

Avocado Export Procedures Guide for SMEs in Tanzania

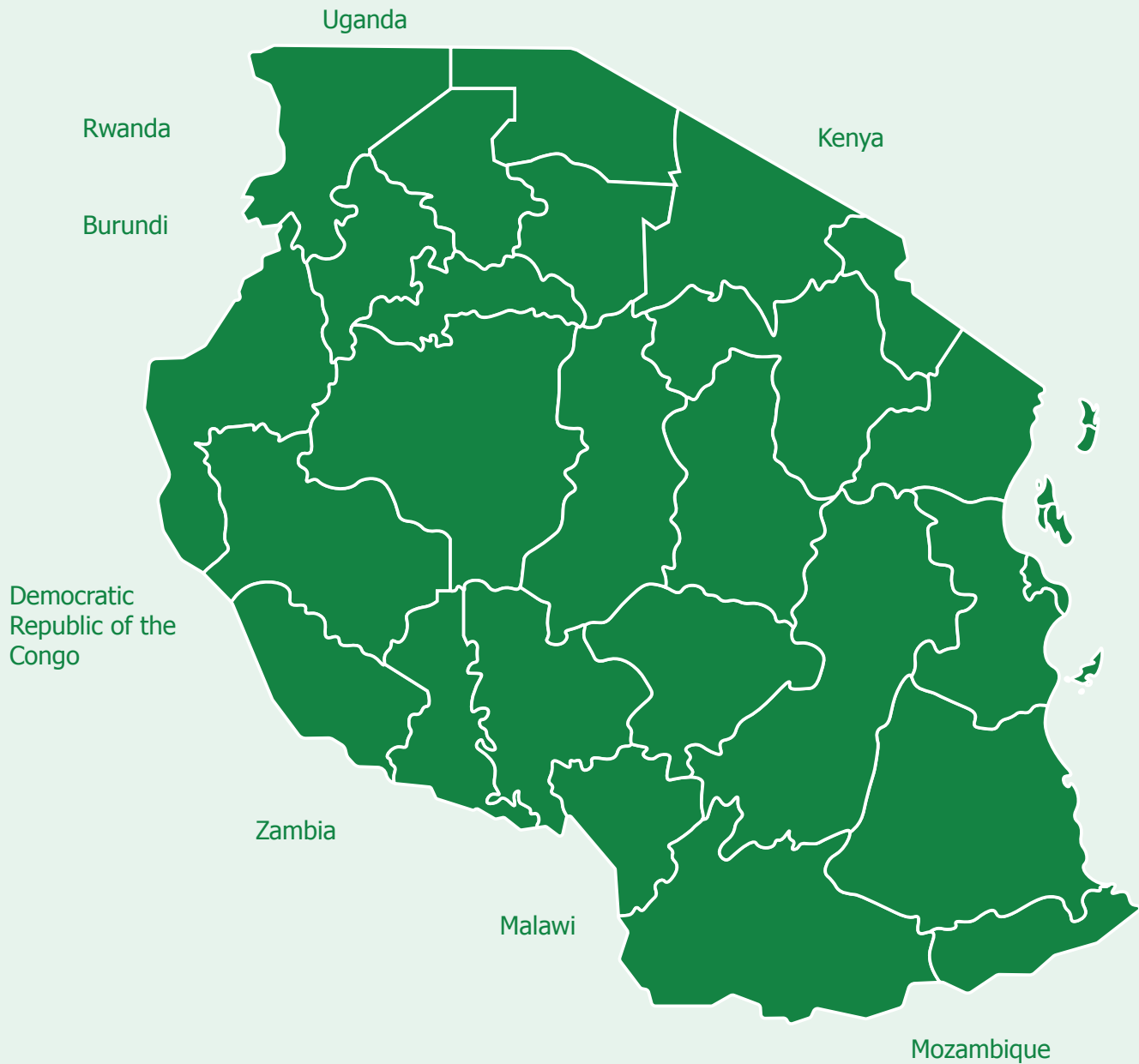


Co-funded by the
European Union



East African Community

Tanzania



Author: Agatha Nderitu

Disclaimer

This document was produced with the financial assistance of the European Union. The views expressed herein can in no way be taken to reflect the official opinion of the European Union.

The designations employed and the presentation of material in this document do not imply the expression of any opinion whatsoever on the part of the International Trade Centre concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries.

This document has not formally been edited by the International Trade Centre.

