



UNCTAD

FRUITS, TEA & SEAFOOD

3 COMMODITIES, 3 BATTLES



INTERNATIONAL MARKETS NEED TRANSPARENCY AND BENCHMARKS



STANDARDS AND CERTIFICATIONS HELP CUSTOMERS TO KNOW THE SPECIFICATION OF THE PRODUCT OR THE SERVICES AND WHETHER IT IS IN CONFORMITY WITH ITS REQUIREMENTS.

CERTIFICATION THEREFORE REPRESENTS A CLEAR ADDED VALUE FOR ALL TYPES OF PRODUCTS THAT ARE BEING EXPORTED FROM ANY COUNTRY TO GLOBAL MARKETS

HERE FOLLOWS 3 EXAMPLES OF LOCAL COMMUNITIES THAT DECIDED TO MOVE AHEAD WITH THEIR ACTIVITY IN IMPROVING THEIR STANDARDS AND QUALITY AND IN HAVING IT UNDER A STRICT CONTROL.





IDAL – THE INVESTMENT DEVELOPMENT AUTHORITY OF LEBANON (1/4)

1996 - 2000

THE EXPORT VALUE OF FRUITS AND VEGETABLE OF LEBANON SHOWS A DECLINE OF 20 %

2001 EXPORT PLUS PROGRAM

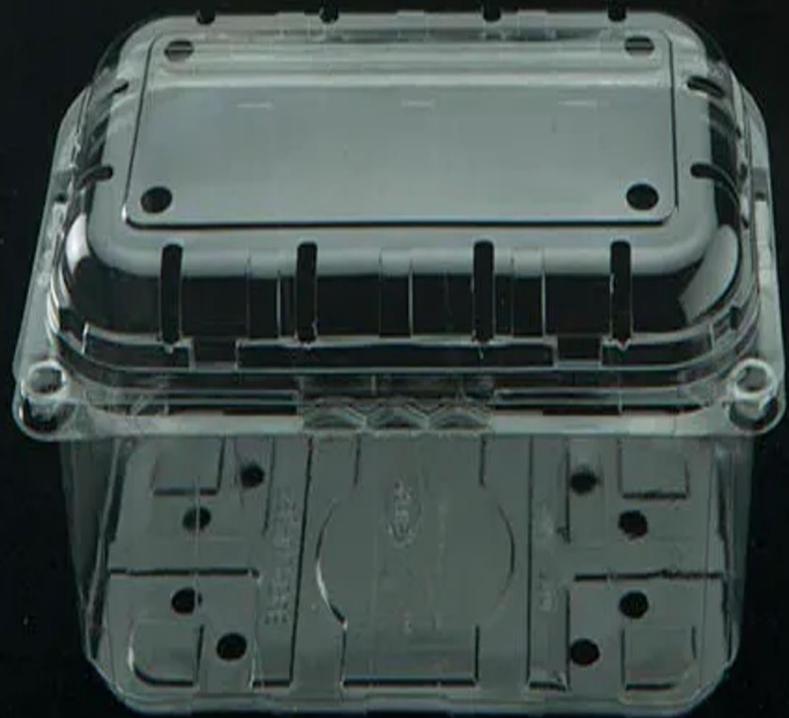
IDAL GETS A BUDGET IN ORDER TO PUT IN PLACE A PROGRAM OF SUBVENTIONS FOR AGRICULTURE EXPORTS

- INCREASE THE QUANTITY OF EXPORT
- FIND NEW DESTINATIONS
- IMPROVE THE QUALITY OF PRODUCTION AND OF PACKING





IDAL – THE INVESTMENT DEVELOPMENT AUTHORITY OF LEBANON (2/4)



2006 - 2011

FROM 2006 TO 2011, IDAL REDUCES THE SUBSIDIES OF 20 % PER YEAR. THE EXPORT QUANTITIES REMAIN STABLE.

