

#### **KENYA BUREAU OF STANDARDS (KEBS)**



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By: PETER NAMUTALA - PRINCIPAL STANDARDS

**OFFICER** 



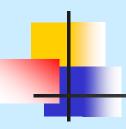
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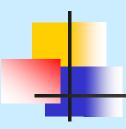
## **ABOUT KEBS**

- A statutory organization established in July,1974 by an Act of Parliament (Cap 496, laws of Kenya).
- Head office is at KEBS center, Nairobi with six regional offices and 4 functional divisions namely;
  - Standards Development Services.
  - Testing and Metrology (Measurement) Services
  - Quality Assurance and Inspection. (QA/I)
  - National Quality Institute (NQI)



## ABOUT KEBS Cont'd.

- Preparation of standards relating to products, measurements, materials, processes, etc.
- Promotion of these standards at national, regional and international levels.
- Certification/ Training(e.g. QMS,EMS,HACCP etc).



# ABOUT KEBS Cont'd.

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# Food standards, packaging, labeling & Barcoding

- Food standards
- Prepared by technical committees consisting of:
- Manufucturers,
- Consumer Organisations,
- Government ministries,
- Institutions of higher learning
- Research Bodies



- Appropriate containers inert to the food product
- Shelf life of product
- Convinience of transportation and storage
- Disposal after use
- Environmental friendly materials
- Recycling of packaging materials



# LABELLING & BARCODING

- Done in accordance to KS 40.( standard for labelling of food products)
- Labelling requires,
- Name of Product,
- Physical Location & address of the manufucturer,
- List of Ingredients,
- Date of Manufucture & Expiry
- Batch number
- Storage instructions



## FOOD STANDARDS DEVELOPMENT

- Copliance to the requirements i,e
- Chemical, Microbiological, labelling & organoleptic aspects
- National Standards eg Kenya Standards
- Regional Standards eg EAC,EEC
- Association Standards
- Developed standards approved by national standards Council,

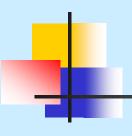


- Gazzetted
- Implementation by Quality Assurance
- Training & advisory services
- Enforcement
- Legal Actions
- Certification to relevant systems such as ISO 9000 QMS & ISO 22000 Food safety Management systems



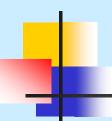
#### **FOOD STANDARDS**

- Maize Meal , Wheat Flour(Processed Cereals)
- Food Additives
- Fruit Juices,
- Dairy Products
- Meat Products
- Drinking Water
- Carbonated Beveranges
- Fermented Products



## PRODUCT CERTIFICATION

- A product standardization scheme based on section 10 of the Standards Act, Cap 496 of the Laws of Kenya.
- The scheme is being implemented by KEBS to ensure compliance of products (local & imported) with applicable Kenya Standards, EAC Stds, approved International Standards or other technical specifications.



## STANDARDIZATION MARKS

#### LOCALLY MANUFACTURED PRODUCTS (SM)

- Mandatory quality mark for locally manufactured products.
- Shows compliance with Kenya, EAC, International Standards or other technical specifications.

#### IMPORTED PRODUCTS (ISM)

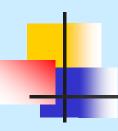
- Quality mark issued for compliant imported products:-
  - Food
  - Electrical & Electronics
  - Infant Ware
  - Toys



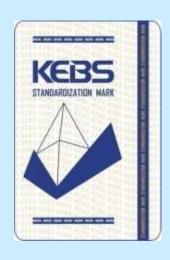
## S-MARKS Cont'd.

#### DIAMOND MARK OF QUALITY

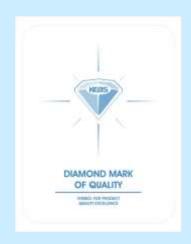
- Voluntary quality mark.
- Mark of excellence in quality.
- Over 200 D-mark issued locally/internationally.
- Products with the D-mark automatically qualify for the S-mark.



## THE STANDARDIZATION MARKS



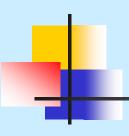
S-Mark



**D-Mark** 



**ISM** 



## **BENEFITS OF THE S-MARKS**

- Provides confidence to consumers on quality of products.
- Facilitates fair trade for Kenyan products within EAC countries and internationally through mutual recognition of standardization marks.
- Raises efficiency in manufacturing through development of quality systems.



- Reduces incidences of sub-standard products in the market.
- Raises consumer quality awareness.
- Raises manufacturer quality awareness.



## PRODUCTS COVERED

- Locally all products are covered with the exception of:-
  - Fresh Meats, Veterinary Medicines (Dept. of Veterinary).
  - ➤ Horticultural Products (FPEAK)
  - Pharmaceutical Medicines (PCPB)
  - Artifacts and Artwork
  - Flowers (Kenya Flower Council)



## **PRODUCTS COVERED Cont'd**

- Most Imported Products are exempted with the exception of:-
  - > Foodstuffs
  - Electrical & Electronics
  - Infant Wares
  - > Toys



# **APPLICATION**

- Application and payment of fee by manufacturer to nearest KEBS office.
- Inspection of manufacturing processes and sampling of products for tests by KEBS Technical Officers.
- Recommendation for issue of S-mark permit for complying products.
- Approval of application by the permits Standardization Committee (PSC).



# APPLICATION Cont'd.

- Issue of Permit to manufacturer.
- Manufacturer undertakes to adhere to terms and conditions of the KEBS Standardization Mark Scheme.
- The Permit is valid for one year.
- Only products showing continued compliance will qualify for renewal of the permit.



# S-Marks Impact on Business

- Provides fair competition in market
- Reduces incidences of sub-standard and counterfeit goods
- Expansion of potential markets
- Maintenance of existing markets



# S-Marks Impact on Business

- Prevention of sub-standard imports
- Maintenance of image of kenyan brands
- Enhanced consumer confidence
- Benchmarking with other countries quality marks



#### IMPACT ON ECONOMIC DEVELOPMENT

- Elimination and minimization of wastage (scarps, reworks, rejects)
- Growth of Business venture
- Reduction of risks in health safety and environmental issues
- Reduction in country's expenditure on health aspects



#### IMPACT ON ECONOMIC DEVELOPMENT

- Increased awareness on quality aspects by all stakeholders
- Enhanced international and regional trade i.e
  EAC,COMESA,EU,FAR EAST,AGOA etc.
- Assisting informal sector in quality issues
- Mutual trade agreements
- Better perception of quality of products



- Standardization marks streamline markets
- Food standards cover health & safety
- Food packaging significant for preservation of product
- Food labelling provides information to consumers, regulatory institutions and other stake holders,



## Conclusion Cont'd

- Barcoding is significant for product traceability.
- Create fairness in trade
- Distribution outlets are more informed about quality marks
- Manufacturers quality systems in place



# **CONCLUSION Cont'd**

- Compliance with other regulatory requirements e.g NEMA, Factories Act, Public Health Act e.t.c.
- Regulatory bodies controlling these products have mutual understanding with KEBS that they embrace quality aspects as per their mandates (Veterinary, Fresh Produce, Pharmacy and Pest Control Board)



