

# News Release



## Food safety in the spotlight

Where does the salmon fillet in the freezer come from? What's in chickenfeed, and possibly also in the barbecued chicken later on? Especially when it's about the food they eat, consumers want to know what they are buying and what ends up on their plate. The requirements to be complied with by feed and food manufacturers are correspondingly high in terms of safety, quality, traceability, and environmentally benign manufacture of individual products and ingredients.

The BASF Nutrition Ingredients business unit has now developed a method that makes all these aspects transparent. "Our S.E.T. initiative allows feed and food manufacturers to trace exactly which ingredients were used and which conditions applied in the manufacture of a product," says Dr. Christoph Günther, the man in charge of the initiative in the Nutrition Ingredients unit.

S.E.T. stands for Sustainability, Eco-Efficiency and Traceability and is based on the TÜV-certified (TÜV stands for Technical Standards Organization, a body that conducts technical safety checks, especially those specified by national laws or regulations) eco-efficiency analysis. Eco-efficiency analysis analyzes the life cycle of a product or manufacturing process "from cradle to grave." The process hence includes aspects such as environmental pollution and carbon dioxide (CO<sub>2</sub>) emissions by the products themselves and their precursor prod-

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ucts. This method is also used by the Eco Institute in Freiburg, Germany.

"In S.E.T., we apply this principle to our food ingredients and feed additives, making sustainability tangible," says Günther. "The data generated in eco-efficiency analysis of our products are available to our customers from the feed and food industry as required." That way, customers can see any time whether and to what extent the starting materials they use to manufacture their products are sustainable. The data are accessible to all customers anywhere in the world via GNet<sup>®</sup> (Global Traceability Network), a global platform used in the food industry for targeted sharing of product information material. "In this manner, we help our customers to meet consumers' growing expectations in terms of the sustainability and traceability of food products," Günther continued.

### **Nutrition Ingredients**

BASF's Nutrition Ingredients business unit is a leading supplier of food ingredients and feed additives. The product portfolio for human nutrition includes vitamins, carotenoids, omega-3s and others. BASF offers products of outstanding quality produced with modern, state-of-the-art technologies. BASF also combines technical services and scientific expertise to meet the highest demands and to deliver the best value to the industry. Premium formulations are a key strength that has made BASF a leader in the industry. Further information is available at [www.nutrition.basf.com](http://www.nutrition.basf.com).

### **About BASF**

BASF is the world's leading chemical company: The Chemical Company. Its portfolio ranges from oil and gas to chemicals, plastics, performance products, agricultural products and fine chemicals. As a reliable partner BASF helps its customers in virtually all industries to be more successful. With its high-value products and intelligent solutions, BASF plays an important role in finding answers to global challenges such as climate protection, energy efficiency, nutrition and mobility. BASF has more than 95,000 employees and posted sales of almost €58 billion in 2007. Further information on BASF is available on the Internet at [www.basf.com](http://www.basf.com).