Table of Contents

| | |
|--|-----------|
| ACRONYMS | 4 |
| ABOUT THIS GUIDE | 6 |
| Chapter 1: Tanzania Avocado Trade | 8 |
| Overview of the Avocado Sector in Tanzania | 8 |
| Tanzania’s Export of Avocados | 9 |
| Exploring Opportunities in the European Union (EU) | 13 |
| Exploring Opportunities under the African Continental Free Trade Area (AfCFTA) | 18 |
| Where to find additional / updated information | 20 |
| Chapter 2: Meeting EU Importing Market Requirements | 22 |
| Sanitary and Phytosanitary Requirements for Avocado | 22 |
| Food Safety | 23 |
| Plant Health | 24 |
| Traceability | 25 |
| Standards for Avocados | 26 |
| International Avocado Standards | 27 |
| EAC Regional Avocado Standards | 27 |
| Tanzania Avocado Standards | 27 |
| Avocado Size and Product Quality | 28 |
| Packaging | 29 |
| Labelling | 30 |
| EU Market Preferences and Trends | 32 |
| Chapter 3: Step by Step Procedures for Exporting Avocados in Tanzania | 36 |
| Summary of Procedures for Avocado Exports from Tanzania through JNIA | 36 |
| Step by Step Procedure for Avocado Exports from Tanzania through the JNIA | 38 |
| Chapter 4: Avocado Import Procedures in the EU | 49 |
| Summary of Procedures for Avocado Imports into the EU from Tanzania | 49 |
| Documents for Customs Clearance | 53 |
| Chapter 5: Export Support Facilities | 57 |
| Key Export Support Facilities in Tanzania | 57 |
| Key Support Facilities in Importing Markets | 57 |

Acronyms

| | |
|--------------|---|
| BRCGS | British Retail Consortium Global Standards |
| CAC | Codex Alimentarius Commission |
| CAPR | Corrective Action Plan |
| CBI | Centre for the Promotion of Imports from developing countries |
| EAC | East African Community |
| EAS | East African Standards |
| EASC | East African Standards Committee |
| ECS | Electronic Certification System |
| ENS | Entry Summary Declaration |
| EORI | Electronic Operator Registration Identification |
| EU | European Union |
| EXS | Exit Summary Declaration |
| GAP | Good Agricultural Practices |
| GHP | Good Hygiene Practices |
| GLOBAL G.A.P | Global Good Agricultural Practices |
| GMP | Good Manufacturing Practices |
| GSP | Generalized System of Preferences |
| GSP | Good Storage Practices |
| HACCP | Hazard Analysis and Critical Control Point |
| HCD | Horticultural Crop Directorate |
| ICS | Import Control System |
| HS | Harmonized System |
| HODECT | Horticulture Development Council of Tanzania |
| IFPRI | International Food Policy Research Institute |
| ISO | International Organization for Standardization |
| ISPM | International Standards for Phytosanitary Measures |
| ITC | International Trade Centre |
| JNIA | Julius Nyerere International Airport |
| MRL | Maximum Residue Limits |
| MARKUP | Market Access Upgrade Programme |
| MITI | Ministry of Industry, Trade and Investment |

| | |
|--------|---|
| PHS | Plant Health Services |
| RoO | Rules of Origin |
| SAD | Single Administrative Document |
| SPS | Sanitary and Phytosanitary |
| SME | Small and Medium-sized Enterprise |
| SMETA | Sedex Members Ethical Trade Audit |
| SQMT | Standardization, Quality Assurance, Metrology and Testing |
| TAEC | Tanzania Atomic Energy Commission |
| TAHA | Tanzania Horticulture Association |
| TANSAD | Tanzania Single Administrative Document |
| TBS | Tanzania Bureau of Standards |
| TBT | Technical Barriers to Trade |
| TFA | Trade Facilitation Agreement |
| TPRI | Tropical Pesticides Research Institute |
| TRA | Tanzania Revenue Authority |
| TZS | Tanzanian Shillings |
| UCR | Unique Consignment Reference |
| UN | United Nations |
| UNECE | United Nations Economic Commission for Europe |
| VAT | Value Added Tax |
| WTO | World Trade Organization |
| WEDF | World Export Development Forum |

About This Guide

This *Avocado Export Procedures Guide* for SMEs in Tanzania is prepared under the European Union – East African Community Market Access Upgrade Programme (EU-EAC MARKUP), a regional development initiative implemented by the International Trade Centre (ITC) that aims to contribute to the economic growth of the EAC through supporting increased exports of agribusiness and horticultural products, promoting regional integration and access to the European market.

Avocado farming has grown to become one of the most important export fruits in Tanzania, with demand for avocados increasing internationally, creating a niche which Tanzania SMEs can take advantage of. Even though smallholder farmers produce most avocados in Tanzania, SMEs are often constrained in exploiting such opportunities. By their very nature, SMEs often lack the technical knowledge, financial means and market information on export markets, opportunities in them and requirements and procedures necessary to support their exporting ventures. It is this last challenge that this Avocado Export Procedures Guide seeks to address.

Targeted at SMEs that are ready to export or already exporting, the overall objective of the Avocado Export Procedures Guide is to build knowledge and awareness on export market opportunities for Tanzania avocado, especially in relation to the EU; the quality-related requirements (SPS, TBT, standards, rules of origin) to access the EU market and the step-by-step procedures for exporting the avocados. While a lot of the information contained in this Guide is available on various sources on the internet, the Guide goes a step further to provide avocado SMEs with a simplified and consolidated information pack. Besides the SME exporters, the Guide is also a useful tool for Trade Support Institutions (TSIs) in Tanzania, such as Business Membership Organisations (BMOs) and public sector bodies who may use the information herein to support SMEs to take advantage of identified opportunities, including through facilitating the exporting process.

