Practical steps to evaluate the superior quality

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How to demonstrate and follow the quality of SQL products

In addition to official guidelines published on Ministry of Agriculture website (http...)

Reminder: Proving the superior quality of the SQL product is a regulatory requirement in reference to the Decree on SQL:
- Article …
- Article…

As a SQL Association, key points to prepare the required elements of the application as regards the superior quality:

As an Association, the main question I need to address is « what makes my product superior in comparison with the core range product(s) on the market. I will determine then which are the most appropriate methods to prove it (sensory tests, analysis etc).

Step by step, I need to:

1/ Go through / summarize the knowledge I have of my product: on which criteria is my (future) SQL product of very good quality (among taste, texture, nutrition, freshness, ripeness, environmental friendly production, animal welfare, GMO free, sustainability etc) ?

2/ Determine the main characteristics of the core range product(s) called the standard product « usually commercialized » in the same consumer department / usually sold on the market and which the SQL product will be compared with.

3/ Deriving from points 1/ and 2/, establish the Identification Card of my product: i.e. a precise characterization of MY SQL product leading to a table showing precisely ‘what most importantly makes my SQL product superior IN COMPARISON with the Standard product’. (cf annex)

4/ Describe who is going to mainly use/consume my SQL product (customers – age, geographical area, sociology etc when relevant, or processors/manufacturers…)

5/ From the ID card of my product (3/ the table comparing main criteria with standard product), pick up the most interesting/relevant criteria for which my SQL product is superior/preferred and define the best methods to demonstrate it.

7/ Then contact the sensory laboratories, or analysis laboratories in order to check the procedures of testing and how best to organize them (type of testing, how they will be conducted, if customer panels, type of analysis if any etc, costs involved etc. )

8/ Have the chosen tests/analysis realized in order to validate the criteria and the superior quality of my SQL product IN COMPARISON with the relevant standard product on the market.
## ANNEX 1: CHARACTERIZATION TABLE: EXAMPLE OF HERBS OF PROVENCE LABEL
### ROUGE (extract / organoleptic part)

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Descriptor</th>
<th>Result</th>
<th>Positioning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aspect</td>
<td>Colour</td>
<td>Green</td>
<td>The label rouge product is greener than the Standard Product (SP).</td>
</tr>
<tr>
<td></td>
<td>Homogeneity</td>
<td>Little dust in the product</td>
<td>LR product contains less dust than SP</td>
</tr>
<tr>
<td></td>
<td>Purity</td>
<td>Few stems and foreign matters</td>
<td>LR product contains less stems and FM than SP</td>
</tr>
<tr>
<td>Aroma</td>
<td>Strength</td>
<td>Strong</td>
<td>LR product has a stronger aroma than SP</td>
</tr>
<tr>
<td>Essential oil content</td>
<td>Level</td>
<td>High</td>
<td>LR product has a higher essential oil content than SP</td>
</tr>
</tbody>
</table>