

Annual report 2014



GMP+

International


Partnerships and stakeholders





Table of content

“For GMP+ International our partners worldwide, are important to share and support our vision, values and ambitions regarding feed safety and sustainability / responsibility assurance. Because food safety is a shared responsibility.”

Introduction	3	Chapter 3	
Summary	4	Responsible Biomass Certification scheme	23
	3.1 General		24
	3.2 Developments within Responsible Biomass Assurance		24
Chapter 1	6		
GMP+ International			
1.1 Vision and mission	7		
1.2 Corporate objectives	7		
1.3 Organization	7	Chapter 4	
1.4 Portfolio	9	Other services	25
1.5 Platform function	9	4.1 GMP+ Feed Support Products	26
1.6 Partners	10	4.2 GMP+ Academy	28
1.7 Dispute Committee	11		
1.8 Social effects	11	Chapter 5	
1.9 Collaboration with other quality certification schemes	11	Marketing & Communication	29
1.10 Mutual recognition with other scheme holders	11	5.1 Communication policy	30
1.11 Strategic collaboration with quality schemes up and downstream	13	5.2 Marketing	32
Chapter 2	14	Chapter 6	
GMP+ Feed Certification scheme		Finance	33
2.1 General	15	6.1 Balance sheet as per December 31, 2014	34
2.2 GMP+ Feed Safety Assurance module	15	6.2 Profit and loss account over 2014	35
2.3 GMP+ FSA module developments in 2014	16	6.3 Explanatory note to financial figures	35
2.4 GMP+ Feed Responsibility Assurance module	17		
2.5 GMP+ FRA module developments in 2014	18	Appendix	
2.6 Certification and supervision	19	Appendix 1 Composition of the board bodies	37
2.7 EWS (Early Warning System)	22	Appendix 2 Partners of GMP+ International	41
		Appendix 3 Participants of GMP+ FSA module	43



Introduction

"Feed Safety is not a priority, but should be a key value of each and every feed company."

Mr. J. (Johan) den Hartog
Managing Director
GMP+ International

For GMP+ International and its participants, 2014 was a dynamic year. Until the summer, we were busy in finalizing the decision making process of improvements in the GMP+ Feed Safety Assurance module resulting from the evaluation of the Aflatoxin incident in 2013. Then, the unfortunate incident with Furazolidon contamination occurred. Aside from the adverse impact on the image of the feed sector and the GMP+ FSA certificate, the incident was serious and the consequences for the buyers significant. It once again demonstrates the importance of executing the utmost care in selling, purchasing and processing feed materials. When combining various activities (feed and bio mass) at a same site, extra care is needed. Feed safety is not a priority, but should be a key value of each and every feed company. The [evaluation](#) of the Furazolidon incident will result in some improvements, but was also a substantial input for the profound renewal of the integrity policy which was running at that moment.

Integrity Policy

GMP+ International realizes its responsibility in maintaining confidence and trust in feed safety assurance. Improving the quality of the certification is our highest priority. Already in 2013, we started several activities under the program 'improvement of the quality of certification'. It is about accreditation, tightening of the [sanction regime](#), training & examination of auditors, and the fully renewed [Integrity policy](#). We also appealed to the responsibility of the companies operating in a responsible way and in compliance with the feed safety assurance principles, which should be based on a proper Feed Safety Culture. Such a company culture should consider feed safety assurance as a company value, not as a priority. We shall also promote this vision and draw the attention of the entrepreneurs in the feed business to their own responsibility.

Feed Responsibility Standard

An important milestone was the development of the [GMP+ Feed Responsibility policy document](#), which we carried out with active involvement of our partners. We will be followers of the market initiatives regarding feed responsibilities demands and the main goal is to provide

feed companies a 'one stop shop – multiple certification' solution, in order to avoid duplication and to reduce cost. As a follow up, the first GMP+ Feed Responsibility standard and related market initiatives were determined in cooperation with market partners.

Strategic Collaborations

An important corporate objective is to get linked with other quality schemes in the food chain in order to embed the GMP+ certification in the food chain. We had already a strategic collaboration with Round Table Responsible Soy (RTRS). In 2014, we reached an agreement with the international operating GLOBALG.A.P about a letter of intent for strategic collaboration too. The same was reached with national schemes like SMK and NZO (the Netherlands). In 2014, the number of partners increased with three national associations (Ireland, Netherlands, Ukraine) and an European trade associations. We welcomed a new French certification body and also a French member of GMP+ Academy.

Partnerships

In 2014, the number of participants in the GMP+ FSA scheme increased with 7.4% to 13,412 ultimo December 2014 companies / locations in 75 countries totally. The highest numerical growth was in Central Europe (Poland, Czech Republic) and Italy.

Working Organization

In 2014, we further developed our working organization, to make it ready and suitable for our growing international network. Noteworthy is the upgrading of our internal quality management system according ISO 17021 and ISO 9001 and the positive assessment by the Dutch Accreditation Council.

I would like to express my acknowledgment to all members of committees and other groups of external representatives who contributed to the progress we made in 2014. It is also due to the tremendous commitment and loyalty of the members of our team that we achieved what is reported in the following.



Summary

“Participation of several stakeholders contributes to balanced deliberation and decision-making.”

In 2014 GMP+ Feed Safety Assurance passed the [13,400 companies/75 countries milestone](#). Although this growth makes us proud, we feel the burden of responsibility combining our high standards applicable worldwide with the call for flexibility to meet local market needs.

Our participants, partners, certification bodies and other stakeholders play a key role in the development of our certification scheme, services and our organization. Last summer, when finalizing some critical enhancements to the GMP+ FSA and FRA modules, the Dutch Feed Industry was hit by the unfortunate Furazolidon incident.

This event demonstrated again the importance and relevance of continuously improving Feed Safety Assurance together with our partners, stakeholders and other scheme holders. As an organization it strengthened our determination to update our Integrity Policy.

Integrity Policy

The re-evaluation of our supervision activities and the review of the Aflatoxin/Furazolidon incidents, is translated in a renewed [Integrity Policy](#) which will be implemented gradually during 2015, involving GMP+ International, the certified companies and the certification bodies. The aim is to ensure confidence and trust in GMP+ Feed Certification scheme certification.

In the framework of the Integrity Policy, an Integrity Committee was established in December 2014. Their task is to distinguish levels of responsibility for compliance assessment and decision making in order to ensure consistency, impartiality and competent management of the certification scheme.

Quality Management System

To support the Integrity Policy our QM-system was also updated. Internal procedures are now more secured, responsibilities better defined. Our GMP+ FSA module for product certification remains by the Dutch Council of Accreditation additionally we are to obtain the

acceptance of the GMP+ FSA module for Feed Safety Management System under the ISO 17021/TS22003 by the European Accreditation Council. This is to avoid application for acceptance at multiple accreditation councils. Being accepted by a global accreditation entity should reduce work and misinterpretation and save time. The GMP+ FSA module is currently in the process of evaluation but our aim is to obtain the acceptance in 2015.

GMP+ Feed Safety Assurance module

In 2014 a lot of changes in the [GMP+ FSA module](#) were prepared, discussed, and approved. A major update was finalized by publishing new versions of almost all scheme documents. Most changes can be categorized as ‘editorial’ or as ‘clarifications’.

The following substantial changes were published in the Feed Safety Assurance standards this year:

- An extension of the EWS-requirements;
- A new protocol for buying (former) foodstuffs for use in feed;
- Application of HACCP principles for transport companies;
- Control of residues of feed medicines;
- Positive labelling of GMP+ assured feed (effective as from 1-10-2015);
- A few times the so-called Aflatoxin-protocol has been updated.

Furthermore the country note about assurance of antibiotic-free feed was updated, and a new country note, focussing on application of GMP+ feed safety assurance in Central and Eastern Europe was Published too. The GMP+ B6 standard (‘cultivation’) was removed from the scheme.

GMP+ Feed Responsibility Assurance module

GMP+ International developed a [policy regarding Feed Responsibility Assurance](#) which was published in August 2014. Our strategy is to collaborate with market initiatives upstream and downstream regarding (feed) responsibility. Based on market initiatives GMP+ International can plug these initiatives into separate scopes of the GMP+ FRA module.



Summary

“GMP+ International’s partners endorse the introduction of the Integrity Policy. Clear rules for certification & supervision will lead to uniformity, reliability and compliance for the GMP+ participating companies.”

These initiatives resulted in a Memorandum of Understanding with the Dutch SMK & NZO.

SMK develops, manages, and assesses sustainability criteria via its certification scheme ‘Milieukeur voor Dierlijke producten’, including purchase of responsible soy in animal feed for production of eggs, poultry meat and pork. A similar agreement was reached with the Dutch dairy industry joint in Nederlandse Zuivel Organisatie (NZO) for responsible diary feed.

As a result the GMP+ FRA module was updated with the following standards: GMP+ B100, M101, M102 & M103. All current market initiatives refer to the use of responsible soy, defined by RTRS or equivalent.

Some noteworthy figures of 2014

The next 4 organizations applied for partnership with GMP+ International:

- Interregional Union of Poultry & Feed Producers in Ukraine
- European Fat Processors and Renderers Association (EFTRA) in Belgium
- Irish Grain & Feed Association
- MVO in the Netherlands representing the Fat & Oil Industry

This brings the total number of partners to 33.

GMP+ International increased her number of employees from 17 to 20.

Two new certification bodies were accepted: CERTIS (France) and Navonus NV (Belgium). Bringing the total number of licensed certification bodies to 30 and the number of accepted GMP+ auditors to 378 worldwide. Three certification bodies were approved for GMP+ Feed Responsibility Assurance and 4 certification bodies have been approved for Responsible Biomass Assurance. Within the framework of the integrity policy, 17 GMP+ certificates were suspended and 12 certificates were withdrawn.

Partnerships & stakeholders

In 2014 mutual recognition was established with EFISC (a feed material producer scheme) and GAFTA (mainly a trade scheme). We are also proud of our agreement and signature of a Letter of Intent regarding a strategic collaboration between GLOBALG.A.P. and GMP+ International. The main goal of this alliance is to avoid duplication of certification in the feed chain and to align normative requirements regarding feed responsibility with demands in the GLOBALG.A.P. scheme for livestock and aqua farming.

