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Innovations and strategic collaborations: AsureQuality’s commitment to food safety

These initiatives demonstrate AsureQuality’s commitment to driving innovation in food safety, environmental sustainability, and biosecurity

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AsureQuality has actively worked on numerous innovative initiatives in 2024 to enhance food safety, sustainability, and lab technology advancements. Here’s an overview of key projects and developments:

Sustainable Farm Lending: In collaboration with rural lenders, AsureQuality developed sustainability-linked loans and whole-farm sustainability loans to promote sustainable farming practices.

Partnership with Mérieux NutriSciences: After Bureau Veritas exited the food testing market, AsureQuality and Mérieux NutriSciences began advanced discussions about joint ventures in Southeast Asia and Australia, potentially expanding food testing services in these regions.

Advanced Lab Automation: AsureQuality’s Auckland Food Laboratory adopted cutting-edge digital plate interpretation technology in microbiology. This New Zealand-first technology enhances sample processing efficiency and accuracy, aligning with AsureQuality's digitalisation goals.

LEAF Marque Certification: As a newly approved LEAF Marque Certification Body, AsureQuality supports integrated farm management systems, focusing on sustainable and community-engaging farming practices.

Laboratory Expansion Project: To boost food safety and testing capacity, AsureQuality commenced a redevelopment project for its Auckland lab, including new automation technology and a dedicated “people hub” to streamline workflows.

Nutritional and Bioactive Testing: The company expanded its testing services with Vitamin K2 analysis, essential for nutrition products, and offered A1/A2 β-caseins analysis, beneficial for dairy producers.

HMO and Lactose-Free Testing: New HMO testing capabilities and an AOAC-recognized lactose testing method were introduced, supporting the infant formula and lactose-free product markets.

Biosecurity Recognition: The biosecurity team’s prompt action against an invasive grass species earned them a spot as a finalist in the New Zealand Biosecurity Awards.

These initiatives demonstrate AsureQuality’s commitment to driving innovation in food safety, environmental sustainability, and biosecurity, establishing it as a leader in New Zealand and internationally.

Read online: https://nuffoodsspectrum.in/news/12/21710/innovations-and-strategic-collaborations-asurequalitys-commitment-to-food-safety.html
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