HIGH QUALITY FOOD (KMÉ)

CERTIFICATION MARK SCHEME

SPECIFIC CERTIFICATION REQUIREMENTS

Cereal products obtained by swelling and roasting – cereal flakes, breakfast cereals

Budapest, October 2025

Cereal products obtained by swelling and roasting
Cereal flakes, breakfast cereals

Applications for the High Quality Food (KMÉ) and High Quality Food Gold Grade certification marks can be submitted for products which are obtained from processed cereals by swelling/extrusion or roasting, and which are, by definition, suitable for immediate consumption but are normally consumed together with some liquid (milk, fruit juice) as breakfast cereals, and the production conditions of which comply with the applicable Hungarian and EU legal requirements. Furthermore, these products shall also meet the following requirements in addition to the relevant legislative requirements.

Mandatory elements

Criteria for raw materials and auxiliary substances:

- Production is only allowed from domestic raw materials.
- Whole grains and/or whole-grain meals should be used in at least 35 %.
- Total quantity of cereals and cereal meals: at least 65 %.
- Palm oil may not be used unless it has a sustainable RSPO certificate.
- In the case of flavoured and coloured products, only colouring foods and natural flavouring substances and flavouring preparations within the meaning of Regulation (EC) No 1334/2008 may be used.
- Maximum 2 types of additives may be used.

Criteria for the finished product:

- Sugar content: not more than 25 g/100 g
- Fibre content: not less than 6 g/100 g

Sensory requirements

Appearance	It has a distinctive colour, characteristic of the cereals used, with a uniform colour distribution. In the case of coloured products and products with cocoa or chocolate, it is characteristic of the colouring food used for colouring.
Consistency and texture	It is pleasantly crunchy, becomes short and tender in the mouth/when exposed to moisture. It does not contain any hard, burnt parts.
Odour	As defined by the composition, it is pleasantly aromatic, clean, free of foreign odours.
Taste	With a distinctive flavour, it is pleasantly sweet depending on the composition; suitable for further flavouring, clean and free from foreign flavours.

Optional elements

Applications for the High Quality Food (KMÉ) and High Quality Food Gold Grade certification marks 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 I and II.

I. Production process

Self-monitoring and self-testing

1. Self-testing of the finished product (quality parameters, physical-chemical and microbiological characteristics /Salmonella, mould, microbial count, E. coli/, packaging, weight, marking) on a quarterly basis.

2. Toxin tests should be carried out especially when whole-grain cereal meals are being used, in the case of maize-based products such tests should be carried out mainly for F2 (Zearalenone) and Fumonisin (B1+B2) toxins. At least one sample every two months, which must be randomly sampled from different production batches.

3. For products enriched with minerals and vitamins, tests shall be carried out twice a year for the ingredients concerned, and four times a year for folic acid and vitamin B12.

4. The cereal raw materials used shall be tested for pesticide residues twice a year, on a random basis.

5. The amount of arsenic, cadmium, lead must be analysed in rice raw material twice a year. In the case of more than one supplier, all suppliers should be subject to testing within one year.

6. Self-testing of the cereal meal raw material which is to be used (parameters specified in Codex Alimentarius Hungaricus (MÉ), Salmonella, Enterobacteriaceae, testing for mould): at least 1 sample per quarter. In the case of multiple suppliers, all suppliers should be subject to testing within six months.

7. The use of methods in the plant through which production processes, product safety, quality and hygiene are regularly checked, and based on the findings corrective measures are implemented, good practices are identified, and staff members are trained accordingly.

8. 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

9. Trend analysis within the framework of self-testing: creation of a quality control chart for the graphical representation of analytical and microbiological values, indicating 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.

10. In-line individual checkweighers for every passing primary and secondary packaging.

Production process

11. Organoleptic certification and measurement of moisture content during production, which must take place in every hour in every shift and must be documented.

12. Compliance with higher hygiene requirements during the production process: for raw materials, the microbiological parameters listed in Annex 4 of EüM Decree No 4/1998 of the Ministry of Health of 11 November 1998 on the allowable limits of microbiological contamination of foodstuffs shall be tested in every tenth batch in the production raw material, or such tests shall be carried out at least once a month.

13. 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).

14. Operation of a raw material evaluation/supplier programme, in which trend analysis is performed based on laboratory findings.

15. The operation of food safety and quality management systems (e.g. IFS, ISO 22000, BRC, BRCGS FOOD, FSSC 22000) certified by an independent organization for the raw material suppliers, the existence of a certification as proof.

16. Use of raw materials bearing the KMÉ trademark.

17. Use of raw materials which are fully or partly self-produced.

18. Metal detectors built in line for all primary packaging passing through.

19. Re-sealable packaging.

Crop production (process of input production)

20. Certified organic farming (not optional in combination with point 35).

21. Participation in the agri-environmental scheme (AKG programme).

22. The cereal producer has a Global GAP (Good Agricultural Practice) certification.

II. Sustainability

Environmental protection (reduction of environmental footprint, green logistics)

- **Use of environment friendly, renewable energy resources**

23. The plant/applicant derives a specific 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**

24. More efficient management of resources, material, energy and water management, and modernisation of processing technologies that reduce environmental impact (for example regenerative heat recovery, waste heat recovery, improvement of the efficiency of refrigeration systems and 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/.)

25. 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).

26. 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.)

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

28. 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.)

29. 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.)

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

31. 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**

32. 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).

33. 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 building energy aspects into account, whether they operate an

environmentally sound waste system, minimise the environmental impact of the logistics network and that of transport.)

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

35. 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 together with point 20)
(E.g. products labelled as organic, environmentally friendly product or service.)

- **Use of eco-friendly packaging solutions**

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

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

- **Transport**

38. The main component comes to the processing plant from own farm 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.)

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

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

41. The product must be delivered to the consumer through a short supply chain.

Social aspects

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

43. Prevention of food waste through donation.

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