



For participants indicating Austria as the  
region of origin



AMA QUALITY SEAL GUIDELINE

**BAKERY PRODUCTS**

DRAFT 25.7.2024

**DRAFT**

**Provisions for the manufacturing  
of bread and baked goods, fine baked goods and  
baking mixes**

## LEGAL NOTICE



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## FOREWORD

### ESTIMATED PROCESSORS!

This Guideline is part of a cross-level and voluntary quality assurance system. The 'Bakery products' Guideline regulates the key production, labelling and documentation steps as well as measures to ensure a high level of hygiene. The requirements are above the legal provisions and support the correct implementation of the required traceability of these foods.



The AMA Quality Seal Guideline 'Bakery products' aims at the following objectives:

- > **Continuous improvement of the quality and safety of bakery products through requirements that exceed legal provisions.**
- > **Naturalness of the products due to restrictions on the use of additives, colours and flavourings.**
- > **Transparency and traceable origins throughout the manufacturing process**
- > **Strengthening or further enhancing consumer confidence in the AMA quality seal through regular and independent inspections.**

The Guideline was developed by AMA-Marketing together with representatives of the baking industry and the food trade as well as representatives of the Austrian Federal Economic Chamber and adopted by the competent body. It was approved by the Federal Ministry of Agriculture, Forestry, Regions and Water Management and published by AMA-Marketing.

The AMA Quality Seal Program is open to all interested parties – no matter what economic level – if they meet the requirements. It respects the principle of non-discrimination under EU law. These requirements go beyond the obligations under the law and help implementation of the required level of food traceability.

The '2024 version' of this Guideline shall be valid from 1 January 2025.

If you have any questions on this Directive, please do not hesitate to contact us. We also welcome any suggestions for further improvements and practical implementation. Yours sincerely,



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## LIST OF ABBREVIATIONS

|                     |                                                                                                |
|---------------------|------------------------------------------------------------------------------------------------|
| AMA marketing       | Agrarmarkt Austria Marketing GesmbH (System Operator/Licensor)                                 |
| AT                  | Country identifier for 'Austria' according to EN 23166                                         |
| Federal Law Gazette | Federal Law Gazette                                                                            |
| BMSGPK              | Federal Ministry of Social Affairs, Health, Care and Consumer Protection                       |
| BRC                 | British Retail Consortium                                                                      |
| DIN                 | Deutsches Institut für Normung e.V. [German Institute for Standardisation]                     |
| EN                  | European standard                                                                              |
| EU                  | European Union                                                                                 |
| FSSC                | Food Safety System Certification                                                               |
| GAP                 | Good Agricultural Practice                                                                     |
| GFSI                | Global Food Safety Initiative                                                                  |
| GMO                 | Genetically modified organisms                                                                 |
| HACCP               | Hazard Analysis and Critical Control Points                                                    |
| i.d.g.F             | in the valid version                                                                           |
| IFS                 | International Featured Standard                                                                |
| IEC                 | International Electrotechnical Commission                                                      |
| ISO                 | International Organisation of Standardisation                                                  |
| CFU                 | Colony forming unit                                                                            |
| K.s.K.              | No visible colonies                                                                            |
| LEH                 | Food retailer                                                                                  |
| LMSVG               | Lebensmittelsicherheits- und Verbraucherschutzgesetz (Food Safety and Consumer Protection Act) |
| Best-before date    | date of minimum durability                                                                     |
| ÖLMB                | Austrian Food Codex [ÖLMB]                                                                     |
| SVHC                | Substances of Very High Concern                                                                |
| SCIP                | Substances of concern in articles as such or in complex objects (products)                     |
| VO (EC)             | Regulation of the European Community                                                           |
| VO (EU)             | Regulation of the European Union                                                               |



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## DEFINITIONS

|                               |                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|-------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Bakery products</b>        | <p>Products from doughs or masses that are usually from mixtures ground and shelled products with liquid components such as water, milk and suitable ingredients such as sugar, eggs and egg products, manufactured by baking, roasting or drying.</p> <p>Bakery products may also be filled or coated, such as 'Topfenstrudel' (Austrian-cheese strudel). Baked meat products and other baked catering products are not bakery products.</p> |
| <b>Baking agents</b>          | Mixtures of ingredients (foodstuffs including additives) intended to facilitate or simplify the manufacture of bakery products, to compensate for the changing processing properties of the raw materials and to influence the quality of bakery products.                                                                                                                                                                                    |
| <b>Baking mixture</b>         | A ready-to-bake mixture in powder form consisting of the ingredients required for a dough.                                                                                                                                                                                                                                                                                                                                                    |
| <b>Business premises</b>      | All policy-relevant facilities of the licensing companies, such as production facilities, storage facilities, offices.                                                                                                                                                                                                                                                                                                                        |
| <b>Batch</b>                  | A procedurally uniform, determinable and demarcatable set of products recognised as coherent by reason of their origin and labelling (e.g. lot/batch number, date of production, date of best-before) or designated as coherent by the holder.                                                                                                                                                                                                |
| <b>Self-monitoring</b>        | Inspections to be carried out and documented by licensees themselves at critical points in the establishment. These can also be carried out by other companies on behalf of the licensees (e.g. pest control).                                                                                                                                                                                                                                |
| <b>Initial inspection</b>     | Potential participants must undergo an initial check prior to the conclusion of the license agreement. Adequate existing audits can be recognised.                                                                                                                                                                                                                                                                                            |
| <b>External inspections</b>   | Inspections carried out not by the licensees themselves, but rather by a neutral, independent and accredited inspection agency approved by AMA-Marketing.                                                                                                                                                                                                                                                                                     |
| <b>Cereals</b>                | Collective term for annual plants species grown for agricultural purposes belonging to the sweet-grass family (botanical name: Gramineae) and bearing single-seeded fruits known as grains. Cereals also include pseudo-cereal species, mutatis mutandis.                                                                                                                                                                                     |
| <b>Semi-finished products</b> | Pre- and baking mixes, ready-made mixtures, part-baked dough and similar semi-finished products purchased, but not pure mixtures of cereals or grains and products produced and subject to a break in fermentation on the establishment's own premises.                                                                                                                                                                                       |
| <b>Main ingredient</b>        | In the case of processed foods containing more than one ingredient, the ingredient (excluding water) which represents the largest proportion in                                                                                                                                                                                                                                                                                               |

|                                         |                                                                                                                                                                                                                                                                                                    |
|-----------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                         | terms of volume.                                                                                                                                                                                                                                                                                   |
| <b>Manufacturers of bakery products</b> | Companies which produce finished or semi-finished bakery products by mixing, kneading and moulding ingredients, but not those carrying out only the baking process and, where appropriate, selling the bakery products.                                                                            |
| <b>Homogeneous product group</b>        | A grouping of similar products that are comparable in terms of production or composition (e.g. milled and peeled products).                                                                                                                                                                        |
| <b>Combined audit</b>                   | A check in which two or more quality standards are checked at the same time.                                                                                                                                                                                                                       |
| <b>Preservatives</b>                    | Substances that extend the shelf life of foods by protecting it from the harmful effects of micro-organisms or from the growth of pathogenic micro-organisms.                                                                                                                                      |
| <b>Preservation agents</b>              |                                                                                                                                                                                                                                                                                                    |
| <b>Foodstuffs</b>                       | Any substance intended or reasonably expected to be ingested by humans in a processed, partially processed or unprocessed state.                                                                                                                                                                   |
| <b>Food trade</b>                       | All food businesses covered by the Austrian Food Retail Industry Ordinance [Lebensmittel-Einzelhandelsverordnung].                                                                                                                                                                                 |
| <b>Imitation foods</b>                  | Products that imitate another product in order to be broadly similar in taste and appearance.                                                                                                                                                                                                      |
| <b>Food Businesses</b>                  | All undertakings carrying out an activity related to the production, processing and distribution of foodstuffs, whether public or private and whether or not they are aimed at profit.                                                                                                             |
| <b>Licensees</b>                        | All those who have entered into a contract with AMA-Marketing for the marketing of AMA Quality Seal products. With the license agreement, they receive the right of use (licence) to use the protected "AMA Quality Seal" word and image trade mark.                                               |
| <b>Ground and shelled material</b>      | Raw material or food grain made from cereals (wheat, rye, triticale, maize, barley, oats, millet, rice, wild rice, buckwheat, amaranth, quinoa) which, in line with good manufacturing practice, has been removed from constituents which are not basic cereal of unimpaired quality (impurities). |
| <b>Ground and shelled products</b>      | All products manufactured from ground or shelled material by mechanical treatment or processing, such as shelling, polishing, squeezing, crushing (cutting, gentle crushing, grinding), sieving and intended for human consumption.                                                                |
| <b>Primary ingredient</b>               | An ingredient or ingredients of a food that represent more than 50 % of that food or which are usually associated with the name of the food by the consumer and for which in most cases a quantitative indication is required (as per Regulation (EU) No 1169/2011).                               |
| <b>Pseudocereals</b>                    | Grain fruits of plant species not belonging to the family of sweet grasses. Although they do not have their own baking properties like wheat or rye, they are otherwise used in a similar way to cereals. Among the most well-                                                                     |

|                              |                                                                                                                                                                                                                  |
|------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                              | known pseudo-cereals are buckwheat, amaranth and quinoa.                                                                                                                                                         |
| <b>Office audit</b>          | Review and assessment of the performance of a testing, inspection and certification body in the office (office audit).                                                                                           |
| <b>System operator</b>       | AMA/Marketing acts as a system operator by offering a specification (system) for operators related to grains and its products. As the licenser, AMA-Marketing also grants the right to use the AMA Quality Seal. |
| <b>Anti-caking agents</b>    | Substances which reduce the tendency of individual particles of a foodstuff to adhere to one another.                                                                                                            |
| <b>Meta-monitoring</b>       | Inspections carried out by AMA-marketing itself or on its behalf at the licensees to monitor the external inspection (inspection of inspection).                                                                 |
| <b>Prohibited substances</b> | Substances which may not be used to protect animal and human health.                                                                                                                                             |
| <b>Witness audit</b>         | Review of the performance and capacity of the auditors and the monitoring and certification body. In practice, the auditors or the audit team are usually supervised.                                            |