In terms of structure, the Avocado Export Procedures Guide is divided into five chapters. Chapter 1 introduces Tanzania's avocado trade, looking at its production, exports and imports. The Chapter also looks at Tanzania in the context of EAC's imports and exports. The chapter delves deeper into the EU as an export destination, looking at trends and analysing the export potential in the EU. Chapter 2 looks at import market requirements that an SME must meet before they export their products, in general and with a specific reference to the EU Market. In Chapter 3, the guide provides a summary as well as a step-by-step elaboration of the whole gamut of business processes and regulatory activities required to export avocados in Tanzania for a first-time exporter – from registering as an exporter, going through the various state entities to obtain various certifications and approvals, to releasing the avocados at the port for shipment. Chapter 4 looks at those key processes, requirements and procedures for importing avocados into the EU. Since the importer in the EU takes a lead in most of the required action, the Chapter narrows down on those actions and requirements where the input of the exporter is critical. In Chapter 5, the guide provides information on where SMEs may find additional information and help to support their exporting journey.



Chapter 1: Tanzania Avocado Trade

Overview and Objectives of Chapter 1:

This Chapter provides an overview of Tanzania's avocado trade, looking at its production, exports and imports, both existing and potential. The Chapter delves deeper into the EU as an export destination, looking at the size of the market, the trends, the export potential as well as the trading regime between Tanzania and the EU. Given the forthcoming African Continental Free Trade Area, the Chapter also elaborates the potential market for avocados across Africa.

The **key objectives** of this Chapter are:

- To build the knowledge and understanding of the Tanzanian avocado sector SME of the global, EU and African markets for avocados and the export opportunities in them.
- To provide the avocado sector SMEs in Tanzania with a list of credible information and data sources on the avocado sector

Overview of the Avocado Sector in Tanzania

Avocado was first introduced in Tanzania by German missionaries somewhere between the late 1800s and the early 1900s¹. The most commonly grown varieties in Tanzania are the Hass and Fuerte (a green skin variety), as well as small indigenous varieties such as Waisal. The Hass variety is grown mainly for the export market due to high demand for it, especially in the EU. The Fuerte variety and the indigenous varieties are grown mainly to meet local demand.

- Smallholder farmers with farms ranging from 1/8 to 2 acres and with a couple to a hundred trees produce most of the avocados in Tanzania. However, the productivity of smallholder farms is relatively low at 9 tonnes per hectare compared to 21 tonnes per hectare in large scale farms². A report by the Tanzania Horticulture Association (TAHA) reported that there are over 10,000 avocado growers in the country, the majority of them being small scale³. Commercial production is concentrated around a small number of large-scale avocado growers, who are thinly spaced across the growing regions. There is increased cultivation of avocados amongst the small scale farmers, arising from the significant increase in domestic awareness about the global opportunities⁴. The vast majority of Tanzania avocado exports are managed by the two main commercial producers, namely Africado Ltd in Kilimanjaro and Rungwe Avocado Company in Njombe.
- The main avocado growing regions in Tanzania are Mbeya, Njombe, Songwe, and Iringa in the North Western region, Kilimanjaro, Arusha and Tanga in the North East and others like Kigoma, Kagera and Morogoro⁵. There are no consistent data from the Tanzanian government agencies on the total avocado production by the country. A report on the avocado sector, which was based on data from the Tanzanian Ministry of Agriculture, Food Security and Cooperatives (MAFC), indicated that Tanzania avocado production was 20,000 MT in 2010/11, and was projected to be 106,000 MT by 2019/20⁶. The report however noted that production is likely to be much higher, noting the data inconsistencies in the MAFC figure. For example, while MAFC reported that the country's avocado production was 25,000 MT in 2012/13, Rungwe district council estimated that it harvested 30,000 MT of avocado in the same year,

1 Mwakalinga, Hebron. "A report on avocado value chain mapping in Siha and Njombe Districts", 2014.

2 Southern Agricultural Growth Corridor of Tanzania. "Avocado Strategic Partnership".

3 <https://www.freshfruitportal.com/news/2020/05/12/tanzanias-avocado-industry-hits-the-ground-running/>

4 REPOA, Improving Tanzania's competitiveness of avocado ('green gold') value chain and exports: A case for targeted regulatory, policy and institutional reforms, 2018.

5 Mwakalinga Hebron. "A report on avocado".

6 Ibid

which is greater than the total national production reported by MAFC in the same year⁷. Tanzania is estimated to be the third largest avocado produce in Africa, after South Africa and Kenya. The harvest period is from January to March, and May to August. Plantation altitudes range from 1,100 to 1,900 meters above sea level⁸.

