

# Role of food quality assurance and product certification systems

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**INTRODUCTION:** Usually speaking, food quality is a relatively heterogeneous term because it is directly linked to the individual perception of the purchaser. Quality of goods is definite as a three-dimensional type comprising of: search, experience and confidence. The dimension of search is replicated by the buyer's individual observation of quality at the place of purchase using prior information. The dimension of experience is representative in the period after the artefact has been purchased. The third dimension (confidence) of food excellence can be observed as in the case of an average purchaser who rarely or not once subjectively notices the class of the product, but they buy it because they assembled information from others. As a matter of fact, food protection is an imperative issue that distresses anyone who consumes food. Food safety could be classified as a new section of overall product quality and can make it into the third dimension of food excellence. Some customers are willing to pay a little bit higher prices for excellence assurance and hence condensed risk in food, especially during stages of safety concern. Food Guarantee Schemes are generally run as merchandise certification systems and use regular independent checks to check that applicants are meeting specific scheme standards.

**OBJECTVE:** To know the Role of food quality assurance and product certification systems

**Method:** Consumers observation of food quality and public awareness in safe food Whereas in the first seven decades of the 20th century, customers were attracted in extent and mainly corporeal aspects of meat excellence, the focus of their awareness was later removed to a wide-ranging view of excellence and especially to security. Safe food has to be healthful, and low in chemical toxins and microbial amounts. In order to impose this among all the contributors in the food chain, validity and traceability systems from farm to fork, with feed producers, are required nowadays by advices and laws. Labelling structures or even further advanced nutrition and health claims have been familiarized. Consuming food, definitely, has great allegations to human health. However, the position between mutual contacts of certain sets of food-related risks is less clear.

## Definition of meat quality

The annual studies conducted to gather data about the potentials and needs of customers in stores show that the main pouring force for the buying of fresh beef is the "taste" of meat.

The taste grades in first place, as a factor that is definite as "very important" when people make purchasing decisions. This quality constraint (taste) is often called "tenderness" of meat, i.e. measuring how easily it is chewed or cut. Tenderness is a required property, as tender meat is softer, easier to chew, and generally tastier. The basic note is that the consumer wants to pay extra for desirable taste. The taste is a quantity of consumer fulfilment in food. Meat makers who want to be led by their customer's demands must look at all the factors distressing the taste of their products.

**Accredited product certification** – The way to check and link quality of the product Quality assurance (QA) morals are measured to be a confirmed mechanism for bringing quality of product and service. The evolving effort to offer higher food safety and food value has led to firmer safety provisions and a greatly increased number of quality assurance schemes both in an international and European Union (EU) level. Beyond the utility of these quality assurance systems to the customers, the aspect of "quality" has also been believed as an important part of marketing, which offers manufacturers a great opportunity to separate themselves in the market and add worth to their products. Production values are set by the assurance system and vary across different systems, generally cover food safety and traceability, animal welfare and environmental protection. The "Q Mark" for food goods is owned by the system owner. The manufacturer who wishes to use this mark on his

Product is compulsory to obtain formal agreement from the system owner for the use the mark only after they have been calculated to be submissive to all the system requirements by the authorization body. These are conservative food products that link a specific characteristic that also applies to equivalent organic products. Thus, conventional-plus goods can be well thought-out as products placed between organic and conservative products. The system must be able to extant the ways, if any, the system standards exceed the legal lowest. The qualification for approval of the authorization bodies by the scheme owner are approval by the National Accreditation Board for Certification Bodies (NCCB) providing approval to Authorization Bodies based on taxation of their ability as per the Board's criteria and in accord with International Standards and Guidelines. In short, do you think your product has somewhat that parts it from others on the shelf, and you want it, self-reliantly confirmed, to be linked to customers The steps for such an authorization procedure should be: defining provisions, validation, authorization, communication and scrutiny. The authorization mark is applied to the product and straight joins the quality to the buyer.

**CONCLUSION:** Qualified product authorization is a logical enhancement to the present authorization and food guarantee systems. The success depends on a lot, but frequently on how much quality environs us. If quality running and assurance systems yield what they need, i.e. quality, then there is no residual work to be done.