RECORD YEAR OF FOOD RECALLS!

Quaker Oats Challenged in Lawsuit over '100% natural' claim after traces of pesticides detected in Quaker Oats

E. Coli & Norovirus Outbreak

Synthetic dye ADULTERATION in India Tea powder

Illegal RED colour identified in palm oil

The Problem

Consumers are demanding more natural ingredients.

Plant-based ingredients like natural colors inherently add a layer of complexity to food safety controls.

How do brands ensure their most valuable assets are protected from recall and negative publicity due to a food safety issue?
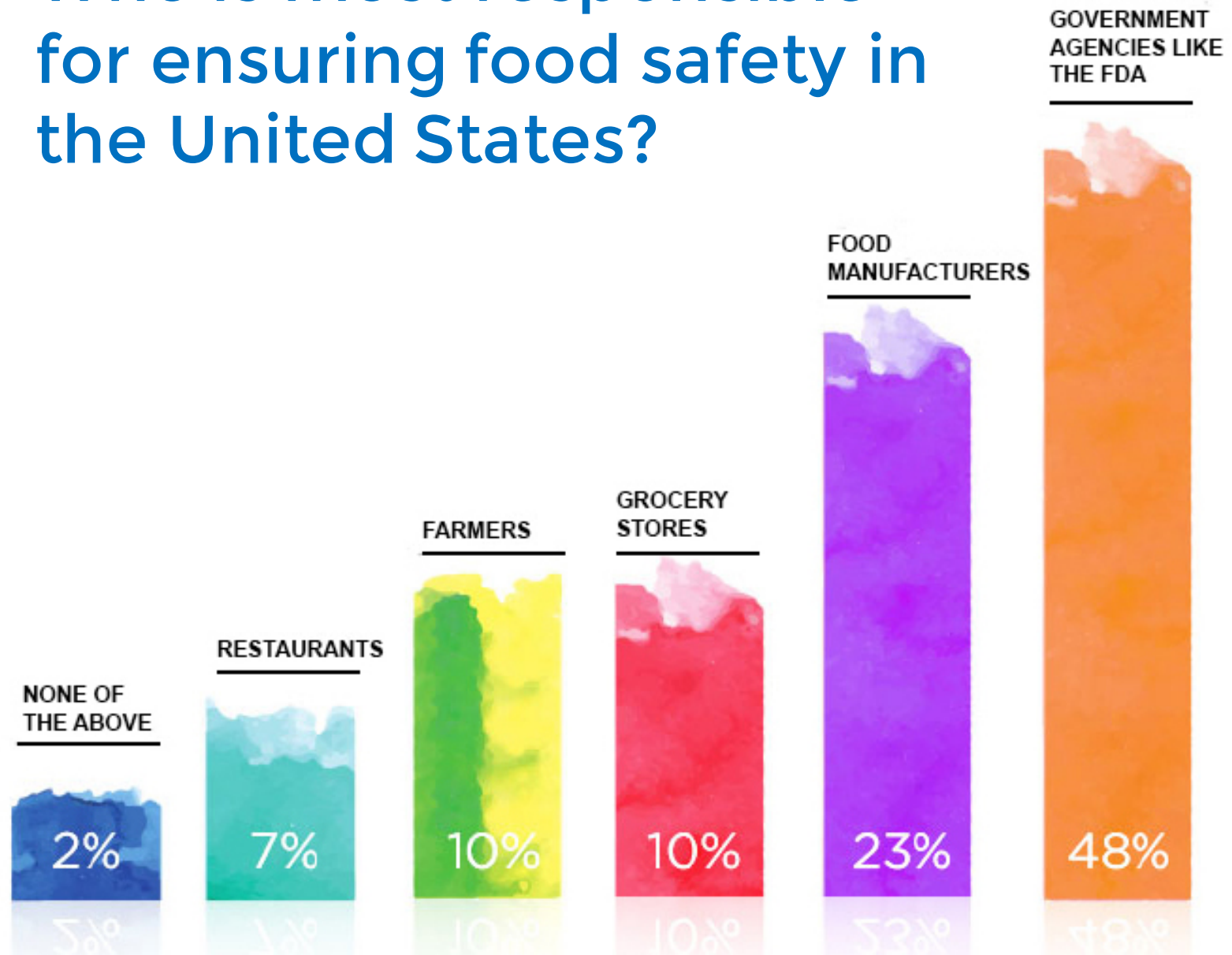
There is a dire need for
STANDARDS
around natural ingredients

Who is most responsible for ensuring food safety in the United States?