In [our vision](#), GMP+ International, its stakeholders and partners in the feed (and food) chain are collectively responsible to define the basic principles of feed safety assurance and to enforce them in the daily practice. It is for that reason, that we continuously listen and involve these groups in defining and improving our standards. Only by closely working together as a chain we can assure safe and responsible feed for the production of food for consumers.

GMP+ International





Chapter 1 GMP+ International

"GMP+ International's partners recognize and endorse the shared responsibility of every company and link in the feed chain for the common interest of an optimal feed safety & sustainability / responsibility assurance in the entire feed chain, in order to comply with legal requirements and feed safety assurance related to downstream (animal production) food chain demands."

1.1 Vision and mission

GMP+ International has a [vision](#), [a mission](#) and [key objectives](#) for the organization as guideline for its activities.

Crucial is that feed companies realize to be part of the feed chain. That means that animal feed must be safe to enable farmers to produce safe milk, eggs and meat for the consumers. The individual entrepreneurs in every link in the feed chain are individually responsible to convincingly contribute to this shared goal.

In our vision, the stakeholders in the whole feed (and food) chain are also collectively responsible to define the basic principles of feed safety assurance. For that reason, GMP+ International involves all stakeholders' groups in the feed and food chain in the defining of the GMP+ Feed Certification scheme. This is the result of our chain approach and the conviction that the chain is as strong as the weakest link.

The following key values of the organization are and remain the most elementary: reliability, independence, chain-oriented and high level.

The primary mission of GMP+ International is coordinating and promoting uniform and standardized application of the basic principles for the assurance of feed safety throughout the worldwide feed chain, in order to contribute to the production of safe food of animal origin. In addition, GMP+ International facilitates with regard to assurance of sustainability aspects, if that is in the interest of the participants.

1.2 Corporate objectives

In 2014, GMP+ International pursued the following corporate objectives:

- a. Improvement of the quality of certification
- b. Focus on customer's services
- c. Targeted growth
- d. Anchoring GMP+ certification in the feed & food chain
- e. Strengthening work organization.

This annual report lists the achievements in obtaining these goals.

1.3 Organization

GMP+ International is a private company with limited liability under Dutch law (B.V.), registered with the Dutch Chamber of Commerce under registration number 27364542. This legal form was chosen because of the flexibility in international cooperation and adequate operations.

GMP+ International is a non-profit organization, because we consider it a service organization for the stakeholders.

1.3.1 Shareholder

The [current shareholder](#) is the GMP+ International Foundation. In this foundation 10 Dutch trade associations representing the whole feed chain participate. This Dutch character shows our history and origin, but does not limit our international approach and ambition. We are looking around to extend shareholdings or participation in ownership to other stakeholders internationally.



Chapter 1 GMP+ International

“GMP+ FSA is the most cost efficient way to comply with the ‘from the farm to the fork’ initiative. Process traceability makes it simpler and realistic for modern trade.”

Mr. M. (Martin) Villa
International Maritime Fumigation Organisation (IMFO)

For certain strategic decisions, dictated by Dutch company law, the Managing Director needs the approval of the General Meeting of Shareholders. Usually, the General Meeting of Shareholders is held twice a year. In May 2014, for accountability by the Managing Director of the policy and of the financial results (annual report) in the previous calendar year and to give discharge of the Managing Director and Supervisory Board members. In November 2014, we had a meeting to report on the (updated) business plan & budget plan for the following three years.

1.3.2 Supervisory Board

The [Supervisory Board](#) advises the Managing Director regarding the management of the organization.

For certain decisions, dictated by Dutch company law, the Managing Director needs approval of the Supervisory Board. This Board consists of three independent people who are not involved in the feed business. One has a financial, one a legal and one a scientific background. The Managing Director had four meetings with the Supervisory Board to deliberate about strategic management issues and (interim) financial results.

1.3.3 Management

The Managing Director is Mr. Johan den Hartog. He is full in charge with the general management of the organization and the legal representative of it. In particular, he is in charge with strategic management, external relations & networking, and with developing of new markets.

1.3.4 Work organization

The work organization is limited in size, but growing due to the need of further professionalization. In 2014, the number of employees increased from 17 to 20 ultimo 2014. In 2014, a program manager for marketing & communication was recruited in order to enhance the focus on customers' needs. The Certification & Supervision team was reinforced by a new project advisor in order to support examination

and supervision activities. The Feed Support Products team recruited a project advisor for support regarding generic risk assessment of feed materials.

Additionally, we sought the assistance of two external Specialists. Firstly, an external expert for business information management on strategic and tactical level was hired to develop a strategic business information management plan and to deal with ICT service providers on tactical level.

Secondly, an external expert was hired to improve our quality management system in order to comply with the basic requirements of ISO 17021 and ISO 9001 regarding the management of a certification scheme.

In the framework of the implementation of the renewed [Integrity Policy](#), an Integrity Committee was established in December 2014.

The reason was to distinguish levels of responsibility for compliance assessment and decision making in order to ensure consistency, impartiality and competent management of the certification scheme. GMP+ International has several [national representatives](#) worldwide, like in China, France, Latin America and Ukraine. For 2015 we are looking for a representative in Central Europe due to the substantial increase of participation in the GMP+ FSA certification in Poland and Czech Republic.

1.3.5 Participation

In 2013, GMP+ International registered a 100% shared subsidiary in Beijing (China), a Fully Foreign Owned Enterprise. The name of the subsidiary is Beijing GMP agriculture technology consultancy Co. Ltd. This entity aims to support our activities in China as soon as the interest for GMP+ FSA will increase for the domestic market.

The current GMP+ FSA participants are mainly exporters to Europe (including Russia) of minor components.



“Ensuring the safety and sustainability of feed requires coordination in the production and sales chain. Our partnership at GMP+ International underlines the distinguished function that we assign to that assurance to GMP+ and it allows us to deliver our administrative contribution.”

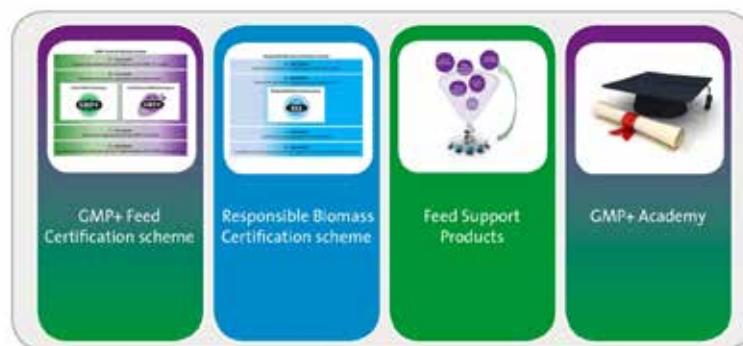
Mr. H. (Henk) Flipsen
*Nederlandse Vereniging
Diervoederindustrie (Nevedi)*

Chapter 1 GMP+ International

1.4 Portfolio

Our primary goal is to supply companies in the global feed chain with products and services regarding feed safety certification, feed responsibility certification and responsible biomass certification. Additionally, other products and services that are supportive in the application of the certification requirements come into picture as well. This concerns supporting knowledge, resources and services that promote uniformity tool.

Figure 1. Portfolio in 2014



1.5 Platform function

GMP+ International aims to be an international platform for all stakeholders in the feed and food chain with regard to providing companies with uniform and standardized facilities for the assurance of safe and sustainable feed. Safety is related to the safety of animal products for human consumption. A side-effect is the provision of a responsible feed as well as biomass certification. The management of the certification schemes has been based on support, involvement and engagement of the stakeholders in the whole feed and food chain by means of partnership.

GMP+ International operates in accordance with principle of well-balanced multi-stakeholders' participation in its expert committees.

Figure 2. Multi stakeholders' participation in the certification schemes

GMP+ Feed Certification scheme	Responsible Biomass Certification scheme
International Expert Committee Animal Feed	International Expert Committee Responsible Biomass
Subcommittee Production	
Subcommittee Trade & Collection	
Subcommittee Transport	
Subcommittee Sustainable Fishmeal and Oil	
Subcommittee Certification & Supervision	
Technical Committee Feed Support Products	

The members of these expert committees are listed in [Appendix 1](#). The members are appointed on nomination of GMP+ International's partners.

Figure 3. Decision making process

	<ol style="list-style-type: none"> 1. Preparation of draft by GMP+ International 2. Consultation of involved International subcommittee 3. Public consultation of all stakeholders 4. Consultation of International Expert Committee 5. Finalization decision process and publication
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"Dutch Dairy trade guarantees safe products also thanks to GMP+ International."

Mr. O.F. (Onno) Boersma
Vereniging Gemeenschappelijk
Zuivelsecretariaat (Gemzu)

1.6 Partners

GMP+ International pursues support, involvement, and engagement of the stakeholders via the so-called **partnerships**. When a trade association in the feed and food chain or in the biomass chain endorses the vision, values, and ambitions of GMP+ International, it can express its support and commitment by becoming a partner of GMP+ International.

In 2014, four new organization applied for partnership with GMP+ International:

- a. Interregional Union of Poultry and Feed Producers in Kharkov, Ukraine
- b. European Fat Processors and Renderers Association, Belgium
- c. Irish Grain and Feed Association, Ireland
- d. MVO - The Netherlands oils and fats industry, the Netherlands

Ultimo 2014, GMP+ International had 33 partners totally. These partners represent the whole feed chain as well as livestock farming, dairy, meat and egg processing industry. It are:
a. 28 national trade associations from the Netherlands (19),
Germany (5), Ireland (1), France (1), Ukraine (1), and Chile (1);
b. 1 international trade association (International Marine Fumigation Organisation);
c. 1 European trade association (EFPRA);
d. 3 Dutch based but international operating food companies (veal, pork, and dairy).

Figure 4. Partners ultimo 2014





“Transporting food or feed, by inland shipping nothing goes without GMP+ certification.”

Mr. J. (Jan) Vogelaar
Centraal Bureau voor de Rijn- en
Binnenvaart

Chapter 1 GMP+ International

1.7 Dispute Committee

The [Dispute Committee](#) is in charge to settle disputes between certification bodies and certified companies.

