



New EU Regulation on Marketing Standards Experience of Inspection

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Reg. (EC) No 1234/2007

- Single CMO
- Marketing standards and inspection: articles 1, 113, 113a, 121, 194-196, annex I part IX
- Amended by Reg. (EC) No 361/2008



Reg. (EC) No 1580/2007

- Practical application
- Marketing standards and inspection: art. 1-20a, annexes I-VI
- Amended by Reg. (EC) No 1221/2008 & 771/2009



Specific marketing standards for 10 products



These 10 products cover 75 % of the EU market

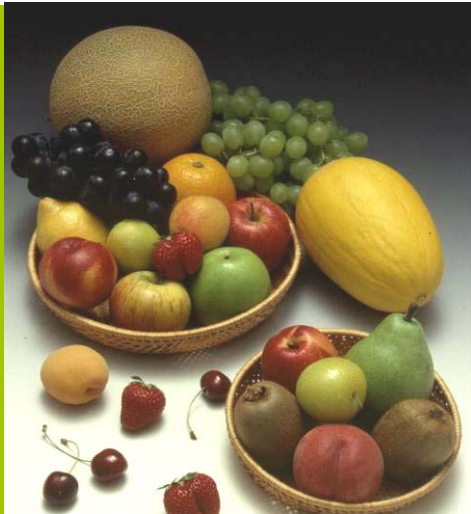


General marketing standard

- Reg. 1234/2007 annex I part IX
 - Explanatory notes to the Combined Nomenclature
Official Journal C 133 of 30 May 2008
 - Exemptions pursuant article 3 of Reg. 1580/2007
- ➔ BLE list of excluded products: www.ble.de



before: 36 standards now: 1 + 10 standards = > 120 products





≥ 120 products practically reduced by



**product range
of the trader**

season

region

risk analysis



Risk analysis = simplification for inspection

- **Guidance on Risk Analysis**
Revision approved by German ministries
- **production / wholesale / retail / export**
 - **company**
 - **turnover**
 - **product range**
 - **inspection results**
 - **all products**
- **import**
 - **product**
(focused on 10 SMS, 26 old SMS, pineapples, mangoes, grapefruit)
 - **exporter**
 - **inspection results**



Customs clearance

- Specific and general marketing standards
 - conformity certificate
 - waiver (no inspection, industrial processing etc.)

[http:// quakon.ble.de](http://quakon.ble.de)

- web-based system for application
- entry of application – automatic feed of back
- information whether control or not
- electronic waiver (no inspection, industrial processing etc.)



General Marketing Standard

Advantages

- fruit and vegetable range covered in total
- uniform definition of minimum quality
= produce sound, fair and of marketable quality
= article 113a of Reg. (EC) No. 1234/2007
- indication of country of origin



Disadvantage

- no classification



Reg. (EC) No 1580/2007

Article 2a (1): General marketing standard

Where the holder is able to show they are in conformity with UNECE standards, the product shall be considered as conforming to the general marketing standard.



ORIGINE : FRANCE SUD	Produit Normalisé UNECE I
PRODUIT : VARIÉTÉ : N. DE LOT: 8038 N. DE PARCELLE:	ABRICOT ORANGERED
CALIBRE : 45-50	Nb ou Masse Nette : 5 KG
	 NORME COMMUNAUTAIRE DE COMMERCIALISATION N° 13.1.00.56 FRANCE



