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CERTIFICATION INSTRUCTION NUMBER	CI-18-06
ISSUED BY	Emmanouil Geneiatakis, FAMI-QS Secretary General Date of issue: 2018-11-12
TYPE OF INSTRUCTION	<input checked="" type="checkbox"/> Immediate Implementation <input type="checkbox"/> Information <input type="checkbox"/> Interpretation
SUBJECT	Webiste – promotional materail of FAMI-QS certified feed business operatros
APPLICABLE FOR	<input checked="" type="checkbox"/> Certification Bodies <input checked="" type="checkbox"/> Feed Business Operator Starting date: 2018-10-11
PURPOSE	The purpose of this Certification Instruction is to describe the actions that Certification Bodies shall take with regards to the external communication coming from FAMI-QS Certified Feed Operators.

CERTIFICATION INSTRUCTION	<p>The provision of concise, coherent information by FAMI-QS certified feed business operators with regards to their activities is fundamental for FAMI-QS.</p> <p>Misleading of the supply chain and stakeholders by providing inaccurate information with regards to the scope of certification, claims, or activities of the operator cannot be tolerated.</p> <p>Certification Bodies shall ensure that all the communication of a FAMI-QS certified feed business operator provided through marketing material, product specification and websites are not misleading, and are aligned with their certified activities.</p> <p>During the next scheduled audits certification bodies shall review at first website of their FAMI-QS certified clients and ensure that the information published is consistent, coherent, transparent and aligned with the activities of FAMI-QS certified feed business operators.</p> <p>Special attention shall be given to the websites of FAMI-QS certified traders.</p> <p>In the event of inconsistencies, certification body shall inform the FAMI-QS certified feed business operators and the case shall be treated according to the contractual agreements for the provision of misleading information.</p>
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