## STRATEGIC APPROACH

- > The AMA Quality Seal is an officially approved quality mark that AMA-Marketing awards for the labelling of agricultural products, and products made from these, that can demonstrate high quality, a traceable origin and independent monitoring.
- > The AMA Quality Seal can be awarded to food if specific AMA Quality Seal Directives are in place and the products comply with the provisions and quality requirements of the respective Directive recognised by the Federal Ministry of Agriculture, Forestry, Regions and Water Management (BML).
- > AMA-Marketing lays down the provisions for granting the rights to hold the protected AMA Quality Seal with various indications of provenance in the AMA Quality Seal Directives. The basis for granting the right to use mark is compliance with the specific Quality Seal Directive and the conclusion of a licence agreement with AMA-Marketing.
- > The AMA Quality Seal is an indicator of participation in this voluntary quality scheme, which stipulates and systematically monitors a wide range of criteria according to product range and risk – from farm to fork – in specific Quality Seal Guidelines for each manufacturing or marketing stage.
- > Under no circumstances should the AMA Quality Seal convey the impression that the requirements meet the legal provisions of organic farming. For the labelling of organically produced foods, AMA Marketing issues a separate mark, the AMA Organic Seal.
- > The strategic orientation of the AMA Quality Seal Guideline is based on the following three pillars: High quality, traceable provenance and independent inspection.
- > Even if compliance with legal requirements must be complied with by all manufacturers and regardless of the AMA Quality Seal Program, individual legal requirements are expressly stated in the Directive as production requirements. As explicit directive requirements, they are also part of the AMA Quality Seal controls, which contributes to ensuring the quality of the products.

### 1. High quality

#### Food quality

- > Food bearing the AMA Quality Seal must comply with the legal provisions, the relevant product-specific guidelines laid down in the Austrian Food Code (ÖLMB) and the AMA Quality Seal Guideline criteria.
- > In justified cases and on request, the requirement for conformity with the ÖLMB may be waived (e.g. in the case of new product developments). The licensee's application must include a complete AMA Quality Seal product analysis, a viability report, a copy of the application for codification under the ÖLMB and proposals for chemical and microbiological criteria. AMA Marketing may issue a limited transitional provision based on the documents submitted until the Codex Subcommittee makes a decision.
- > Food quality is crucial to ensuring excellent taste. The AMA Quality Seal Program therefore contains essential criteria for quality (e.g. sensory criteria) in the respective product-specific provisions in order to meet consumers increased expectations of AMA Quality Seal products.

**Natural purity**

- > The expectation of consumers connects quality with 'nature' in production. The AMA Quality Seal therefore sets corresponding product-specific requirements in the Quality Seal Directive. They relate partly to agricultural production (e.g. pesticide analyses), but also to working and processing (e.g. prohibition of the use of certain additives).

**Hygiene level**

- > With the AMA Quality Seal, the aspect of a high level of hygiene of products and production facilities is of great importance. Implementation must take into account the fact that various foods have different risks because of specific product properties and production methods. As a result, in addition to 'good manufacturing practice' and measures to prevent health hazards to consumers (e.g. HACCP), the specific requirements of the chapter C of this Quality Seal Directive may provide more detailed provisions.

**Environmental protection**

- > Consumers expect food to be produced in compliance with the applicable environmental regulations. The AMA Quality Seal programme therefore attaches importance to ensuring that food production methods are sustainable.

**Other provisions**

- > The AMA Quality Seal may not be used if food consists of or is produced from genetically modified organisms (GMOs) – or contains ingredients produced from GMOs – which are subject to mandatory labelling pursuant to Regulation (EU) No 1829/2003 as amended.

## **2. Traceable origin**

**Declaration of origin**

- > The traceable origin is becoming more and more demanded by consumers. Therefore, with the AMA Quality Seal, the origin of a food must be traceable and a clear labelling of this origin must be carried out. The indication of a specific origin refers either to a region, be it a federal state (e.g. Tyrol, Bavaria), to a State (e.g. Austria, France), or to a homogeneous geographical area spanning several federal states or States (e.g. Tauern region, Alpine region, European Union). Indications of provenance in themselves have no compelling influence on the internal quality of a product. The term "domestic" used in a guideline means the region of origin indicated in the AMA Quality Seal (e.g. "AT" for Austria or "EU" for the European Union). A general description (e.g. 'Europe', international) can be used instead of the region designation above.
- > The region of origin is identifiable in the symbol by the colours of the 'brushwork' and the wording in the oval field on a white background (for example Austria: red brushwork and the designation 'Austria'). If the use of regional or country colours is not possible (e.g. for different raw materials with different origins or processing sites), the 'brush strokes' of the sign must be carried out in black or in a shade of grey.

### **Traceability**

- > The AMA Quality Seal places the traceability of raw materials and food production in the foreground. This traceability of the raw material components and the handling and processing sites must be ensured by means of documentation.

### **3. Independent inspection**






- > The verification of compliance with the AMA Quality Seal Guidelines as well as the other relevant and applicable provisions is subject to a three-stage inspection system. Building on in-house inspections, to be carried out or commissioned by the company itself, and on external inspections by independent inspection bodies/laboratories approved by AMA Marketing, supervisory inspections directly commissioned by AMA Marketing form the top of the inspection pyramid. This comprehensive procedure ensures compliance with the AMA quality seal criteria.

## B GENERAL REQUIREMENTS

### 1. Scope

- > This Guideline describes a voluntary quality assurance system for establishments producing bakery products. These Guidelines lay down requirements for participating establishments.
- > This Directive is part of integrated (incremental) quality assurance systems. It ensures a continuous quality control and inspection in every stage of the production chain. For example, the value chain of bakery products is shown below.

#### Stages of the Value Chain

|   | Stage                                                                                                                                                     | Programme                                                           |       |
|---|-----------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|-------|
| 1 |  Farming business<br>(agricultural producer's business)                  | AMA Quality Seal Directive<br><b>'Farm crops'</b>                   |       |
| 2 |  Agricultural trade                                                     | AMA Quality Seal Directive<br><b>'Agricultural trade and mills'</b> |       |
| 3 |  Mills                                                                 |                                                                     |       |
| 4 |  Bakeries,<br>flour/grain processors,<br>Manufacturers of baking mixes | AMA Quality Seal Directive<br><b>'Bakery products'</b>              | SCOPE |
| 5 |  LEH or other sales offices                                            |                                                                     |       |

- > If a food is labelled under an AMA quality seal programme (e.g. bread and baked goods), all stages of the value chain must be involved and take place in the region indicated. A region (e.g. a federal state, a homogeneous geographical area spanning several federal states or States, such as Pannonian basin, European Union or a general description (e.g. Europe, international) may be used as an indication of origin.
- > For example, if the red-white-red AMA Quality Seal with the regional designation 'Austria' is used, the product must have been grown, harvested, stored, prepared and processed in Austria.
- > The provisions of this Guideline shall apply mutatis mutandis to bakery products which are placed on the market unfinished (e.g. unbaked, deep-frozen).

### 1.1 Responsibility

- > The licensee is responsible for complying with the applicable legal provisions and the AMA Quality Seal requirements under this Directive. This concerns in particular regular self-monitoring measures, including complete and correct documentation.



## 2. Participation conditions

### 2.1 Licence agreement

- > All companies that produce, identify, trade and, where appropriate, market under the provisions of this Guideline require the conclusion of a license agreement with AMA-Marketing and comply with the requirements of this Guideline and the applicable legal provisions. A license agreement may include several company locations. Further information can be found on the website [www.amainfo.at](http://www.amainfo.at).

### 2.2 Inspection contract

- > Furthermore, licensees have to, before concluding a contract with a control body approved by the AMA-Marketing (see list below) [www.amainfo.at](http://www.amainfo.at)) conclude an initial inspection contract and the annual on-site inspection.

### 2.3 Initial inspection and product analyses

- > An initial inspection (external operational inspection) must be carried out prior to the conclusion of a licence agreement. The contract is concluded only when there is a positive result of the initial inspection, which is then recognised as the first annual control for the current year. In addition, at least one article per homogeneous product group must be examined in a laboratory approved by AMA-Marketing in accordance with the licence agreement. If the results meet the requirements, the products may be marketed with the AMA quality seal.

### 2.4 Disclosure of general operating data

- > Prior to the conclusion of the contract, all participants must provide information about the company, the premises, storage and production as well as the contact person to AMA-Marketing.

### 2.5 Contract producers

- > If AMA Quality Seal products are produced by a contract producer or private label manufacturer, the contract producer must also be integrated into the AMA Quality Seal Program beforehand with a license agreement. The sample for product analysis is obtained from the contract production client, not from the contract producer.

