



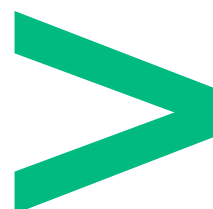
Trust for a moving world

UPHOLDING QUALITY BOTTOM LINES, ENSURING FRESH PRODUCE COMPLIANCE

Discover how Baier Testing, delivers tailored solutions to help Freshhippo suppliers meet high quality control requirements, ensuring food safety and compliance.



Baier
拜尔检测
Part of the Cotecna Group





In today's fast-evolving fresh retail market, Baier Testing, part of the Cotecna Group, delivers efficient, tailored solutions to help Freshhippo suppliers meet rigorous quality control requirements, ensuring food safety, compliance, and consumer trust.

The Client:

As the fresh produce retail sector undergoes rapid transformation, consumer expectations for food safety and quality have never been higher. As a market-leading platform, Freshhippo has raised its quality control bar to align with both regulatory demands and customer expectations.

For Freshhippo suppliers, gaining access to such a premium channel brings tremendous business opportunities, but also complex operational challenges. One of Baier's key clients is a core supplier of Freshhippo specializing in fruits, vegetables, meat, poultry and seafood. Their goods go directly to end consumers, making product safety, quality, and consistency critical to public health and brand reputation.



Addressing Key Challenges: Balancing Efficiency, Compliance, and Cost

To successfully onboard onto the Freshhippo platform and sustain stable high-quality supply, the supplier must pass regular rigorous quality control audits and high-frequency testing. Legally valid test reports are required within specified timeframes to complete platform admission and ensure continuous delivery. Given the fast circulation and short shelf life of fresh products, testing efficiency has become a critical bottleneck.

Key challenges include:

- Stringent standards, broad scope: Full-scope testing covering pesticide residues, veterinary drug residues, heavy metals and more, with rigorous quality control requirements.
- High frequency, tight turnaround: Regular batch testing is mandatory to guarantee the safety and quality of products, requiring rapid report issuance for timely supply.
- Complex coordination, traceability difficulties: Managing multiple product categories and batches through manual processes leads to inefficiencies and gaps in traceability.

Any delay, incomplete test coverage, or non-accredited report can trigger product removal or suspension of supplier status. Conventional testing labs often lack the agility, digital integration, or accreditation depth required by Freshhippo's dynamic supply chain.



Tailored Solutions: How Baier Resolves the Supplier's Pain Points

In response to the above challenges, Baier has developed a dedicated service package for the Freshhippo supplier:

- > **All-in-One Testing Package:** Covers all required parameters (pesticide residues, veterinary drug residues, heavy metals, etc.) in a single submission, eliminating redundant testing.
- > **Expedited Green Channel:** Priority handling, accelerated lab turnaround, and fast-track reporting, cutting the overall testing cycle by approximately 40%.
- > **Authorized and Recognized Accreditations:** All tests are performed in CMA- and CNAS-accredited laboratories; reports are legally valid and accepted for platform compliance and market access.
- > **Dedicated Customer Service Team:** One-on-one support covering initial consultation through sample submission, solution confirmation, progress updates, and report interpretation, to reduce communication costs.
- > **Online Testing Submission and Report Inquiry:** Our online portal enables seamless sample registration, real-time tracking, and instant report access, enabling digital workflow management.



Beyond Testing: Building a Closed-Loop Quality Assurance System

With technical expertise, tailored solutions, operational agility, Baier effectively tackles the pain points of fresh food testing: tight timelines, extensive testing scope and stringent compliance requirements.

Beyond issuing testing reports, Baier partners with clients to build long-term competitiveness, resilience, and market credibility. By integrating professional testing, food compliance consulting, and digital capabilities, Baier helps clients establish a full-chain quality, safety, and compliance system from production to shelf. This enables end-to-end quality traceability and control from farm to table, jointly creating a safer, more robust food supply chain.

Through continuous process optimization, Baier empowers the food business to reduce compliance costs, accelerate time-to-market, and safeguard consumer trust.



About Baier Testing

Baier Testing, located in Shandong Province, a major agri-food production region of China, is a third-party testing and certification body with strong expertise in agri-food and environmental sectors. Covering 32 major food categories for production licensing and 39 food categories for surveillance testing, Baier provides testing services for agri-food and food-related products, and system certification services against key international standards including ISO9001, ISO14001, ISO45001, HACCP and ISO22000. The solutions span all stages from production and distribution to catering. With efficient, comprehensive, and precise service, Baier is committed to safeguarding food safety from farm to table.

About Cotecna

For over 50 years, we have been supporting agriculture, food and pharma, minerals and metals, and consumer products supply chains all over the world. We provide testing, inspection, and certification services to help our clients navigate evolving regulations, ensure product compliance, and support their sustainability journey.