

Yili enters into strategic collaboration with Qlip

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Chinese dairy company Yili has signed a Memorandum of Understanding (MoU) with the Dutch safety testing company Qlip. The signing took place by Zhang Jianqiu (Executive President Yili Group) and Jan Bobbink (CEO Qlip) during the official opening of Yili Innovation Centre in Europe in Wageningen.



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The partnership ties in with Qlip’s growth strategy and focuses on quality assurance and improvement of Yili’s dairy farms and transport and food safety of Yili’s dairy products in China. The aim of the cooperation is to establish an integral chain approach in China from water, feed, animal health, medication use, milk production, -storage to milk quality. Combining and integrating Yili Standards with Qlip’s Dutch Dairy Standards will lead to the best Farm management Standards globally.