## 3. Provenance

- > The region is the region named in the seal. All working and processing steps take place in this region. Furthermore, the main ingredient and the ingredients referred to in Chapters C “Special requirements” and D “Product-specific requirements” come from that region. Primary ingredients not originating from the region indicated in the seal must be labelled as per Regulation (EU) 2018/775.

## 4. Use of signs and labelling

### 4.1 Obligation to label documents accompanying the goods

- > The AMA Quality Seal bakery products must be clearly traceable on the basis of the accompanying documents (e.g. delivery notes, invoices) if they are marketed as AMA Quality Seal goods.
- > The right to label or market bakery products as AMA Quality Seal products must be acquired in the form of a valid licence agreement with AMA-marketing.



The marking on compliance with the AMA Quality Seal Directive is composed of 'AMA' and the respective region of origin (e.g. 'AMA' for Austria, 'DE' for Germany).

**For Austria, the labelling therefore reads as follows: "AMA-AT"**

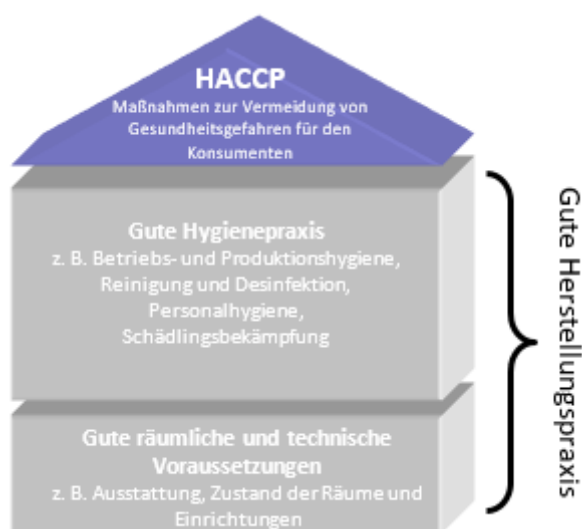
### 4.2 Consistent article designation and documentation system

- > Licensees must set up a continuous article designation and documentation system to ensure clear identification and traceability of AMA Quality Seal goods at all process stages.

## 5. Good manufacturing practices and HACCP

### 5.1 Hygiene house diagram

- > On the basis of the legal requirements and in accordance with the Codex Alimentarius 'General Principles of Food Hygiene' ([www.fao.org/fao-who-codexalimentarius](http://www.fao.org/fao-who-codexalimentarius)), food enterprises must establish, maintain, and continuously improve 'good manufacturing practice' as well as measures to prevent consumer health hazards (HACCP) (Figure 2).



HACCP

HACCP

|                                                                                                           |                                                                                                  |
|-----------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|
| Maßnahmen zur Vermeidung von Gesundheitsgefahren für den Konsumenten                                      | Measures to prevent health risks for consumers                                                   |
| Gute Hygienepraxis                                                                                        | Good hygiene practice                                                                            |
| z. B. Betriebs- und Produktionshygiene, Reinigung und Desinfektion, Personalhygiene, Schädlingsbekämpfung | e.g. operating and production hygiene, cleaning and disinfection, personal hygiene, pest control |
| Gute räumliche und technische Voraussetzungen                                                             | Proper spatial and technical conditions                                                          |
| z. B. Ausstattung, Zustand der Räume und Einrichtungen                                                    | e.g. equipment, condition of the spaces and facilities                                           |
| Gute Herstellungspraxis                                                                                   | Good manufacturing practice                                                                      |

Figure 2 Schematic representation of the 'Hygiene house'

- > Good manufacturing practice must comprise the following areas:

## 5.1 Good hygiene practice

### Production hygiene

- > Raw materials and product specifications
- > Assessment/selection of suppliers
- > Incoming goods, intermediate and end product inspection
- > Manufacturing and work instructions
- > Water tests
- > Temperature monitoring
- > Storage and product treatment
- > Separating clean and unclean areas
- > Regular product analysis

### Cleaning and disinfection

- > Drafting a cleaning and disinfection plan for all areas (When? With what resources? What is it? Who? Etc.)
- > Documentation of cleaning and disinfection carried out

### Personal hygiene

- > Plant-specific personal hygiene rules
- > Wearing protective clothing and headgear
- > Sanitary, social and cloakrooms
- > Staff training and on-the-job training

### Pest control

- > Qualified authorised persons/enterprises
- > Map of the indication
- > Regular inspection depending on infestation

- > Documented pest control measures

## 5.2 Good spatial and technical conditions

- > Design and equipment of the operating and storage rooms
- > Condition of walls, ceilings and floors
- > Sufficient separation of operations and production lines (prevention of cross-contamination)
- > Water supply and disposal
- > Ventilation and air-conditioning
- > Maintenance and upkeep of technical systems

## 5.3 In-house inspection system in accordance with HACCP

- > Building on the requirements of “good manufacturing practice”, the company has to establish an in-house inspection system in accordance with the following principles of a HACCP concept. The aim of the HACCP concept is the prevention and control of the specific consumer health hazards for the respective CCP (critical control point).

## 5.4 Seven principles of an HACCP concept

- (1) Identify and weight all physical, chemical and microbiological hazards that must be prevented, eliminated or reduced to acceptable levels.  
All food-related health hazards must be assessed for potential severity of the damage to health and likelihood of occurrence. The method used must be described in detail and the results must be documented.
- (2) Identify the critical control points (CCPs) at the step or steps at which control is essential to prevent or eliminate a hazard to consumer health or reduce it to acceptable levels.
- (3) Establish limit values at critical control points which separate acceptability from unacceptability, for the prevention, elimination or reduction of identified hazards.
- (4) Establish and implement effective monitoring procedures at critical control points.
- (5) Establish corrective action when monitoring indicates that a critical control point is not under control.
- (6) Establish procedures to verify that the measures outlined in points (1) to (5) are complete and working effectively. The HACCP plan must be reviewed — and updated if necessary — at least once a year.
- (7) Establish documents and records commensurate with the nature and size of the businesses to demonstrate the effective application of the measures set out in points (1) to (6).

## 5.5 HACCP concept for each product

- > The HACCP concept must include every product, process line and processing site.

## 5.6 Training of employees

- > Employees must be demonstrably informed of and appropriately trained to use the inspection system based on HACCP principles.

## 5.7 Allergy management

- > If products contain allergens which must be labelled in accordance with Annex II to Regulation (EU) No 1169/2011, the prevention of cross-contamination must be ensured according to the state of science and technology. Spot-checks must be conducted to validate any cleaning after the processing of allergenic ingredients. Allergenic foods must be declared in accordance with the provisions of the law.

# 6. Packaging

## 6.1 Declarations of compliance for packaging

- > In accordance with the requirements of Regulation (EC) No 1935/2004 and Regulation (EU) No 10/2011, 'declarations of compliance' must be available for all packaging of AMA quality seal products. These must be issued by the packaging manufacturers (suppliers) and must feature the legally required indications (e.g. as per Annex IV of Regulation (EU) No 10/2011).
- > Based on the declaration of conformity, the food business operator ensures that the packaging:
  - meets the current provisions of the law;
  - is suitable for the intended or planned use (e.g. film is suitable for packaging vegetables); and
  - has been checked for possible contaminations and hazards (interactions) for the product and consumers, and corresponding current test results (e.g. migration tests) are available from the packaging manufacturer/supplier.

## 6.2 Traceability of packaging material

- > Traceability must be guaranteed for packaging materials that come into direct contact with food. Licensees must ensure that it is possible to trace from which company the packaging was obtained and to which company it was supplied. Traceability must be checked regularly.

## 6.3 Information on substances of very high concern (SVHC) in packaging

- > The supplier of a product containing one or more SVHCs in a concentration of more than 0.1 % by mass is required to provide information within 45 days in accordance with Regulation (EC) No 1907/2006 Article 33 (2) (REACH Regulation) at the request of the consumer. On a case-by-case basis, the obligation depends on the property of the product and whether the product contains a substance in the candidate list. If this is the case, the manufacturers of the packaging material are obliged to record this product, including the SVHC, in the SCIP database<sup>1</sup>.

<sup>1</sup> <https://echa.europa.eu/en/scip>

## **7. Documentation**

### **7.1 General and up-to-dateness**

- > Compliance with the criteria and traceability of the Directive must be ensured by means of documentation and controls. Licensees must ensure that all documents, records and information which are decisive for the safety, legality and quality of the products in accordance with the Guideline are in place and are used effectively.
- > All required documents (including AMA Quality Seal Guideline) must either be physically available in the current version or it must be announced on request where they can be viewed.

### **7.2 Batch recall plan and crisis management**

- > The licensee must draw up an internal batch recall instruction. This includes clear regulation of responsibilities and ensures that affected customers are informed as soon as possible (in any case within 24 hours of the decision on retrieval) (crisis management). All recalls must be documented. The contact details of AMA-Marketing, including contact persons, are to be stored in the crisis plan. AMA-Marketing must be informed immediately in the event of a batch recall.
- > Blocked goods must be properly identified and disposed of if necessary. These processes must be documented.

### **7.3 Three-year retention period**

- > Unless any other specific requirement of this Directive provides for a different period of time and the legislation does not provide for longer periods, all documents demonstrating compliance with this Directive shall be kept at least three years from the end of the year in which they were drawn up.

### **7.4 Complaints**

- > It is necessary to define procedures for dealing with complaints (e.g. from buyers, consumers). All complaints and complaints are registered and evaluated. In order to prevent repetition as far as possible, preventive measures will be taken if this is possible and effective. They must be documented. Work instructions in this regard must be on the premises.