Labelling the class

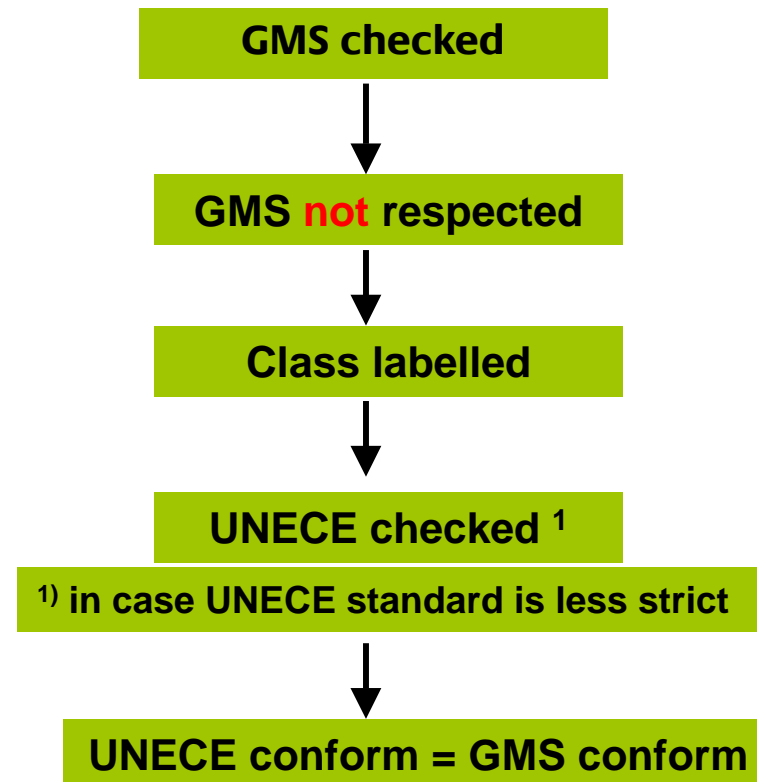
- mandatory
 - specific marketing standards
 - UNECE standards
- optional
 - private standards
(may replace GMS provided at least the UNECE standard is respected)

How to show conformity with UNECE standard?

- Product / lot must be in conformity with UNECE standard
- Labeling (class) is not a proof of UNECE standard
- Inspection is the only proof

