



KENYA BUREAU OF STANDARDS (KEBS)

A decorative graphic on the left side of the slide consists of a vertical black line intersecting a horizontal black line. To the left of the vertical line are three overlapping squares: a blue one at the top, a red one in the middle, and a yellow one at the bottom. To the right of the horizontal line is a white horizontal bar.

MALAWI OVOP DELEGATION TRAINING :PRODUCT CERTIFICATION SILVER SPRINGS, 11TH FEBRUARY 2013.

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).



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Food standards, packaging, labeling & Barcoding

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



PACKAGING

- Appropriate containers inert to the food product
- Shelf life of product
- Convenience 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 manufacturer,
- List of Ingredients,
- Date of Manufacture & Expiry
- Batch number
- Storage instructions



FOOD STANDARDS DEVELOPMENT

- Compliance 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,



Cont'd

- 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.



BENEFITS Cont'd.

- 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 enviromental 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



CONCLUSION

- 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)



THE END

Thank You