### **7.5 Electronic documentation**

- > The required documentation need not be on paper: it may also be in electronic form. It must be up-to-date, accessible and printable at any time and must be presented at the request of the control body.

## **8. Traceability**

### **8.1 Supplier list**

- > The licensee must keep an up-to-date overview of their suppliers and the products they supply.

## 8.2 Continuous inspection upon goods acceptance

- > When goods are accepted, the food enterprise must check whether the corresponding quality and provenance notes on delivery notes as well as the labelling (e.g. labelling, confirmation of provenance) are fully present and match the delivered goods.
- > Only raw materials and ingredients that do not show obvious quality deficiencies may be used in the AMA Quality Seal Programme.

## 8.3 Undertaking to conduct in-house inspection – Assessment of suppliers

- > As part of the in-house inspection system, licensees must ensure that agreements made with suppliers are correctly implemented. To this end, licensees shall carry out random checks ('audits') of suppliers.

## 8.4 Traceability system

- > A traceability system must be set up and applied. The system must enable tracing of ingredients used in products (with batch numbers, BBDs, etc.).
- > The licensee must set up a batch formation system. Instructions on how a batch is composed and how the formation takes place must be in writing in the company. Staff must be regularly trained or made aware of this in a verifiable process.

## 8.5 Traceable flows at any time

- > Continuous records of the flows of AMA Quality Seal products must be kept in which all incoming, in-house and outgoing flows of goods and flows of volumes are clearly comprehensible to third parties. The essential data (supplier, customer, product, quantity, etc.) must be forwarded to the licensor and the inspection body at any time (within a reasonable period).

## 8.6 Test traceability regularly

- > Licensees must test the traceability system (from the raw material to the end product and from the end product to the raw material) on a regular basis and at least once a year. These checks must be documented.

## 8.7 Assigning the articles as an AMA Quality Seal product

- > Manufacturers of foods bearing the AMA Quality Seal must in their internal product management apply article designations or numbers with which an 'AMA Quality Seal product' can be clearly identified and assigned (e.g. by means of its own item number ranges for AMA-GS or AMA-GS in the item name). These item names or numbers must be indicated on the accompanying documents (invoice or delivery note). A name in conjunction with a footer is possible.
- > The accompanying documents must clearly indicate the provenance of the AMA Quality Seal products (illustration of the label with indication of provenance, designation AMA-GS "AT" etc.).

## 9. Monitoring

### 9.1 Monitoring system

- > The control system consists of a three-stage control, which consists of the following:

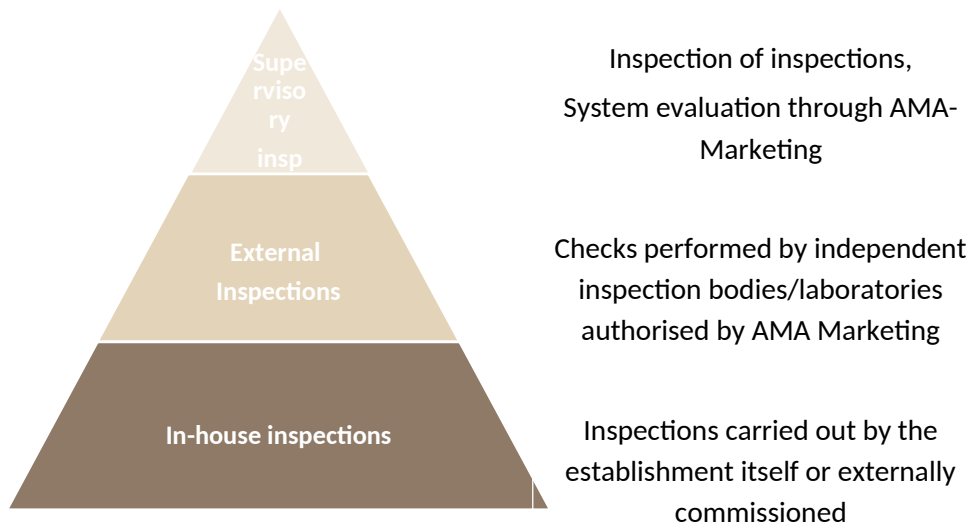


Figure 3: Monitoring pyramid

### 9.2 Self-monitoring

- > Licensees shall, as part of a self-evaluation, regularly check compliance with the requirements of this Guideline and carry out and document regular self-monitoring. For this purpose, the company has to establish procedures (e.g. operating instructions for the transfer of goods), to instruct the employees accordingly and to check compliance on a random basis.





A self-monitoring check shall be carried out and documented by the establishments.

### 9.3 External Inspections

#### **Commissioning an inspection body or laboratory**

- > The external controls and any product analyses shall be carried out by an ISO/IEC 17065 accredited inspection body approved by AMA-Marketing and an ISO/IEC 17025 accredited laboratory for product analyses commissioned by the licensee. The approved control bodies and laboratories are available at [www.amainfo.at](http://www.amainfo.at). The inspection bodies are responsible for conducting tests and shall transmit the results to AMA Marketing.

#### **Frequency of on-site inspections**

- > The annual external inspections are used for traceability and to ensure quality production in terms of the organisational, technical and hygienic standard. Compliance with the requirements of this AMA Quality Seal Directive is checked. In this context, product samples can also be taken and analysed.

#### **Scope of inspections**

- > If it requires the control of compliance with the AMA Quality Seal Directive, the control body is entitled to include the entire handling or production process in the control. The necessary access to the production and storage sites shall be granted for the inspection.

#### **Audit report of the on-site inspection**

- > For each on-site inspection, a verification report shall be drawn up by the control body from which the controlled establishment receives a duplicate or a copy. In addition to any deviations detected, the inspection report must also include the corrective measures to be taken by the establishment and, if necessary, a deadline for their implementation. In this context, follow-up checks may also be specified. The inspection report shall be entered in the database of AMA-Marketing

#### **Corrective measures during on-site inspections**

- > If the inspection body or the system operator requests corrective measures, the licensee must implement them as soon as possible. If a large number of corrections are required, licensees must submit a corresponding action plan, including deadlines for implementation.

#### **Follow-up based on results of on-site inspections**

- > In the course of follow-up checks, the inspection body must focus on the implementation of the measures to eliminate deviations.

#### **Product analyses**

- > Product analyses check for legally correct labelling (only on packaged goods for delivery to final consumers), conformity with the ÖLMB, proper depiction of the AMA quality seal and the

chemical/physical, microbiological and sensory criteria. The latter are defined in the product-specific requirements.

- > Licensees must contract accredited laboratories approved by AMA-Marketing to carry out product analyses (see: [www.ama.info.at](http://www.ama.info.at)). The articles to be examined per homogeneous product group are obtained from AMA-Marketing.
- > If one or more additional homogeneous product groups are to be included in the AMA Quality Seal programme, a notification to AMA-marketing must be made. A precondition for the affixing of the AMA Quality Seal on the article is an initial analysis of at least one article of this homogeneous product group (it must be ensured that this product analysis is commissioned as a first analysis). Only if the product analysis meets the requirements may the AMA Quality Seal be used.

### **Re-sampling of product analyses**

- > If the values laid down in this Guideline are exceeded, three repeat samples must be examined separately for microbiological, chemical/physical and sensory criteria, provided that the relevant legislation<sup>2</sup> does not provide for a higher number. Analyses of repeat samples only need to examine the non-compliant criteria.
- > If the marking does not comply with the legal requirements, it must be amended in such a way as to ensure compliance with the relevant rules.

### **Laboratory reports**

- > The results of product analyses and post samples must be submitted by the laboratory to AMA-Marketing. If the results do not meet the product-specific AMA Quality Seal criteria, the food business operators must take corrective measures. If the discrepancies affect food safety, the contracted laboratory and the establishment must notify AMA-Marketing immediately.

### **Scope of supervisory inspection**

- > Licensees have to allow AMA-Marketing or the supervisory inspection body it has commissioned to carry out an unrestricted supervisory inspection during business and operating hours. Licensees must provide all records and evidence necessary to check compliance with the AMA Quality Seal Directive. The necessary access to all production and storage sites must be granted for the inspection. As part of the supervisory inspection, samples may be taken and photos taken.
- > The licensee is granted the possibility of examination in a freely selectable accredited control laboratory by leaving a sealed counter-sample.

### **Witness and office audit**

- > One form of over-control is 'witness audits' and 'office audits' in control bodies and laboratories. Inspection bodies are either accompanied in their work or the verification is carried out on the basis of the documentation in the office.

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<sup>2</sup> e.g. Commission Regulation (EC) No 2073/2005 on microbiological criteria for foodstuffs

## 10. Miscellaneous

### 10.1 Compliance with relevant legal provisions

- > All participating companies have product-relevant compliance with both the existing legal and the provisions of the AMA Quality Seal Directive. Any corrective measures and sanctions are governed by the provisions of the licensing agreement on the use of the AMA Quality Seal.

### 10.2 Obligation to provide information

- > In the event of a crisis, AMA Marketing must be informed immediately. The licensee is responsible for classifying the situation as a crisis. In any case, there is a duty to provide information in the following cases:
  - Withdrawal of a recognised certificate
  - Public recall of an article with the AMA quality seal
  - Detection of serious breaches of provisions of the law during supplier audits

### 10.3 Silent recall for serious labelling defects

- > Articles bearing the AMA Quality Seal must be withdrawn by silent recall in case of obvious labelling defects which could endanger the integrity of the AMA Quality Seal, such as a false designation of provenance. AMA Marketing must be informed immediately.

