

# News Release



## BASF hosts food safety discussion in China

- Hosts industry forum to discuss solutions for recovering consumer confidence for dairy products in China

**Shanghai, CHINA - March 26, 2009** - Today BASF, the world's leading chemical company and a global leader in nutrition ingredients, hosted a symposium at Food Ingredients China 2009 to address the challenges of food safety in the country. Over 100 representatives from dairy companies, universities, and industry associations, including top experts like Mr. Song Kungang, Chairman of China Dairy Industry Association, Dr. Zhang Shaohui from Shanghai Jiaotong University joined Mr. Johnny Kwan, Chairman of BASF Greater China Country Board in the discussion on the way forward for China's dairy industry, especially for leading dairy companies that strive to convince consumers by making solid efforts.

Due to recent food contamination incidents, in particular the milk crisis, consumers increasingly demand more stringent safety control along the food value chain. Transparency, traceability and thereby accountability have become much more important than ever. With the theme "China Dairy Industry: Today and Tomorrow", the symposium aims to discuss current and future challenges that China's dairy industry faces and potential solutions for its sustainable development.

"This symposium has created a platform for key players in the dairy industry to exchange opinions on food safety control," said Mr. Kwan,

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“Technical solutions help to guarantee safety control capabilities, while a socially responsible corporate strategy is essential to ensure strong commitment to safety. We at BASF believe that it takes a combination of the two to win spontaneous and long term consumer trust.”

Major topics discussed during this symposium included “Reflection of the melamine incident,” “Food safety and administration”, and “The dairy industry value chain”.

As a global leader in nutrition ingredients, BASF ensures the highest standards of safety control and practices traceability for all its nutrition ingredients. “We encourage all our customers to adopt whole-chain traceability. We would like to share our best practice to support the local dairy industry’s effort in food safety control,” said Mr. Andy Postlethwaite, Director of BASF Nutrition Ingredients, Asia Pacific.

Together with its customers along the value chain, BASF has implemented traceability projects in Europe, US and Asia for ingredient processing from farm to consumer. BASF’s transparent and technically viable traceability practice is realized through an online system provided by a third party, which helps to solve global recall process issues linked with value chain transparency and cooperation. With this service, partners along the value chain can strengthen the credibility of each other; food brands can differentiate their products and create more business opportunities. As a result consumer confidence does not collapse despite unexpected incidents. Investment under a socially responsible strategy is therefore rewarded in the long run.

The food safety law to be implemented in China later this year is expected to strengthen food safety administration following the entire

process from growing crops and raising stock and poultry to the manufacture of food products.

“The new law will further encourage collaboration in safety control. Through joint efforts from all partners along the entire value chain, we can establish the transparent traceability it takes to enhance consumer trust in dairy brands in China,” continued Mr. Kwan.

### **Nutrition Ingredients**

BASF's Nutrition Ingredients business unit is a leading supplier of food ingredients and feed additives. The product portfolio for animal nutrition includes vitamins, carotenoids, enzymes, organic acids, omega-6s and other feed additives. 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).



From right: Mr. Johnny Kwan, Mr. Song Kungang and Dr. Zhang Shaohui at the question and answer session of the symposium.

**About BASF**

BASF is the world's leading chemical company: The Chemical Company. Its portfolio ranges from chemicals, plastics and performance products to agricultural products, fine chemicals and oil and gas. 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 approximately 97,000 employees and posted sales of more than €62 billion in 2008. Further information on BASF is available on the Internet at [www.basf.com](http://www.basf.com).

BASF has been a committed partner to Greater China since 1885. It is one of the biggest foreign investors in the Chinese chemical industry. The company has approximately 6,300 employees and operates 19 BASF wholly owned subsidiaries and 10 BASF joint ventures in 2008. BASF's sales in Greater China is about €4.2 billion. For further information, please visit [www.greater-china.basf.com](http://www.greater-china.basf.com).