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# Innovations and strategic collaborations: AsureQualityâ??s commitment to food safety

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AsureQuality has actively worked on numerous innovative initiatives in 2024 to enhance food safety, sustainability, and lab technology advancements. Hereâ??s an overview of key projects and developments:

Sustainable Farm Lending: In collaboration with rural lenders, AsureQuality developed sustainability-linked loans and whole-farm sustainability loans aimed at promoting sustainable farming practices.

Partnership with MÃ©rieux NutriSciences: After Bureau Veritas exited the food testing market, AsureQuality and MÃ©rieux NutriSciences began advanced discussions about joint ventures in Southeast Asia and Australia, potentially expanding food testing services in these regions.

Advanced Lab Automation: AsureQualityâ??s Auckland Food Laboratory adopted cutting-edge digital plate interpretation technology in microbiology. This New Zealand-first technology enhances sample processing efficiency and accuracy, aligning with AsureQuality's digitalisation goals.

LEAF Marque Certification: As a newly approved LEAF Marque Certification Body, AsureQuality supports integrated farm management systems, focusing on sustainable and community-engaging farming practices.

Laboratory Expansion Project: To boost food safety and testing capacity, AsureQuality commenced a redevelopment project for its Auckland lab, including new automation technology and a dedicated â??people hubâ? to streamline workflows.

Nutritional and Bioactive Testing: The company expanded its testing services with Vitamin K2 analysis, essential for nutrition products, and offered A1/A2 Î²-caseins analysis, beneficial for dairy producers.

HMO and Lactose-Free Testing: New HMO testing capabilities and an AOAC-recognized lactose testing method were introduced, supporting the infant formula and lactose-free product markets.

Biosecurity Recognition: The biosecurity teamâ??s prompt action against an invasive grass species earned them a spot as a finalist in the New Zealand Biosecurity Awards.

These initiatives demonstrate AsureQualityâ??s commitment to driving innovation in food safety, environmental sustainability, and biosecurity, establishing it as a leader in these fields both in New Zealand and internationally.