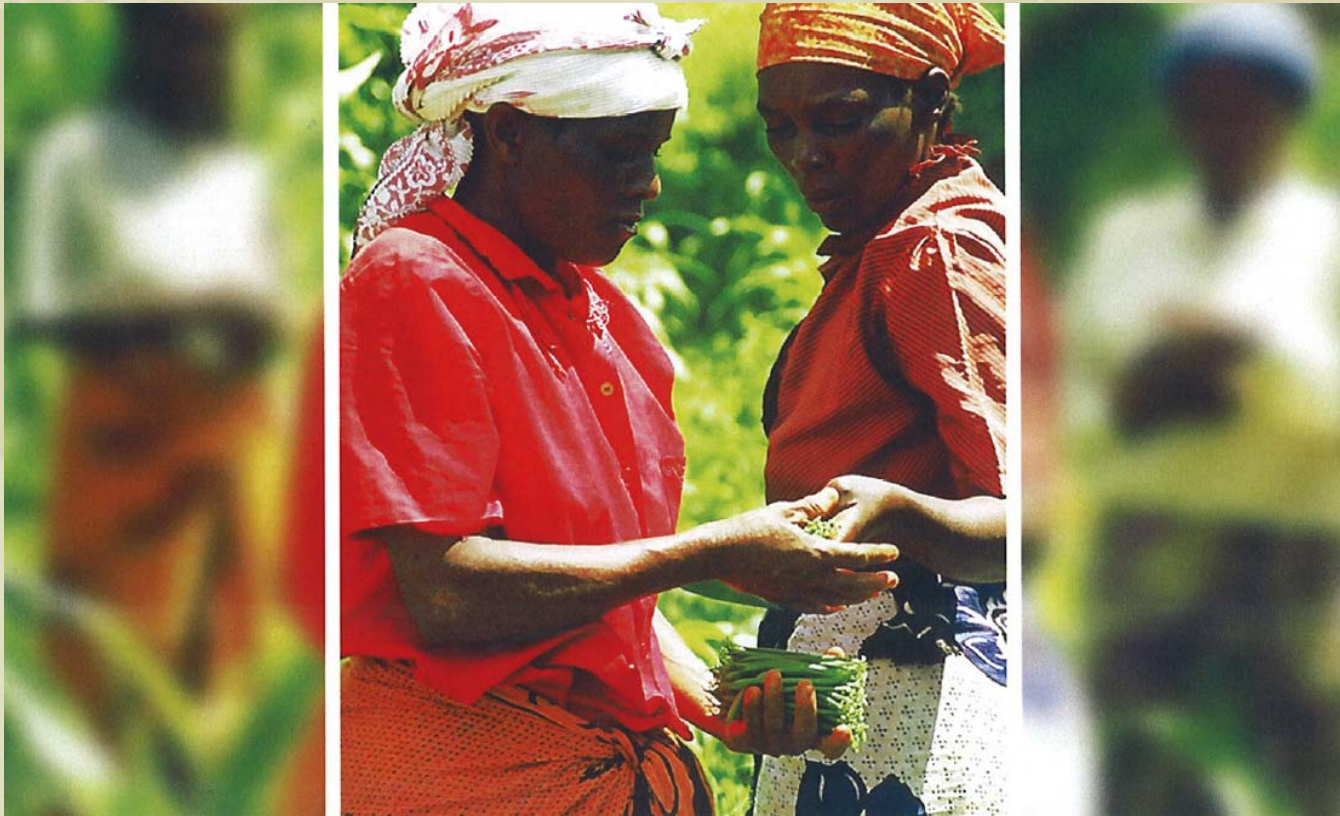




COLEACP

Facilitating Market Access for ACP Horticultural Produce: Achieving Compliance with EU Regulations & Requirements



Morag Webb

www.coleacp.org/pip

27 November 2008



COLEACP



- An EU-ACP not-for-profit, inter-professional association

- ACP Producers
- ACP Exporters
- European Importers

- **Goals:**

- Promote ACP-EU horticultural trade and increase competitiveness
- Contribute to sustainable development and poverty alleviation

Pesticides Initiative Programme



- Initiated July 2001
- Established at request of ACP group of states
- Financed by European Development Fund
- €33 million over 7 years
- Fresh F&V (not citrus, bananas)
- Food safety

1 year bridge July 2008-9 before PIP II

New market requirements



Regulations



- Directive 91/414 on pesticides (revision of a.i. harmonisation in MS)
- “Global Food Law” Regulation 178/2002 (EFSA + traceability + **due diligence concept**)
 - MRL Regulation 396/2005 (harmonised European MRLs)
 - Hygiene Regulation 852/2004 (HACCP)



Buyer requirements

Private voluntary standards

- GlobalGAP
 - BRC
- Private label



PIP GOAL:

- Prevent any negative effects on the ACP export sector resulting from EU regulatory changes and emerging market requirements
- Safeguard the position of ACP smallholders



PIP Approach

Support ACP companies to conform

Improve the operating environment of ACP
companies

Challenge the standards & regulations

Supporting Compliance



- **Compliance will bring benefits:** efficiency, food safety, health & safety, environment...
- **Compliance is expensive.** For long-term sustainability, it must be resourced through the supply chain. A **top-down approach** has greater chance of success
- **PIP works principally through exporters** who are in a better position to finance and maintain, and have the greatest vested interest
- **Through exporters, we reach** smallholder outgrowers, farm workers, packhouse workers, etc..
- Supply Chain



- Aim for a change in behaviour & in-company restructuring giving better control of production & export
- Achieved by helping exporters install & maintain durable risk managements systems from field to point of export:
 - Food safety system
 - Traceability System
 - In-house Training System
 - IPM System