In addition, this committee settles any disputes between GMP+ certified companies and GMP+ International. In 2014, this [Dispute Committee](#) did not gather, due to absence of disputes.

1.8 Social effects

The GMP+ Feed Certification scheme contributes to the production of safe feed for food producing animals by ensuring uniform and standardized feed safety assurance guidelines throughout the chain. In this way, it contributes to the realization of the production of safe food of animal origin for the consumers.

It also creates a level playing field and enables companies to comply with market demands in the international feed market. This will lead to a smooth international trade of feed material without financial and reputation damages resulting from possible safety issues. In 2014, the first steps were taken to facilitate companies to comply with feed responsibility requirements in the market. Resulting in a more sustainable production in the future as well.

1.9 Collaboration with other quality certification schemes

GMP+ International looks for strategic collaboration with more actors in the feed & food market, besides the partners as mentioned below (see Figure 5). It is about other feed safety assurance scheme holders and with quality certification schemes up and downstream in the chain.

Figure 5. Corporate actors' analysis



1.10 Mutual recognition with other scheme holders

The GMP+ Feed Certification scheme is not the only feed safety assurance certification provision. In Europe in particular other schemes have been developed as well. With some of these schemes an official [mutual recognition](#) has been agreed.

This means that companies, certified for one scheme are allowed to supply their products (to certified companies) into the other scheme. This reduces the burden and the costs for a company with respect to feed safety assurance and certification and avoids trade barriers.

In 2014 mutual recognition has been established with EFISC (a feed material producer scheme) and GAFTA (mainly a trade scheme).

Chapter 1 GMP+ International



"GMP+ Partnership, because feed safety speaks for itself!"

Mr. W.J.G. (Wim) Thielen
Vereniging Overleggroep
Producenten Natte Veevoeders
(OPNV)

Figure 6. Bilateral (mutual) recognition



FAMILQS

qualimat



For improving transparency and comparison at all stages within the feed sector, together with representatives of the feed industry, an international platform of cooperation (called the Feed Schemes Observatory; FSO) has been created already in 2013. The first project is aimed to create a benchmark tool for schemes operating in the feed sector. This tool is not ready yet, but good progress has been made.

Furthermore in 2014, several scheme owners of European feed safety schemes have met in a so-called Round Table. Several issues of common interest are discussed, like developments in each scheme, accreditation and harmonization.



“Because most of our member companies take part in the GMP+ FSA supply chain it is an important partner – for our companies as well as for the German Milling Association.”

Mr. A. (Andreas) Bolte
Verband Deutscher Mühlen e.V.

1.11 Strategic collaboration with quality schemes up and downstream

Already for many years, a number of national (Dutch) quality certification schemes (several IKB's and 'Beter Leven') require of the participating livestock farmers that they only buy feed from GMP+ FSA or equivalent certified feed suppliers.

Figure 7. Strategic partners in the feed and food chain



Already in 2013, GMP+ International reached a collaboration agreement with Round Table Responsible Soy Association ([RTRS](#)) and has connected its GMP+ Feed Responsible Feed standard for the Chain of Custody for responsible soy with the RTRS certification of primary production of soybeans.

In 2014, GMP+ International reached an agreement about a Letter of Intent regarding strategic collaboration with [GLOBALG.A.P.](#) The Letter of Intent was signed in January 2015. The main goal is to avoid duplication of certification in the feed chain and to align normative requirements regarding feed responsibility with demands in the GLOBALG.A.P. scheme for livestock and aqua farming. The collaboration is based on the starting point that the core business of GLOBALG.A.P. is good agricultural practices for arable production, as well as livestock farming and aqua culture on the one hand and the core business of GMP+ International is feed safety & responsibility assurance in the whole feed (supply) chain.

“With a focus on providing safe and wholesome food for consumers, we are joining hands with GMP+ International to eliminate any possible certificate duplication and to create synergies in the standards and systems, thus enabling the feed industry and farmers to participate in a controlled chain of custody system”

Dr. Kristian Moeller, CEO of GLOBALG.A.P.

Related to the implementation of the new GMP+ Feed Responsibility policy and implementation of the GMP+ Feed Responsibility Assurance standard, GMP+ International reached a Memorandum of Understanding about collaboration regarding requirements for responsible pig and poultry feeds with the Dutch [SMK](#). SMK develops, manages, and assesses transparent sustainability criteria for companies and chains via its certification scheme 'Milieukeur voor Dierlijke producten', including purchase of responsible soy in animal feed for production of eggs, poultry meat and pork. A similar agreement was reached with the Dutch dairy industry jointed in Nederlandse Zuivel Organisatie ([NZO](#)) about responsible diary feed.

GMP+ Feed Certification scheme





Chapter 2 GMP+ Feed Certification scheme

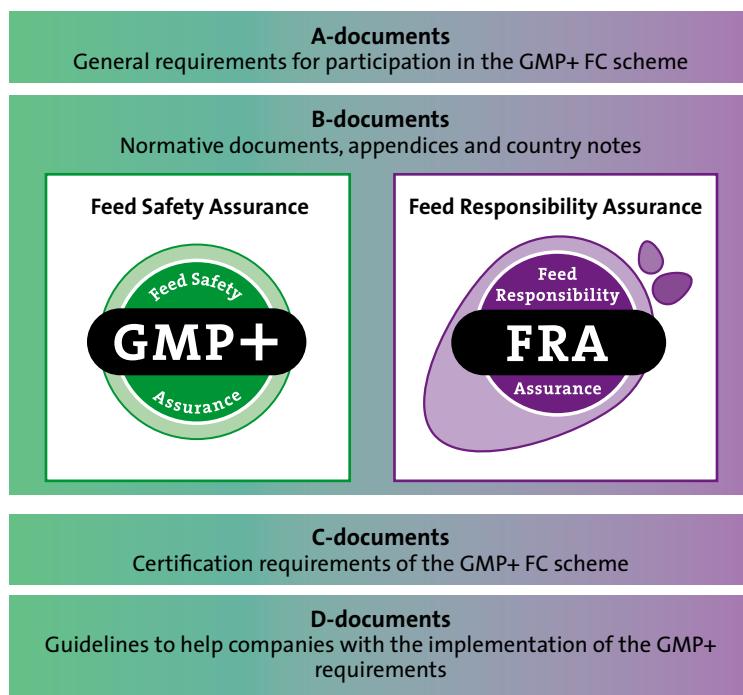
2.1 General

The GMP+ Feed Certification scheme has 2 modules: GMP+ Feed Safety assurance (GMP+ FSA) and GMP+ Feed Responsibility Assurance (GMP+ FRA). The first one focussed on assurance of safe feed, the second one on assurance of responsible feed.

An overview of the GMP+ FC scheme is given below.

"Feed safety assurance is a basic condition for the whole feed chain. Therefore, well-balanced partnership of all stakeholder groups is crucial for well-balanced decisions regarding the content of the scheme."

Figure 8. Overview GMP+ Feed Certification scheme



The GMP+ FC scheme – with the two modules - consists of several documents with requirements for participation (**A-documents**), for assuring safe and responsible feed and feed services (**B-documents**) and for certification (**C-documents**).

GMP+ International also supports companies and certification bodies implementing these requirements with interpretations, explanations,

guidances, Q&A-lists and other background information. For this, so-called **D-documents** are published.

2.1.1 One stop shop – multiple certification

The main goal is to provide GMP+ participants the possibility for certification for both Feed Safety Assurance and Feed Responsibility Assurance embedded within a single certification scheme. This prevents overlap of requirements, ensures uniform standards and conditions and allows for limiting the administrative burden of certifications. One (successful) audit would result in certification of multiple scopes.

2.1.2 Chain-oriented system

The GMP+ FC scheme is a so-called chain oriented scheme. The idea behind this is that the best guarantee for a farmer to get safe and responsible feed will be achieved if all the links in the feed chain, who are involved in the production and distribution of feed, apply the same feed safety principles.

2.2 GMP+ Feed Safety Assurance module

The **GMP+ FSA module** focusses on feed safety assurance and covers all the links in the feed chain. This module consists of several standards (coded as B-documents).

These standards give requirements for the assurance of feed safety. They include:

- (international) standards with requirements for assuring feed safety;
- appendices with more detailed requirements regarding a certain feed safety aspect;
- so-called country notes, with additional requirements for assuring specific wishes in a certain market/country.

Chapter 1 GMP+ International



“GMP + FSA certification will help companies to become stronger, not only in the domestic market, but also a strong representative in the European, world markets.”

**Mr. V. (Vadym) Shiyani
Interregional Union of Poultry and Feed Producers**

These standards are to be applied by companies with respect to the various feed products and feed production phases like collection, trade, production, treatment and processing, transport, storage and transhipment.

The most important standards are the GMP+ B1, GMP+ B2, GMP+B3 and GMP+B4, each with a different scope, see table 1.

Table 1. Scopes of the standards

Scopes	Standards	GMP+ B1	GMP+ B2 (2010)	GMP+ B3 (2007)	GMP+ B4
Production compound feed	x				
Production premixes	x				
Production additives	x	x			
Production feed materials	x	x			
Trade & collection	x			x	
Storage & transhipment	x			x	
Transport & affreightment					x

2.3 GMP+ FSA module developments in 2014

The GMP+ FSA module is constantly being updated in order to meet the highest possible standards regarding feed safety. At least once every year new versions of most documents are published.

The amendments are prepared in collaboration with representatives from partners and approved by the International Expert Committee. In 2014 a lot of changes has been prepared, discussed and approved. At the end of 2014 this major update was finalized by publishing new versions of almost all scheme documents. Most changes can be categorized as ‘editorial’ (rectification of errors, correct references to new legislation, restructuring of standards, etc) or as ‘clarifications’ (meaning explanations of or additions to already existing requirements).

Only a small number of changes can be labelled as ‘substantial’, meaning that companies should pay extra attention for correct implementation:

- A extension of the EWS-requirements;
- A new protocol for buying (former) foodstuffs for use in feed;
- Application of HACCP principles for transport companies;
- Control of residues of feed medicines;
- Positive labelling of GMP+ assured feed (effective from 1-10-2015);
- A few times the so-called Aflatoxin-protocol has been updated.

