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### *Short Communication*

# Importance of Food Quality Assurance and Product Certification Systems on Marketing Aspects Throughout World Wide

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The level of quality that a product offers to consumers may be a fundamental aspect of competition in many markets. Consumers' confidence within the safety and quality of foods they buy and consume may be a significant support to the economic development of production organizations of this sort, and thus the general economic development. Consumer concerns about food safety also because the globalization of food production have also led to the existence of a worldwide internationally linked food production and distribution system.

The necessity demanded by the buyer population to supply safe food with consistent quality at a price imposes a choice of an quality assurance model in accordance with the precise properties of the merchandise and therefore the production processes. Modern trends, especially for the last ten years in quality assurance within specific production, like the food industry, have marked the trend of hyperproduction and variety of production and safety standards, also as a change of approach within the certification process of organizations according to one or more standards.

This will be a further source of costs for organizations, and can burden the food business operator's budget so as to make sure their consistent application and maintenance. Quality assurance (QA) standards are proven mechanism for delivering quality of product. Quality of products is defined as a three-dimensional category consisting of: search, experience and credence (Darby M R and Karni E, 1973). The dimension of search is reflected by the buyer's individual perception of quality at the place of purchase using prior knowledge. The dimension of experience is characteristic within the period after the product has been purchased (after consuming the merchandise and registering its taste and sensory properties). The dimension of food quality is often considered within the case of an average consumer who rarely or never subjectively perceives the standard

of the merchandise, but they pip out because they gathered information from others – for instance that organic food is healthy. The person's judgment on the standard of the merchandise is, in fact, made by others (Becker T 1999 , Bech-Larsen T, Grunert KG, 2001)

Food safety is a crucial issue that affects anyone who consumes food. Food safety might be classified as a replacement component of overall product quality and may make it into the third dimension of food quality. Attributes of the dimension are characterized by a greater need for information about the merchandise. Some consumers are willing to pay marginally higher prices for quality assurance and hence reduced risk in food, especially during times of safety concern (Nelson P,1970. Latouche K, Rainelli P and Vermersch D, 1998).

Consuming food, have great implications to human health. The importance between mutual relationships of certain groups of food-related risks is a less clear. It is greatly contributed to by the disagreement between the opinions of experts and perceptions of consumers (laymen).

The emerging effort to supply higher food safety and food quality has led to stricter safety specifications and a considerably increased number of quality assurance schemes both in an International and European Union (EU) level. Beyond the usefulness of those quality assurance schemes to the consumers, Production standards are set by the reassurance scheme and vary across different schemes, generally covering food safety and traceability, animal welfare and environmental protection. Members of a particular scheme can use the scheme's logo on their produce, and/or use a selected claim, to advertise to consumers that the merchandise has been produced to those standards, The "Q Mark" for food products is important. The producer who wishes to use this mark on his product is required to get formal approval. (Kirk-Wilson R, 2008).

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