- There is one main horticulture regulatory body in Tanzania – the Horticulture Development Council of Tanzania (HODECT), whose mandate is to link private investors, exporters, food processors, regulatory authorities and input suppliers. The sector is also overseen by the Tanzania Horticulture Association (TAHA) which has responsibilities like mobilizing farmers, facilitating formation of farmer groups, governance training, Global GAP standards training, formalization of groups through registration and linkage to the markets. Additionally, there are a number of agricultural research institutions that contribute to the avocado industry like Tengeru Horticulture Training Institute, Sokoine University of Agriculture, and the Uyoile Agriculture Research Institute, which have been instrumental in farming methods research, fertilizer approval and seedling distribution⁹.

Tanzania's Export of Avocados

According to the ITC data, Tanzania was ranked as the eighteenth largest exporter of avocados, commanding **0.3% of the global export market value for avocados in 2019**. The global value for exported avocados in 2019 was USD 6.3 billion, of which Tanzania's exports were **valued at USD 21.4M**. Tanzania's exports of avocado have registered a sharp increase during the period under review, registering a **1,559% growth between 2015 and 2019**. See *Table 2 and Figure 1* below

7 Ibid. See also report: Avocado Production and Local Trade in the Southern Highlands of Tanzania: A Case of an Emerging Trade Commodity from Horticulture: accessed from <https://www.mdpi.com/2073-4395/9/11/749/html#:~:text=In%20Tanzania%2C%20the%20prominent%20avocado,in%20the%20east%20of%20Tanzania>

8 <https://www.freshfruitportal.com/news/2020/05/12/tanzanias-avocado-industry-hits-the-ground-running/>

9 Ibid.

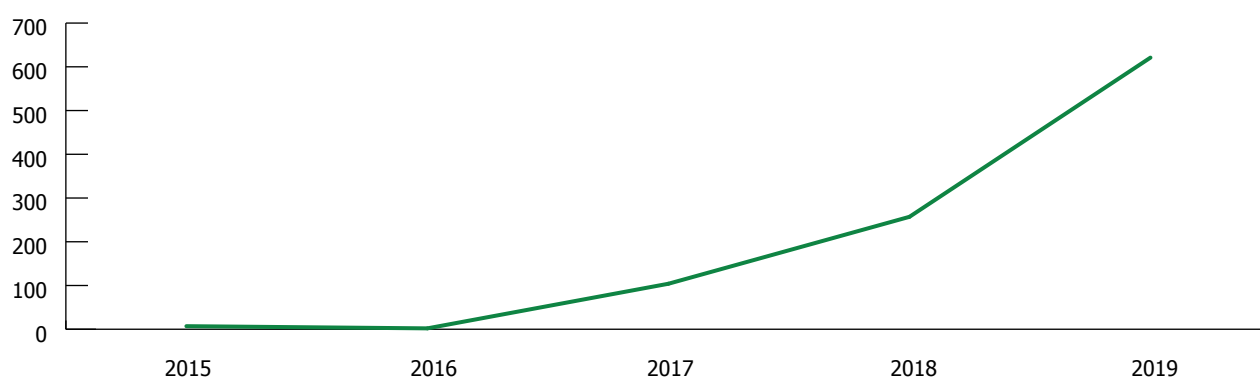
Table 1, List of Exporters for Fresh or Dried Avocados, in '000 USD

| Exporters | 2015 | 2016 | 2017 | 2018 | 2019 |
|-----------------------------|-----------|-----------|-----------|-----------|-----------|
| World | 3,223,233 | 4,207,097 | 5,653,458 | 5,677,462 | 6,317,509 |
| Mexico | 1,662,366 | 2,050,763 | 2,827,913 | 2,562,387 | 2,912,587 |
| Netherlands | 322,518 | 481,611 | 631,390 | 730,303 | 886,300 |
| Peru | 303,779 | 396,583 | 581,229 | 722,310 | 751,330 |
| Spain | 221,402 | 272,677 | 348,130 | 353,580 | 384,646 |
| Chile | 161,881 | 297,326 | 391,115 | 273,628 | 300,699 |
| United States of America | 99,365 | 128,665 | 152,283 | 179,635 | 154,309 |
| Kenya | 52,695 | 63,901 | 78,011 | 118,289 | 102,397 |
| France | 46,569 | 58,280 | 70,921 | 61,602 | 91,569 |
| Colombia | 10,279 | 35,040 | 52,948 | 62,732 | 89,053 |
| Israel | 52,631 | 41,683 | 64,613 | 62,269 | 73,079 |
| South Africa | 71,112 | 72,443 | 64,205 | 116,245 | 70,756 |
| New Zealand | 62,727 | 87,514 | 87,051 | 71,385 | 69,579 |
| Belgium | 29,885 | 42,325 | 44,711 | 47,588 | 69,459 |
| Dominican Republic | 16,586 | 33,449 | 48,610 | 50,757 | 61,416 |
| Morocco | 16,779 | 16,928 | 46,161 | 55,968 | 51,441 |
| Germany | 31,006 | 40,503 | 43,241 | 53,251 | 45,940 |
| Hong Kong, China | 9,358 | 23,783 | 31,817 | 37,608 | 24,893 |
| United Republic of Tanzania | 1,293 | 2,147 | 4,603 | 8,579 | 21,373* |

Source: ITC calculations based on UN COMTRADE statistics. Accessed: 20th January 2021.