Furthermore, the country note about assurance of antibiotic-free feed was updated, and a new country note, focussed on application of GMP+ feed safety assurance in Central and Eastern Europe was published.

The GMP+ B6 standard ('cultivation') was removed from the scheme.



“Feed plays an important role in the proper feeding of the cow. It also forms the basis for safe milk. Milk that is safe for children, adults and the elderly. The feed suppliers have the responsibility to effectively assure that the quality of the feed can be trusted at all times.”

**Ms. Y. (Yvonne) van der Vorst
Royal Friesland Campina**

2.4 GMP+ Feed Responsibility Assurance module

In the period February – June 2014, GMP+ International developed a [policy regarding feed responsibility](#), with clear goals regarding its role and strategy to facilitate feed companies with coping with market demands about feed responsibility. The start was a constructive brainstorm session with representatives of our partners in February 2014. Based on the result of that session, a policy document was drafted. In June 2014, the partners and the International Expert Committee were consulted about the draft document. The final version of the policy document was published in August 2014.

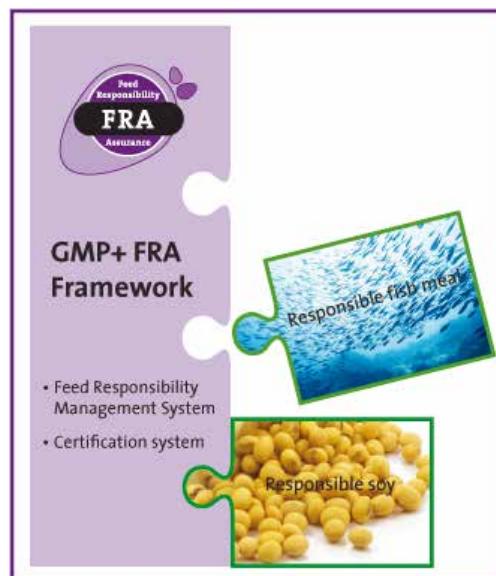
The main goal is to facilitate feed companies which want to demonstrate that they assure the market requirements for responsibly produced feed.

The following sub goals are applicable:

- a. One stop shop – multiple certification possibility by including (other) relevant responsibility aspects regarding feed and biomass in GMP+ Feed Certification scheme (GMP+ Feed Responsibility Assurance module).
- b. Support services regarding developing of and communication about the company-specific responsibility policy.
- c. Stimulation for harmonization of requirements regarding responsible feed production demanded by the different food sectors like livestock farming (poultry, meat, eggs and dairy) as well as aqua culture.

GMP+ International has not the intention to play a leading role in defining the content of the market requirements about feed responsibility, because in the several market segments or regions are different wishes and opinions about feed responsibility.

The basic strategy is collaboration with market initiatives upstream (primary production / fishery / mining) as well downstream (livestock farming, aqua culture and food processors) regarding (feed) responsibility. GMP+ International will develop a GMP+ Feed Responsibility Management System standard (as part of the GMP+ Feed Responsibility Assurance module of the GMP+ FC scheme). The market initiatives will be plugged in that standard and in this way, it will form a full standard with several scopes (see figure).



**Figure 9.
GMP+ FRA
Framework with
plugins**

The aim is only to plug in market initiatives, with which GMP+ International will reach a collaboration agreement. That results from the goal to embed feed responsibility assurance certification in the whole feed & food chain, with commitment of downstream partners.

The aim is to establish a Subcommittee Responsible Feed with participation of all stakeholders in the chain. The planning is to implement the GMP+ Feed Responsibility Management System standard in the first quarter of 2015, with at least integration of two market initiatives.

2.5 GMP+ FRA module developments in 2014

Recently the [GMP+ FRA module](#) was updated with new GMP+ Feed Responsibility standards:

- [GMP+ B100 Feed Responsibility Management System](#)
- [GMP+ MI101 Production and trade of RTRS soy](#)
- [GMP+ MI102 Responsible pig & poultry feed](#)
- [GMP+ MI103 Responsible dairy feed](#)

The GMP+ B100 contains the requirements for the Feed Responsibility Management System with which the participant can assure compliance with various wishes regarding responsible feed of various market initiatives. This Feed Responsibility Management System strongly resembles the Feed Safety Management System, meaning that the implementation of the requirements is fairly easy for GMP+ participants. The GMP+ B100 document provides the basis for the implementation of 1 or more GMP+ MI documents. These new GMP+ MI documents (in which MI stands for Market Initiative) contain the requirements for Market Initiatives also defined in that document.

All current market initiative documents refer to the use of responsible soy, defined as RTRS or equivalent. Both SMK (manager of the Dutch 'Milieukeur' certification scheme for pork, eggs and poultry meat) and the Dutch dairy industry (via the Responsible Dairy Chain – Duurzame Zuivelketen) requested a certification option for feed companies to demonstrate the use of responsible soy in the feed supplied to pigs, poultry and dairy cows. For the supply chain of RTRS soy, a combined certification is provided for the production and trade of RTRS soy. This certification is approved by RTRS as equivalent to their RTRS Chain of Custody certification. These first market initiatives are an example on how market parties in the animal production chain collaborate on providing responsible food to the consumer.





“Trading cereals and feed ingredients means crossing borders. International harmonisation is therefore a key issue for us. GMP+ International is offering a solid basis with over 13,400 certificates worldwide and mutual recognition agreements with several food and feed safety systems.”

**Mr. M. (Matthé) Vermeulen
Royal Dutch Grain and Feed Trade Association (Het Comité)**

2.6 Certification and supervision

In 2014, there were 30 [licensed certification bodies](#) with 378 accepted GMP+ auditors. Two new certification bodies have been accepted in 2014: CERTIS (France) and Navonus NV (Belgium).

Table 2. Result of supervision in 2014

Type of Assessment	Total number of audits	Category 1*	Category 2*	Category 3*
Acceptation audits	2	0	0	0
Additional audit (QS audit)	2	0	0	0
Report assessment	1	0	1	0
Absent harmonization meeting	2	0	0	2
Witness audit	16	0	0	4
Certification Body office audit	26	3	8	33
Parallel audit	53	0	18	21
Repeat audit	13	0	0	0
Total	115	3	27	60

* Type of nonconformity

2.6.1 Developments within certification and supervision

Germanischer Lloyd SE Competence Centre Systems Certification in Hamburg (Germany) merged with Det Norske Veritas Certification B.V. in Barendrecht (The Netherlands). As a result of this, the name of Det Norske Veritas Certification B.V was changed to DNV GL Business Assurance B.V.

The GMP+ approved certification body ViaNorm B.V. was acquired by DEKRA Certification B.V in September 2014. DEKRA Certification B.V. has assumed the GMP+ certification activities of ViaNorm B.V.

On November 19th 2014, the first GMP+ FRA auditor training took place. Late 2014, three certification bodies were approved for Feed Responsibility Assurance, being Kiwa Nederland, SGS Product & Process Certification B.V. and Schouten Certification B.V.. Early 2015, Schouten Certification certified the first company for Feed Responsibility Assurance.

Meanwhile four certification bodies have been approved for Responsible Biomass Assurance: Control Union Certifications B.V., Kiwa Nederland B.V., Schouten Certification B.V. and SGS Product & Process Certification. In 2014 three companies have been certified against RBA ([see chapter 3](#)).

On August 18th 2014, the Certification and Supervision team was extended by one additional member, namely Ms Ania Gabrychowicz from Poland. As Project Advisor she strengthens the management and the improvement of GMP+ International certification scheme.



Chapter 2 GMP+ Feed Certification scheme

“Partnership with GMP+ International because BDB values the transparent and open discussions in the GMP+ (sub) committees. We can offer expertise and experience fair partnership in return.”

**Mr. J. (Jörg) Rusche
Bundesverband der Deutscher Binnenschiffahrt e.V. (BDB)**

2.6.2 Integrity Policy

The overall aim of any kind of certification is to give confidence to all parties that a system fulfills specified requirements. The value of certification is the degree of public confidence and trust that is established by means of an impartial, objective and competent assessment conducted by a third-party.

GMP+ International carries out several supervision activities to monitor the compliance of the certification process with the rules of certification laid down in the GMP+ Feed Certification scheme. During 2014, GMP+ International has carried out a re-evaluation of its supervision activities and other aspects related to integrity. The result is the current [Integrity Policy 2014](#). It will be implemented step-by-step in 2015. This Integrity Policy aims to ensure the confidence and trust about certification regarding the GMP+ Feed Certification scheme. The GMP+ Integrity Policy is not a stand-alone item, but part and breach block of a coherent set of roles and responsibilities of the involved parties. The involved parties are the certified company, the Certification Body and GMP+ International (as scheme manager).

Within the framework of the integrity policy, the number of suspended certificates in 2014 were 17 and withdrawn certificates were 12.

2.6.3 QM-System

In order to secure the Integrity Policy in GMP+ International the QM-system was updated. Internal procedures are now even more secured. Responsibilities within GMP+ International are better defined. All this actions will improve the quality of several procedures within our organisation. This decision had been taken to keep our current acceptance of the GMP+ FSA module for product certification by the Dutch Council of Accreditation and to obtain the acceptance of the GMP+ FSA module for Feed Safety Management System under the ISO 17021/TS22003 by the European Accreditation Council.

GMP+ International decided to apply for the acceptance of the GMP+ FSA module for Feed Safety Management System under the ISO 17021/TS22003 by the European Accreditation Council. The Feed Safety Management System is a network of interrelated elements that combine to ensure that feed does not cause adverse effects. The reason to go further with this acceptance is to avoid the application for acceptance at each individual accreditation council, being accepted by a global accreditation entity, reducing work, misinterpretation and time. The GMP+ FSA module is currently in the process of evaluation but our aim is to obtain the acceptance in 2015.

In the mean time, GMP+ International decided to keep the current acceptance of the GMP+ FSA module for product certification, for that reason GMP+ International was audited by the Dutch Council of Accreditation to move from the ISO 45011 into the ISO 17065. The first assessment was positive and we expect to obtain the acceptance mid 2015.



