

# Qualiman:

## Improvement of quality management in the horticultural

Marcel van der Voort, Herman Schoorlemmer  
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# Research program EU-Access

- Partly funded by Dutch Min. of Agriculture
- Projects with in EU-Access program
  - Producer organizations
  - Organic farming
  - Knowledge transfer and extension service
  - QUALIMAN: improvement of quality management

# Project team Qualiman



- Maria Grzegorzewska
- Krzysztof Zmarlicki
- Szabo Csaba
- Viera Baričičová
- Marek Dandar
- Marcel van der Voort
- Herman Schoorlemmer

# Participating organizations

## ■ Poland

- Research Institute of Pomology and Floriculture (INSAD)
- Research Institute of Vegetable Crops (INWARZ)

## ■ Slovak

- State Veterinary and Food Administration (SVSSR)

## ■ Hungary

- Fruit and Vegetable board

## ■ Netherlands

- Applied Plant Research (Wageningen UR – APR)

# Structure of presentation

- Background and developments
- Project Qualiman
  - goals
  - results

# Why Quality Management?

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- Consumer expects good quality and safe food
- Citizen wants clean and healthy environment
- Worker wants safe working conditions
- Entrepreneurs: efficient (inter-)national trade

# Increase of law's and regulations

## ■ Public

- FAO and WHO: Codex Alimentarius, HACCP
- EU: General Food Law
- UN-ECE and EU: Marketing Standards
- FAO, National Government: Maximum Residue levels

# Dozens of Quality Schemes in food industry



## ■ Private

- Eurep-GAP
- BRC – British Retail Consortium
- SQF – Safe Quality Food
- Q&S – Qualität und Sicherheit
- Several other labels

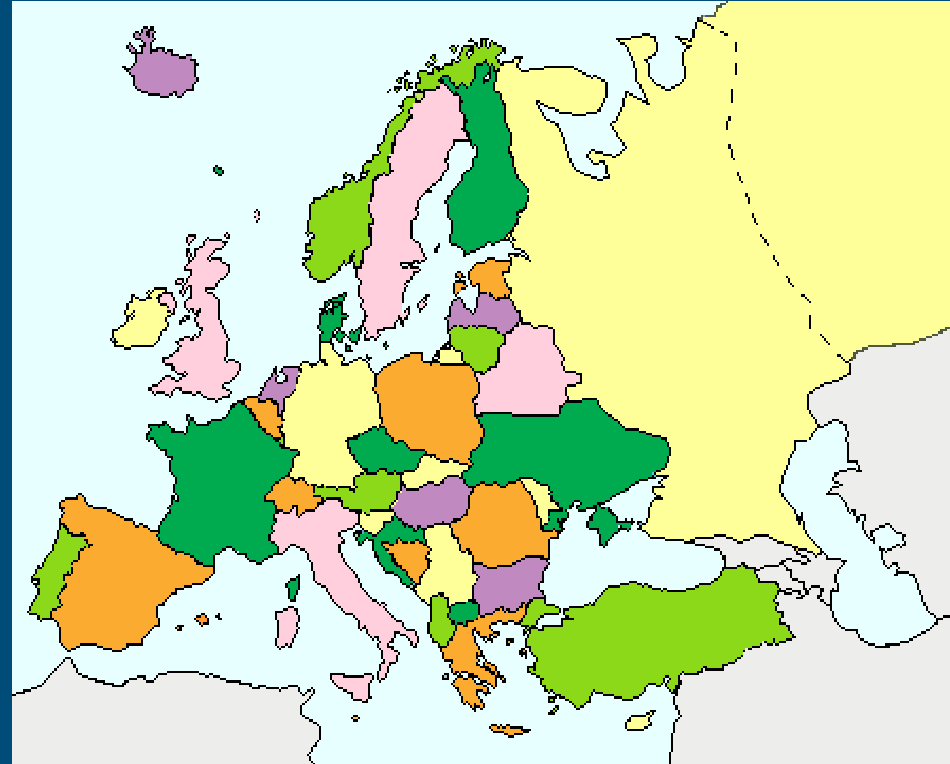


# Messages for producers

- Spot markets no longer reliable source to secure safety, quality and sustainability
- Small, unaligned, independent growers have to consider their chain strategy
- Realize you can spoil market if you do not comply
- Recalls are very bad for your company\country image
- A pro-active attitude has a positive effect on purchasing behavior of importers and consumers
- Reasons for project Qualiman!!!

# Goals project Qualiman

- Identification of bottlenecks and issues in quality management
- Improvement of food safety and product quality
- Training and knowledge exchange



# 2004/2005: Quick Scan

- Identification of bottlenecks in quality management in the vegetable and/or fruit supply chain
- 10 -20 interviews in Poland, Slovak, Hungary and The Netherlands
- With growers, wholesalers, Product Board, retailers, inspectors, advisors

# Bottlenecks product quality

- Lack of knowledge about quality standards EU
- Bad handling fruit and vegetables
  - machinery
  - Personnel
- Lacking storage and sorting capacity



# Bottlenecks quality management

- Improving quality demands of supermarkets
- Lack of information about quality management systems (Eurep-GAP, HACCP)
- No awareness / motivation about food safety and quality management
- No guarantee about origin / history product
- Infrastructure for residue analysis, tests, samples



# Bottlenecks chain management

- Lack of communication in chain
- Producers have no market orientation and strategy
- Insufficient organization and cooperation in the supply chain



# Pilot 2: Quality Management Systems

## Workshop:

- Interview experienced certified growers (Slovak and Hungary)
- Training EUREP-GAP (Slovak and Hungary)
- Discuss implementation Eurep-GAP with growers
- Address bottlenecks and/or find solutions



# Pilot 1: Quality Standards

Focused at:

- Awareness growers and practical interpretation
- Development manual for trainers (exercises, information about standards, developments)
- Pilot with growers (Poland)





# Pilot 1: Workshop with Polish onion growers

- Location:  
INWARZ, Skierniewice
- Goal:  
To test and evaluate the workshop on Quality Standards for farmers
- Questions to be answered:
  - Information demand
  - Use in daily practice
- Program:
  - Opening of meeting
  - Production and quality of onion in Poland and in the world  
*by Prof. Franciszek Adamicki*
  - An introduction in quality standards  
*by Dr. Maria Grzegorzewska*
  - Lunch
  - Standardization and market quality of onion in Poland  
*by Agnieszka Michaliszyn Msc (IJHARS)*
  - Closing

# Pilot 1: Training manual

## ■ Contents

- Introduction Qualiman project
- Quality standards; presentation and exercises
- Results of workshop in Poland
- Attachments
  - Empty UN-ECE standard form FFV-25
  - Evaluation form
  - Evaluation form trainers
  - UN-ECE standard FFV-25 concerning the marketing and commercially quality control of onions



# Questions to you

- Do you think the training manual will help to increase awareness of farmers?
- Do you think a training manual is useful for other crops as well?
- Is working on awareness of farmers on quality standards a task of the national government?
- Make training manual available through a website (or e-learning)?
- Should the document be translated in other EU languages?

# Request to you !!

- Evaluate the Training Manual (contents)
- Determine the use in your country
- Your comments and reactions are welcome  
(email or personal or other)
- Training manual and accompanying documents  
will be made freely available  
(internet)

# Plans Qualiman

## Last activities 2006

- Evaluation pilots
- Spreading results
- Discussion with stakeholders and decision makers about embedding and follow-up



# Thank you for your attention

**We welcome new contacts,  
discussion and  
suggestions  
to improve quality  
management  
in old, new and future EU  
member states**

