



Assurance Marks



ASSURANCE
MARKS

AsureQuality
Assurance Marks
support your brand
in market and deliver
a superior level of
trusted assurance.

You have invested in your product and your brand – let us help you leverage that to deliver the next level of confidence for consumers. An AsureQuality Assurance Mark provides independent verification of product claims and will differentiate your brand in a crowded market.

As a New Zealand Government owned entity, our name helps inspire the confidence increasingly desired when making food choices and represents independence of the highest integrity. We have a deep responsibility to do the right thing for food and the environments it comes from, helping our partners take their products to the world and inspiring a safer, more sustainable and transparent food world.

We offer a range of Assurance Marks which provide independent and verified assurance tailored to meet the consumer needs of each food sector. These marks can be displayed on packaging to help shoppers identify the specific attributes of products or can provide verified supply chain transparency and authenticity covering the entire supply chain.



Delivering confidence
in your brand.



ASSURANCE
MARKS

AQ CERTIFIED

Is there a specific attribute or claim that is important to your consumers?

An AQ Certified Mark provides the assurance they need with a specific claim certification independently verified by AsureQuality experts. These claims can range from food safety through to animal welfare, grass fed, and much more.



AQ ASSURED TRANSPARENCY PROGRAMME

Are your consumers interested in full transparency?

An AQ Assured Mark will deliver the confidence they are looking for with verified holistic supply chain transparency. This covers multiple aspects from origin of ingredients right through to manufacturing standards and distribution. An AQ Assured Mark can also be accompanied by a QR code, which allows your consumers to readily access key information at point of sale, plus engage with your provenance story.



AQ TRANSPARENCY & AUTHENTICITY

Are consumers seeking to authenticate your products?

For those seeking to go a step further, 'one pack, one code' product serialisation enables consumers to view information on specific item manufacturing, recall information and unit movement. Cloud based traceability and authentication software present consumers with advice about the authenticity of the item they are holding. Tracking of scanning data means that you can develop deeper insights into the product supply chain, including purchase location.