2012 AGRI PLUS PROGRAM

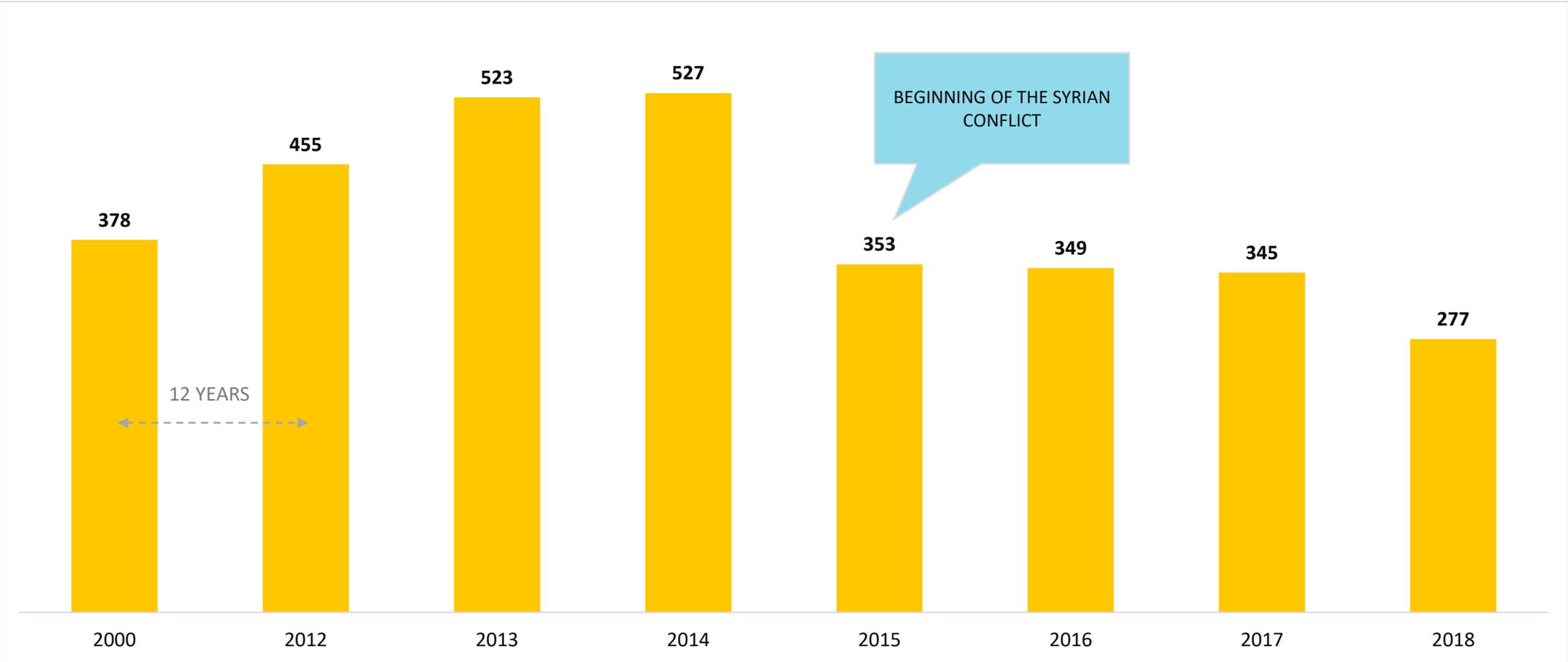
IN 2012, IDAL PUTS IN PLACE A NEW PROGRAM – AGRI PLUS WHICH INCLUDES ...