"GMP+ FSA: the feed way for quality performance you have to fulfil by yourself."

Mr. J.C. (Jacques) de Groot
VanDrie Group

Chapter 2 GMP+ Feed Certification scheme

Figure 10. Overview licensed certification bodies ultimo 2014



schouten certification



“Dufagro is a proud partner of GMP+ International because even as a small feed additives trade organization, we have the opportunity to be involved in the process of drawing up the regulations that are otherwise laid down on us.”

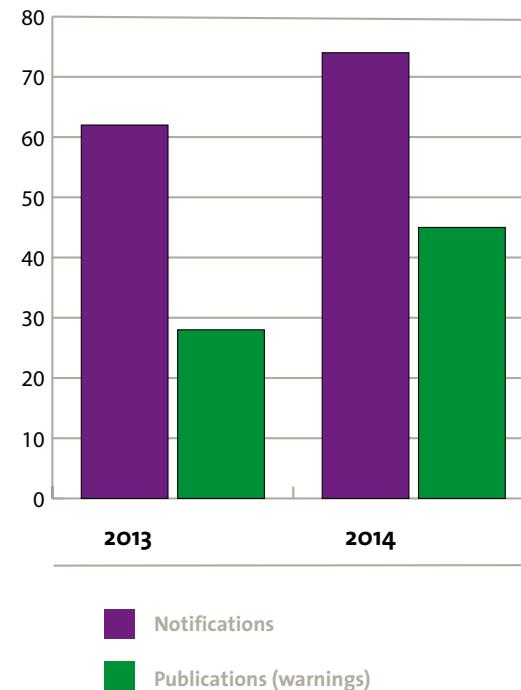
**Mr. A. (Arie) van der Stok
Dutch Feed Additive Group
(Dufagro)**

2.7 EWS (Early Warning System)

The EWS is a corrective part of the GMP+ Feed Safety Assurance module. Primary goal is that companies prevent occurrence of contamination by means of preventive actions and measurements. The Early Warning System (EWS) intents to reduce the impact of a contaminated feed lot in the market by limitation of the distribution in an early stage. GMP+ FSA certified companies are obliged to notify exceeding of the maximum permitted levels of undesirable substances to GMP+ International. Until mid 2014, some cases were excluded from this obligation. Since mid 2014, GMP+ FSA certified companies are obliged to notify in any case in order to improve effectiveness of the control. The starting point is the own responsibility of a company to act properly in case of contamination, by means of informing involved customers, blocking contaminated lots and tracing back the source and cause of contamination. The aim of the notification obligation is to enable GMP+ International to alert other GMP+ FSA certified companies about possible risks in the market by means of prudent EWS newsletters. Non-compliance with the obligation of notification to GMP+ International and involved customers is now classified as a critical nonconformity with withdrawal of the certificate as a consequence.

In 2014, the number of EWS notifications increased again. Partly, it is the impact of the extended obligation of notification. Partly, it is also the result of increasing awareness of the relevance of notification.

Figure 11. Number of EWS notifications and warnings



In our annual report EWS we will provide more detailed information about the notifications and warnings.

Responsible Biomass Certification scheme



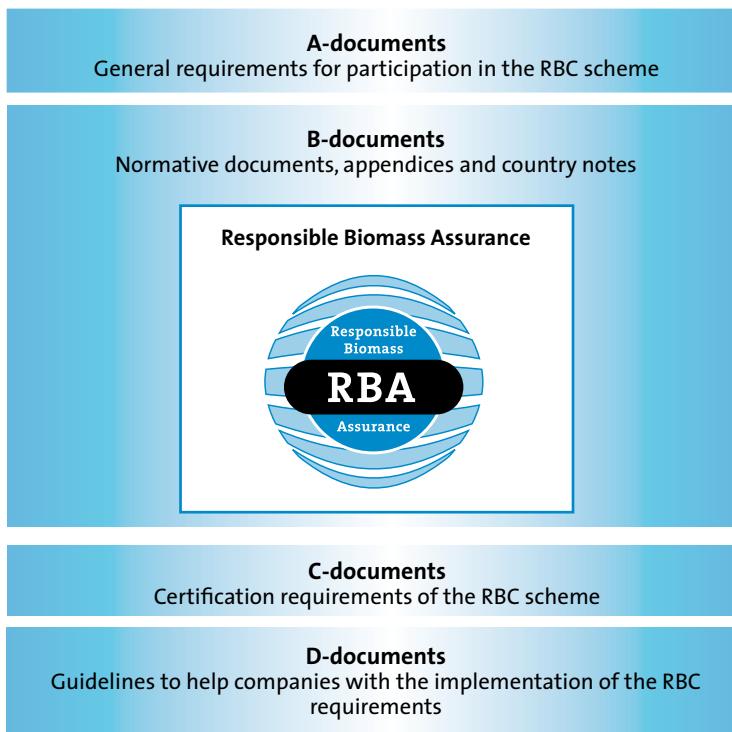
Chapter 3 Responsible Biomass Certification scheme

3.1 General

Biomass is increasingly used as a source for the production of bio-energy. Over the past years an entire industry has been developed around the production of this type of energy. Products, used for the production of bio-energy, must have a certain quality and meet specific standards. In order to demonstrate that these standards are met, companies may seek certification.

For this reason, GMP+ International has developed an internationally applicable certification scheme, which scope is focused on products to be used in the bio-energy industry. The name of this scheme is '[Responsible Biomass Certification scheme](#)'.

Figure 12. Structure of Responsible Biomass Certification scheme



Just like the GMP+ Feed Certification scheme, the Responsible Biomass Certification scheme consists of several components, such as requirements for the quality management system (ISO 9001), risk assessment, product standards, traceability, monitoring, prerequisite programs and chain approach. Due to its identical structure, standards from both schemes can easily be combined.

3.2 Developments within Responsible Biomass Assurance

In April 2013 a first standard has been published in the Responsible Biomass Certification scheme. This RBC B2 standard focusses on assuring that biomass, used as co-substrate, is in compliance with specific environmental standards and can be used safely in the fermentation process, in order to produce - next to bio-energy - a safe digestate for use as fertilizer.

Over the past year, a number of companies have successfully implemented the quality assurance of co-substrates into their quality management system. In the second half of 2014, the first RBA certificates were awarded to four companies, active in the co-substrate sector. Next to this, four certification bodies are accepted for certification of the RBC B2 standard.

On June 10th 2014, the Dutch state secretary of Economic Affairs sent a letter to the members of the parliament, recommending that the use of certain co-substrates (so called G list products) in the Netherlands should only be allowed if companies are certified for the RBC B2 standard. This requirement is expected to take effect as of January 1st 2015. In view of the above-mentioned developments, the Netherlands Enterprise Agency (Rijksdienst voor Ondernemend Nederland) encourages and GMP+ International organized a [workshop on December 2nd 2014](#) to reduce any barriers with regard to certification. With the effectuation of this decision, the number of certified companies is expected to increase significantly.

Other services





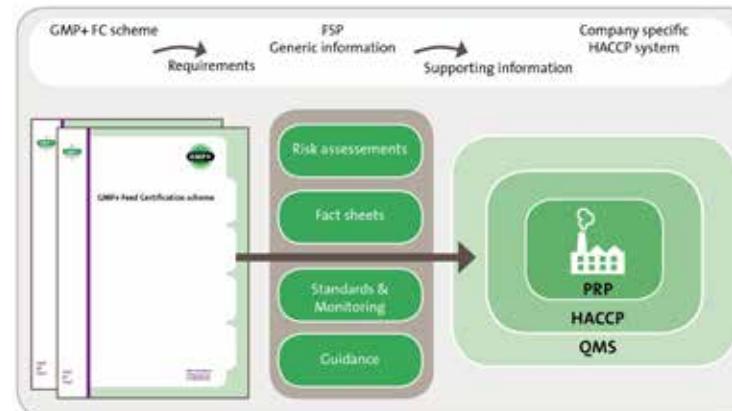
Chapter 4 Other services

4.1 GMP+ Feed Support Products

The [Feed Support Products \(FSP\)](#) helps participants of the GMP+ Feed Certification scheme implementing the GMP+ Feed Certification scheme requirements with up to date, science-based and practical knowledge. The responsibility for the realisation and implementation continues to reside with the GMP+ certified companies. The FSP can also serve as a reference for the auditors within the framework of GMP+ certification. Furthermore, FSP provides ease of use, an uniform source of data, linking all relevant files and offering efficient search tools.

FSP is accessible via login on the GMP+ website as a service for all GMP+ certified companies and accepted certification bodies. It is an interactive database. FSP is related to several aspects of the GMP+ FC scheme: risk assessments, monitoring results, product standards, fact sheets and guidances. In figure 1 the relationships are shown.

Figure 13. Relationship between the GMP+ FC scheme, FSP and the company specific HACCP system



4.1.1 Maintenance of the FSP content

In 2014 we implemented [the working principles](#). Changes like new feed materials/products, hazards, new “product-hazard combinations” and new standards (legislation) are periodically processed by a maintenance procedure as part of the working principles.

We noticed an increase of the number of updated FSP products (see table 3). The complete set of risk assessments should be updated. Therefore, mid-2014 a project was drafted in collaboration with Trustfeed / SecureFeed as well as EFISC. It is about renewal of the risk assessment systematic as well as an update of existing risks assessments and introducing risk assessments of new products. The reason for a separate project is the amount of new risk assessments of new products and sharing knowledge with relevant market partners. Also feed materials were removed from the list because they were no longer used by the GMP+ certified companies. Together with the maintenance via the working principles this will result in 2015 in an updated version of all risk assessments.

Table 3. Updates of FSP products

FSP product	In 2013	In 2014
New feed materials	37	29
Removed feed materials	3	17
New or updated risk assessments*	46	57
New fact sheets and quick scans	8 (new) + 3 (updated)	1
Guidances	0	1

*One risk assessment includes one ore more feed material(s)



Chapter 4 Other services

"GMP+ FSA, an worldwide feed quality program accepted by our (international) customers willing to improve itself. And last but not least for ANEVEI as a supplier to the food chain very important part, clear in her communication in case of incident in quality failures."

