



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

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UNECE



European Union

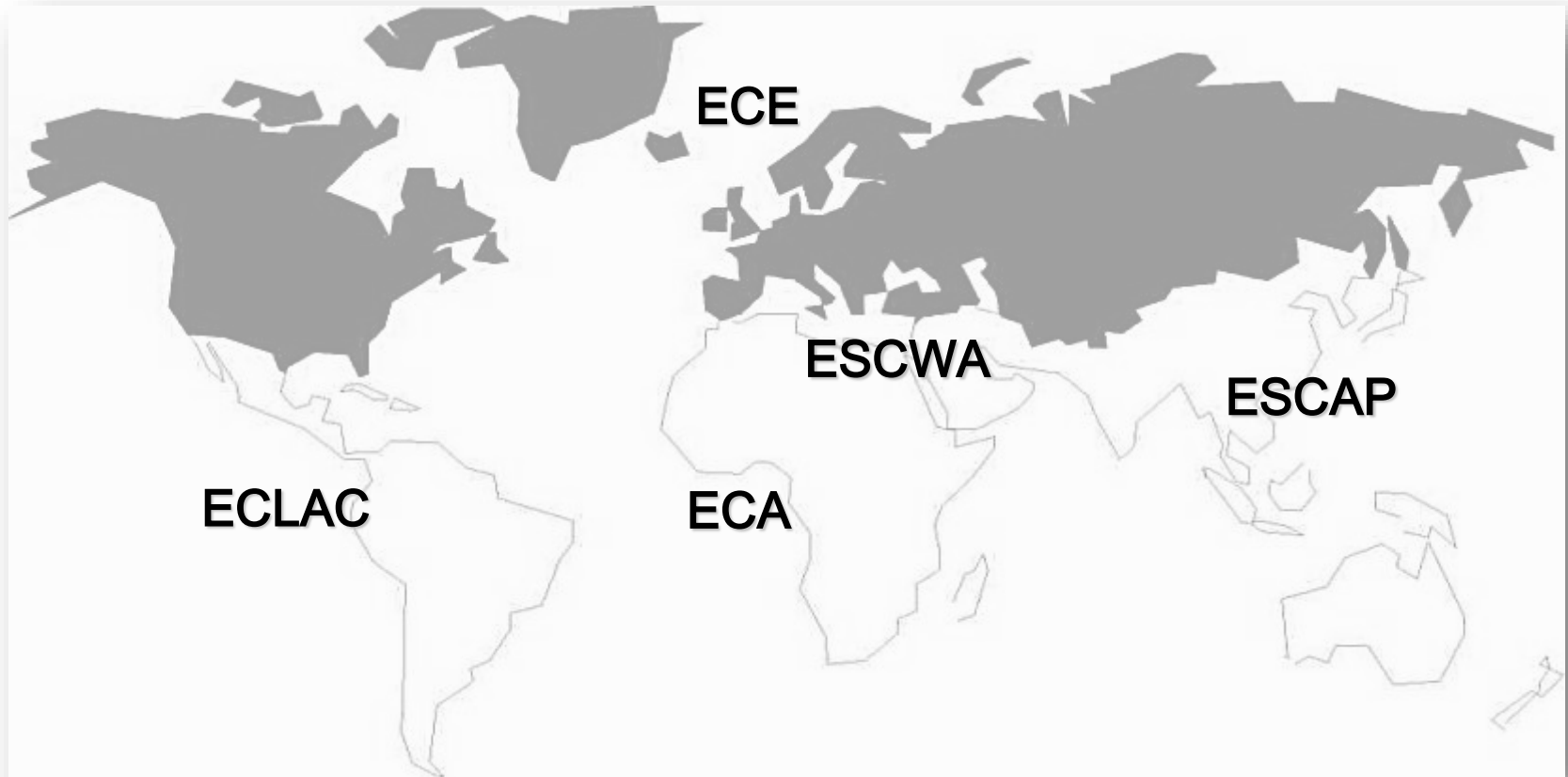


UNECE



UNITED NATIONS

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



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**



UNECE and Agricultural Quality Standards – Assuring quality and standardizing agricultural produce within UNECE