### 10.4 Current AMA Quality Seal article list

- > At least once a year, a current article list of all AMA Quality Seal products must be sent to the following e-mail address according to the requirements of AMA-Marketing: [pruefberichte@amainfo.at](mailto:pruefberichte@amainfo.at).
- > If new products are labelled with the AMA Quality Seal, AMA-Marketing must be given an updated article list within twenty calendar days.

### 10.5 Recognition of equivalent standards

- > Audits of GFSI-recognised standards (e.g. IFS Food, BRC Food, FSSC 22000) may be recognised for the item “Good Manufacturing Practice and HACCP” during the annual on-site inspection for the AMA Quality Seal, provided that
  - the valid certificate and the last inspection report of the relevant standard are submitted during the on-site inspection or transmitted to the inspection body; and
  - there are no obvious deficiencies in operational and production hygiene, personnel hygiene, structural and technical requirements and pest control which could pose a risk to food safety.
- > If, despite an existing certification of a GFSI-recognised standard, deficiencies in operating and production hygiene, personnel hygiene, structural and technical requirements as well as pest control are detected, the AMA Quality Seal inspection can be extended for overall inspection or a follow-up check can be carried out without recognition of points.
- > AMA Marketing also reserves the right to not recognise certificates in the event of obvious defects (e.g. hygiene defects) or to insist on a complete on-site inspection by the inspection body of AMA Marketing in the event of compliance with the above-mentioned conditions.

### **10.6 Recognised quality schemes**

- > Within the framework of a quality programme recognised by AMA Marketing, the AMA Quality Seal may be awarded even if individual criteria of the submitted programme do not fully comply with the specific requirements, but other measures ensure that the final product is at least equivalent to the requirements set out in the Guideline and meets consumer quality expectations.

### **10.7 Amendment of the Directive**

- > Changes to the Directives may be made only following a decision by the expert panel. Decisions of the expert panel affecting the content of the Guideline shall apply as part of this AMA Directive. They shall be complied with and implemented by licence holders from the date of entry into force of this Decision.
- > Changes will be notified to licence holders in writing and will also be published on the AMA Marketing website. These decisions will be periodically incorporated into the Directive and published with a new version after official approval.

### **10.8 Temporary Transitional Provisions**

- > In justified individual cases, AMA Marketing may use a standardised procedure to grant temporary transitional regulations which differ from individual requirements in the AMA Quality Seal Guideline 'Bakery products'. In such cases, the spirit and purpose of the Guideline shall also be observed in all material respects.

## C SPECIAL REQUIREMENTS

### 1. General

#### 1.1 Austrian Food Code (ÖLMB)

- > The AMA Quality Seal may only market products that meet the legal requirements, the product-specific requirements of the ÖLMB and the criteria of this AMA Quality Seal Guideline.

#### 1.2 Final product monitoring

- > At least one article per homogeneous product group must be analysed per half-year unless otherwise specified in the product-specific requirements. Where only one article is produced in a homogeneous product group, an annual analysis is sufficient.
- > The classification of homogeneous product groups is carried out by AMA-Marketing (see [www.amainfo.at](http://www.amainfo.at)).

##### Partial reports

- > In the case of products with a minimum durability period (DMD) of more than forty days, a partial test report of those studies to be carried out at the time of receipt of the samples must be submitted to AMA Marketing if
  - deviations are detected in the course of product analyses; or
  - an initial analysis for a new product group is carried out.
- > After completion of all investigations, a final test report must be submitted containing all the product criteria examined (including those of the partial test report). Both reports shall set out the detailed results of the investigations.

##### Tolerances in the chemical/physical criteria of product analyses

- > For limit values *with* tolerance data, measurement uncertainties associated with the measured value have already been taken into account. Therefore, no additional measurement uncertainties are taken into account in assessing whether the tolerance range is respected.
- > For limit values *without* tolerances, a deviation in the extent of the measurement uncertainty of the laboratory is permitted.

##### Equivalent methods

- > In addition to the AMA Quality Seal reference methods referred to in this Guideline, equivalent testing methods may be used if it is ensured that such methods provide equivalent results and have equivalent measurement uncertainties. In the case of microbiological criteria, the specific requirements of Regulation (EC) No 2073/2005 concerning the use of alternative methods must be met. The methods actually applied, including measurement uncertainties, must be announced in writing to AMA Marketing in advance.

##### Labelling verification according to LMSVG

- > In the case of product analyses in accordance with point C 'Specific requirements' 1.2, packaged articles must be checked by an expert who has an authorisation in accordance with § 73 LMSVG

in terms of their fitness for sale in accordance with the LMSVG with regard to the labelling and the criteria laid down in this Guideline.

- > If the same article (same product) is analysed several times a year, the verification of the labelling is only required once a year.

### **Semi-finished products**

- > In the case of semi-finished products which are subsequently processed into finished products, no labelling verification is necessary. However, the specific criteria laid down in the Guideline must be reviewed. Substantive characteristics must be checked in terms of their fitness for sale.

## **1.3 No use of palm oil and palm kernel oil**

- > The use of palm oil and palm kernel oil as well as fats produced from it as an ingredient is not permitted for products with the AMA Quality Seal.<sup>3</sup> Palm oil-free products should ensure the preservation of rainforests – the green lung of our planet.

## **1.4 Listeria monitoring**

- > Food enterprises producing ready-to-eat foods that may present a risk to public health caused by *Listeria monocytogenes*<sup>4</sup> have a documented and risk-based monitoring system for listeria monitoring in addition to the product analyses. Regular tests must be carried out by accredited external laboratories.
- > In the event of positive findings, suitable improvement measures must demonstrably be carried out.
- > The monitoring of the implementation and the documentation of the necessary improvement measures in case of positive findings is carried out during the annual on-site inspection.
- > Sampling must be carried out in accordance with "Guidelines on sampling the food processing area and equipment for the detection of *Listeria monocytogenes*" of the European Union Reference Laboratory for *Listeria monocytogenes*<sup>5</sup>.

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<sup>3</sup> not relevant for additives

<sup>4</sup> according to Regulation (EC) 2073/2005

<sup>5</sup> [https://ec.europa.eu/food/sites/food/files/safety/docs/biosafety\\_fh\\_mc\\_guidelines\\_on\\_sampling.pdf](https://ec.europa.eu/food/sites/food/files/safety/docs/biosafety_fh_mc_guidelines_on_sampling.pdf)

## 2. Quality and provenance requirements for raw materials/ingredients

> **For baking products, AMA Quality Seal goods ('AMA flour') must be used for the flour varieties wheat, rye and spelt flour.** In addition, the following ingredients shall be sourced from the region indicated in the seal:

- **other food grain made from cereals, ground and shelled products<sup>6</sup> as well as ingredients derived from them must** have been harvested and processed in the region indicated in the seal.
- **Seeds and oilseeds**, which are produced regularly in market-relevant quantities and of corresponding quality<sup>7</sup> must come from the region mentioned in the seal. Seeds and oilseeds must have been harvested and processed there. Where primary or name-giving ingredients come from a region other than the one indicated in the seal (e.g. sunflower seeds, light-coloured pumpkin seeds), the other origin of the ingredients must be indicated in the same field of vision as the AMA Quality Seal on packaged goods in accordance with Implementing Regulation (EU) 2018/775 on primary ingredients. In the case of open goods, an indication of the other origin must be given in the immediate vicinity of the point of sale (e.g. on the price strip for collection boxes or on a indicating label). The information on origin shall be provided by analogy with Implementing Regulation (EU) 2018/775 on primary ingredients. The aim is to use name-producing seeds and oilseeds from the region mentioned in the seal. A step-by-step plan shall be drawn up to this end.
- **Eggs and egg products** as well as ingredients derived from them must come from the region mentioned in the seal<sup>8</sup>. Eggs must have been laid and, where appropriate, processed in the region. It is necessary to ensure that egg packing sites or egg-processing establishments participate in the AMA Quality Seal or AMA Organic Seal Programme<sup>9</sup>.
- **Milk and dairy products** as well as ingredients derived from it must come from the region mentioned in the seal<sup>10</sup>. The milk must have been milked and processed in the region. It is necessary to ensure that the milk-processing establishments participate in the AMA Quality Seal or AMA Biolabel Scheme<sup>11</sup>.
- **Meat and meat products** and ingredients derived from them must come from the region mentioned in the seal. The animals must have been born, fattened, slaughtered and

<sup>6</sup> Excluding special malt flours, toasted flours, starches and wheat gluten.

<sup>7</sup> Seeds and oilseeds affected can be consulted in the positive list at [www.ama.info.at](http://www.ama.info.at).

<sup>8</sup> Small quantities (usually < 10 %) of dry egg products are excluded, unless it is a primary ingredient.

<sup>9</sup> The proof is provided by means of a certificate or participant list, available at [www.ama.info.at](http://www.ama.info.at).

<sup>10</sup> Small quantities (usually < 10 %) of dry dairy products are excluded, unless it is a primary ingredient.

<sup>11</sup> The proof is provided by means of a certificate or participant list, available at [www.ama.info.at](http://www.ama.info.at).

processed in the region. It is necessary to ensure that the slaughter, cutting and processing establishments participate in the AMA Quality Seal or AMA Organic Seal Programme<sup>12</sup>.

