

Quality for sustainable markets and trade





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Why quality matters?

UNECE sets standards

The basis of sustainable quality

Producers improve their production; traders and retail chains order confidently, knowing what they will receive; authorities check products against a set of transparent rules; and consumers worldwide find quality produce in their markets.



Today's food markets and trade are defined by a great diversity of products travelling during all seasons from producers to consumers within countries and around the world.

The demand for fresh, nutritious, good quality, safe produce has increased worldwide and consumers are eager to eat all produce throughout the year.

Keeping quality from farm to fork contributes to sustainable production, trade and consumption. It prevents food loss and waste at all levels: production, trade, retail and consumption. In light of the growing population and environmental challenges, keeping quality is an efficient tool to reduce the economic, climate and resource impact of food wasted and improves the food redistribution and security.

UNECE's focus on quality as a necessary ingredient to the **sustainable future of safe food** is based on its long experience in developing and helping to implement standards in combination with work on, food loss reduction, eating quality and traceability.

Keeping quality throughout the supply chain means less food lost, greater availability of food, less strain on the environment and better management of our natural resources.

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How...?

At UNECE, we are committed to quality as a contribution to achieving the United Nations Sustainable Development Goals (SDGs). We develop quality standards that set minimum requirements for fresh fruit and vegetables, dry and dried produce, meat, eggs and seed potatoes. This helps countries increase the sustainability of their production, improve and build local markets and access new export markets for improved livelihoods of farmers, traders and particularly women.

UNECE works closely with professionals from the public and private sector who produce, trade, sell and inspect these products to develop guidance material and sustainable best practices. This ensures the relevance and consistent use of our work and the reduction of food loss. Our standards form the basis for agricultural quality legislation and contractual agreements worldwide.

UNECE works to increase the sustainability of food production, markets and trade. **This contributes to the SDGs by improving quality food on domestic and international markets, reducing food loss, providing income opportunities and a better management of natural resources.**



UNECE offers training

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We offer tailored advice and training courses on how to improve technical and legal infrastructures to apply the standards. We partner with public and private sectors, international organizations, civil society and academia for sustainable food production and consumption.






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Setting minimum requirements for fresh fruit and vegetables, dry and dried fruit, meat and seed potatoes
Over 100 Standards, Guides, Advice and Training at:
www.unece.org/trade/agr/welcome.html

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