*2019 figures are mirror data, pending confirmation by the Tanzania Bureau of Statistics

Figure 1, Tanzania's Exports of Avocado (2015 – 2019), in '000 USD



Source: ITC calculations based on UN COMTRADE statistics. Accessed: 20th January 2021

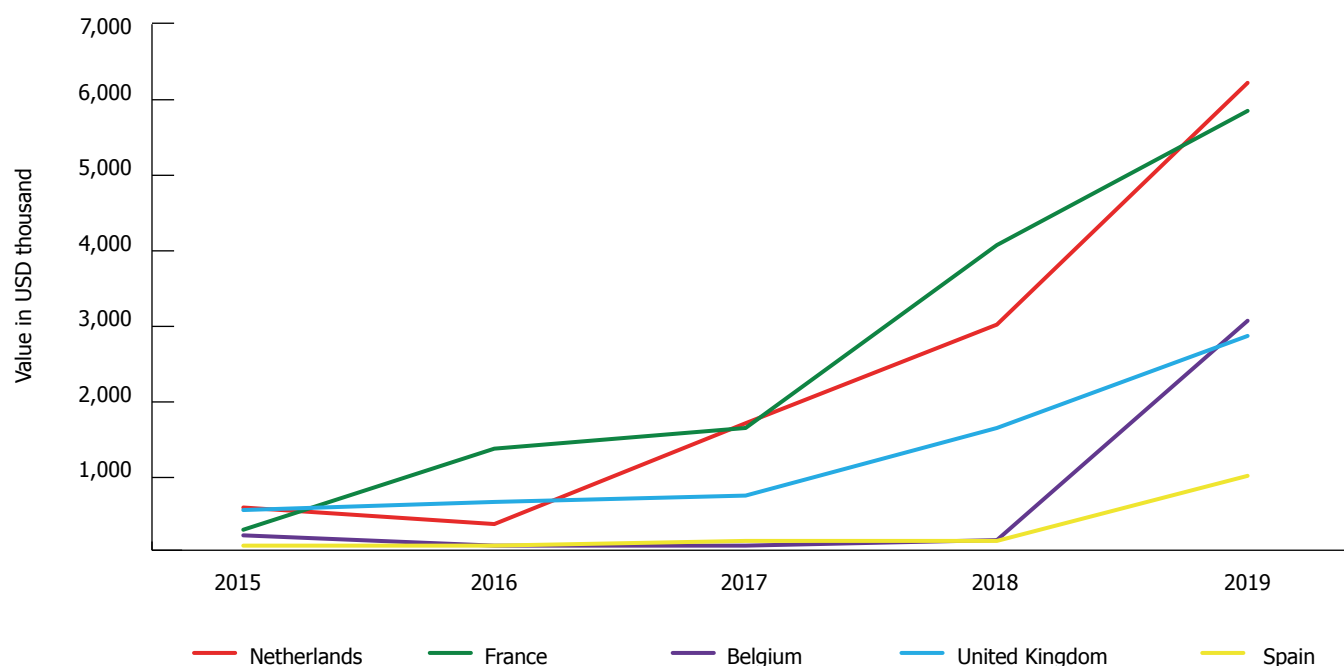
Looking at the destination for avocados exported by Tanzania, the main importing markets in 2019 were as follows: **The Netherlands (27.8%) at USD 5.9M, France (26.1%) at USD 5.6M, Belgium (13.5%) at USD 2.9M and the UK (12.6%) at USD 2.9M.** See Table 3 below. Exports to all markets have been on an upward trend during the last three years. The top four markets accounted for total exports in 2019. See Figure 2 below.

Table 2, Tanzania's Top Importing Markets for Avocados (2015-2019), in '000 USD

| Importers | 2015 | 2016 | 2017 | 2018 | 2019 |
|----------------------|-------|-------|-------|-------|--------|
| World | 1,293 | 2,147 | 4,603 | 8,579 | 21,373 |
| Netherlands | 492 | 277 | 1,574 | 2,834 | 5,941 |
| France | 204 | 1,246 | 1,506 | 3,857 | 5,581 |
| Belgium | 135 | - | - | 67 | 2,887 |
| United Kingdom | 457 | 564 | 638 | 1,512 | 2,692 |
| Spain | - | - | 61 | 62 | 896 |
| United Arab Emirates | - | 6 | 17 | 6 | 515 |
| Portugal | - | - | - | 61 | - |
| Kenya | 5 | 24 | 595 | 57 | - |
| Zambia | - | - | - | 54 | - |
| China | - | - | - | 31 | - |
| South Africa | - | - | 115 | 21 | - |
| Russian Federation | - | - | - | 17 | - |

Source: ITC calculations based on UN COMTRADE statistics. Accessed: 19th January 2021

Figure 2, Top Destination Markets for Tanzania's avocado exports, in '000 USD



Source: ITC calculations based on UN COMTRADE statistics. Accessed: 19th January 2021

Looking at **selected trade indicators**, Table 4 below shows that on average, Tanzania receives **USD 2,531 per unit for its avocado exports to the world**. To a number of markets, Tanzania avocados attract much higher prices, as follows: **Estonia (USD 4,750), Serbia (USD 4,500), Norway (USD 4,360) and Finland (USD 4,000)**.