- **Table potatoes and table potato products**<sup>13</sup> and ingredients derived from them must come from the region mentioned in the seal. The table potato must have been harvested and processed in the region.
- **Fruit and vegetables**,<sup>14</sup> which are produced regularly in market-relevant quantities<sup>15</sup>, as well as products and ingredients thereof must come from the region mentioned in the seal. These fruit and vegetables must have been harvested and processed in the region. Where primary or name-giving ingredients come from a region other than the one indicated in the seal (e.g. apricots, blueberries), the other origin of the ingredients must be indicated in the same field of vision as the AMA Quality Seal on packaged goods in accordance with Implementing Regulation (EU) 2018/775 on primary ingredients. In the case of open goods, an indication of the other origin must be given in the immediate vicinity of the point of sale (e.g. on the price strip for collection boxes or on a indicating label). The information on origin shall be provided by analogy with Implementing Regulation (EU) 2018/775 on primary ingredients.
- Where **nuts** are used as primary or name-giving ingredients et come from a region other than the one indicated in the seal (e.g. walnuts, hazelnuts), the other origin of the ingredients must be indicated in the same field of vision as the AMA Quality Seal on packaged goods in accordance with Implementing Regulation (EU) 2018/775 on primary ingredients. In the case of open goods, an indication of the other origin must be given in the immediate vicinity of the point of sale (e.g. on the price strip for collection boxes or on a indicating label). The information on origin shall be provided by analogy with Implementing Regulation (EU) 2018/775 on primary ingredients.

> **Note: In any case, ingredients with AMA Quality Seal or AMA Organic Seal and corresponding regional indication meet the above requirements.**

## 2.1 Safeguarding the quality and provenance requirements in the purchase of ingredients

- > The quality and provenance requirements of the ingredients must be ensured at least by the following documents:
- Product specification

<sup>12</sup> The proof is provided by means of a certificate or participant list, available at [www.amainfo.at](http://www.amainfo.at).

<sup>13</sup> Small quantities (usually < 10 %) of potato flakes and potato fibres are excluded, unless they are a primary ingredient.

<sup>14</sup> Small quantities (usually < 10 %) of apple fibres are excluded, unless they are a primary ingredient.

<sup>15</sup> The fruit and vegetables affected can be consulted in the positive list at [www.amainfo.at](http://www.amainfo.at).



- Accompanying documents
- > The following minimum information must be given on the accompanying documents (delivery note and/or other accompanying documents):
  - Product specification Article description
  - Indication of quantity
  - Indications of quality and provenance
- > The quality and provenance requirements of the ingredients must be ensured at least by the following documents:
  - Product specification
  - Accompanying documents
- > If the 'AMA flour' is stored in a silo together with Austrian flour (made from Austrian grain) when using the AMA Quality Seal with the indication of origin 'Austria', proof of the quantity of 'AMA flour' purchased in addition to the quantity of AMA bakery goods produced is permitted by means of mass balancing. 'AMA flour' and 'Austrian flour' are documented by means of an entry on the delivery note and on the invoice or, if only one document is issued, via this document.

## D PRODUCT-SPECIFIC REQUIREMENTS

### 1. General

#### 1.1 Definition

- > **Baked products** are made from doughs or material which are usually from mixtures of ground and shelled products with liquid components, such as drinking water, milk, and suitable ingredients, such as sugar, eggs and egg products, made by baking, roasting or drying. For these purposes, the term ground and shelled products also includes cereal starches and starches from other starchy plants.

#### 1.2 Quality and provenance requirements for raw materials/ingredients

- > Raw materials/ingredients are subject to the requirements set out in Chapter C 2 'Quality and provenance requirements for raw materials/ingredients'.

#### 1.3 Use of eggs and egg products

- > The use of eggs and egg products from caged hens shall not be permitted. Businesses only use eggs and egg products from alternative farming methods.<sup>16</sup>

#### 1.4 Use of preservatives and colourants

- > The use of preservatives and colourants is not permitted in AMA Quality Seal baked products. This excludes preservatives and colourants contained in bakery products (e.g. beta-carotene in cheese for cheese sticks or sodium nitrite in bacon for bacon rolls) or colouring agents which come into the products as carry-overs (e.g. when domestic rum containing colourant is used). The use of sorbic acid is permitted for sliced, packaged bread.

#### 1.5 Use of flavourings

- > Only natural flavourings and flavouring extracts in accordance with Regulation (EC) No 1334/2008 may be used in the production of AMA Quality Seal bakery products. In addition, vanillin may be used in fine bakery wares.

#### 1.6 Use of baking additives

- > Due to the small quantity, ingredients used in baking additives are not subject to the rules of provenance. However, baking additives may only be added in AMA Quality Seal baked products up to a maximum of 10 % (calculated on flour).<sup>17</sup>

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<sup>16</sup> also applies to dry egg products and baking agents

<sup>17</sup> Added cereal protein (e.g. wheat gluten, spelt gluten), swell-starch flour and milk protein powder as well as dried sour dough and flour contained therein are also considered as baking agents for the purposes of this Guideline.

## 1.7 Restrictions on processing aids and additives

- > In the case of AMA Quality Seal Bakery products, the use of food additives with predominantly technical and sensory functions, micronutrients and processing aids must be limited to a minimum and only to those cases where this is an essential technological requirement or serves particular nutritional purposes.
- > Only the following food additives and processing aids may be used for the manufacture of AMA Quality Seal Bakery products, provided that they are technologically necessary or serve a particular nutritional purpose and are approved by Regulation (EC) No 1333/2008 for the respective product categories:
  - E170 calcium carbonate (can not be used as a colour additive)
  - E260 acetic acid
  - E262 sodium acetate
  - E263 calcium acetate
  - E270 lactic acid
  - E296 malic acid
  - E300 ascorbic acid
  - E322 lecithins
  - E330 citric acid
  - E341 calcium phosphates
  - E410 locust bean gum
  - E412 guar gum
  - E415 xanthan gum
  - E450 diphosphates
  - E466 sodium carboxymethylcellulose
  - E471 mono- and diglycerides of fatty acids
  - E472a-f esters of mono- and diglycerides of fatty acids
  - E500 sodium carbonates
  - E516 calcium sulphate
  - Release agents, if they have no technological effect in the final product
- > The use of vegan egg coating alternatives is also permitted. The raw materials contained therein are not subject to the origin requirements of this Guideline.
- > Where the use of other food additives and processing aids is permitted for certain product groups, this is explicitly stated in the respective chapters of this Guideline.

## 2. Bread and baked goods

- > Bread and baked goods include rye bread, mixed bread, spelt bread, baguettes, rolls, salt sticks (Salzstangerl), poppy seed braided buns (Mohnflesserl), lye pretzels (Laugenbrezel), etc.

### 2.1 Use of processing aids and additives

- > In addition to the additives referred to in Chapter D 1, the use of E524 sodium hydroxide and related anti-foaming agents is permitted in the manufacture of AMA Quality Seal Lye rolls (Laugengebäck).

### 2.2 Quality requirements for bread and baked goods

- In each half-year, product analyses must be carried out per homogeneous product group in order to ensure compliance with the criteria set out below. The finished baked product is evaluated.

#### MICROBIOLOGICAL CRITERIA

| Criterion                                     | Method    | Limit value     | Date of determination |
|-----------------------------------------------|-----------|-----------------|-----------------------|
| Aerobic mesophilic bacteria total plate count | ISO 4833  | < 100,000 CFU/g | Arrival               |
| Yeasts and moulds                             | ISO 21527 | < 1,000 CFU/g   |                       |

#### PHYSICO-CHEMICAL CRITERIA

| Criterion                    | Method             | Limit value                              | Date of determination |
|------------------------------|--------------------|------------------------------------------|-----------------------|
| Deoxynivalenol <sup>18</sup> | Recognised methods | according to Regulation (EC) No 915/2023 |                       |
| Zearalenone <sup>19 18</sup> |                    | according to Regulation (EC) No 915/2023 |                       |
| Weight determination         |                    | -                                        |                       |

#### SENSORY CRITERIA

| Criterion          | Method                        | Limit value      | Date of determination                                              |
|--------------------|-------------------------------|------------------|--------------------------------------------------------------------|
| Sensory evaluation | AMA quality assessment scheme | 1. Quality class | timely (maximum 6 h) after receipt in the laboratory <sup>20</sup> |

<sup>18</sup> Only if no raw material monitoring is carried out with the mentioned criterion; Licensees must transmit such evidence to the laboratory.

<sup>19</sup> An analysis of the zearalenone content is necessary if the deoxynivalenol content exceeds 250 µg/kg.

<sup>20</sup> For products that are baked in branches, the baking process is carried out by the manufacturer. For products that are baked by consumers, the baking process is carried out by the laboratory.

### 3. Fine baked goods

- > e.g. sweet bread and quark pastry

#### 3.1 Use of processing aids and additives

- > In addition to the additives referred to in Chapter D 1, the use of the following additives is permitted in the manufacture of fine baked goods with the AMA Quality Seal, if these are approved in accordance with Regulation (EC) No 1333/2008 for the respective product categories:
- E333 calcium citrates
  - E334 tartaric acid
  - E335 sodium tartrate
  - E336 potassium tartrates
  - E440 pectins
  - E500 sodium carbonates
  - E501 potassium carbonates
  - E503 ammonium carbonates
  - E504 magnesium carbonates
- > In addition, the use of marmalades, jams and fruit spreads to which the preservatives E200 sorbic acid and E202 potassium sorbate have been added is permitted.

#### 3.2 Quality requirements for fine baked goods

- > In each half-year, product analyses must be carried out per homogeneous product group in order to ensure compliance with the criteria set out below. The finished baked product is evaluated.

