



News Release  
*For Immediate Release*

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## **QAI Launches New Certification Program**

*The 'Certified Source' Independent Verification Program is Based on International Standards Established by the Codex Alimentarius Commission for Bottled Water Products.*

(San Diego, CA--July 18th, 2001) -- Quality Assurance International (QAI), is extending its method of traceability, authentication and verification beyond its traditional field of organic certification. QAI's expertise in the field of organic verification provides the framework for the company's implementation of a new program---Certified Source for Bottled Water Products.

According to industry experts, global sales of bottled water in 2001 is estimated at \$35 billion with sales in the U.S. exceeding \$6 billion. In announcing this new program, Joe Smillie, Senior Vice President of QAI, commented, "There is a worldwide move toward verification and traceability of the source of bottled water products, and an increasing need to authenticate that source through a third party. Independent certification has been the business of QAI since its inception, and the new Certified Source Program is in line with QAI's mission of assuring authenticity of essential consumer products from source to table."

QAI bases its Certified Source Program on internationally recognized standards from the Codex Alimentarius Commission (CAC). Codex is a joint project of the World Health Organization and the Food and Agriculture Organization of the United Nations. The primary functions of Codex are to provide international guidelines and food standards, and to set baseline standards that can be referenced by the World Trade Organization in cases of trade disputes. Codex health and safety requirements are globally recognized as representing the international consensus for consumer protection.

According to Smillie, the benefits that the QAI Certified Source Program offers consumers and the bottled water products industry are realized through "third party verification of a consistent set of standards that includes professional onsite verification and compliance review. This certification will help companies distinguish their bottled water products and develop consumer choice in buying a product with an authenticated source."

For more than twelve years, QAI has been a leading, global force in organic certification. QAI's Certified Organic seal, found on many of certified organic products in food stores, has historically given consumers the confidence in knowing that the product's organic integrity has been maintained. The new QAI Certified Source seal provides for the same level of consumer confidence when selecting bottled water products.

### **About QAI**

*With offices in the US, Canada and Japan, QAI verifies the authenticity of products, including organic, for more than 2,700 participating companies, including producers, co-packers, manufacturers and distributors. QAI's certification program is designed to verify every link in the custody chain in order to provide assurance that the integrity of the products destined to enter the marketplace is indeed preserved. QAI is accredited to ISO 65 by the USDA and the Conseil D' Accreditation du Quebec (Canada). QAI is also accredited to the EN45011 by the Verein zur Begutachtung von Prüfstellen (Germany) and to the JAS organic standard by the Ministry of Agriculture Fisheries and Forestry (MAFF) Japan. For more information about QAI, please visit our website at [www.qai-inc.com](http://www.qai-inc.com).*

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