UNECE Marketing standards from development, amendment to adoption - quality requirements for nuts and dried fruit

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Tashkent, Uzbekistan
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Five Regional Commissions of the United Nations

UNECE is the only Regional Commission to develop agricultural quality standards

All UN Member states participate in the work
UNECE Agricultural Quality Standards

United Nations General Assembly

United Nations Economic and Social Council

United Nations Economic Commission for Europe (and all other Regional Commissions)

UNECE Steering Committee on Trade Capacity and Standards

UNECE Working Party of Agricultural Quality Standards (WP.7)

UNECE Specialized Sections

Fresh Fruit and vegetables

Dry and dried Produce

Seed potatoes

Meat
UNECE and Agricultural Quality Standards

Historical legacy - Period after World War II in UNECE region:
○ National quality standards regulated trade in agricultural products within each country’s national borders
Existing national regulations were often barriers to the growing international trade within Europe.

Against this background
1949 UNECE – Europe’s only functioning pan-European body – establishes Working Party on Agricultural Quality Standards
○ To harmonize national standards into international standards
○ To provide a mechanism for their practical enforcement

UNECE is the only UN regional commission with a mandate in agricultural quality standards
UNECE

Mandate:
- Provides analysis, policy advice and assistance to governments
- Develops norms, standards and conventions to increase international cooperation within and outside the UNECE region

Areas of work:
- Economic cooperation and integration, energy, environment, sustainable land management, gender, population, statistics, transport
- Trade – agricultural quality standards
Since 1954 UNECE standards follow a simple structure and set uniform minimum quality criteria, definitions and classifications and produce –specific tolerances. For example:

- UNECE Standard Layout for Fresh Fruit and Vegetables
- Later: Standard format developed for meat as well as
- Dry and dried produce standards:

Definition of produce; Minimum requirements, Moisture content (for dried produce); Classification (Extra, class I, class II), Sizing provisions, Tolerances (quality, size etc.), Presentation (uniformity, packaging), Marking
HOW WE DEVELOP STANDARDS:

Demand-driven, inclusive and open development and adoption process

○ All UN member countries participate with the same rights
○ Input comes from all parties involved (public and private; producing and importing countries) at all stages (development and evaluation before standards are adopted).
○ Cooperation with all other international organizations

Flexible, inter-active, responsive process (revisions when needed)

○ Standards are adapted to reflect emerging new varieties or changing producing, marketing, trading and regulatory conditions
○ Standards can be revised at any moment per request
○ Decisions are taken on a consensus basis
UNECE’s cooperation partners

- national, regional and international governmental organizations (such as OECD, Codex, FAO, EU, WTO, ITC, UNCTAD) and NGOs
- professional organizations and the private sector

UNECE’s standards and guides go through an important trial phase and consultative process

Result:

- Including industry concerns helps develop standards that reflect trading practices, rather than normative ideals of what the product requirements should be.

- Increased use of standards by industry
Specialized Section and Working Party agree to create/revise a standard

Rapporteurs prepare/amend text

Specialized Section discusses text in detail

Developing a standard

Working Party adopts the final text as a standard
Working Party adopts the proposed text for trial

UNECE Standard

UNECE Recommendation trial period (1-2 years)

Text for adoption or revision

Specialized Section recommends adoption or trial
UNECE Standards have a simple structure (standard format) with produce specific tolerances and set uniform minimum quality criteria, definitions and classifications and produce –specific tolerances

PURPOSE:
define the quality requirements at the export-control stage, after preparation and packaging

SCOPE:
apply to produce intended for direct consumption or for food when intended to be mixed with other products for direct consumption without further processing.
Do no not apply to produce for industrial processing.
UNECE standards are voluntary marketing standards for international trade incorporated into national or regional legislation

- As export requirements to ensure that the produce have a certain quality level
- As a requirement for the domestic, export and import markets

incorporated into commercial contracts
Four Specialized Sections:

- **Fresh Fruit and Vegetables** (58 standards; Lists of Varieties; Explanatory Guides for Sweet Peppers, Pineapples, Chilli Peppers, Persimmon)
- **Dry and Dried Produce** (28 standards; Guides for Walnuts and Dried Chilli Peppers; Colour Gauges)
- **Seed Potatoes** (1 standard; Guides to Seed Potato Field Inspection; Guide to Seed Potato Diseases, Pests and Defects)
- **Meat** (16 standards, plus 2 egg standards)
<table>
<thead>
<tr>
<th>Product</th>
<th>Published/Last revised</th>
<th>REVISION SCHEDULE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Layout</td>
<td>2011</td>
<td></td>
</tr>
<tr>
<td>Almonds, inshell</td>
<td>2007</td>
<td></td>
</tr>
<tr>
<td>Almond kernels, blanched</td>
<td>2009</td>
<td></td>
</tr>
<tr>
<td>Almond kernels</td>
<td>1986/2003</td>
<td></td>
</tr>
<tr>
<td>Apples, dried</td>
<td>1998/2012</td>
<td></td>
</tr>
<tr>
<td>Apricots, dried</td>
<td>1996</td>
<td></td>
</tr>
<tr>
<td>Brazil nuts, inshell</td>
<td>2013</td>
<td></td>
</tr>
<tr>
<td>Brazil nut kernels</td>
<td>2013</td>
<td></td>
</tr>
<tr>
<td>Cashew kernels</td>
<td>1999/2013</td>
<td></td>
</tr>
<tr>
<td>Chilli peppers, whole dried</td>
<td>2013</td>
<td></td>
</tr>
<tr>
<td>Dates</td>
<td>1987/2010</td>
<td></td>
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<tr>
<td>Figs, dried</td>
<td>1996/2004</td>
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<tr>
<td>Grapes, dried</td>
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<tr>
<td>Hazelnut kernels</td>
<td>2010</td>
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</tr>
<tr>
<td>Macadamia kernels</td>
<td>2011</td>
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</tr>
<tr>
<td>Macadamia nuts, inshell</td>
<td>2010</td>
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<tr>
<td>Mangoes, dried</td>
<td>2013</td>
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<tr>
<td>Peaches, dried</td>
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<td>Pears, dried</td>
<td>1996/2012</td>
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<tr>
<td>Pineapples, dried</td>
<td>2014</td>
<td></td>
</tr>
<tr>
<td>Pine nut kernels</td>
<td>1993/2013</td>
<td></td>
</tr>
<tr>
<td>Pistachio kernels and peeled pistachio kernels</td>
<td>2010</td>
<td></td>
</tr>
<tr>
<td>Pistachio nuts, inshell</td>
<td>1990/2004</td>
<td></td>
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<tr>
<td>Prunes</td>
<td>1988/2003</td>
<td></td>
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<tr>
<td>Tomatoes, dried</td>
<td>2007</td>
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</tr>
<tr>
<td>Walnut kernels</td>
<td>1983/2001</td>
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Explanatory guides