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

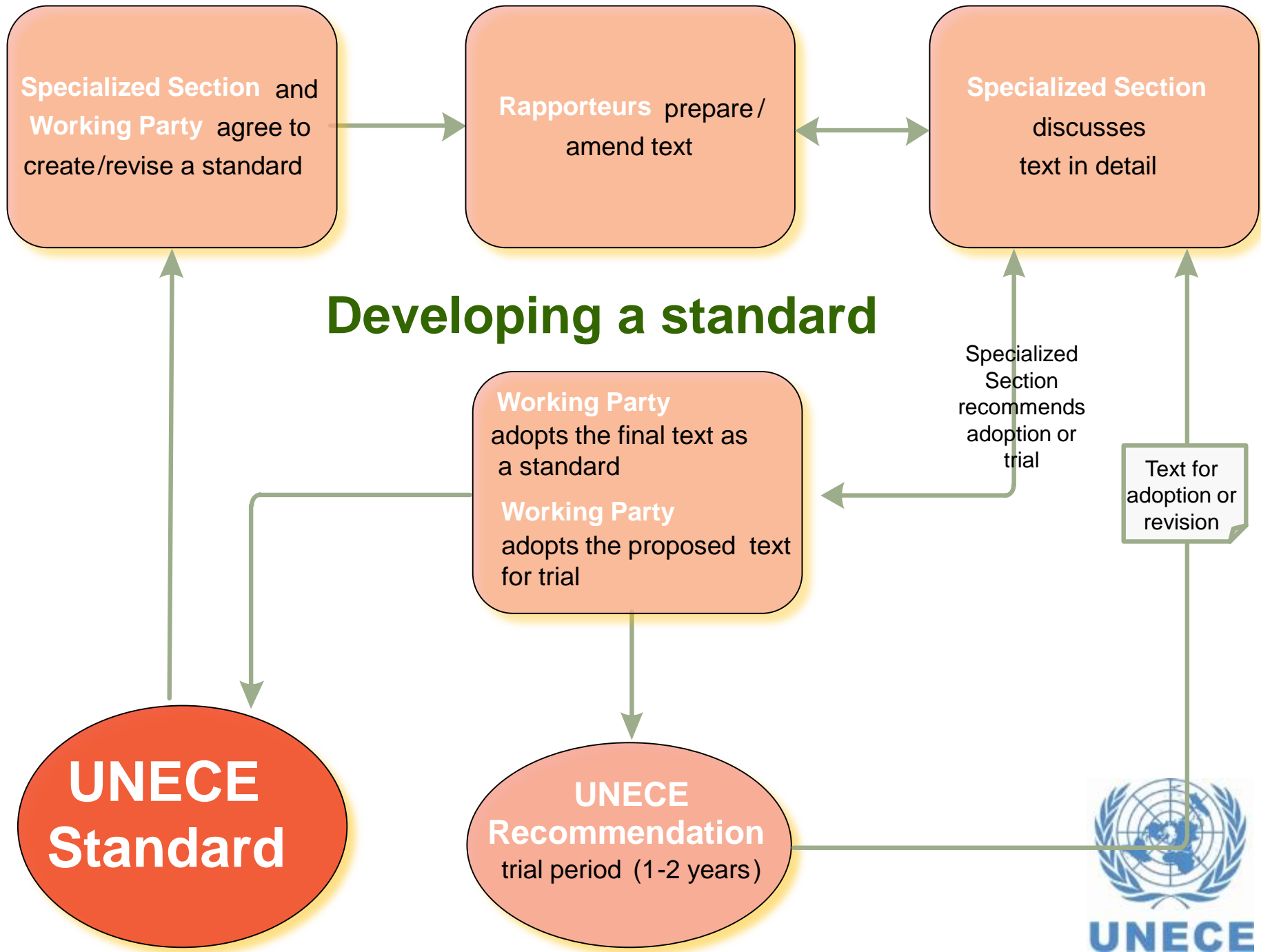
- national, regional and international governmental organizations (such as OECD, Codex, FAO, EU, WTO, ITC, UNCTAD) and NGOs
- professional organizations and the private sector

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





The Scope of UNECE standards

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 not apply to produce for industrial processing.