- INITIATING **TRAINING PROGRAMS** IN ORDER TO PROVIDE **QUALITY CERTIFICATES** FOR PACKAGING STATIONS : ISO, HACCP, BRC..
- **IMPROVING PACKAGING** - MODERNIZATION PACKAGING AND **COOL STORAGE HOUSES**
- THE **SUBSIDY** WILL BE ADJUSTED ACCORDING TO THE DESTINATION OF THE GOODS AND ON BASIS OF 4 ZONES :
 - Syria, Jordan, and Iraq
 - Egypt, Libya, Sudan, Turkey, Saudi Arabia, UAE, Yemen, Oman, Kuwait, Qatar, Bahrain, and Iran
 - Europe, Asia, and Middle Asia
 - North and South America, Australia, and East Asia

IDAL – THE INVESTMENT DEVELOPMENT AUTHORITY OF LEBANON (3/4)

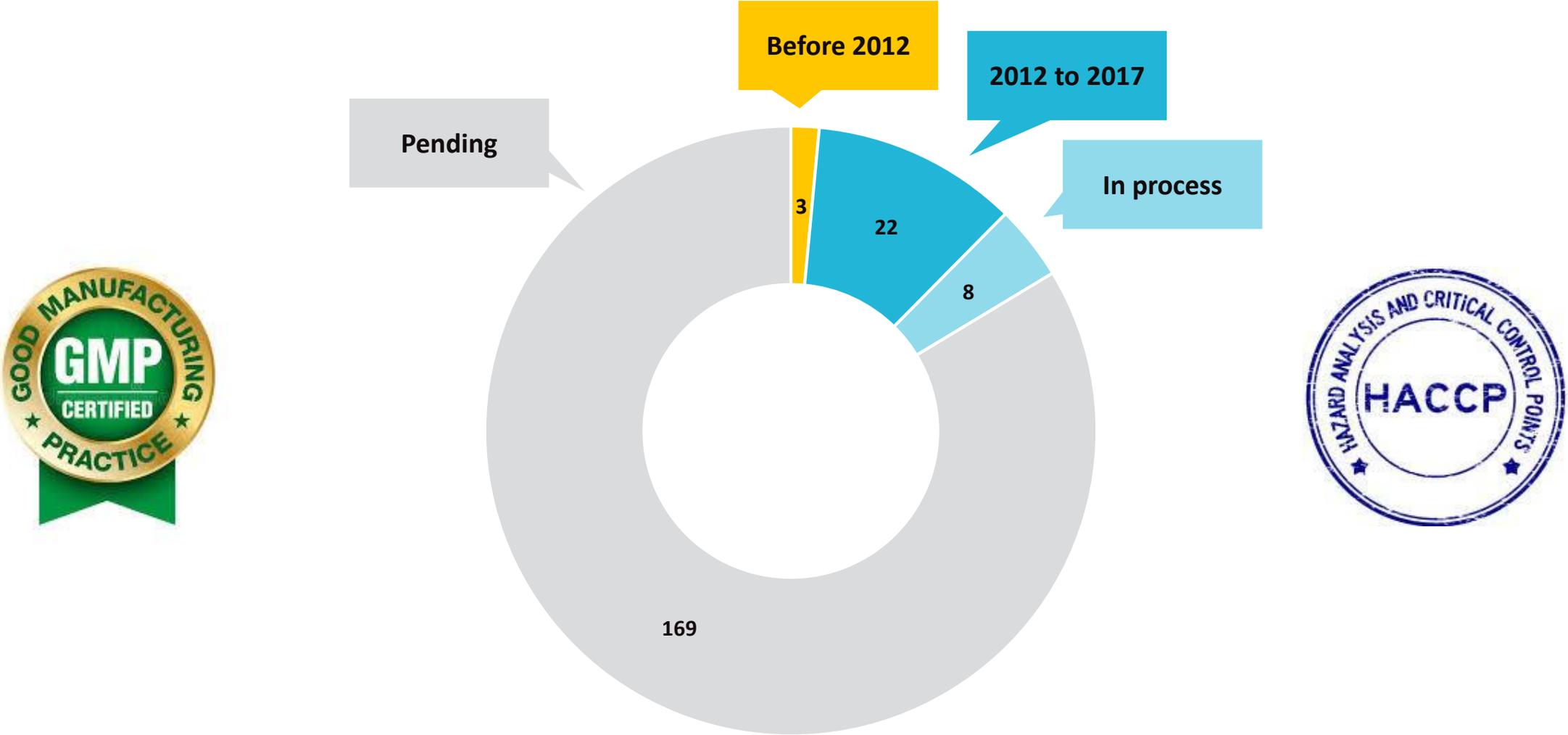


Lebanon fruits and vegetables exports (k MT)