• interpret provisions of the standards
• provide guidance in related matters (disease guides, terms used, coding references)
• help with the grading of produce
• ensure uniform interpretation
• reduce risk of rejection
• help resolve disputes

Provide useful guidance and background information for producers, inspectors and traders
Production, export and standards
Arrival at destination, inspection (import), and standards
Over the years UNECE has evolved into a platform for the development of agreed international best practice for international trade in agricultural produce.
Standards and related best practice facilitate trade and help open opportunities

What is needed?
- Comprehensive, balanced input from all regions to ensure that standards reflect actual market realities, include new production areas (their problems, their produce)
- Public-private sector cooperation (e.g. delegations)

What is at stake?
- Non-participation in the development of standards can have consequences (e.g. changes in tolerances can result in the de-classification of produce, or loss in market shares)
- Standards need to be applied (uniformly) to make them work

Only cooperation can help develop comprehensive, inclusive global standards and assure their uniform application
UNECE’s approach:

**WIDER SCOPE**

UNECE is a networking platform linking experts and expertise from different areas: trade facilitation; electronic business; risk management and risk assessment; environmental concerns; supply chain management; transport issues; promotion and capacity-building.

**AIM:** increase competitiveness, inclusive sustainable development, link issues and actors and create jobs.
Capacity-building and promotion

Present and promote UNECE standards and best practice: help countries understand the quality requirements that have to be met for exporting to major agricultural markets esp. in UNECE region.

Explain how standards are applied in practice, how compliance is checked: outline legal, institutional and technical infrastructure required in practice.

Explain the importance of quality and its control in an overall agricultural development agenda.

Involve and explain the role of the private sector.

Partner with other international organizations and donor agencies to maximize impact and pool resources.
Capacity-building and promotion

Over past 8 years trained over 1600 participants in capacity-building projects, development of guides, assessment studies, policy advice and train-the trainer seminars:

**Example: Project on Cross-border agricultural food supply chains**

- training on trade and food safety for meat; training on cross-border trade in nuts and dried fruit (e.g. Kyrgyzstan, Turkey, Moldova)
- case study (Business Process Analysis) on export of dried apricots and dried grapes, kiwis, feta cheese, beans
- agri platform (underway)

**Example:** Project on Information management in agri food chains for trade facilitation (18 BPA s incl in Kiwi exports etc.)

**Example:** Enhancing capacity of developing countries to implement international standards for agri products to improve their trade competitiveness
PROMOTING THE WORK OF THE UNECE
Specialized Section on Dry and Dried Produce - 2013
PROMOTING THE WORK OF THE UNECE Specialized Section on Dry and Dried Produce

Lectures on nutrition and health benefits; production and processing

Go nuts for health

Nuts, nutrition and health

18 June 2013
14:00
Salle VIII

Prof. Jordi Salas-Salvadó,
Director, Human Nutrition Unit,
Rovira i Virgili University, Reus, Spain

From trees to your table

Behind the scenes – production, science and processing

19 June 2013
14:00
Salle VIII

Mr. Sam Keiper
Dried Fruit Association California, USA

Mr. Lothar Boers
Eurofins Laboratories, Germany
Dried Fruit and Nuts Expo
UNECE Commission
session
April 2015
Dried Fruit and Nuts Expo April 2015
What we do: Capacity-building, practical training, analysis

Turkey- Central Asia- Balkan

Business process analysis: export of dried apricot

Sustainability Xchange

Standards Map
UNECE standards are recommendations used on a voluntary basis to make trading easier.

UNECE standards for Dry and Dried Produce have become standards used in international trade.
CHALLENGES

Today, the UNECE, national, regional, international regulators and the private sector have to take into account:

• **New import and export markets**

• **More, and diverse players, more complex international supply chains** and **retailers** that operate globally

• **Concerns of consumers** about the origin of their food, its safety and quality
United Nations Economic Commission for Europe (UNECE) covers the largest dried fruit and nut market in the world (based on per capita consumption & expenditure). Source: INC.
Global nature of trade in nuts and dried fruit require standards reflecting this

UNECE’s strengths

• simple structure of UNECE standards,
• open development and adoption process
• many years of experience (close to 30 standards)
• large pool of international experts (public and private sector)
• strong public and private sector support and use
International best practice, standards, guides and training can help countries to:

- Keep existing markets
- Access new markets
- Grow brands
- Stay competitive
- Differentiate in oversupplied markets
- Ensure consistent quality
- Establish trusted and sustainable trade relations
THANK YOU

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