

LAUNCHING THE FMI SAFE QUALITY FOOD INSTITUTE

*Global Communicators Creates SQF Brand Identification, Development
For Food Marketing Institute Certification Initiative*

In response to consumer, retailer and wholesaler demand for buying and selling food that is safe, no matter where it was grown, the Food Marketing Institute acquired and organized in 2004 the Safe Quality Food Institute, originally founded by the government of Western Australia.



Because of Global Communicators' previous work with SQF when it was based in Lausanne, Switzerland, FMI selected GC to develop and implement a comprehensive brand identification and development program.

Components of the assignment included research and discovery, brand strategy and fundamentals, brand implementation (color and image palettes, logo options, advertising approaches), and brand launch and tracking.



GC provide a Web site design, SQF brochure design, SQF fact and FAQ sheets, tagline, evergreen shell folder for press kits and information packets, graphics for the SQF exhibit booth, and media training for spokespersons.

The SQF Institute administers a rigorous, reliable, independent certification program, including standards for all food commodities from farm to retail, third-party auditing and training. SQF is designed to provide benefits to suppliers, retailers, and consumers.

As a result of Global Communicators' work with FMI and SQF, our professional staff expanded its knowledge of the food industry and its skills in providing public relations advice and counsel to this critical sector of the American economy.

The Food Marketing Institute conducts programs in research, education, industry relations and public affairs on behalf of its 1,500 member companies representing food retailers and wholesalers in the United States and around the world. FMI's U.S. members operate 26,000 retail food stores with combined annual sales of \$340 billion.