

Specialized Section on Standardization of Fresh Fruit and Vegetables

Sixty-first session

Geneva, 30 April – 3 May 2013

Item 9 of the provisional agenda

Future work

UNECE General Marketing Standards

Proposal by the United Kingdom

The experts of the United Kingdom wish to propose the following at the above meeting:

European Union General Marketing Standard

The European Union General Marketing Standard (GMS) can be used to market a wide range of products within the EU. Domestic suppliers and importers have the option to use the GMS or the relevant UNECE standard when marketing products.

The GMS applies to most but not all fresh fruit and vegetables, with the exception of those covered by the ten Specific Marketing Standards – apples, citrus, kiwifruit, lettuces, peaches and nectarines, pears, strawberries, sweet peppers, table grapes and tomatoes.

Whilst the GMS is a European Union standard it is relevant worldwide to any company wishing to market fresh fruit and vegetables within the EU. However as the GMS is a very simple standard, this means it mostly lacks specific interpretation within its text.

To facilitate trade and enhance understanding we propose the UNECE Specialised Section consider:

1. Adopting a general marketing standard (which would of course have to be similar to the EU GMS). However adoption of a GMS may not be considered appropriate.
2. And/or consider developing an explanatory brochure for the GMS, to enhance understanding of the requirements of this standard within the European Union market and for traders worldwide wishing to export to the EU.