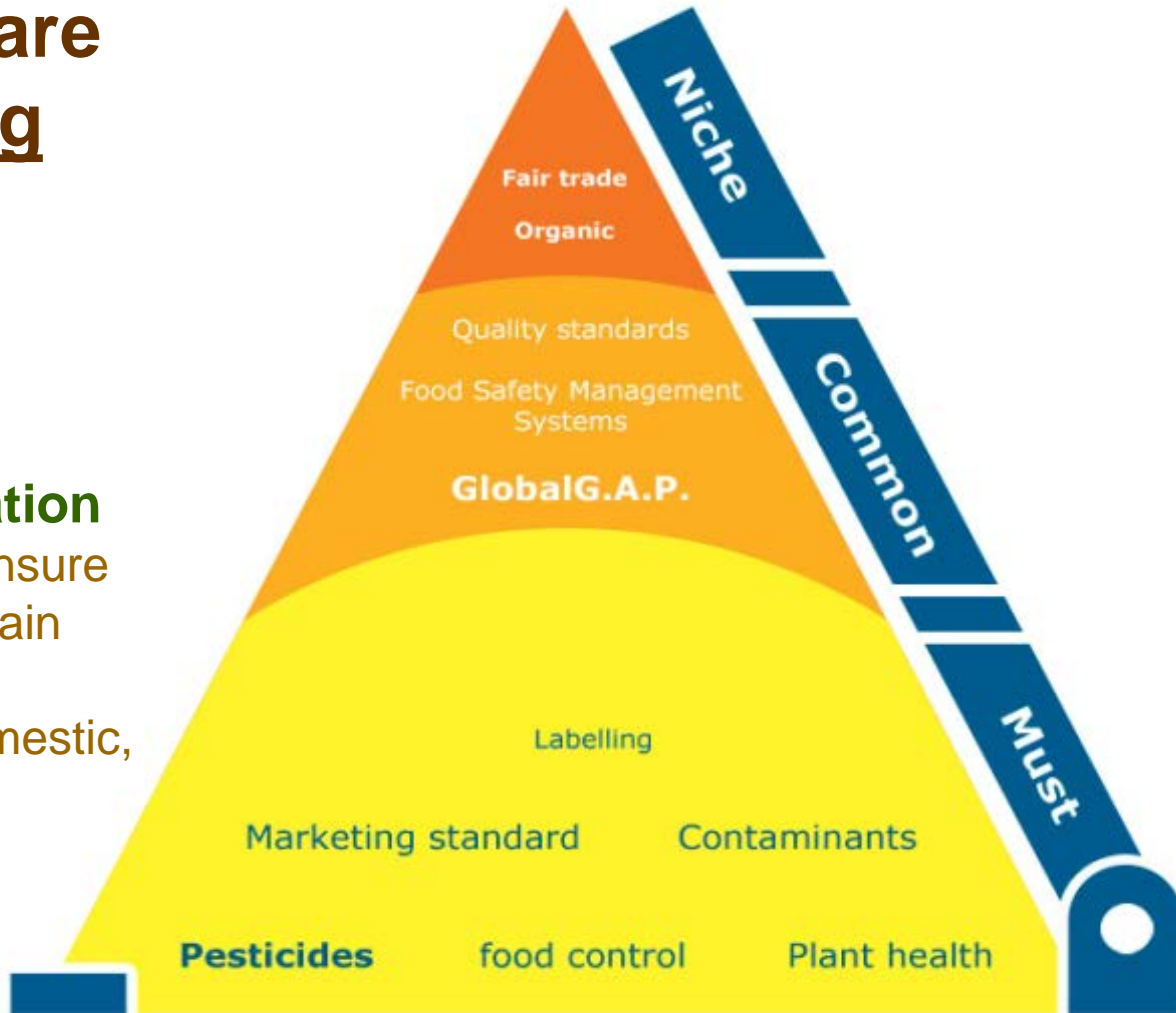


UNECE standards are voluntary marketing standards for international trade

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





UNECE

Quality for trade
since 1949

Working Party on
Agricultural Quality
Standards

100% quality

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)

UNECE DRY AND DRIED PRODUCE Standards (28)