GOVERNMENT AGENCIES LIKE THE FDA

FOOD MANUFACTURERS

GROCERY STORES

FARMERS

RESTAURANTS

NONE OF THE ABOVE

2% 7% 10% 10% 23% 48%

Natural ingredients like colors need to be tested for safe use

Stringent raw material testing protocols are necessary to ensure product quality and consistency

Food Safety programs ensure brands are protected from recall

ARE YOU TESTING FOR:
PESTICIDES? HEAVY METALS?
MICROBIOLOGICAL ISSUES?

CERTASURE™

THE CERTASURE™ PROMISE

Certasure™ is an integrated food safety program for colors from plant sources and combines stringent quality testing, comprehensive vendor certification, full raw material traceability, and best manufacturing practices to ensure that colors from natural sources meet all required quality, safety and authenticity requirements.

ROBUST TESTING PROTOCOL

Natural Color Safety and Testing Program

MICROBIOLOGICAL

HEAVY METALS

PESTICIDES

ADULTERATION

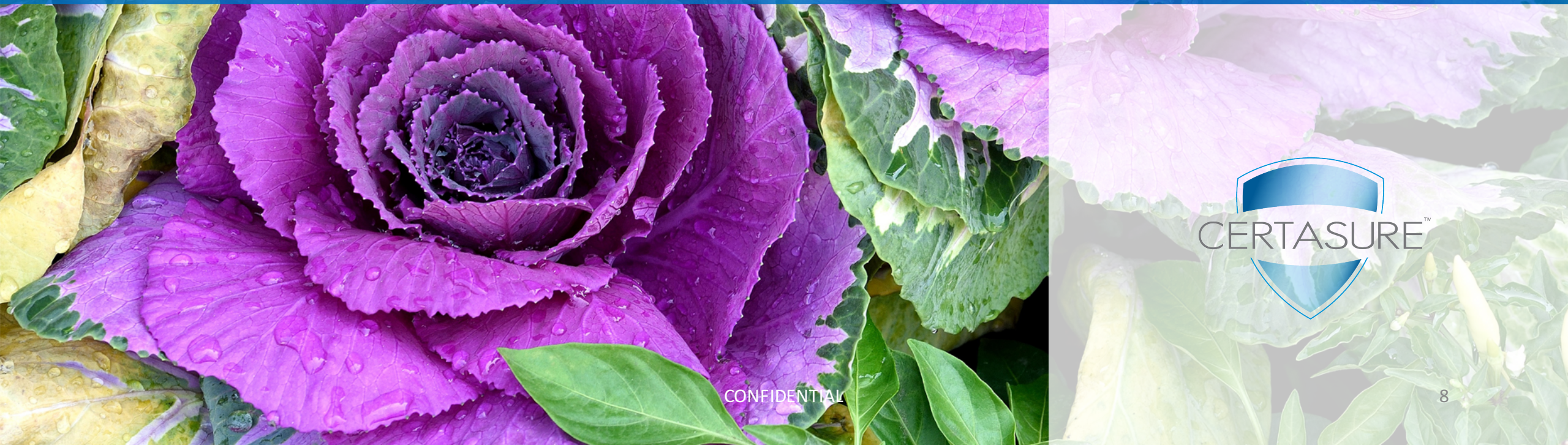**UNAUTHORIZED SOLVENTS**

CERTASURE™

CONFIDENTIAL

Natural Color Safety and Testing Program
FULL RAW MATERIAL TRACEABILITY

Manufacturer Name and Site Address

Submitted Tariff/Duty Classification #

Required Documentation of All Regulatory Statements

Mandatory Certificate of Analysis

CERTASURE™

Natural Color Safety and Testing Program
COMPLETE VENDOR CERTIFICATION

Required Certification of All Vendors

Hazard Analysis Conduction on All New Suppliers and Raw Materials

Established Rating System for Raw Materials

CERTASURE™

CONFIDENTIAL

CERTASURE™

THE STANDARD
IN
NATURALS

Leading brands can rely on our Certasure™ promise to protect their most valuable asset. Every single day.

REQUEST A CONSULTATION

Ensure your Natural Color conversion is completed with safe and authentic color solutions.

REQUEST A SAMPLE

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