Achievements of the AGRI PLUS program in terms of certification :



2003 THE BRAND “CEYLON TEA” STARTS

THE SLTB (SRI LANKA TEA BOARD) DECIDES TO REPATRIATE THE CEYLON TEA IN SRI LANKA BECAUSE THE NAMED CEYLON TEA IS SOLD ALL OVER THE WORLD AND MADE OF ANY TYPE OF TEA OF ANY ORIGIN



A CERTIFICATION PROCEDURE HAS BEEN SETUP :

- 1 THE BRAND + A **LOGO** IS BEING CREATED => CEYLON TEA SYMBOL OF QUALITY
- 2 THE CEYLON **TEA TASTE** MUST BE OFFICIALLY DETERMINED IN TERMS OF TASTE COLORS.. ETC. AND IN TERM OF **GEOGRAPHICAL LOCATION**
- 3 THE **SLTB** OBTAINED FROM THE SRI LANKA GOVERNMENT THE **FULL AUTHORITY TO ADMINISTRATE THE BRAND** FOR THE 7 CONCERNED REGIONS IN THE COUNTRY.
- 4 AFTER REGISTRATION/CERTIFICATION OF ALL DIFFERENT OFFICIAL TEAS “CEYLON TEA SYMBOL OF QUALITY” OF SRI LANKA, THE SLTB PROCEEDED TO **REGISTER THE BRAND IN THE 20 MOST IMPORTANT MARKETS IDENTIFIED.** (GMP, GHP AND QUALITY ASSURANCE)





SRI LANKA TEA BOARD CEYLON TEA



GEOGRAPHICAL INDICATION CONTROL SYSTEM PROCEDURE HAS BEEN INITIALLY PERFORMED
IN EACH COUNTRY

IRAN
IRAQ
LEBANON
JAPAN
EGYPT
SAUDI ARABIA
UAE
CANADA
SYRIA
LIBYA
UKRAINE
KUWAIT
RUSSIA
USA
AZERBAIJAN
TUNISIA
EU
TURKEY
AUSTRALIA

**TODAY, THE SRI LANKA TEA BOARD LION LOGO IS REGISTERED IN
MORE THAN 94 COUNTRIES**

THE SEAFOOD EXPORT GROWTH IN PERU



- FOR MORE THAN 50 YEARS, PERU HAS BEEN WELL KNOWN FOR ITS **EXPORTS OF FISHMEAL AND OIL**. THIS WAS ESSENTIALLY A BY PRODUCT USED FOR **ANIMAL FEEDING**. FOR MANY YEARS, NOBODY REALLY CARED ABOUT THE OTHER LOCAL SEA FOOD.
- **UNTIL 1993-4, ONLY FEW EXPORTS OF SEAFOOD** WERE BEING DONE. DURING THESE YEARS, A CASE OF “HEPATITIS A” APPEARED IN A DESTINATION COUNTRY.
- FURTHER TO THIS CASE, THE SANITARY AUTHORITY OF THE GOVERNEMENT OF PERU (SANIPES) PUT IN PLACE **VERY STRICT SANITARY CONTROLS ON THE FISHERY** AND OBLIGED EXPORTERS TO COMPLY WITH THESE REGULATIONS



