

III. Product Responsibility



PRODUCT RESPONSIBILITY: FOOD SAFETY AND QUALITY

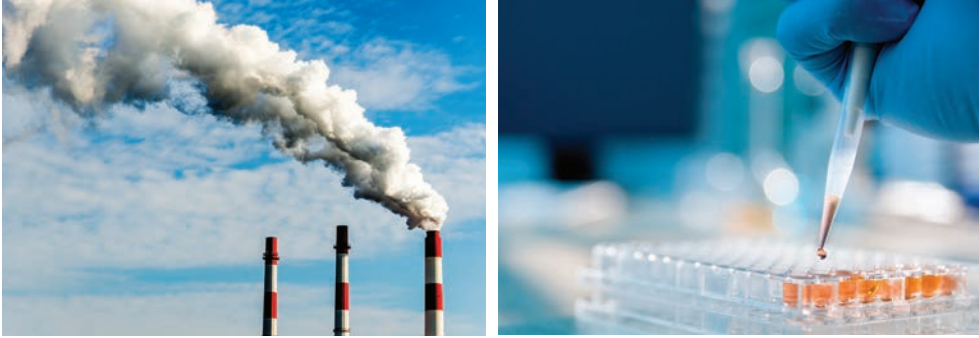


One of the basic pillars in the Ebro Foods management is to provide society in general and our customers and consumers in particular with top food quality and safety. The Group has a Food Safety and Quality Policy, which is supplemented with the specific policies of our subsidiaries.

CORPORATE FOOD SAFETY AND QUALITY POLICY

This policy is based on the permanently integrated action of our entire organisation to achieve continuous improvement of our company, especially in the following aspects:

1. Definition, development and implementation of a Food Safety and Quality System complying with the requirements of Standards ISO 9001, ISO 22000 (or similar, depending on the country in which the respective company operates), certified by an ENAC authorised body.
2. Training and promoting awareness of all company employees in the aspects of food safety and quality management required by their work and our organisation.
3. Setting and revising of quality targets to enable continuous improvement in this area, providing the necessary financial and operational resources.
4. Monitoring of the objectives and performance of preventive and remedial actions required from time to time by prevailing circumstances.
5. Encouragement of the company's suppliers to adopt similar principles to those set out above, cooperating with them to put those principles into practice.
6. Adoption of approval measures and quality programmes arranged with customers to ensure their satisfaction.
7. Ensuring health and safety of our customers, respecting the most stringent food safety standards.
8. Compliance with prevailing laws and regulations on product labelling.
9. Publishing of transparent, true marketing communications, complying with advertising self-regulation codes.
10. Preservation of the confidentiality of personal data of our customers, in pursuance of the data protection laws in place from time to time.



IMPLEMENTATION OF FOOD SAFETY AND QUALITY CONTROL SYSTEMS

We use the most advanced quality control systems at all our plants and workplaces to guarantee the quality and safety of the food we offer our consumers:

- ❖ **Good Manufacturing Practices (GMP):** contemplating good practices for the handling, packaging, storage and carriage of fresh products.
- ❖ **Hazard Analysis and Critical Control Point (HACCP):** a system for identification and control of the possible problems that may come to light during the design and production processes.
- ❖ **Quality Assurance Standards:** such as the standards established by the International Organisation for Standardization (ISO 9001:2000, ISO 9001:2008 and ISO 22000), the International Food Standards (IFS), which, structured in line with ISO 9001:2000, are among the highest distinctions in Food Safety in all distribution sectors in Europe, the BRC (British Retail Consortium) certification, one of the internationally most widespread models for distributors and large retail outlets to rate their brand product suppliers, and finally, the Danish DS standards (Danish HACCP Code), for developing a HACCP system in the food industry and in the manufacturing of packing and packaging for food products. The effectiveness of these programmes is regularly assessed by independent experts.

In 2012 work began aimed at obtaining ISO 22000 certification for the Mundiriz, S.A. plant in Morocco and our North American companies Riviana and New World Pasta finished aligning their food quality and safety programmes with the Global Food Safety Initiative (GFSI), a global standard comprising the following international standards: BRC, IFS, Dutch HACCP and the Safe Quality Food Programme (SQF).

In this regard, all the Group's plants will now be certified for food quality and safety.

Company	Country	Name of workplace	Certificates
Arrozeiras Mundiarroz, S. A.	Portugal	Coruche	ISO 9001 ISO 22000
Birkel	Germany	Mannheim	ISO 9001 IFS
Birkel	Germany	Waiblingen	Organic Distribution
Boost Nutrition	Belgium	Merksem	BRC IFS Kosher Fairtrade Certification Organic Certification
Danrice	Denmark	Orbaek	BRC ISO 22000
Euryza	Germany	Hamburg	IFS Gmp
Herba Bangkok	Thailand	Bangkok	ISO 9001 BRC
Herba Egypt	Egypt	Beni-Suef	ISO 22000
Herba Ricemills, S.L.U.	Spain	Coria Del Río	ISO 9001
Herba Ricemills, S.L.U.	Spain	San Juan de Aznalfarache (Ready-to-serve plant and rice plant rice plant)	ISO 9001 BRC I.F.S
Herba Ricemills, S.L.U.	Spain	L'Aldea	ISO 22000 BRC
Herba Ricemills, S.L.U.	Spain	Jerez de la Frontera (Ready-to-serve plant)	ISO 9001 BRC I.F.S
Herba Ricemills, S.L.U.	Spain	Silla	ISO 9001 BRC I.F.S
Herba Ricemills, S.L.U.	Spain	Algemesí (Ready-to-serve plant)	ISO 9001 BRC
Herba Ricemills, S.L.U.	Spain	Algemesí (Rice plant)	ISO 9001