In the period 2015-2019, exports grew highest in the following markets: **Poland (199%), Serbia (108%) and Austria (106%), while exports to Finland fell sharpest (-37%)**. With the exception of Morocco (40%), Moldova (10%) and Serbia (10%), the rest of the destination markets charge a zero-tariff rate to Tanzania's Avocado.

Table 3, Selected Trade Indicators for Tanzania's exports of avocado

| Importers | Value Ex-ported in 2019 (USD Thousand) | Share in Tanzania's Exports (%) | Quantity Exported in 2019 (Tons) | Unit Value (USD/Unit) | Growth in Export-ed Value Between 2015-2019 (% , P.A.) | Growth in Exported Quantity Between 2015-2019 (% , P.A.) | Average Tariff (Es-timated) Faced by Tanzania, (%) |
|----------------------|--|---------------------------------|----------------------------------|-----------------------|--|--|--|
| Total | 21,373 | 100 | 8444 | 2,531 | 25 | 23 | - |
| Netherlands | 5,941 | 27.8 | 2082 | 2,854 | 18 | 16 | - |
| France | 5,581 | 26.1 | 2604 | 2,143 | 22 | 30 | - |
| Belgium | 2,887 | 13.5 | 1292 | 2,235 | - | - | - |
| United Kingdom | 2,692 | 12.6 | 781 | 3,447 | 19 | 14 | - |
| Germany | 1,184 | 5.5 | 491 | 2,411 | 56 | 56 | - |
| Spain | 896 | 4.2 | 391 | 2,292 | 45 | 56 | - |
| United Arab Emirates | 515 | 2.4 | 203 | 2,537 | 76 | 73 | - |
| Switzerland | 367 | 1.7 | 97 | 3,784 | 1 | -2 | - |
| Norway | 327 | 1.5 | 75 | 4,360 | 31 | 25 | - |
| Austria | 243 | 1.1 | 68 | 3,574 | 106 | 61 | - |
| Russian Federation | 239 | 1.1 | 113 | 2,115 | 50 | 72 | - |
| Poland | 191 | 0.9 | 64 | 2,984 | 199 | 183 | - |
| Hong Kong, China | 97 | 0.5 | 36 | 2,694 | - | - | - |
| Morocco | 71 | 0.3 | 106 | 670 | - | 41 | 4- |
| Czech Republic | 45 | 0.2 | 12 | 3,750 | 167 | 125 | - |
| Slovenia | 25 | 0.1 | 10 | 2,500 | - | - | - |
| Estonia | 19 | 0.1 | 4 | 4,750 | 12 | 7 | - |
| Saudi Arabia | 11 | 0.1 | 2 | 5,500 | - | - | - |
| Singapore | 10 | - | 3 | 3,333 | - | - | - |
| Iceland | 9 | - | 3 | 3,000 | 6 | 32 | - |
| Serbia | 9 | - | 2 | 4,500 | 108 | - | 10 |
| Macao, China | 8 | - | 3 | 2,667 | - | - | - |
| Finland | 4 | - | 1 | 4,000 | -37 | -64 | - |
| Republic of Moldova | 2 | - | 1 | 2,000 | - | - | 10 |

Source: ITC calculations based on UN COMTRADE statistics. Accessed: 20th January 2021

With regard to imports of avocados, Table 5 shows that Tanzania does not a large volume of imports avocados. The last recorded imports were in 2016¹⁰, worth USD 1,000 from South Africa.

Table 4, Tanzania's Imports of Avocado, in '000 USD

| Exporters | 2015 | 2016 | 2017 | 2018 |
|--------------|------|------|------|------|
| World | 3 | 1 | - | - |
| South Africa | 3 | 1 | - | - |

Source: ITC calculations based on UN COMTRADE statistics. Accessed: 20th January 2020

¹⁰ Data for 2019, under Imports of Avocados by Africa shows Tanzania imported avocados worth more than USD 400,000. This is however indicated as mirror data, pending confirmation.

Exploring Opportunities in the European Union (EU)

The EU and the UK (hereafter the EU+UK)¹¹ are an important market for all avocado exporting countries, Tanzania included. In 2019, the EU+UK countries combined accounted for **42% of the total global avocado imports worth USD 7.1 billion**. Exports to the EU+UK have been on a **steady increase during the period under review, rising from USD 1.3 billion in 2015 to nearly USD 3 billion in 2019, a 125% increase**. See Table 6 below.

