

UNITED NATIONS ECONOMIC COMMISSION FOR EUROPE
UNECE

Quality for Trade



UNITED NATIONS

U N E C E

Quality standards



Why quality standards matter

Today's world trade is defined by complex, intertwined trade flows and a great diversity of products travelling during all seasons from producers to consumers around the world.

Agricultural trade has been revolutionized by the growing number of consumers eager to try new and fresh produce throughout the year. It has also been dramatically changed by modern logistics and advanced handling techniques.

UNECE's quality standards encourage high-quality production and raise profitability for producers; they simplify trade through ensuring clear contractual clauses; and they protect consumer interests.

UNECE standards

A basis for quality

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





U N E C E

Quality standards

An important key to successful trading

UNECE standards

A basis for quality

We offer advice and training courses to countries on how to improve their technical and legal infrastructure to enforce and apply the standards.

At UNECE, we draw up quality standards for fresh fruit and vegetables, dry and dried produce, meat, eggs and seed potatoes. To do so, we work closely with a vast array of professionals who produce, trade, sell, inspect and control these products.

UNECE standards set minimum requirements so that consumers consistently receive the best quality produce at fair prices. The standards build a common trading language, facilitate fair international trade and increase transparency on international and national markets.

Producers, traders, importers and exporters use our standards to describe what they order and avoid misunderstandings or confusion. The standards help producers improve and maintain product quality which, in turn, opens new export opportunities.

Our standards form the basis for agricultural quality legislation in countries ranging from Europe to Africa, South America, the Arab peninsula and the Russian Federation.

To help ensure that the standards are applied consistently, we also publish explanatory colour brochures for producers, traders and inspectors.

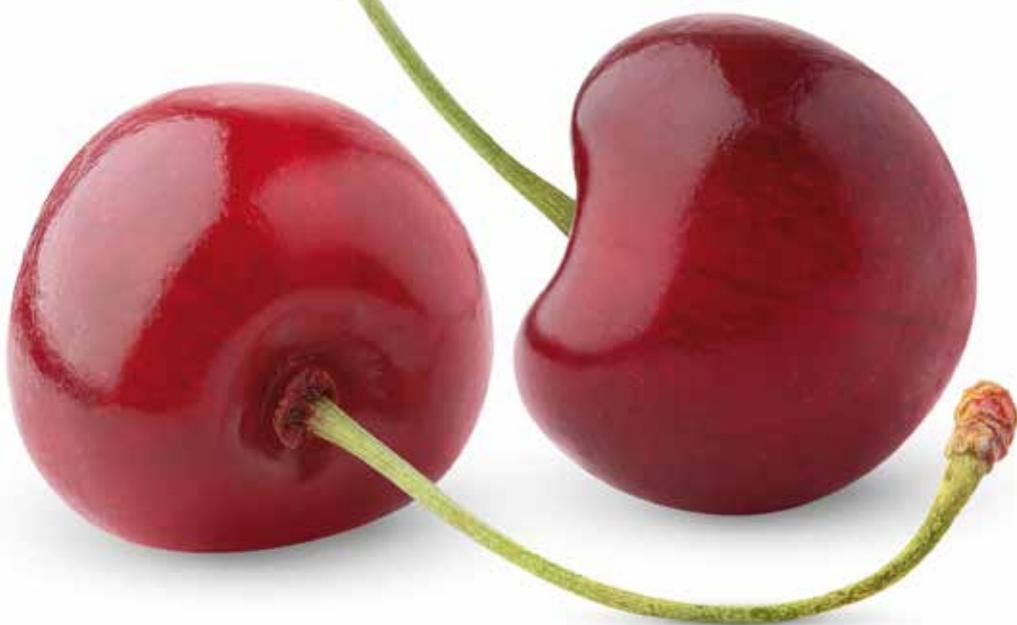


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Quality standards

Setting minimum requirements for fresh fruit and vegetables,
dry and dried fruit, meat and seed potatoes



Visit our website at:

www.unece.org/trade/agr/welcome.html

United Nations Economic Commission for Europe (UNECE)
Palais des Nations, CH-1211, Geneva 10, Switzerland