#### MICROBIOLOGICAL CRITERIA

| Criterion                                        | Method           | Limit value            | Date of determination |
|--------------------------------------------------|------------------|------------------------|-----------------------|
| Aerobic mesophilic bacteria total plate count    | ISO 4833         | < 100,000 CFU/g        | Arrival               |
| Moulds                                           | ISO 21527        | < 1,000 CFU/g          |                       |
| Salmonella <sup>21</sup>                         | ISO 6579 or PCR  | Not detectable in 25 g |                       |
| <i>Listeria monocytogenes</i> <sup>21</sup>      | ISO 11290 or PCR | Not detectable in 25 g |                       |
| <i>Escherichia coli</i> <sup>21</sup>            | ISO 16649        | < 10 CFU/g             |                       |
| Presumptive <i>Bacillus cereus</i> <sup>21</sup> | ISO 7932         | < 1,000 CFU/g          |                       |
| Coagulase-positive staphylococci <sup>21</sup>   | ISO 6888-1       | < 100 CFU/g            |                       |

<sup>21</sup> Only for products in which not all ingredients have been cooked through before consumption

**PHYSICO-CHEMICAL CRITERIA**

| Criterion                    | Method             | Limit value                              | Date of determination |
|------------------------------|--------------------|------------------------------------------|-----------------------|
| Sorbic acid                  | Recognised methods | < 100 mg/kg                              | Arrival               |
| Propionic acid               |                    | < 200 mg/kg                              |                       |
| Deoxynivalenol <sup>22</sup> |                    | according to Regulation (EC) No 915/2023 |                       |
| Zearalenone <sup>23 22</sup> |                    | according to Regulation (EC) No 915/2023 |                       |
| Weight determination         |                    | -                                        |                       |

**SENSORY CRITERIA**

| Criterion          | Method                        | Limit value      | Date of determination                                              |
|--------------------|-------------------------------|------------------|--------------------------------------------------------------------|
| Sensory evaluation | AMA quality assessment scheme | 1. Quality class | timely (maximum 6 h) after receipt in the laboratory <sup>24</sup> |

**4. Sliced/grated bread rolls**

- > e.g. breadcrumbs, bread cubes

**4.1 Quality requirements for sliced/grated bread rolls**

- > Bread rolls for the production of sliced/grated AMA Quality Seal bread rolls must at least meet the provenance requirements of AMA Quality Seal bread rolls.
- > In each half-year, product analyses must be carried out per homogeneous product group in order to ensure compliance with the criteria set out below.

**MICROBIOLOGICAL CRITERIA**

| Criterion                                     | Method          | Limit value            | Date of determination |
|-----------------------------------------------|-----------------|------------------------|-----------------------|
| Aerobic mesophilic bacteria total plate count | ISO 4833        | < 100,000 CFU/g        | Arrival               |
| Moulds                                        | ISO 21527       | < 1,000 CFU/g          |                       |
| Salmonella <sup>25</sup>                      | ISO 6579 or PCR | Not detectable in 25 g |                       |

<sup>22</sup> Only if no raw material monitoring is carried out with the mentioned criterion; Licensees must transmit such evidence to the laboratory.

<sup>23</sup> An analysis of the zearalenone content is necessary if the deoxynivalenol content exceeds 250 µg/kg.

<sup>24</sup> For products that are baked in branches, the baking process is carried out by the manufacturer. For products that are baked by consumers, the baking process is carried out by the laboratory.

<sup>25</sup> Only for products in which not all ingredients have been cooked through before consumption

|                                                     |                  |                        |  |
|-----------------------------------------------------|------------------|------------------------|--|
| <i>Listeria monocytogenes</i> <sup>21</sup>         | ISO 11290 or PCR | Not detectable in 25 g |  |
| <i>Escherichia coli</i> <sup>21</sup>               | ISO 16649        | < 10 CFU/g             |  |
| Presumptive<br><i>Bacillus cereus</i> <sup>21</sup> | ISO 7932         | < 1,000 CFU/g          |  |
| Coagulase-positive staphylococci <sup>21</sup>      | ISO 6888-1       | < 100 CFU/g            |  |

**PHYSICO-CHEMICAL CRITERIA**

| Criterion                    | Method             | Limit value                                    | Date of determination |
|------------------------------|--------------------|------------------------------------------------|-----------------------|
| Deoxynivalenol <sup>26</sup> | Recognised methods | according to<br>Regulation (EC)<br>No 915/2023 |                       |
| Zearalenone <sup>27 22</sup> |                    | according to<br>Regulation (EC)<br>No 915/2023 |                       |
| Weight determination         |                    | -                                              |                       |

**SENSORY CRITERIA**

| Criterion          | Method                           | Limit value      | Date of determination |
|--------------------|----------------------------------|------------------|-----------------------|
| Sensory evaluation | AMA quality assessment<br>scheme | 1. Quality class | Arrival               |

<sup>26</sup> Only if no raw material monitoring is carried out with the mentioned criterion; Licensees must transmit such evidence to the laboratory.

<sup>27</sup> An analysis of the zearalenone content is necessary if the deoxynivalenol content exceeds 250 µg/kg.

## 5. Baking mixes

### 5.1 Definition

- > **Baking mixes** are powder mixtures which are ready to bake and consist of the ingredients necessary for a dough.

### 5.2 Quality and provenance requirements for raw materials/ingredients

- > Raw materials/ingredients are subject to the requirements set out in Chapter C 2 “Quality and provenance requirements for raw materials/ingredients”.

### 5.3 Use of processing aids and additives

- > Only ingredients and processing aids and additives referred to in Chapter D 1 ‘Bakery products’ may be used for the production of AMA Quality Seal baking mixes. Baking mixes with the AMA Quality Seal must be labelled according to the intended use (e.g. suitable for the production of AMA-GS “bread and baked goods”, suitable for the production of AMA-GS “fine baked goods”).

### 5.4 Quality requirements for baking mixes

> Baking mixes for sale to the final consumer contain all ingredients other than water and yeast in the proportions necessary for the manufacture of the bread, biscuits and other baked goods described above.

- > In each half-year, product analyses must be carried out per homogeneous product group in order to ensure compliance with the criteria set out below.

#### MICROBIOLOGICAL CRITERIA

| Criterion                                     | Method          | Reference value <sup>28</sup>                | Limit value            | Date of determination |
|-----------------------------------------------|-----------------|----------------------------------------------|------------------------|-----------------------|
| Aerobic mesophilic bacteria total plate count | ISO 4833        | < 100,000 CFU/g                              | -                      | Arrival               |
| Enterobacteriaceae                            | ISO 21528-2     | < 100 CFU/g<br>< 100,000 CFU/g <sup>29</sup> | -                      |                       |
| Yeasts and moulds                             | ISO 21527       | -                                            | < 1,000 CFU/g          |                       |
| Salmonella                                    | ISO 6579 or PCR | -                                            | Not detectable in 25 g |                       |

#### PHYSICO-CHEMICAL CRITERIA

| Criterion                                     | Method             | Limit value                              | Date of determination |
|-----------------------------------------------|--------------------|------------------------------------------|-----------------------|
| Ochratoxin A <sup>30</sup>                    | Recognised methods | According to Regulation (EC) No 915/2023 | Arrival               |
| Aflatoxin B1 <sup>30</sup>                    |                    |                                          |                       |
| Total aflatoxins B1, B2, G1, G2 <sup>30</sup> |                    |                                          |                       |
| Deoxynivalenol <sup>30</sup>                  |                    |                                          |                       |
| Zearalenone <sup>30</sup>                     |                    |                                          |                       |

<sup>28</sup> The final assessment is carried out by the laboratory (concerns/no concerns).

<sup>29</sup> for products containing malt flours

<sup>30</sup> Only if raw material monitoring of delivered goods is not carried out on the basis of the above criteria; Licensees must transmit such evidence to the laboratory.



|                                              |  |                            |  |
|----------------------------------------------|--|----------------------------|--|
| Fumonisin (for maize products) <sup>30</sup> |  |                            |  |
| T-2 and HT-2 toxins <sup>30</sup>            |  | Recommendation 2013/165/EU |  |

**SENSORY CRITERIA**

| Criterion          | Method                   | Limit value   | Date of determination                                                                       |
|--------------------|--------------------------|---------------|---------------------------------------------------------------------------------------------|
| Sensory evaluation | Simple descriptive check | As applicable | Arrival (odour and appearance of the baking mix without evaluation of the prepared product) |

**E FOOD TRADE****1. General requirements – food trade****1.1 Articles bearing the AMA Quality Seal**

- > Food retailers must be able to evaluate and prove which products they offer for sale bearing the AMA Quality Seal and who manufactures them.
- > At least once a year, a current list of AMA Quality Seal products must be submitted according to the requirements of AMA-Marketing. Quantities per article are not required.

**1.2 Manufacturers of articles**

- > In order to be able to produce products bearing the AMA Quality Seal, the manufacturer must first be involved in the AMA Quality Seal programme by means of a licensing agreement.
- > If new articles are marketed with the AMA Quality Seal, they must be notified to AMA-Marketing by the manufacturer in a timely manner in order to ensure monitoring of the inspection and testing requirements.
- > The AMA Quality Seal may be used for bakery products delivered directly to the branches by regional bakers only if these regional bakers participate in the AMA Quality Seal for bakery products and conclude a licensing agreement for this.