In terms of specific EU member countries, the main importing markets in 2019 were **Netherlands (USD 818M); France (USD 520 M); Germany (USD 349M), UK (USD 343M) and Spain (USD 341M) as illustrated in the table below**. Exports to these top markets have been on a steady increase (except for UK which registered a short drop between 2017/18), as can be seen in Figure 3 below.

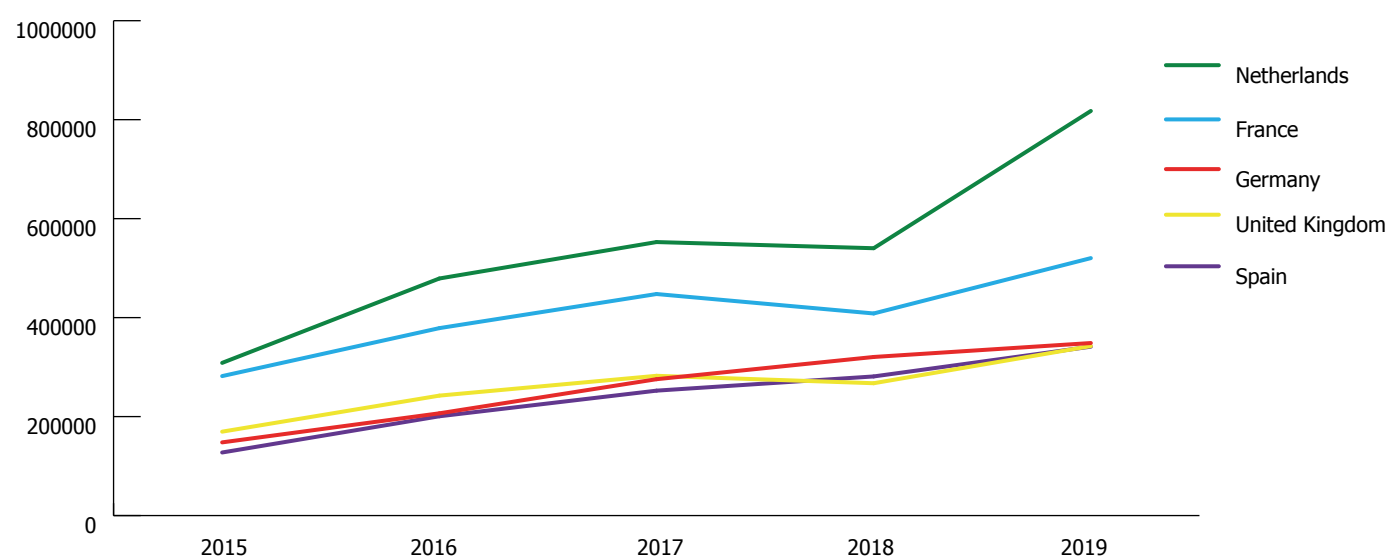
Table 5, EU+UK Imports of Avocados (2015-2019), in '000 USD

| Importers | 2015 | 2016 | 2017 | 2018 | 2019 |
|------------------|-----------|-----------|-----------|-----------|-----------|
| World | 3,764,033 | 4,828,283 | 6,130,984 | 6,047,155 | 7,112,994 |
| UK+UK aggregated | 1,326,200 | 1,893,264 | 2,285,248 | 2,342,398 | 2,985,140 |
| Netherlands | 308,534 | 479,047 | 552,680 | 540,220 | 817,596 |
| France | 281,828 | 378,742 | 447,673 | 408,383 | 520,249 |
| Germany | 147,892 | 206,613 | 275,557 | 320,473 | 348,635 |
| United Kingdom | 169,549 | 242,375 | 282,426 | 267,404 | 342,470 |
| Spain | 127,460 | 200,615 | 252,413 | 281,138 | 341,286 |
| Belgium | 44,015 | 70,940 | 82,356 | 78,453 | 96,664 |
| Italy | 27,137 | 39,358 | 50,100 | 54,128 | 80,172 |
| Poland | 22,571 | 27,204 | 40,774 | 52,384 | 72,045 |
| Sweden | 52,256 | 63,254 | 71,666 | 71,503 | 67,007 |
| Denmark | 43,058 | 46,031 | 51,783 | 62,927 | 65,820 |
| Austria | 17,612 | 26,799 | 31,794 | 37,716 | 40,263 |
| Finland | 21,720 | 26,271 | 30,193 | 28,856 | 28,421 |
| Romania | 7,326 | 9,929 | 15,941 | 20,691 | 23,339 |
| Ireland | 11,648 | 19,130 | 21,982 | 24,242 | 22,605 |
| Czech Republic | 6,666 | 10,807 | 13,146 | 18,432 | 18,189 |
| Portugal | 2,778 | 3,712 | 8,673 | 11,209 | 17,840 |
| Lithuania | 6,496 | 6,936 | 10,010 | 12,279 | 14,364 |
| Latvia | 5,148 | 5,870 | 7,360 | 8,340 | 9,862 |
| Hungary | 2,810 | 2,850 | 3,832 | 5,541 | 9,059 |
| Greece | 3,578 | 4,336 | 6,283 | 6,028 | 9,002 |
| Slovenia | 4,165 | 6,209 | 7,214 | 5,921 | 8,059 |
| Slovakia | 3,059 | 3,574 | 4,084 | 5,841 | 7,447 |
| Bulgaria | 1,813 | 2,877 | 4,552 | 5,398 | 6,410 |
| Luxembourg | 1,975 | 3,031 | 3,894 | 4,688 | 5,408 |
| Estonia | 2,464 | 3,329 | 4,124 | 4,453 | 5,381 |
| Croatia | 1,052 | 1,408 | 2,032 | 2,516 | 3,561 |
| Cyprus | 908 | 1,081 | 1,475 | 1,844 | 2,107 |
| Malta | 682 | 936 | 1,231 | 1,390 | 1,879 |

