

## News Release

Contact: Connie Holubar, OutreachPR  
[connie@outreachpr.com](mailto:connie@outreachpr.com) 903 880 8217



### **Viachem, Ltd and its Partners Set the Standard for Food Producers Importing from China and Other Nations**

*Visit Viachem and The Ingredient House in Booth 4925 at IFT 2007*

*July 29 – Aug. 1 at McCormick Place in Chicago*

CHICAGO — July 29, 2007 -- The safety and security of the U.S. food supply has never been under more scrutiny than it is today, but not everyone is scrambling as a result of recent high profile problems.

Mike Efting, president and founder of Texas-based Viachem, Ltd., whose company sells sweeteners from China to the U.S. soft drink, chewing gum and food production companies, says that, before any of the recent problems hit the news, his company had taken measures to address the possibility of just such a situation.

“Not every producer has the same standards, and not every Chinese import has been through the rigorous testing that is a part of our standard protocol, which means if you’re buying solely on price – which is the reason people turn to China initially -- you’re setting yourself up for problems,” says Efting.

Recent and highly publicized scares with pet foods, fish, and even toothpaste from manufacturers in China highlight the potential pitfalls associated with buying ingredients or products on the world food market.

“Long before the recent worldwide concern we had worked with our producer and supply chain partners working in and with China to implement

procedures that ensure that everything we bring into this country meets the highest European and U.S. standards,” Efting says.

Viachem requires its producer partners to use an independent third party testing laboratory to test every lot of raw material before the materials are approved for shipment from China.

“Every batch of material we provide to our customers has been checked at least twice before it enters the country, and we conduct spot checks to ensure the absence of potentially hazardous chemicals or contaminants,” he says.

A major player in the food ingredient market is The Ingredient House, a Viachem supplier. All of The Ingredient House’s manufacturers and producers are FDA certified, and their major suppliers of sweeteners and other food ingredients have passed stringent British and European audit standards. Product quality is monitored through ongoing audits, testing, and inspections.

“These certifications are important to food manufacturers and therefore important to us,” says Rudi van Mol, president of The Ingredient House.

China is the sixth largest supplier of ingredients that go into U.S. foods, and both the U.S. Congress and the Senate have been studying the issue in recent weeks. Food industry groups are also working on the issue, and everyone agrees that gaps in the food system need to be addressed.

“We are helping our manufacturers in China improve their quality management systems, and we verify these improvements with third-party audits. While these steps require a great deal of time and attention to detail, these are the steps we feel are necessary to provide world-class ingredients to global food companies,” van Mol says.

Viachem and The Ingredient House use a system of controls that also includes adherence to the critical control points in the manufacturing process

following the food industry's Hazard Analysis and Critical Control Points guidelines.

China's recent execution of their former head of the food and drug safety administration for corruption and accepting bribes underscores the differences between that country and the U.S.

"The food industry is focused on controls to make sure that food sources from all foreign nations are as safe as possible. We work with highly reputable and quality-minded sources to begin with, and then we add to their processes with our own testing requirements," Efting says.

For more information on the topic of safety in Chinese ingredients or the specific practices and procedures used by Viachem and its producer partners, contact Mike Efting at Viachem, Ltd. at 972 265 0405.

#### **ABOUT VIACHEM, LTD.**

Viachem is headquartered in Plano, Texas, and serves customers nationwide using a sophisticated marketing and sales model that helps manufacturers increase their customer base. Viachem's services to chemical purchasers include third party verification and quality control, as well as formulation assistance and competitive pricing for specialty chemicals used in a wide range of industries.

#### **NOTE TO EDITORS AND WRITERS**

Representatives from Viachem are exhibiting at the IFT's Annual Meeting and Expo, FoodSmarts 2007, at McCormick Place in Chicago from July 29 – August 1.

Viachem representatives can be found in **Booth 4925** in conjunction with their producer partner The Ingredient House.

To schedule an appointment with a representative of Viachem to discuss this issue further, please contact Connie Holubar at OutreachPR, 903 880 8217.