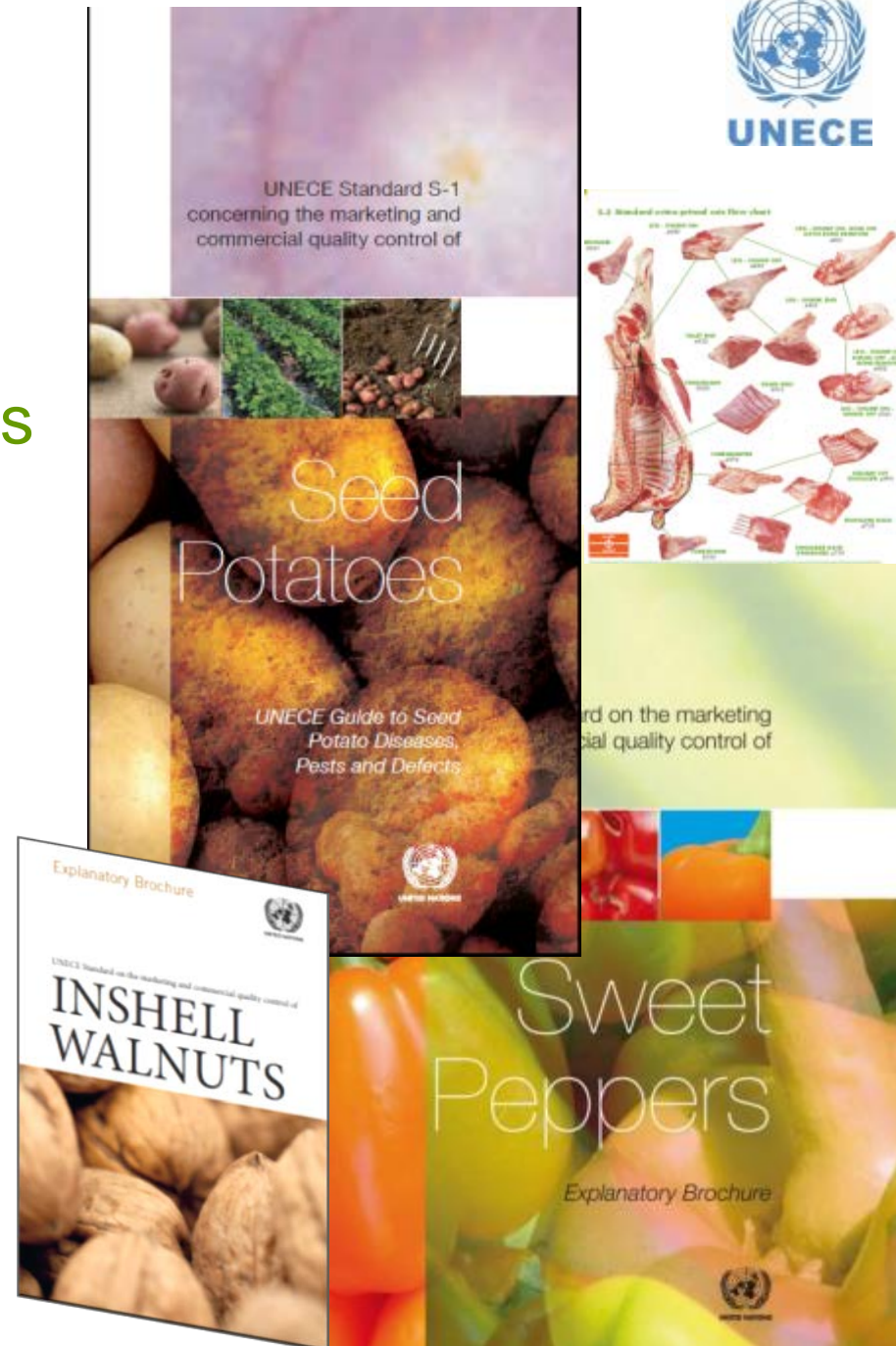


Product	Published/Last revised REVISION SCHEDULE
Standard Layout	2011
Almonds, inshell	2007
Almond kernels, blanched	2009
Almond kernels	1986/2003
Apples, dried	998/2012
Apricots, dried	1996
Brazil nuts, inshell	2013
Brazil nut kernels	2013
Cashew kernels	1999/2013
Chilli peppers, whole dried	2013
Dates	1987/2010
Figs, dried	1996/2004
Grapes, dried	1992
Hazelnut kernels	2010
Hazelnuts, inshell	1970/2007
Macadamia kernels	2011
Macadamia nuts, inshell	2010
Mangoes, dried	2013
Peaches, dried	2008
Pears, dried	1996/2012
Pineapples, dried	2014
Pine nut kernels	1993/2013
Pistachio kernels and peeled pistachio kernels	2010
Pistachio nuts, inshell	1990/2004
Prunes	1988/2003
Tomatoes, dried	2007
Walnut kernels	1983/2001
Walnuts, inshell	1970/2002/2015

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



**UNECE
STANDARD**

**Implementing
UNECE Standards**

**Creating
international best
practice**

GOVERNMENT

EU

FAO/WHO
Codex
Alimentarius

OECD

PRIVATE
SECTOR

National
Standard

EU
Regulation

Codex
Standard

Explanatory
Brochures

Reference in
Contracts



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 also 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



UNITED NATIONS ECONOMIC COMMISSION FOR
EUROPE

UNECE Dry and Dried Produce Standards
in International Trade

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



UNITED NATIONS ECONOMIC COMMISSION
FOR EUROPE

UNECE Dry and Dried Produce Standards in
International Trade

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




UNEP

Business process analysis:
export of dried apricot



Sustainability Xchange Standards Map

IDENTIFY

Identify voluntary sustainability standards which apply to your specific needs.