**Mrs. C.L. (Clara) Hagen
Algemene Nederlandse Vereniging
van Eierhandelaren (ANEVEI)**

At the beginning of 2014 the first GMP+ guidance about implementation of a Feed Safety System in accordance with the GMP+ Feed Certification scheme had been launched. The D1.2 GMP+ Guidance contains all needed information and steps and can be ordered via the [webshop of GMP+ International](#).

4.1.2 GMP+ Monitoring database

The [GMP+ Monitoring database](#) is an extra service offered by GMP+ International to all GMP+ certified companies to manage their monitoring program. In addition to that, it allows cooperating with other companies in a group and sharing analysis results. By sharing analysis results (anonymously) with the GMP+ Community, analysis results become available for all GMP+ participants to use. The more data is shared, the more useful this date becomes - for example - for updating the companies monitoring program.

Table 4. Users of GMP+ Monitoring database

	2013	2014
Users <i>basic</i> version	443	494
Countries where users are located	20	24
Groups using the database	23	25
Users of <i>plus</i> version	1	1
Number of stored analysis results	14,448	22,049
Number of analysis results shared with the GMP+ Community	5,367	14,253

The number of users and the total amount of submitted analysis results has increased from 2013 to 2014, indicating that more GMP+ participants see the benefits of the features of the GMP+ Monitoring database. It is also interesting to see that more users share their results with the GMP+ community (65% of all entered results, compared to 37 % in 2013). Even though the increased use of the database is an indication of the satisfaction of users of the GMP+ Monitoring database, it is important to collect information about the users' motivation and satisfaction. That can be a base for further development as well as a targeted communication and promotion action. This evaluation will be carried out in 2015.

In 2014 GMP+ International is working on an improvement of the functionality 'sending in analysis results digitally'. Since the launch of the GMP+ Monitoring database, experiences with this functionality has resulted into a project to improve the user-friendliness of the system. One of the biggest improvements will be a new test service for digital analysis results. Also the e-mail responses of the database will be improved. The update will be provided to the users in the first half year of 2015.

The GMP+ Monitoring database (*basic* version) is an additional service already provided to all GMP+ certified companies without additional charge. We also offer the possibility of a so-called *Plus* version of the GMP+ Monitoring database to users. A *plus* version is specifically developed for a (group of) user(s) to comply with additional users' requirements of a user. In 2013 GMP+ developed a *plus* version for Trustfeed. This *plus* version was launched in the beginning of 2014 and is currently used by the group members.



Chapter 4 Other services

4.2 GMP+ Academy

GMP+ Academy is an initiative of GMP+ International and has been set up with the objective of transferring knowledge about Feed Safety Management on all levels and of achieving maximum safety in the feed chain.

In 2014 a new training institute applied for membership of the GMP+ Academy: Asfona. With the addition of this French expertise center the GMP+ Academy courses were expanded with several French courses. Also in 2014, Wageningen Academy left the GMP+ Academy, because they didn't have any courses for the GMP+ Academy.

"The strength of GMP+ FSA is her hands-on requirements that help transporters secure feed safety. The IDTF for instance is comprehensible by anyone."

**Mr. F. (Frank) van den Eijnden
Transport en Logistiek Nederland
(TLN)**

Figure 14. Overview of GMP+ Academy members

GMP+ Academy members and country of location		
Asfona		France
Schothorst Feed Research		The Netherlands
Bundeslehranstalt Burg Warberg		Germany
Internationale Forschungsgemeinschaft Futtermitteltechnik (IFF) Braunschweig		Germany
PTC+		The Netherlands

In 2014 we had a little more participants in the GMP+ Academy courses and also the in-company trainings increased compared to the year before. Our extra taken promotional actions: more newsletters, resulted in this. For 2015 another promotional tool - personal e-mailings - is scheduled to gain more participants.
[An overview of the courses provided is available at our GMP+ portal.](#)

Table 5. Overview of participants in courses and in-company trainings

	2011	2012	2013	2014
Participants in courses	30	59	20	22
Number of in-company trainings	5	5	1	3

Marketing & Communication





"GMP+ International's partners are committed to respond – on behalf of all the links in the feed chain – to concerns of the animal production chain and consumer concerns relating to food safety in an appropriate, adequate and convincing manner. Both human health and animal health are included in this approach. Human and animal health surpass economical and commercial interest."

5.1 Communication policy

Our mission is to become the “go to” platform for best practices in feed safety assurance worldwide. In 2014 we passed the 13,400 companies/75 countries milestone. Although this growth makes us proud, we feel the burden of responsibility combining our high standards applicable worldwide with the call for flexibility to meet local market needs. Our participants, partners, certification bodies and other stakeholders play a key role in the development of our certification scheme, services and our organization.

5.1.1 The goals and role of communication

In our communication we pursue the following goals: transparency, active communication and feedback. Actively communicating about the decision making process of our scheme standards, involving multiple stakeholders participation, public consultation about draft scheme standards and modifications as well as learning from feedback received, enable us to continuously improve our certification scheme and services.

5.1.2. Website and newsletters

Our website www.gmpplus.org is the most important communication tool and available in 9 languages. This is the place where our certification bodies and GMP+ participants are listed, our standards are published and our additional products and services are presented and accessed.

Important changes in our standards and service products; suspensions and withdrawals of certificates; organizational developments, useful tips and the promotion of our trainings, workshops and seminars are communicated by means of newsletters. In 2014 we sent out 109 messages, mostly in our main languages: English, German and Dutch. But to provide an even better service to other companies, we increasingly publish the news in other languages, or send newsletters to targeted audiences.



5.1.3 Seminars, trainings & workshops

Those who desire more information or who would like to engage in a sparring match with experts in the field of Feed Safety and Responsibility, may attend one of the [GMP+ seminars](#). These seminars are organized all over the world, and are often attended by local experts but also GMP+ certified companies share their experiences.

Seminars offer us an opportunity to inform interested parties about the latest developments in our scheme, to get in touch with participants, receive feedback, perceive market needs and to share experiences. We benefit from these events as it contributes to the quality improvement of our services. But above all it is the occasion for us for bonding with GMP+ certified companies and meet other Feed companies interested to become GMP+ certified.

Chapter 5 Marketing & communication

In 2014 we organized or contributed to the following seminars, trainings, workshops and lectures and/or were present with a booth:

Date	What
February 11	GMP+ seminar “GMP+ Feed Certification scheme: progress and opportunities on Ukrainian market” during Animal Show expo Kiev, Ukraine
February 20 & 21	GMP+ seminars: “GMP+ Feed Certification scheme: progress and opportunities on Brazilian market” São Paulo, Brazil
April 8	GMP+ seminar “Healthy and Responsible business with GMP+ certification: opportunities in the entire feed chain” during Victam Asia Bangkok, Thailand
April 9	GMP+ Workshop: “Implementing a GMP+ Feed Safety system” Bangkok, Thailand
April 19-20	Booth at the China Feed Expo Shenyang, China
April 23	GMP+ presentation “Feed Safety and Responsibility in a globalizing market” during VIV India Bangalore, India
April 24	GMP+ presentation “Feed Safety Assurance in the International Feed Market” in 2nd Global Milling Conference during VIV India Bangalore, India
May 20 - 22	Booth at VIV Europe including GMP+ Conference “Strategy about certification of feed safety & responsibility in an international market” Utrecht, The Netherlands

Date	What
May 20	Presentation “Opportunities to control mycotoxins risks by using GMP+ Feed Safety Assurance” during Kiotechagil seminar on VIV Europe Utrecht, The Netherlands
September 18	GMP+ seminar “GMP+ certification: innovations and opportunities for the French market” during SPACE Rennes, France
September 22	GMP+ presentation during the International China Summit Beijing, China
October 8	GMP+ Seminar “GMP+ Feed Certification scheme: progress and opportunities on Czech market” Olomouc, Czech Republic
November 10 - 12	GMP+ training new employees and representatives Rijswijk, The Netherlands
November 17	Chinese CAU delegation at the headquarters in Rijswijk
November 19	GMP+ FRA training for auditors Bunnik, The Netherlands
December 2	Workshop RBA “Kwaliteitsborging co-substraten” Amersfoort, The Netherlands

“As suppliers of feed materials, we attach great importance to international collaboration in the field of feed safety. GMP+ International recognizes this necessity and responds to it very well.”

**Mr. C.A. (Coen) Blomsma
Vereniging van Nederlandse
Fabrikanten van Eetbare Oliën en
Vetten (VERNOF)**



Chapter 5 Marketing & communication

"VDV represents about 600 companies performing public passenger transport and rail freight transport in Germany. Hence our interest in an active cooperation to recreate common transport guidelines for rail transport in the section food transport."

**Mr. M. (Marcus) Gersinske
Verband Deutscher
Verkehrsunternehmen e.V. (VDV)**

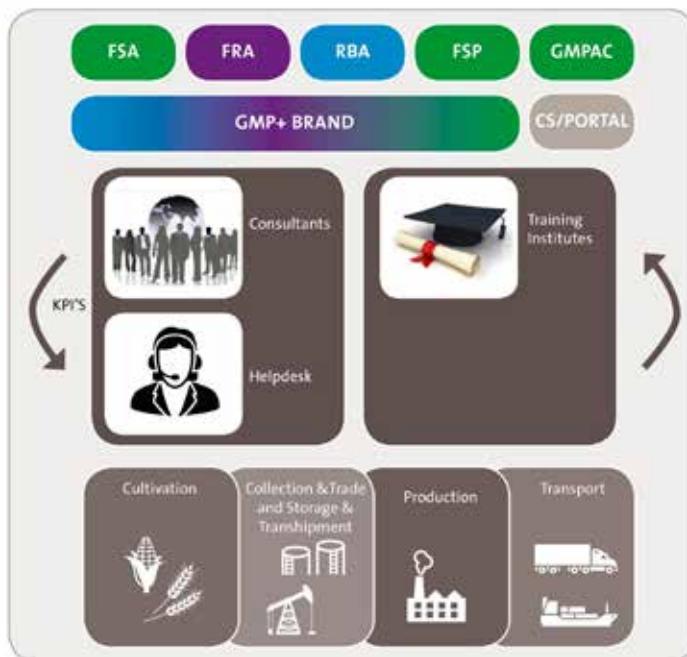
5.2 Marketing

The marketing policy focusses besides the development of the portfolio mentioned before, on pricing, distribution, and promotion.

