HIGH QUALITY FOOD (KMÉ)

CERTIFICATION MARK SCHEME

SPECIFIC CERTIFICATION REQUIREMENTS

Direct pressed apple juice (heat-treated)

Budapest, October 2025

Direct pressed apple juice (heat-treated)

Applications for the High Quality Food (KMÉ) and High Quality Food Gold Grade trademark may be submitted for products under the name ‘direct pressed apple juice (not from concentrate)’ whose production conditions comply with the applicable legal requirements, and in addition to the relevant provisions of the Hungarian Food Code (Codex Alimentarius Hungaricus) and the relevant standards, the products must comply with the following requirements.

Specific requirements for direct pressed apple juice (not from concentrate):

- contains only apple juice,
- only lemon/lime juice/concentration is allowed for acid correction (expressed as anhydrous citric acid: max. 3 g/l), contains no additives or processing aids,
- it is preserved by heat treatment,
- the product is made from unprocessed apples using direct production technology – not from apple concentrate and/or other semi-finished products,
- mixing of several apple varieties is allowed,
- mixing of cloudy juice and clear juice is allowed,
- the water-soluble dry matter content of the product is at least 10.0 ref%.

Mandatory parameters for crop production:

- Bee-friendly technology (use of bee-friendly pesticides).
- Integrated cultivation technology should be used in the production; with the use of technological tools for the prevention of pests, the implementation of plant protection-related early warning systems, monitoring, and the application of biological plant protection. Certain chemical agents and preparations may only be used with the written permission of a plant protection engineer or plant doctor.

Other requirements:

- In the case of non-organic (not bio) products, the producer must have:
  - a certified quality assurance system (e.g. GlobalGAP) or

- documentation for tracking, from crop cultivation to harvesting and processing. Tests under the self-monitoring scheme should be carried out by authorised own or external laboratories, with regard to the following criteria:
    - pesticide residues
    - patulin content
    - lead content

- Organic crop production
    - In the case of organic (bio) products derived from certified organic farming, a valid organic certificate issued for the producer and the applicant shall be sufficient.

Optional elements

Applications for the High Quality Food (KMÉ) and High Quality Food Gold Grade trademarks may be submitted for products that, in addition to the above-mentioned mandatory requirements, also comply with at least one point in each of the optional element categories of I and II.

I. Production process

Self-monitoring and self-testing

1. Comprehensive (organoleptic, physical, chemical, microbiological) self-testing of the product by production batch in the holding.

2. Use of methods in the holding with which production processes and product safety, quality and hygiene are regularly checked in a documented manner. Based on the findings, corrective measures are put in place, good practices are identified and staff are trained accordingly.

3. Trend analysis within the framework of self-monitoring: creation of a quality control chart for the graphical representation of analytical and microbiological values, with the setting of guidance values, a warning threshold and/or limit values. These values shall be compared to the actual data collected from self-testing, and, if necessary, appropriate measures shall be taken.

4. Tests under the self-monitoring scheme shall be carried out by authorised own or external laboratories, with regard to the following criteria:

- water-soluble dry matter content
- preservative content
- microbiology (according to EüM Decree No 4/1998 of 11 November of the Ministry of Health and Regulation (EC) No 2073/2005)
- pesticide residues
- patulin content
- lead content.

At least 9 samples per year shall be tested at random from the various batches produced in the given year.

5. Batch-based self-monitoring with a focus on the production process (from the receipt of the raw material to the delivery of the finished product).

6. There shall be a raw material evaluation/supplier programme in place, where trend analysis is carried out based on laboratory findings.

7. Use of raw materials with a KMÉ trademark.

8. The use of apples protected by the European Union.
9. Operation of food safety and quality management systems certified by an independent body (e.g. IFS, ISO 22000, BRC, BRCGS FOOD, FSSC 22000), possession of a certification as proof.

10. Certified organic farming (not optional in combination with point 24).

11. A favourable packaging solution that can be clearly distinguished in terms of convenience and practicality from the packaging of other similar products available on the market. In the case of consumer-friendly packaging, sustainability aspects as defined in optional element category II shall also be taken into consideration. Consumer-friendly packaging with an ecological footprint/environmental load greater than that of similar products on the market is not acceptable.