Demand led – PIP responds to requests from beneficiaries

- Consultants analyse requests & help to identify needs
- PIP fits in with company “way of life”: means, aims, constraints
- PIP provides consultancies or services, and basic materials to implement, but not infrastructure
- Medium-term support, not one-off payments

Food Safety System



STEP 1. Consultant conducts needs assessment and identifies weak points (from field to point of shipment). Develops an action plan

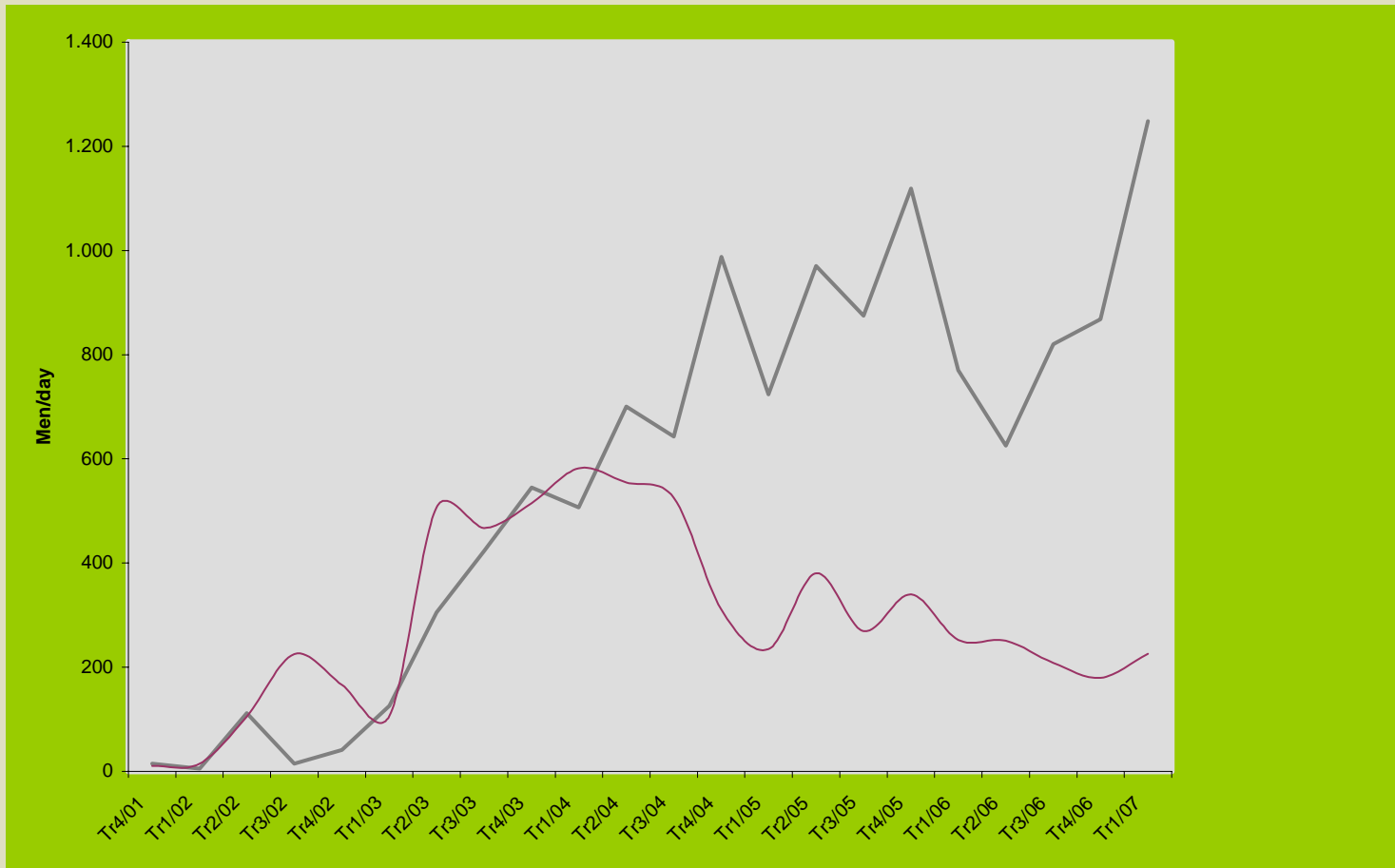
STEP 2. Company Food Safety Manager installs and implements the system, with backup and support from PIP. Ensures ownership and “internalises” the system – more likely to function effectively

STEP 3. Validation of the system. PIP will provide a consultant for blank audit. Most companies then decide to go for PVS certification



Capacity Building of Service Providers & Institutional Strengthening

Gradual Replacement of EU with ACP Expertise





The Challenge

To address a common subject (food safety) over a very diverse range of conditions (small vs large companies; different commodities; different countries; different needs). Required a very structured but flexible approach

Where we are now



- **23** countries
- **243** companies
- Exporting +/- 367,000t/yr
- 88% ACP-EU export flow
- Estimated 100,000 smallholders



Success factors



- Top down
- By the private sector for the private sector
- Flexible approach, based on customised support +/- a broad menu of standardised training materials/tools
- Requirement on companies to submit a request as well as for cost sharing ensured that we only targeted companies that were really interested

Success factors

- Participatory approach essential to ensure buy-in: success ultimately depends on money, time and resources being invested by the beneficiary
- Long duration: 8 years
- Supply chain approach
- Development of affordable & quality ACP service providers

Where we go from here

- New regulations: 91/414
- Private voluntary standards
- Environment and social standards
- Engaging with standard-setters
- Strengthening engagement up the supply chain



PIP

“An Initiative for safe and sustainable trade”

financed by
European Development Fund
and managed by COLEACP