5.2.1 Pricing

The primary aim of the pricing policy is covering the operational costs, having enough sources for investment in improving the quality of services, the development of new services and exploring new markets. Our organization is a non-profit organization with the need to pay dividends to shareholders. For the pricing of all products and services the same rate is used in all countries (non-tailoring pricing strategy). Since 2006, the rates were not modified. In 2014, we introduced users' fees for the use of Feed Support Products for those who are not GMP+ certified. From 2015 onwards we apply annual indexation of all fees.

Figure 15. Overview of the main distribution channels



5.2.2 Distribution

For the distribution of the products & services we use several channels to 'deliver' them to the intermediate and final customers.

Next to our 30 licensed certification bodies, consultant agents are also an important channel through which the distribution of the certification schemes and additional services to the feed companies takes place. We will increase the commitment of consultants to GMP+ FC and RBC certification, and in that way increase the distribution capacity, by providing a GMP+ Register of Consultants in the near future.

The GMP+ Academy is also an important channel for transferring knowledge about risk assessment and management. Training courses are provided by the current GMP+ Academy members, [see figure 14](#).

In 2014, we had or have established representations / helpdesks in the following countries: [Brazil](#), [China](#), [France](#) and [the Ukraine](#). Of course, our head office in the Netherlands provides also a helpdesk for many people. The purpose of these helpdesks is bridging the gap between language, knowledge and culture and assisting local companies in learning more about our scheme standards and services.

Depending on the situation in a certain country and market segment, a push or pull strategy is applied, or a combination thereof.

5.2.3 Promotion

Per region or country, a suitable promotion and communication strategy is developed and carried out, based on the promotion mix: information tools, newsletters, website, seminars, publicity via media and personal promotion.

Finance





Chapter 6 Finance

6.1 Balance sheet as per December 31, 2014

	December 31, 2014	December 31, 2013
	€	€
ASSETS		
FIXED ASSETS		
Tangible fixed assets	247,490	324,256
Financial fixed assets	6,933	58,977
CURRENT ASSETS		
Receivables	812,949	729,337
Cash and cash equivalents	1,198,365	662,307
	2,265,737	1,774,877
	December 31, 2014	December 31, 2013
	€	€
LIABILITIES		
Equity	1,799,959	1,364,324
Short-term debts	465,778	410,553
	2,265,737	1,774,877

6.2 Profit and loss account over 2014

	December 31, 2014	December 31, 2013
	€	€
Gross Margin		
	3,040,566	2,715,918
Total operation costs		
	2,714,686	2,701,198
Operating result		
	325,880	14,720
Financial benefits and charges		
	6,204	6,287
Result on ordinary activities before taxation		
	332,084	21,007
Taxation on result from ordinary activities		
	-72,050	- 2,169
	260,034	18,838
Share in the result of participations		
	-27,951	- 6,303
Result after taxation		
	232,083	12,535

"For the livestock and aqua farmers it is essential to buy safe feed in order to be able to produce safe animal products like milk, eggs, meat and aqua produce."

6.3 Explanatory note to financial figures

Results

The result after tax for 2014 is € 232,083. This is a significant increase compared to 2013. In 2013, the result was € 12,535. The difference with 2013 is caused by much higher revenues and almost the same operating expenses.

In 2014, the total revenues were € 3,040,566 which is a 12% increase compared to 2013. This increase is partly caused by the fact that, in 2013 a 5% discount percentage was applied to the contributions of the certification bodies and the certified companies. In addition, the number of certified companies increased with 7% in 2014.

In 2014, the operating expenses amounted to a total of € 2,714,686, which is almost similar with previous year.

Investment

In the year 2014, various investments were made into the fixed assets of GMP+ International, such as expansion of the GMP+ Portal, Plus package and inventory.

The expectation is that the investments will amount to somewhere between € 250,000 and € 350,000 in 2015, mainly intended for the development of the various databases and ICT products and services.

Liquidity

The current ratio increased from 3.4 in 2013 to 4.3 in 2014.

Solvency

In 2014, the solvency increased from 0.77 in 2013 to 0.79 in 2014.

Other

In 2014, the workforce was expanded to 17 employees, a number that is expected to increase further in 2015. The working capital increased with 57% compared to 2013, to € 1,545,536 at the end of 2014. € 1,198,365 of this consisted of liquid assets, which is 44.1% of the operational costs (total operating expenses).

Key figures	2014	2013	2012	2011	2010
Liquidity					
Current ratio	4.3	3.4	3.5	3.8	1.5
Solvency					
Equity / Total assets	0.79	0.77	0.77	0.78	0.38
Other key figures					
Number of employees	17.4	15	13	12	12
Working capital	€ 1,545,536	€ 981,091	€ 1,040,774	€ 912,273	€ 663,484

Appendix

Appendix 1 Composition of the board bodies

General Shareholders

Mr. J. (Johan) Schuttert MSc –
for Foundation GMP+ International

Mr. M. (Matthé) Vermeulen –
for Foundation GMP+ International

Supervisory Board

Mr. Prof. Dr. A. (Anton) Pijpers
Mr. W.J.M. (Wim) Thus BSc
Mr. P. (Pieter) van Baal LL.M

Management

Mr. J. (Johan) den Hartog

International Expert Committee Animal Feed

Subsectors	Members	Deputy members
Production of dry feed materials	Mr. R. (Ron) van Noord	Mr. H.P.G. (Henry) van Sadelhoff
Production of moist feed materials	Mr. W.J.G. (Wim) Thielen	Mr. C. (Cees) van Rij
Production of premixes and compound feeds	Vacancy Mrs. B. (Birgit) Maier-Stein Mr. M. (Manfred) Hessing Mr. Y. (Ymte) Yntema Mrs. F. (Francine) van Rossem Mr. F.W. (Friedrich) Schneider	Mr. F. (Fred) Nijskens Mr. W.G. (Wilco) Engberts Mr. G.J. (Gert) Kampert Mrs. A. (Astrid) den Hartog-den Bruinen
Production of feed additives	Mr. P. (Peter) Fidder	Mr. D. (Diek) van Ramshorst
Production of pet foods	Mr. D. (Dirk) van Korven	Mr. M.J.M. (Martin) van Bohemen
Transport and chartering of feed materials and feeds	Mr. H.E. (Henk) Steinmann Mr. M. (Marcus) Gersinske Mr. H. (Hans) Ruempol	Mr. G.K.M. (Gerard) Kester Mr. F. (Frank) van den Eijnden
Storage and transshipment of feed materials and feeds Trade in and collection of feed materials	Mr. S. (Stefan) Hodapp Mr. G.P.J. (Govert) Schouten Ms. P. (Paulien) van de Graaff	Mr. J. (Jaco) Scheurwater Mr. O.F. (Onno) Boersma
Forage trade	Mrs. H. (Huguette) Tychon	
Livestock farming	Mr. H.J.M. (Henk) Boelrijk	
Processing, wholesale and retail of animal products for human consumption (food sector)	Mr. J.C. (Jacques) de Groot	
Independent chairman - Mr. R.B.M. (Ruud) Huirne		
Chairman - Mr. J. (Johan) den Hartog		
Secretary - Mr. D. (Dik) Wolters		
Secretary - Mr. J. (Jaap) van der Kloet		
Secretary - Miss. A.J.M. (Sandra) de Bruin		

Appendix 1 Composition of the board bodies

International Expert Committee Responsible Biomass		
Subsectors	Members	Deputy members
Production of bio-energy	Mr. K. (Koos) Felsbourg	
Trade in and collection of biomass products/ingredients	Mr. M. (Maarten) van Vulpin Mr. J. (John) van de Ven	
Transport and chartering of biomass products/ingredients	Mr. F. (Frank) van den Eijnden Mr. T. (Toine) Peters	
Independent expert	Mr. B. (Bert) van Asselt	
Chairman - Mr. J. (Johan) den Hartog		
Secretary - Mr. D. (Dik) Wolters		
Secretary - Mrs. D. (Dalia) Brkulic		

Subcommittee Certification & Supervision		
Subsectors	Members	Deputy members
Production of moist feed materials	vacancy	Mr. B. (Ben) van den Berg
Production of premixes and compound feeds	Mr. J. (Joost) Versteijnen	Mrs. I. (Imelda) Gielen-van de Kruijs
Production of pet foods	Mr. D. (Dirk) van Korven	
Trade in and collection of feed materials	Mr. C. (Christian) Grütters	Mr. T. (Tjipke) Hoekstra
Transport and chartering of feed materials and feeds	Mr. H.E. (Henk) Steinmann Mr. F. (Frank) van den Eijnden	Mr. G.K.M. (Gerard) Kester
Processing, wholesale and retail of animal products for human consumption (food sector)	Ms. Y. (Yvonne) van der Vorst Mr. D. (Derk) Oorburg	
Livestock Farming	Mr. H.J.M. (Henk) Boelrijk	
Specialism		
Certification body	Mr. M.E. (Evert) van de Pest	
Certification body	Mr. E.J. (Erik) Verweij	
Certification body	Mrs. B. (Birgitta) Kratochwil	
Certification body	Mr. H.C.A. (Carl) IJzerman	
Chairman - Mr. J. (Johan) den Hartog		
Secretary - Mr. A. (Lex) van Ee		
Secretary - Mrs. L. (Leyla) Alpaca		

Appendix 1 Composition of the board bodies

Subcommittee Production		
Subsectors	Members	Deputy members
Production of dry feed materials	Mr. R. (Ron) van Noord Mr. A. (Andreas) Bolte	Mr. H.P.G. (Henry) van Sadelhoff
Production of moist feed materials	Mr. A.J. (Anne Jacob) Waterlander Mrs. A.T. (Anne) Sikkema-Hof	Mr. D.G. (Derk) van Manen Mr. R. (Rene) Schepens
Production of premixes and compound feeds	Mr. A. (Achim) Hedwig Mr. G. (Geo) Hengeveld Mrs. A. (Astrid) den Hartog-den Bruinen Mr. H. (Heiko) Almann	Mr. G. (Gerrit) van Heerikhuize
Production of feed additives	Mr. H. (Diek) van Ramshorst	Mr. A. (Anne) Cazemier
Production of pet foods	Mr. D. (Dirk) van Korven	
Processing, wholesale and retail of animal products for human consumption (food sector)	Mr. J. (Jan) van Esch	Mrs. C.L. (Clara) Hagen
Livestock Farming	Mr. H.J.M. (Henk) Boelrijk	
Chairman - Mr. J. (Johan) den Hartog		
Secretary - Mr. D. (Dik) Wolters		
Secretary - Mr. J. (Jaap) van der Kloet		

