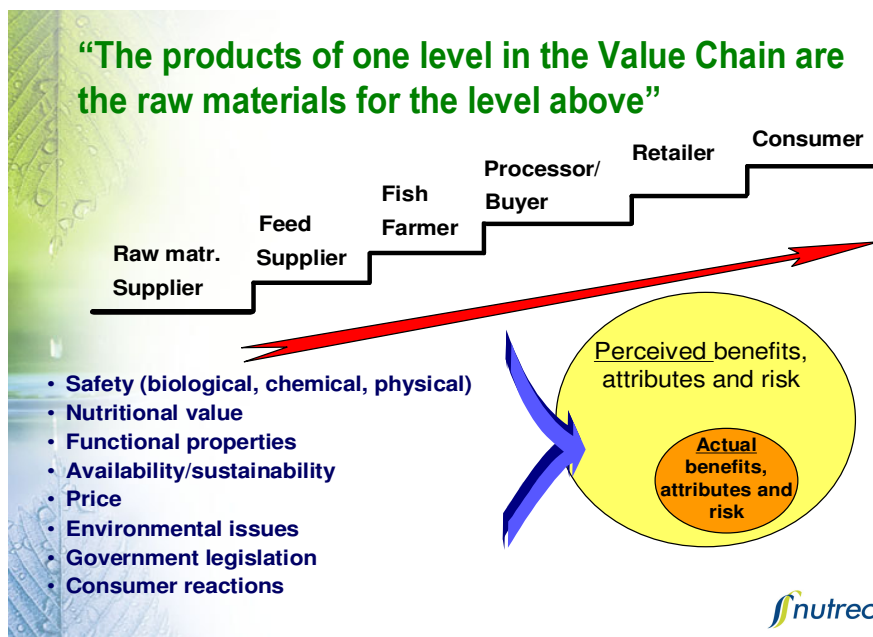
## CASE STUDIES FOR DEVELOPING A MARKETING CONCEPT FOR FISH PRODUCTS (2005)

### CASE STUDY 2

#### Nutreco: Food quality

Food integrity is at the heart of Nutreco’s activities and food quality is a crucial component, together with sustainability and ethics of production. Food quality incorporates food safety and aspects such as taste and texture as well as a comprehensive record of origins and production. Following the nomination of food quality as a key aspect of performance,

Nutreco inaugurated a food quality programme under the *NuTrace*® name. Nutreco identifies and implements the most appropriate international, national and internal quality control and assurance protocols for its food value chain activities. These quality protocols are validated by external, internal and customer audits. Through 3,000 analyses each day Nutreco maintains a detailed overview of the quality and composition of its food products, of its feed products and of the raw materials it uses. A comprehensive, integrated database has been further developed and tested in pilot projects during 2002 to hold records on all stages of food production together with data on feed products. Using this database, Nutreco is able to identify accurately and rapidly the origins and destinations of all components in its food value chains. A combination of proactive procedures has been prepared to minimise the impact and spread of any adverse event in Nutreco food value chain activities.



Dr Reid Hole, Athens, 2004



Creating value by quality is a major point in developing a successful marketing strategy and is now required under traceability legislation. Food safety and food quality go hand in hand, and if one of the largest aquaculture companies is spending time and money on creating this identity for its products, it is reasonable to presume that there are marketing and financial reasons for this strategy.