



APSE NEWCASTLE
MARCH 2014



AS
Assurance Scheme



- **WHY HAVE AN ASSURANCE SCHEME**
- **FEATURES OF THE ASSURANCE SCHEME**
- **BENEFITS OF THE ASSURANCE SCHEME**



- **WHY HAVE AN ASSURANCE SCHEME**

- RECOGNIZED SYMBOL OF QUALITY
- SELF REGULATION
- ASSURANCE FOR END USERS



- **FEATURES OF THE SCHEME**
- **COVERS ENTIRE SUPPLY CHAIN**
 - PRODUCTION
 - PACKAGING
 - DISTRIBUTION
 - STORAGE
 - HEALTH AND SAFETY
 - ENVIRONMENT
 - QUALITY



- **BENEFITS OF THE ASSURANCE SCHEME**
 - CUSTOMER CONFIDENCE
 - AUDITABLE FRAMEWORK



- **WHO SHOULD JOIN**
 - **ALL SUPPLIERS OF SALT**
 - **PACKAGING COMPANIES**
 - **STORAGE COMPANIES**
 - **HAULIERS**
 - **SERVICE SUPPLIERS**



- **DEVELOPMENT OF SCHEME**

- **LAUNCHED AT COLD COMFORT SEPTEMBER 2013**

- **APPLICATIONS TO JOIN AVAILABLE NOW**

- **LAUNCH IN EDIBLE FOOD SECTOR APRIL 2014**

- **PROMOTION OF ASSURANCE SCHEME THROUGHOUT THE ENTIRE SUPPLY CHAIN**