

Possible impacts of EU
marketing standards on
meeting the Sustainable
Development Goals (SDGs).



SUSTAINABLE DEVELOPMENT GOALS



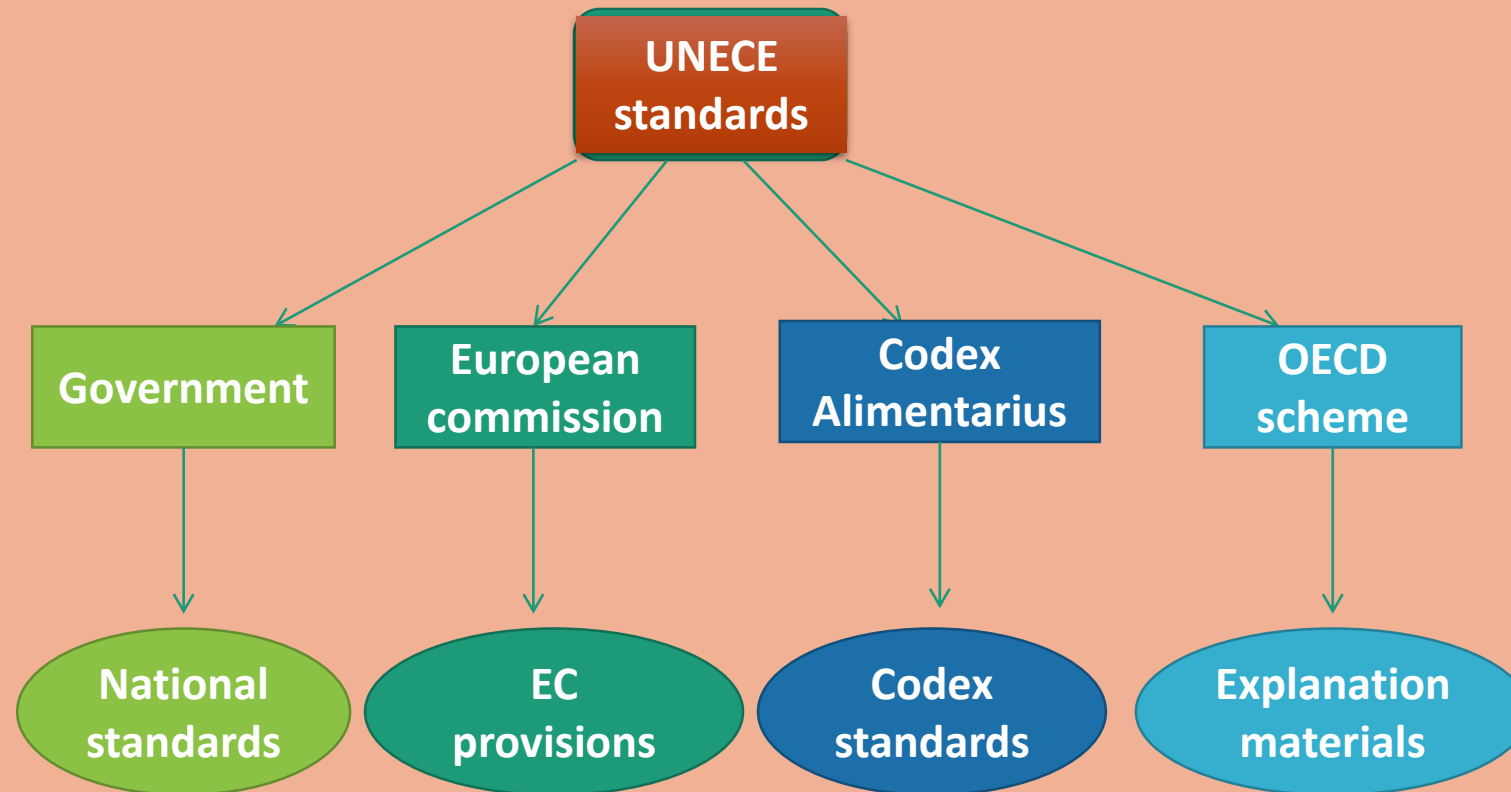
The role of public standards governing minimum quality is to ensure that food that is traded, sold and bought is of good edible quality and preserves its attributes

Minimum commercial quality/marketing standards provide ground rules that help assure not only the quality but eventually also the right price of the efforts made and the resources put into achieving the quality sought after.

Importance of the agricultural quality standards

- **Agricultural quality standards** – are used by producers, distributors and traders at all market stages.
- Agricultural quality standards are used in domestic and international trade **worldwide**
- At country level, they might be part of the national regulatory framework or used at company levels (via contractual arrangements)

Implementation of agriculture quality standards



Agricultural quality standards – why we need them and how they could be connected to the SDS's

- Support high quality production – SDG 3
- Increase profitability of producers – SDG 8
- Build confidence and occasions on a market – SDG 8
- Prevent placement and sale of low-quality products on a market – SDG 3
- Protect customer interests – SDG 3
- Define a common trading/transaction language for all participating parties in a value chain – SDG 8
- Facilitate domestic and international transactions through similar quality requirements – SDG 8
- Market development, market access – SDG 8
- Reduce food loss and waste – SDG 12

Why are these standards important?

- Uniform understanding what quality is
- Uniform application of agreed quality parameters
- Better product value
- Increased consumer trust in the produce and by extension the producer/company contributing to an increase in sales and profitability
- Better prospects to enter new market segments domestically and internationally
- Reduction of the food loss and waste

Where are standards applied and controlled

- At the production level – after harvest, grading and packaging before product is released to the market
- At the distribution centers upon receipt of the product, before storage
- At the wholesale level – upon receipt of the product, before storage
- At the retail level – upon receipt of the product, before offering product to the consumers
- At the import/ export stage for products released to the international trade



1308/2013 Fresh fruit and vegetables

- fruit and vegetables sector and processed f&v sector - **UNECE standards**
- Quality requirements, classification, sizing requirements, packaging, storing, transport, presentation, origin and labelling
- the products for which marketing standards have been laid down may be marketed in the Community only in accordance with such standards

General classification of standards

Standards by
measurement

Standards by
definition

Standards for
products

Standards for
processes

Standards on
design

Standards on
performance

Public standards

Private standards

Mandatory standards

Voluntary standards

Private standards

While public standards set the requirements for minimum quality, many operators including importers, traders, buyers, retailers ask for more

Who develops private standards?

- Industry (firms, national and regional commodity organizations) – economic reasons
- ISO – require yearly fee for using their standards
- Others – including GlobalGAP – paid accreditation guarantees that user obtains infrastructure/system ensuring correct using of private standards
- Supermarket chains have also range of their own „standards“ – specifications with detailed description of the quality requirements, going beyond the public quality standards requirements

Private standards focus

- „Voluntary“ sets of requirements
- Focused on various areas ranging including:
 - food safety and health
 - plant and animal health
 - social and working environment
 - labour protection and rights of children or minorities
 - occupational safety and health
 - sustainability
 - environmental protection
 - additional quality requirements – specifications





Practical examples how
standards can raise or decrease
the market value of the products



Good quality – but
no proper packaging
lower the value of
product



- Nice and fresh product – but suitable for local market places only



- Proper packaging increase market value of product



- Consumers are buying by eyes – attractive package with high quality class product will earn more money

Presentation is a key success factor

Only product graded according to the standards has chance to be displayed on attractive way