**1.3 Inspections**

- > If AMA Quality Seal products are sold openly in branches of the food trade, or a further processing of AMA Quality Seal bakery products takes place (e.g. final baking of pre-baked bakery products), the quality assurance system is checked at headquarters and randomly in five branches. For this purpose, the inspection bodies can be selected from the list of approved inspection bodies for the AMA Quality Seal Guideline 'Bakery products', see [www.amainfo.at](http://www.amainfo.at).

## 2. Specific requirements – food trade

### 2.1 Goods receiving

- > All AMA Quality Seal bakery products, except bakery products which are already pre-packaged for the end consumer, may only be taken over by suppliers who have concluded a valid AMA quality licence agreement for 'bakery products' with AMA-Marketing.

### 2.2 Traceability

- > Complete records must be kept of the outgoing goods and sales volumes per item shall be kept.
- > Upon request, it must be possible to provide AMA-Marketing with a central evaluation of the recorded volumes of AMA Quality Seal articles per branch and company.

### 2.3 Separation of products with and without AMA Quality Seal

- > Where unpackaged AMA Quality Seal bakery products and unpackaged non-AMA Quality Seal bakery products are offered in branches, they must be clearly separated and labelled with appropriate signs.
- > In order to ensure a clear and unambiguous product description for consumers, information on the relevant item must be printed on the scales receipt or label in service counter sales, e.g. 'AMA-GS' in conjunction with the item name.

### 2.4 Training of employees

- > Employees handling and processing AMA Quality Seal bakery products in the branches must be regularly trained. Training contents are at least:
  - ✓ Hygiene;
  - ✓ Baking processes; and
  - ✓ Detection of baking and storage defects.

### 2.5 Labelling at the POS and transparency regarding the origin of ingredients

- > In the case of AMA Quality Seal bakery products which are offered openly in service or self-service, the AMA Quality Seal shall be clearly displayed as a sign on the price tags or attached to the price tags by means of a sticker.
- > Where AMA Quality Seal bakery products are packaged and offered for sale in the retail outlets of the food trade, the label shall be clearly legible.
- > Where value-determining or name-giving ingredients come from a region other than the one indicated in the seal (e.g. light-coloured pumpkin seeds) other origin of the ingredients must be indicated in the same field of vision as the AMA Quality Seal on packaged goods in accordance with Implementing Regulation (EU) 2018/775 on primary ingredients. In the case of open goods, an indication of the other origin must be placed in the immediate vicinity of the point of sale (e.g. on the price strip for collection boxes or on a indicating label). The information on origin shall be provided by analogy with Implementing Regulation (EU) 2018/775 on primary ingredients.

## **2.6 Storage and cooling**

- > The storage conditions for AMA Quality Seal bakery products must be chosen in such a way as to ensure that the product is of sound microbiological and sensory quality until the end of the date of minimum durability.

## **2.7 Removal and supply of bakery products**

- > Where AMA Quality Seal bakery products are removed by the consumer himself and when they are supplied by sales staff, appropriate measures must be taken to avoid contamination of other bakery products. This can be done, for example, by means of restraint locks, pliers or gloves.
- > The offering of unpackaged AMA Quality Seal bakery products in open boxes or baskets is not permitted.

## **2.8 Food Safety**

- > The food safety of AMA Quality Seal bakery products must be ensured by means of measures within the framework of good hygiene practice. Rooms in which open bakery products are processed and/or stored shall be designed in such a way that floors, ceilings, walls and furnishings are clean, intact and easy to clean. A cleaning plan must be in place for the specified areas and cleaning activities must be documented in a cleaning protocol.

## **2.9 Pest monitoring**

- > Comprehensive pest monitoring shall be established in areas where open bakery products are stored or processed.

## F HOMOGENEOUS PRODUCT GROUPS

- > In order to ensure the high quality of AMA Quality Seal products, regular final product reviews are carried out by independent laboratories. For this purpose, the individual articles of each manufacturer are assigned to homogeneous product groups. The homogeneous product groups of the AMA Quality Seal Guideline 'Bakery Products' are defined in the following product tree and shaded in grey.

### 1. Bread and baked goods

#### 1.1 Rye bread

#### 1.2 Wheat bread

#### 1.3 Mixed bread

#### 1.4 Other bread varieties

#### 1.5 Baked goods

#### 1.6 Sliced/grated bread rolls

### 2. Fine baked goods

### 3. Baking mixes

## **G ANNEX**

### **1. Expert panel of the Guideline 'Bakery products'**

#### **1.1. Responsibilities**

The expert panel established under the 'Bakery Products' Guideline is responsible for the preparation, amendment and release of this Guideline, for technical interpretations such as the sanctions catalogue and the handling of complaints against sanctions imposed.

#### **1.2. Expert committee meetings**

The expert panel meets when necessary, albeit at least once a year. The meetings are not public.

#### **1.3. Participants**

The temporary expert panel is composed of participants in the working group 'Bread & baked goods, fine baked goods and bakery mixes' and head of quality management of AMA-Marketing.

Later, when the entire value chain is integrated, the expert panel will consist of: agriculture, agricultural trade, storage, transport, grinding (industry and commerce), processing (industry and commerce) and food trade. Stakeholders at the respective level shall be involved with an advisory vote.

#### **1.4. Procedure**

AMA-Marketing shall invite the participants, specifying the points on the agenda and who will chair the meeting. Each of the participants takes care of the posting of an informed representation in case of prevention. If necessary, the expert committee may enlist additional experts. These shall not have voting rights.

#### **1.5. Decision-making**

The approval of a simple majority is necessary for decision-making in the provisional technical committee (see point 1.3). Once the cross-stage quality programme has been fully developed, at least one representative of the areas referred to in Point 1.3 will also be required to agree.

In cases of complaints against sanctions, the representative posted in accordance with Point 3 shall not have the right to vote. To deviate from the principle of mass accounting, a unanimous decision in the technical committee is required.

#### **1.6. Appeal period**

In the event of sanctions being imposed, licensees may, within a period of 14 days from the date of their notification, contact this expert panel by submitting a reasoned written objection to the AMA-Marketing request for referral to the expert panel.

#### **1.7. Extraordinary meeting**

AMA Marketing will inform the representatives of the objection and invite them to take a decision. The expert committee will only convene an extraordinary meeting if:

- a) a specific situation arises for the first time;
- b) deviation from the list of penalties appears necessary; or

c) an amendment to the Guideline has been proposed.

Otherwise, decisions will be routinely taken by means of a circulation procedure.

### **1.8. No suspensive effect**

In the event of convening the expert panel, the opposition applicants have a right to be heard, but not voting rights. The appeal does not have any suspensive effect.

### **1.9. High-level steering committee**

A decision taken by the expert panel in accordance with point 1.7 may be challenged by the Head of Quality Management of AMA Marketing at the higher-level steering committee for quality management of AMA Marketing.

## **2. Selection of relevant legal provisions**

For the sake of clarity, only the most important legal provisions have been selected, listed in their latest applicable versions. The list does not claim to be exhaustive or correct and is only provided for the information of participants.

**Note:** The legal provisions referred to in the Guideline refer to the current version.

### **General food regulations and food hygiene**

- Food Safety and Consumer Protection Act – LMSVG, BGBl. I No 13/2006
- Regulation (EC) No 852/2004 on the hygiene of foodstuffs, as last amended by Regulation (EC) No 219/2009
- Regulation (EU) 2017/625 on official controls and other official activities performed to ensure the application of food and feed law, rules on animal health and welfare, plant health and plant protection products
- Regulation (EC) No 396/2005 on maximum residue levels of pesticides in or on food and feed of plant and animal origin and amending Directive 91/414/EEC
- Regulation (EC) No 178/2002 laying down the general principles and requirements of food law, establishing the European Food Safety Authority and laying down procedures in matters of food safety
- Regulation (EC) No 1829/2003 on genetically modified food and feed
- Regulation (EC) No 2073/2005 on microbiological criteria for foodstuffs
- Regulation (EC) No 2023/915 on maximum levels for certain contaminants in foodstuffs and repealing Regulation (EC) No 1881/2006 (Text with EEA relevance)
- Regulation (EU) 2017/2158 establishing mitigation measures and benchmark levels for the reduction of the presence of acrylamide in food

### **Marketing and labelling**

- Regulation (EU) No 1308/2013 establishing a common organisation of the markets in agricultural products
- Marketing Standards Act [Vermarktungsnormengesetz – VNG], Federal Law Gazette (BGBl.) I No 68/2007, as last amended by Federal Law Gazette (BGBl.) I No 104/2019

- Regulation (EU) No 1169/2011 on the provision of food information to consumers
- Implementing Regulation (EU) 2018/775 laying down detailed rules for the application of Article 26(3) of Regulation (EU) No 1169/2011

### **Packaging**

- Prepackage Regulation – FPVO 1993, BGBl. No 867/1993
- Regulation (EC) No 1935/2004 on materials and articles intended to come into contact with food
- Regulation (EU) No 10/2011 on plastic materials and articles intended to come into contact with food
- Regulation (EC) No 1907/2006 concerning the Registration, Evaluation, Authorisation and Restriction of Chemicals (REACH), last amended by Regulation (EU) 2021/57

The legal provisions are available online at [www.ris.bka.gv.at](http://www.ris.bka.gv.at) and the AMA-Marketing Guidelines and information sheets are available at [www.ama.info.at](http://www.ama.info.at).

The codex chapters of the Austrian Food Code edition IV are available online at <https://www.verbrauchergesundheit.gv.at/>.