

O.06 - The food industry: Carrefour quality line

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Engagement Qualit  Carrefour (EQC) is the private label for the fresh products department created by the retailer in 1992 in France. It encompasses delicatessen products and cheese, seafood, fruits and vegetables, bakery items and butchery lines. It is a concept based on five values: taste, food safety, authenticity, quality/price ratio and sustainable development. There are now some 700 CQL projects, involving 30,000 producers, and CQL products generate a turnover of â,~1 billion annually. Specification books have been developed to guarantee the quality of produce from the field to the plate. The most important points of the CQL Fruits and Vegetables specification books are: flavour distinction of the product (brix, acidity etc); traceability going up to the plot (traceability number, recording book etc); no chemical treatment after harvest; selection of the best production area; no GMO; no sewage sludge; certification of the packing station; management of irrigation and fertilization; chemical products: reasonable production and development of integrated pest management; respect the regulation on agro-pharmaceutical products; no growth hormones.