QUICK-SCAN

Quickly review selected standards at a glance.



COMPARE

Compare different standards more in-depth, based on all the criteria available.



ASSESS

Once you have selected the criteria, you are ready to launch the assessment.

Are there measures to promote and enhance the value of your product?

How many measures do you have?

How many measures do you have?



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



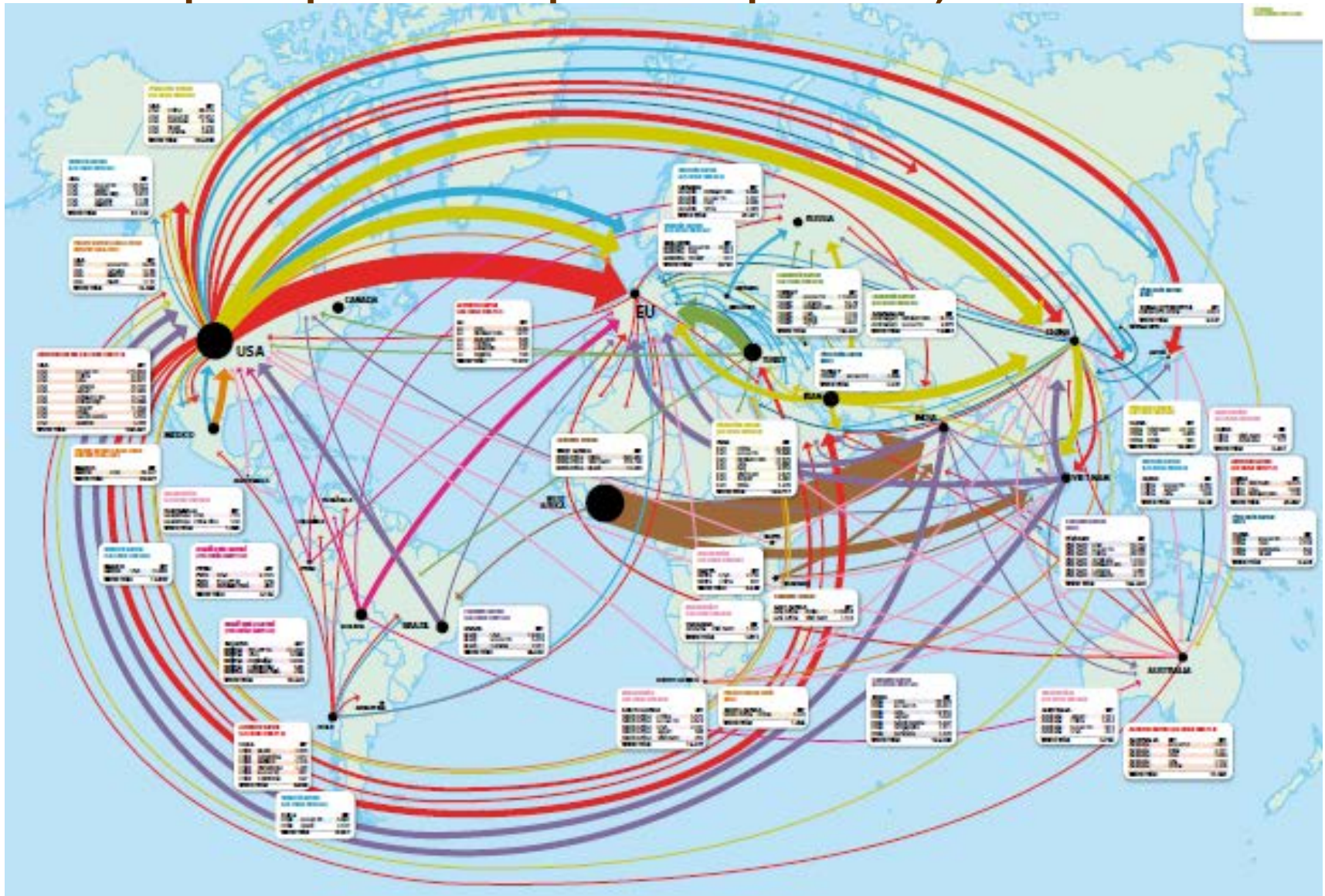
CHALLENGES

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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