II. Sustainability

Environmental protection (reduction of environmental footprint, green logistics)

- Use of environment friendly, renewable energy resources

12. The holding/applicant derives part of its energy from renewable energy sources (e.g. thermal water, geothermal heat, solar panels, biogas) in the production and preparation process.
    (The undertaking has a certified green product, green service, or sells green energy (solar energy, wind energy, hydropower, biogas, geothermal energy).
    Document to demonstrate the distribution of total and renewable electricity consumption in the last financial year).

- Use of sustainable management inputs/technological methods

13. More efficient resource management, material, energy and water management, and modernisation of processing technologies that reduce environmental impact (for example regenerative heat recovery, waste heat recovery, the improvement of the efficiency of the refrigeration systems and the reduction of energy consumption).
    (It must be demonstrated
    — whether it has environmental compliance/certification
    — whether it uses a qualified green product or service for its operation.
    It has a process in place to identify, assess and respond to environmental and social risks and opportunities.
    It is necessary to examine what proportion of the materials used by the undertaking or by the undertakings in its value chains are recycled, reclaimed, renewable and non-renewable raw materials /circular economy/.)

14. Energy recovery system on production machines.
    (For example, the use of any equipment that captures and transmits the waste heat of the compressor. Recycling of thermal energy for other industrial processes that require heat or steam).

15. Application of an Environmental Management System (EMS) or EMAS (Eco-Management and Audit Scheme) in accordance with standard MSZ EN ISO 14001:2015, certifying environmental compliance.
    (Preparation of annual reports which provide information about the energy use, waste management, water use and other environmental impacts.)

16. Certified and regularly used environmentally friendly and/or water-saving cleaning products and detergents.
    (Certifications, safety data sheets, specifications, trademarks on the packaging. Certificates from certification bodies, e.g. Ecocert, Green Certification, Breeam, Leed.)

17. Utilization of by-products, minimisation of product and material losses.
    (The undertaking has a process in place to identify, assess and respond to environmental and social risks and opportunities. The undertaking uses raw materials, secondary raw materials produced from waste in accordance with

circular economy principles, and the circular economy requirements are taken into account in the design of the product, including the packaging of the product.)

18. Operation of an environmentally sound waste management system. Separate waste collection and recycling, in a documented form.
    (The undertaking is authorised to handle, collect, transport, store and dispose of persistent organic pollutants in a non-polluting way once they become waste.)

19. Efficient and environmentally friendly waste water treatment technology (e.g. biological waste water treatment).

20. Verified decrease in specific water use.
    (E.g. use of effluent hot water from installations for secondary cleaning tasks, drip irrigation, rainwater collection and recycling, grey water recycling.)

- Green rating

21. Official proof of a recognised, certified sustainability rating in accordance with the EU legislation in force (e.g., but not limited to: EcoVadis, B Corp, BREEAM, LEED, ISCC).

22. Green sourcing policy, documented: prioritising suppliers that have made sustainability investments.
    (The undertaking makes its suppliers carry out an environmental assessment of the products and/or services. Demonstration of the proportion in which suppliers use, for example, renewable energy sources, whether they take into account the building energy aspects, whether they operate an environmentally sound waste system, minimise the environmental impact of the logistics network and that of transport.)

23. The undertaking has a Science Based Target Initiative (SPTI) commitment.

24. The raw material used in the production of the product comes from certified organic or extensive farming or has a reduced environmental footprint for which there is other scientific evidence. (not optional in combination with point 10)
    (E.g. products labelled as organic, environmentally friendly product or service.)

- Use of eco-friendly packaging solutions

25. Application of an eco-friendly packaging solution for packaged products (reduced packaging size or alternative packaging materials e.g. compostable (FSC or PEFC logo)).

26. Suppliers of primary packaging material that comes into contact with the product shall have BRC or IFS PACsecure certification.

- Transport

27. The main component comes to the processing plant from own holding or from within a distance of 100 km.
(Place of production, the production and/or processing site may be located within a distance of 100 km.)

28. Plant protection products, materials that improve or maintain the fertility of the soil shall be manufactured and transferred to the production site from within 100 km.

29. Transport optimisation, route planning to reduce emissions.
(Lean & Green program)

30. The product shall be delivered to the consumer within a short supply chain.

Social aspects

31. Existence of SMETA (Supplier Ethical Data Exchange) audit.

32. Prevention of food waste through donation.

33. Prevention of food waste by preventing waste generation in production and logistics.