

# Compliance with Standards and Conformity Assessment 2<sup>nd</sup> Session

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# Compliance with Standards and Conformity Assessment

## 2<sup>nd</sup> Session

- Standards as an **OPPORTUNITY**
  - Add economic value (organic, traceability, fair trade, ethics) → **move away from the commodity trap**
  - Facilitating access to high value international markets → **stable returns and long term planning**
  - Linking producers to markets → **sustainable competitive advantage**
  - Impact on rural development and export earnings
- Focus
  - Traceability systems
  - QMS development, testing and implementation
  - Certification (organic, GAP)
  - Investment in transformation and knowledge systems

- Success factors

- Demand oriented responding to beneficiaries needs/demands
- Private sector as the driving force → **greater ownership and relevance of development initiatives**
- Involvement of all relevant stakeholders → **inclusive, participatory approach**
- Key role of international donor community (financial and technical assistance) → **long term sustainability?**
- Co-financing (matching grants)

- Challenges

- Market orientation and entrepreneurial culture in developing countries → highly correlated to farm or business size
- Consolidation of incipient investments (once outside support is withdrawn)
- Lack/limited domestic demand (export focus)
- Establishment of sustainable business relationships with international buyers → ONLY WAY to create a sustainable competitive advantage
- Opportunistic, short term behaviour → contractual agreements needed to ensure compliance with stringent international requirements
- Strong institutional capacities → from standard taker to standard setter