Subcommittee Trade and Collection		
Subsectors	Members	Deputy members
Production of dry feed materials	Mr. R. (Ron) van Noord	
Production of moist feed materials	Mr. K. (Koos) Felsbourg	Mr. D.G. (Derk) van Manen
Production of premixes and compound feeds	Vacancy Mrs. A. (Andrea) Rauert Mr. J.E.G.M. (Jos) Kroonen	Mr. K.G. (Klaas Gerrit) Sikma
Trade in and collection of feed materials	Mr. D. (Dirk) van 't Riet Mrs. A. (Andrea) Wenzel Mr. J. (Jaco) Scheurwater Mrs. A. (Audrey) van Lijden	Mr. M. (Maarten) van Vulpen Mr. P.J. (Piet) van der Weijden Mr. J.W. (Jan Willem) Baas
Treatment of feed materials	Mr. M. (Martin) Villa	
Livestock Farming	Mr. H.J.M. (Henk) Boelrijk	
Chairman - Mr. J. (Johan) den Hartog		
Secretary - Mr. D. (Dik) Wolters		
Secretary - Miss. A.J.M. (Sandra) de Bruin		

Appendix 1 Composition of the board bodies

Subcommittee Transport			Technical Committee Feed Support Products		
Subsectors	Members	Deputy members	Subsectors	Members	Deputy members
Production of dry feed materials	Mr. R. (Ron) van Noord		Production of dry feed materials	Vacancy	Mrs. C.A. (Carine) van Vuure
Production of moist feed materials	Vacancy	Mr. C. (Cyriel) van Erve	Production of moist feed materials	Mr. C. (Cyriel) van Erve Vacancy	Mr. K. (Koos) Felsbourg Mr. E. (Engelbert) Heutink
Production of premixes and compound feeds	Mrs. J. (Jutta) Meyl-Sievers	Mr. J. (Jan) Engelberts	Production of premixes and compound feeds	Vacancy Mr. J. (Jelle) van Bruggen Ms. S. (Suzanne) Zebregs	Mr. A. (Ad) van de Ven Mr. W. (Walter) Scholten
Trade in and collection of feed materials	Mr. B. (Bas) Strijbos Mr. J.D. (Jan Dirk) Stouten	Mr. D. (Dirk) van 't Riet	Trade in and collection of feed materials	Mrs. H. (Huguette) Tychon Vacancy	Mr. M. (Maarten) van Vulpen Mr. G.P.J. (Govert) Schouten
Transport and chartering of feed materials and feeds	Mr. U. (Uwe) Schiemann Mr. G.K.M. (Gerard) Kester Mr. F. (Frank) van den Eijnden Mr. P. (Patrick) Schlicht Mr. H.E. (Henk) Steinmann Mr. A. (Arno) Mählmann		Specialism		
Chairman - Mr. J. (Johan) den Hartog			Independent expert	Mr. R. (Richard) Hageraats	
Secretary - Mr. D. (Dik) Wolters			Independent expert	Mr. K. (Klaas) van Schalm	
Secretary - Mrs. D. (Dalia) Brkulic			Independent expert	Mr. R. (Rob) Margry	
Subcommittee Sustainable Fishmeal and Fish Oil			Independent expert	Mr. J. (John) Tersteeg	
Chairman - Mr. J. (Johan) den Hartog			Independent expert	Mr. F. (Frank) Gort	
Secretary - Mrs. E.A.J. (Els) van der Boon					
Secretary - Mrs. L. (Liliana) Quillama Torres			Dispute committee		
Specialism			Mr. J. Nicolai		
Independent expert	Mr. B.H. (Bela) Buck		Mr. M. Helmstaedt		
Independent expert	Mr. T. (Trygve) Berg Lea		Mr. F.A.M. Bouvy		
Independent expert	Mr. W. (Wolfgang) Peters		Mr. A. Fikse		
Independent expert	Mr. B. (Bodo) von Holten		Mr. M.N. Westeneng		
Chairman - Mr. J. (Johan) den Hartog			Mr. C. Grütters		
Secretary - Mr. D. (Dik) Wolters			Mr. C.J.M. Meershoek		
Secretary - Mr. J. (Jaap) van der Kloet			Secretary – Hill International Lawyers		

Appendix 2 Partners of GMP+ International

Overview of partners

Partner	Representative of following economic activities*	Website
Algemene Nederlandse Vereniging van Eierhandelaren (ANEVEI) The Netherlands	Processing, wholesale and retail of animal products intended for human consumption (food sector)	www.anevei.nl
Association of Dutch Poultry Processing Industry (Nederlandse Pluimvee-Industrie) The Netherlands	Processing, wholesale and retail of animal products intended for human consumption (food sector)	www.nepluvi.nl
Binnenvaart Branche Unie (BBU) The Netherlands	Transport and chartering of feed materials and feeds	www.binnenvaartbrancheunie.nl
Biogas Branche Organisatie The Netherlands	Production of bio energy	www.bbo.nu
Bundesverband der Deutschen Binnenschiffahrt e.V. Germany	Transport and chartering of feed ingredients and feeds	www.binnenschiff.de
Centraal Bureau voor de Rijn- en Binnenvaart The Netherlands	Trade and collection of feed ingredients and feeds Production of premixes, concentrates and compound feeds	www.cbrb.nl
Cluster West France	Processing, wholesale and retail of animal products intended for human consumption (food sector)	www.cluster-west.com

Overview of partners

Partner	Representative of following economic activities*	Website
Deutscher Verband Tiernahrung e.V. Germany	Production of feed ingredients Trade and collection of feed ingredients and feeds Production of premixes, concentrates and compound feeds	www.dvtiernahrung.de
Dutch Association Processors Slaughter by/products (Vereniging Verwerkers Slachtbijproducten) The Netherlands	Production of feed ingredients	www.vvsonline.nl
Dutch Feed Additive Group (Dufagro) The Netherlands	Production of feed additives	www.dufagro.nl
European Fat Processors and Renderers Association (EFPRA)	Production of dry feed materials Production of moist feed materials	www.efpra.eu
Feed Chile A.G. Chile	Production of premixes and compound feeds Trade in and collection of feed materials	www.feedchile.cl
GemZu (Vereniging Gemeenschappelijk Zuivelsecretaariaat) The Netherlands	Trade in and collection of feed materials	www.gemzu.nl
IMFO (International Maritime Fumigation Organization) United Kingdom	Treatment of feed materials	www.imfo.com
Interregional Union of Poultry and Feed Producers	Production of premixes and compound feeds	http://ptaha.kharkov.ua/

Appendix 2 Partners of GMP+ International

Overview of partners

Partner	Representative of following economic activities*	Website
Irish Grain and Feed Association (IGFA)	Production of feed additives Production of pet foods Production of premixes and compound feeds Storage and transshipment of feed materials and feeds Trade in and collection of feed materials Transport and chartering of feed materials and feeds Treatment of feed materials	www.igfa.ie
LTO Nederland The Netherlands	Livestock farming	www.lto.nl
MVO	Production of moist feed materials Storage and transshipment of feed materials and feeds Trade in and collection of feed materials	www.mvo.nl
Nederlandse Vereniging Diervoederindustrie The Netherlands	Production of premixes, concentrates and compound feeds	www.nevedi.com
Nederlandse Vereniging van Handelaren in Stro, Fourages en Aanverwante produkten (HISFA) The Netherlands	Forage trade Trade in and collection of feed materials Trade in and collection of biomass products/ingredients	www.hisfa.nl
Nederlandse Voedingsindustrie Gezelschapsdieren The Netherlands	Production of pet foods	www.nvg-diervoeding.nl
Raiffeisen Futterring e.V. Germany	Production of premixes and compound feeds Trade in and collection of feed materials	www.raiffeisen.de
Royal Dutch Grain and Feed Trade Association (Het Comité) The Netherlands	Storage and transshipment of feed materials and feeds Transport and chartering of feed materials and feeds Trade in and collection of feed materials Trade in and collection of biomass products/ingredients	www.graan.com

Overview of partners

Partner	Representative of following economic activities*	Website
Royal Friesland Campina The Netherlands	Processing, wholesale and retail of animal products intended for human consumption (food sector)	www.frieslandcampina.com
Transport en Logistiek Nederland (TLN) The Netherlands	Transport and chartering of feed materials and feeds Transport and chartering of biomass products/ingredients	www.tln.nl
VanDrie Group The Netherlands	Processing, wholesale and retail of animal products intended for human consumption (food sector)	www.vandriegroup.com
Verband Deutscher Mühlen Germany	Production of dry feed materials	www.muehlen.org
Verband Deutscher Verkehrsunternehmen e.V. (VDV) Germany	Transport and chartering of feed materials and feeds	www.vdv.de
Verein der Zucker-Industrie Germany	Production of dry feed materials Production of moist feed materials	www.zuckerverbaende.de
Vereniging van Nederlandse Fabrikanten van Eetbare Oliën en Vetten (Vernof) The Netherlands	Production of dry feed materials	www.vernof.nl
Vereniging van Nederlandse Fabrikanten van Voedertoevoegingen (Nefato) The Netherlands	Production of feed additives	www.nefato.nl
Vereniging Overleggroep Producenten Natte Veevoeder (OPNV) The Netherlands	Production of moist feed materials	www.opnv.nl
VION Food Group The Netherlands	Processing, wholesale and retail of animal products for human consumption (food sector)	www.vionfoodgroup.com

* These are the economic activities mentioned in section 3.1 of Regulation for Partnership of GMP+ International



Participants of GMP+ FSA, January 2015: total 13,412