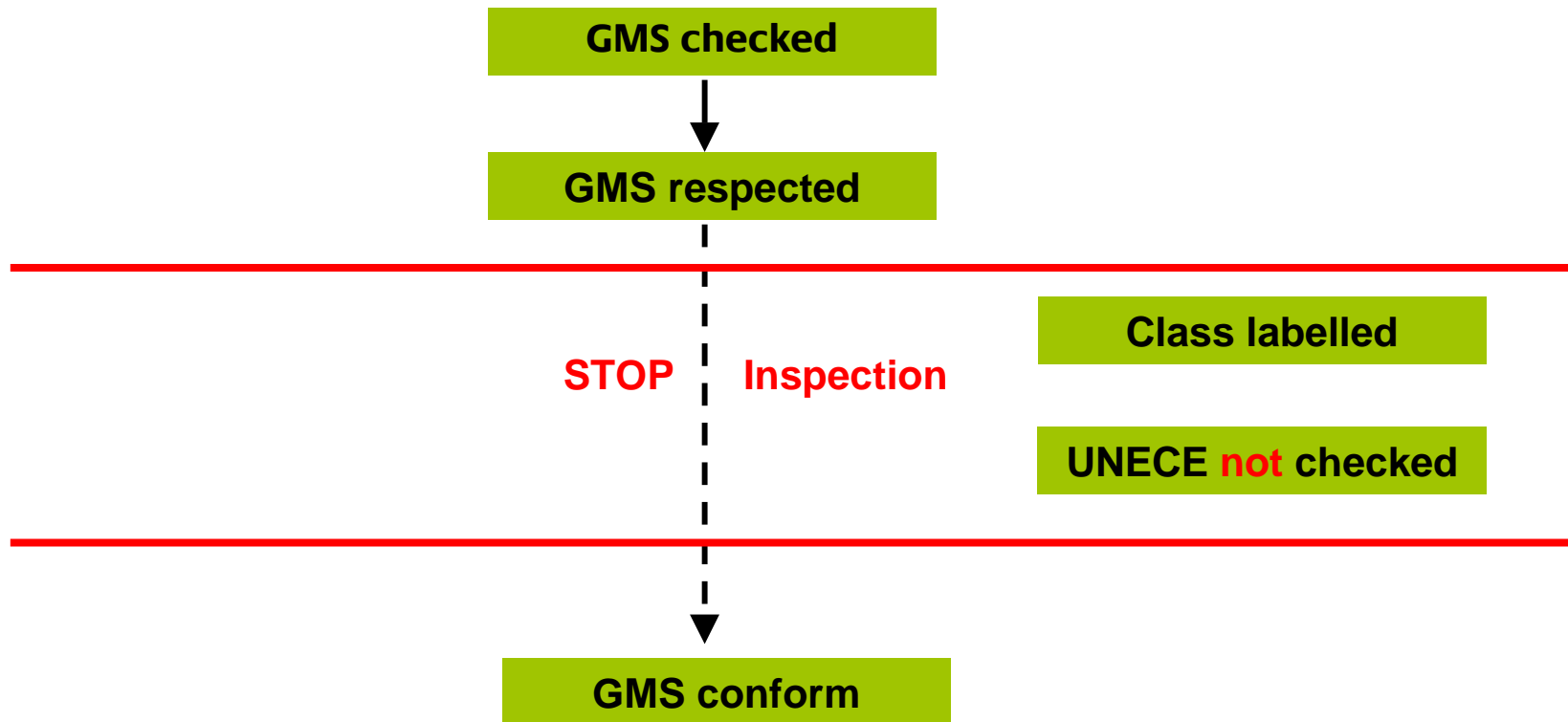


Inspection of general marketing standard (GMS) – part I



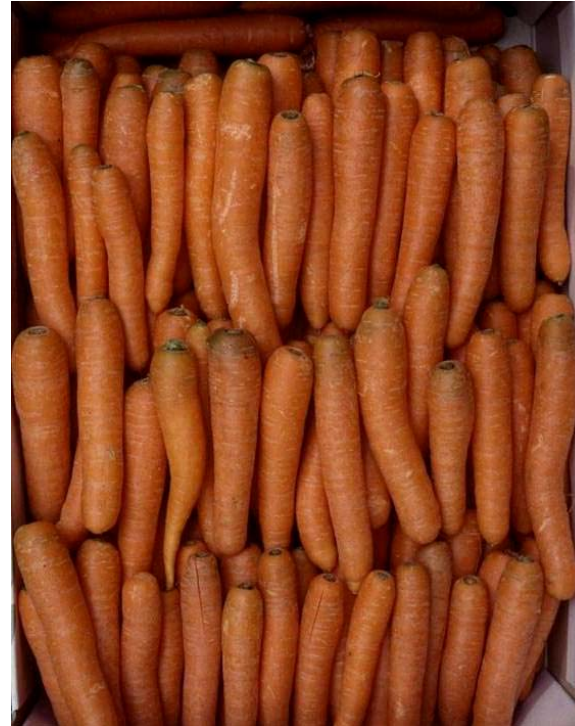


Inspection of general marketing standard (GMS) – part II





Labeling: no class
Control: conform with GMS



Labeling: Class I
Control: conform with GMS



Labeling: Extra Class
Control: conform with GMS



Inspection according to article 2a

Alternative system

- class indicated
= UNECE inspected
- otherwise GMS inspected
- 4 Member States only !

Pro

- indication of the class
= basis for transparency in trade

Contra

- too many standards



General marketing standard

- interpretation and application
- explanatory notes developed in each member state
- harmonisation necessary between
 - EU Member States (EU level)
 - EU and Third Countries (OECD, UNECE level ?)
- harmonisation workshops in 2010





International Meeting
Quality Control
Fruit & Vegetables

March 2011 in Bonn

www.ble.de



Recommendation for Traders

- **apply specific marketing standards**
- **apply UNECE standards to replace the general marketing standard**
- **these product specific marketing standards provide**
 - **uniform basis for classification**
 - **trading language**
 - **market transparency**
 - **basis for prices**
 - **basis for long term trading relations**
 - **basis for satisfied clients / consumers**



Thank you for your attention !