THE SEAFOOD EXPORT GROWTH IN PERU LA CONCHA DE ABANICO – THE SCALLOP

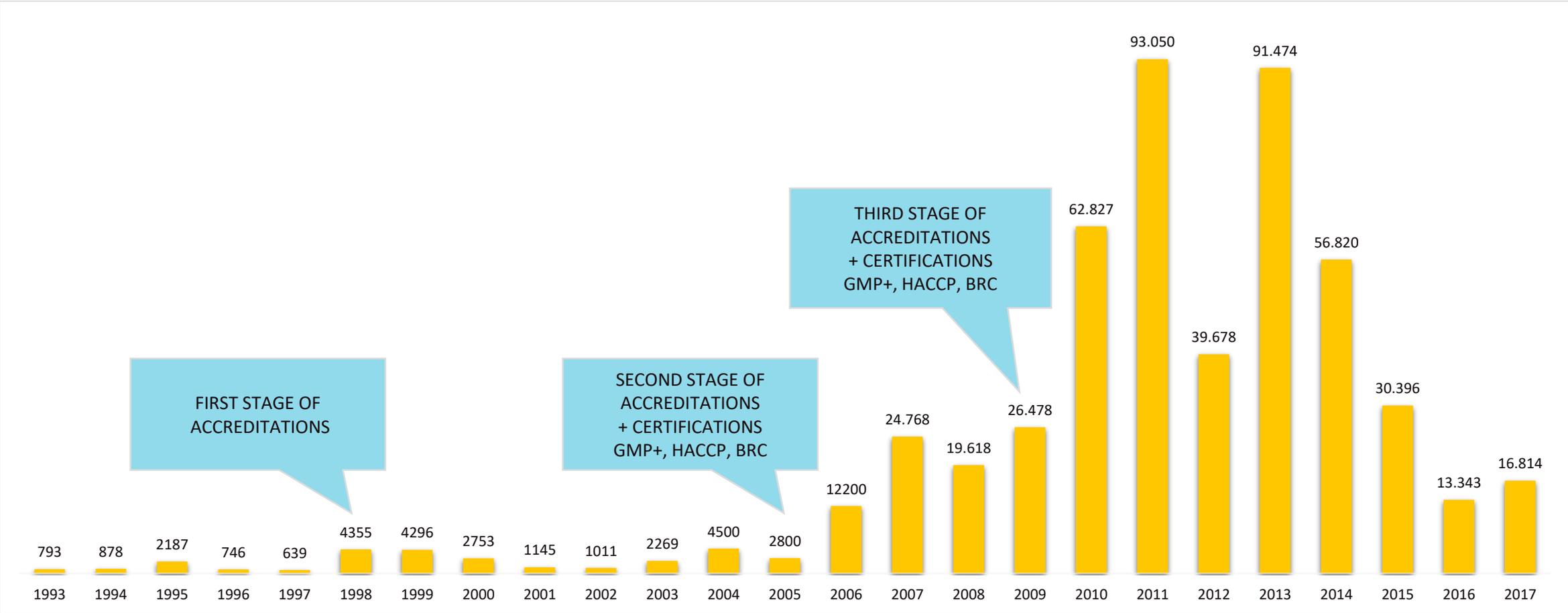


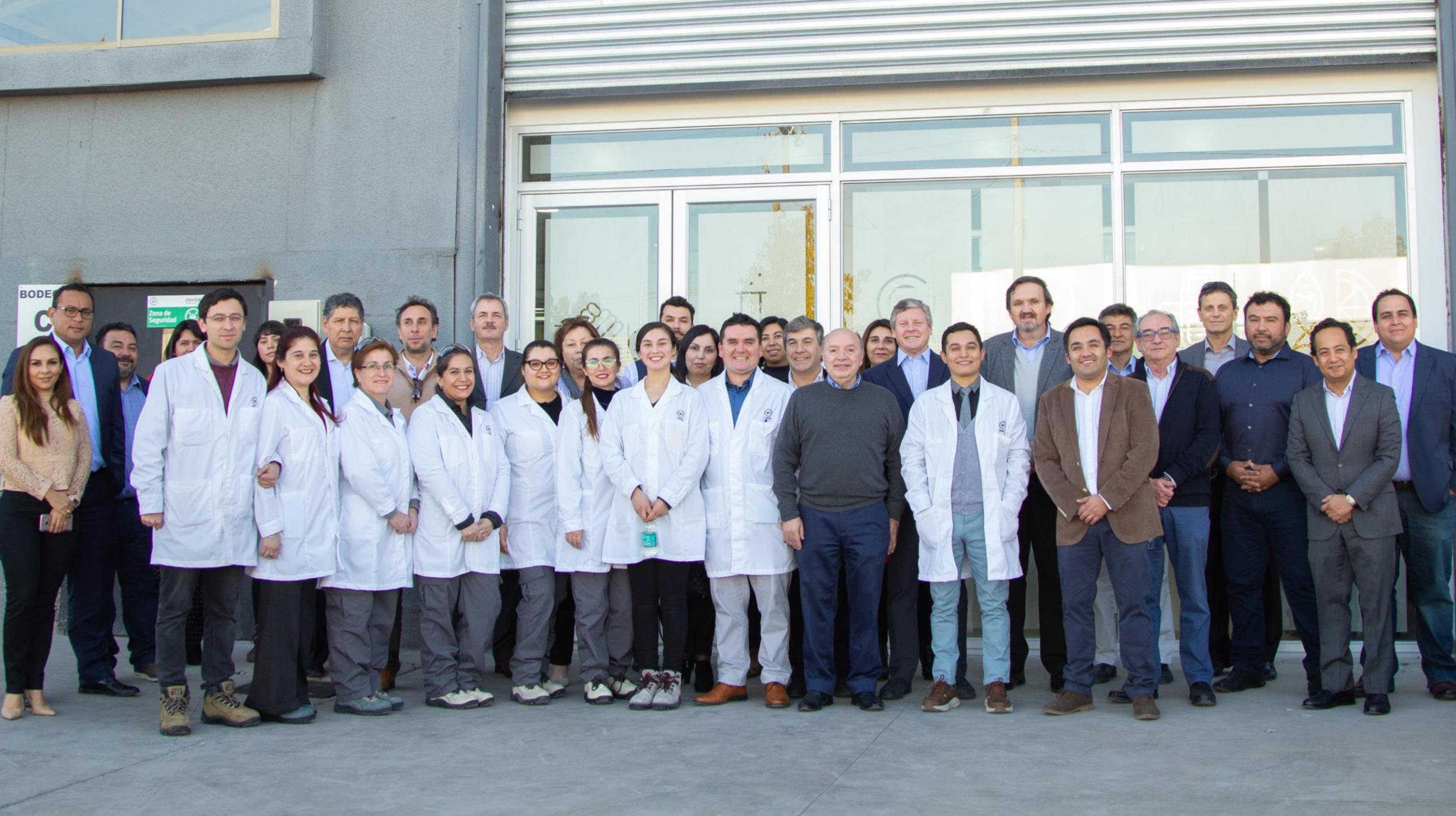
- UNTIL THE YEARS 2005-2007, INTERNATIONAL MARKETS WERE PROTECTED BY DEMANDING **IMPORT AND SANITARY REGULATIONS**. ONLY FEW ACREDITED LABORATORIES AND CERTIFIED FACTORIES COULD PRODUCE OR DELIVER SCALLOPS TO THESE MARKETS.
- **INTERTEK** DECIDED TO **INVEST MASSIVELY** IN ITS LABORATORY OF LIMA...TODAY, THE LAB :
 - OWNS **192 INTERNATIONAL/NATIONAL ACREDITATIONS** FOR SPECIFIC ANALYSIS ON AGRICULTURAL PRODUCTS
 - EMPLOYS **60 PEOPLE**
 - PERFORMS **95 %** OF THE TOTAL **ANALYSIS FOR EXPORTS OF SCALLOPS**
 - PROVIDE **HACCP, GMP+ AND BRC CERTIFICATION** TO ALL THEIR CUSTOMERS

WHEN THE LABORATORY PERFORMANCE ALLOWS THE GROWTH OF EXPORTS



Peruvian Exports of Concha de Abanico (scallops) (MT)





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