



THE BORD BIA QUALITY MARK

NOTE: If you are looking at food innovation you must use a Bord Bia Quality Assured product in some element of the recipe. This will give you a natural advantage when marketing your product.

Products included in the Bord Bia Quality Assurance Scheme's are:

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|------------|---------------|
| - Beef | - Bacon & Ham |
| - Pork | - Chicken |
| - Turkey | - Duck |
| - Sausages | - Rashers |
| - Lamb | - Burgers |
| - Eggs | - Potatoes |
| - Fruit | - Vegetables |

Consumer Messages

- **The Bord Bia Quality Mark means that the highest level of care and attention has been given to how the food you purchase is produced.**
Products bearing the Quality Mark are produced to the highest quality standards from the farm of origin through to the shop shelf. It is these high quality standards that give consumers peace of mind when shopping.
- **Bord Bia quality assurance standards operate across the supply chain at farm and processor level.**
The Bord Bia Quality Mark can only be used on food produce that has been produced or grown by farmers who are part of the Bord Bia Quality Assurance Schemes and processed and packed in factories that are also members of the Bord Bia Quality Assurance Schemes. This ensures that, for products that are entitled to carry the mark, each link in the food chain is checked and certified.
- **Members of the Bord Bia Schemes are regularly checked by a Bord Bia inspector.**
Participating farms and factories are inspected regularly by Bord Bia and must achieve the standards before they can be certified and allowed use the Quality Mark.
- **The Bord Bia Quality Mark is on a range of products.**
You will find the Bord Bia Quality Mark in supermarkets and shops throughout the country on the following products from members of the Bord Bia QASs: pre-packed beef, pork, bacon, cooked ham, rashers, chicken, duck, sausages and burgers. You will also find it on eggs, fruit, vegetables and potatoes.

For further information on the Bord Bia Quality Mark and Quality Assurance Schemes please log on to www.bordbia.ie