



PRESS RELEASE

23rd February 2010 - Paris, France

PrimusGFS meets with recognition from GFSI

PrimusGFS has been successfully benchmarked against the GFSI Guidance Document and met with full recognition, it was announced today

23rd February 2010 - The Global Food Safety Initiative (GFSI), managed by The Consumer Goods Forum, announced today that the PrimusGFS scheme, managed by Azzule Systems, based in Culiacan, Mexico has been given full recognition by the Global Food Safety Initiative Board of Directors.

The PrimusGFS scheme covers the scope of the supply chain from pre and post farm gate production and provides an integrated supply chain approach.

This benchmarking process has been completed using an internationally accepted set of food safety requirements, based on industry best practice and sound science, which are developed through a consensus building process by key stakeholders in the food supply chain. These requirements can be found in the GFSI Guidance Document Version 5, which is freely available for download on www.mygfsi.com.

Jürgen Matern, Chairman of the Global Food Safety Initiative Board of Directors and Vice President, Strategic Quality Management, Metro AG said "The widespread use of this scheme in the Americas will continue to broaden the reach of GFSI and the enhancement of food safety in the supply chain."

For more information on the PrimusGFS scheme, go to www.primusgfs.com

About GFSI

The GFSI, managed by the Consumer Goods Forum, was set up in 2000 to pursue continuous improvement in food safety management systems, cost efficiency in the supply chain and, above all, safe food for consumers worldwide.

About PrimusGFS

The scope of PrimusGFS is focused on the food safety of fresh or minimum processed products from the agricultural sector which are designated for human consumption.

PrimusGFS has established a series of requirements for the management of production, handling, processing and storing operations, which should be met to assure consumer safety.

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The Consumer Goods Forum

The Consumer Goods Forum is an independent global parity-based Consumer Goods network. It brings together the CEOs and senior management of around 650 retailers, manufacturers, service providers and other stakeholders across 70 countries.

The Forum was created in June 2009 by the merger of CIES - The Food Business Forum, the Global Commerce Initiative (GCI) and the Global CEO Forum. The Consumer Goods Forum is governed by its Board of Directors, which includes an equal number of manufacturer and retailer CEOs and chairpersons. Forum member companies have combined sales of EUR 2.1trillion.

The Forum provides a unique global platform for thought leadership, knowledge exchange and networking between retailers, manufacturers and their partners on collaborative, non-competitive issues. Its strength lies in the privileged access it offers to the key players in the sector as well as in the development and implementation of best practices along the value chain.

It has a mandate from its members to develop common positions on key strategic and practical issues affecting the consumer goods business and to focus on non-competitive collaborative process improvement. With its headquarters in Paris and its regional offices in Washington, D.C., Singapore, Tokyo and Shanghai, The Consumer Goods Forum serves its members throughout the world.

For more information, please visit www.mygfsi.com

This press release is also available on the website <http://www.theconsumergoodsforum.com>

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