Company	Country	Name of workplace	Certificates
Lassie	Netherlands	Wormer	BRC SKAL HACCP
Mundiriso	Italy	Vercelli	IFS BRC ISO 22000
Mundi Riz	Morocco	Larache (in process)	ISO 22000
New World Pasta	USA	Saint Louis	SQF
New World Pasta	USA	Fresno	SQF
Panzani	France	La Montre	ISO 9001 IFS
Panzani	France	St Genis Laval (Fresh pasta plant)	ISO 9001 IFS
Panzani	France	Warehouse (Fresh pasta plant)	ISO 9001 IFS
Panzani	France	Lorette (Fresh pasta plant)	ISO 9001 IFS
Panzani	France	Nanterre	ISO 9001 IFS
Panzani	France	Vitrolles	IFS ISO 9001
Riviana Foods	USA	Memphis	SQF
Riviana Foods	USA	Brinkley	SQF
Riviana Foods	USA	Clearbrook	SQF
Riviana Foods	USA	Carlisle	SQF
Riviana Foods	USA	Freeport	SQF (Packaging and warehousing)
S&B Herba Foods	UK	Cambridge	BRC Kosher
S&B Herba Foods	UK	Liverpool	BRC Kosher

PRODUCT RESPONSIBILITY PERFORMANCE INDICATORS

Phases of the product life cycle in which their impact on customer health and safety is assessed

	YES	NO
Design of the product	X	
R+D	X	
Certification	X	
Manufacturing & production	X	
Marketing & promotion	X	
Storage, distribution & supply	X	
Use & service	X	
Elimination, reuse & recycling	X	

NB: All products put on the market by the different subsidiaries are subject to these assessment procedures.

Total number of incidents deriving from breach of legal regulations or voluntary codes regarding the impact of products on health and safety during their life cycle

During 2012 Arrozeiras Mundiarroz, S.A. (Portugal) had 32 infringements in this regard, paying a global fine of €85,672.38.

Type of information provided by the company on all its products, based on its information and labelling procedures

- ❖ **Source of the product components:** all the Group companies except the subsidiaries Munderiz, S.A. (Morocco), S&B Herba Foods Ltd. (UK) and Lassie, B.V. (Netherlands).
- ❖ **Contents, especially regarding substances with a potential environmental or social impact:** all the Group companies except Arrozeiras Mundiarroz, S.A. (Portugal), Boost Nutrition, C.V. (Belgium), Lassie, B.V. (Netherlands), Munderiz, S.A. (Morocco) and S&B Herba Foods, Ltd (UK).
- ❖ **Safe use of the product:** all the Group companies except Lassie, B.V. (Netherlands) and S&B Herba Foods, Ltd (UK).
- ❖ **How to eliminate the product and its environmental or social impact:** all the Group companies except Boost Nutrition, C.V. (Belgium), Munderiz, S.A. (Morocco), Panzani Group (France), Lassie, B.V. (Netherlands) and S&B Herba Foods, Ltd (UK).

Total number of breaches of the regulations and voluntary codes regarding product information and labelling

During 2012 our subsidiary Herba Egypt Ricemills, Ltd. (Egypt) was fined €150 for a breach in this aspect.

Customer satisfaction practices

All the Group companies except S&B Herba Foods, Ltd (UK) do four-monthly, annual or two-yearly customer satisfaction surveys and have established communication channels with their customers via e-mail, questionnaires, website, telephone, etc.

Total number of incidents deriving from breach of regulations concerning marketing communications, including advertising, promotion and sponsorship

None of the Group companies has breached any such regulations during 2012 so no incidents have been recorded in this area.

Customer Services

Two important aspects of the Ebro Foods philosophy are our total vocation to customer service and our awareness that each customer is unique. Customers are the basis of our growth and their full attention and service is perceived as the road to be followed to secure constant improvement. Accordingly, our customer services section must essentially listen to their complaints and suggestions, duly respond to all their queries and questions, guarantee fulfilment of their rights and thus secure their total satisfaction.

The packaging of all the Ebro Group products provide consumers with information on their nutritional properties, along with the physical address of the company and, where appropriate, its website, e-mail and telephone number.

The different customer services departments collect data and generate information for the quality system. Claims are answered by telephone or e-mail, according to the details given by the customer. A case file is opened for each incident and reported internally to the Quality Department, which checks and monitors the relevant quality system in case of error and takes the necessary measures to offer a solution.

As a rule, we follow up all claims by telephone to check consumer satisfaction.

We regularly conduct statistical monitoring of all complaints and proposals for improvement made by our consumers, discussing them at the different Management Committee meetings held every month within each company.

Total number of incidents regarding privacy and leaking of customers' personal data

None of the Group companies has had any incidents in this regard in 2012