Source: ITC calculations based on UN COMTRADE statistics. Accessed: 19th January 2021

¹¹ The UK exited the EU from 1 January 2021.

Figure 3, Top European Importers of Avocados (2015-2019), in '000 USD, Trends



Source: ITC calculations based on UN COMTRADE statistics. Accessed: 19th January 2021

Looking at the supplying markets for avocados imported by the EU+UK, the leading exporter has been Peru, with USD 629M worth of exports in 2019, or 21% of the EU+ UK market. Other top supplying markets are Chile (USD 388.5M), Spain (USD 342M), the Netherlands (USD 326M) and Mexico (USD 303.7M). Tanzania is the 17th largest supplier of avocados to the EU+UK, with exports worth USD 19.7M in 2019. See Table 7 below.

Table 6, Top 18 Supplying Markets for Avocados Imported by EU+UK (2015-2019), in '000 USD

| Exporters | 2015 | 2016 | 2017 | 2018 | 2019 |
|-----------------------------|---------|---------|---------|---------|---------|
| Peru | 291,352 | 424,083 | 533,453 | 583,929 | 629,172 |
| Chile | 153,631 | 298,341 | 326,914 | 232,615 | 388,480 |
| Spain | 197,326 | 230,219 | 302,169 | 315,264 | 341,940 |
| Netherlands | 171,577 | 220,108 | 256,368 | 288,804 | 326,071 |
| Mexico | 64,712 | 147,158 | 154,337 | 159,059 | 303,699 |
| Israel | 101,530 | 112,507 | 174,742 | 126,163 | 184,907 |
| South Africa | 117,391 | 135,080 | 119,922 | 160,399 | 148,044 |
| Colombia | 14,005 | 45,160 | 71,135 | 74,272 | 145,960 |
| Kenya | 45,712 | 63,454 | 72,951 | 89,082 | 97,961 |
| Germany | 35,568 | 46,960 | 65,140 | 66,965 | 93,392 |
| Morocco | 16,652 | 18,554 | 41,992 | 66,896 | 53,450 |
| France | 34,332 | 41,076 | 44,827 | 36,078 | 52,231 |
| Dominican Republic | 6,787 | 13,115 | 17,495 | 15,328 | 38,910 |
| Belgium | 13,020 | 18,147 | 17,374 | 21,004 | 31,080 |
| United Kingdom | 19,948 | 22,196 | 23,761 | 24,326 | 30,619 |
| Brazil | 7,867 | 9,695 | 18,312 | 20,581 | 25,670 |
| United Republic of Tanzania | 7,945 | 8,413 | 9,539 | 12,029 | 19,708 |
| Zimbabwe | 2,980 | 4,567 | 6,078 | 7,481 | 13,145 |

Source: ITC calculations based on UN COMTRADE statistics. Accessed: 19th January 2021

Looking specifically at Tanzania’s avocado exports, Europe is an important market. In 2019, 92.2% (USD 19.7M) of Tanzania total exports of avocado went to the EU+UK. The main destinations were the Netherlands (USD 5.9M), followed by France (USD 5.6M), Belgium (USD 2.9M) and the UK (USD 2.7M).

In other words, over 86.8% of Tanzania’s exports of avocados to Europe are destined for the top four markets, pointing to unexploited potential in other European country markets. The data in Table 9 below shows the existing and potential for trade in avocado between Tanzania and the EU+UK. Where Tanzania exported avocado worth USD 19.7M to the EU+UK in 2019, the demand for avocado in the EU+UK was at USD 2.9 billion in the same year.

Table 7, Potential Trade of Avocado with the EU+UK

| Tanzania’s exports to EU+UK | | | | | EU+UK imports from the World | | | | |
|-----------------------------|-------|-------|-------|--------|------------------------------|-----------|-----------|-----------|-----------|
| Value in US Dollar thousand | | | | | Value in US Dollar thousand | | | | |
| 2015 | 2016 | 2017 | 2018 | 2019 | 2015 | 2016 | 2017 | 2018 | 2019 |
| 1,288 | 2,085 | 3,878 | 8,392 | 19,708 | 1,326,249 | 1,895,256 | 2,285,806 | 2,345,672 | 2,970,225 |

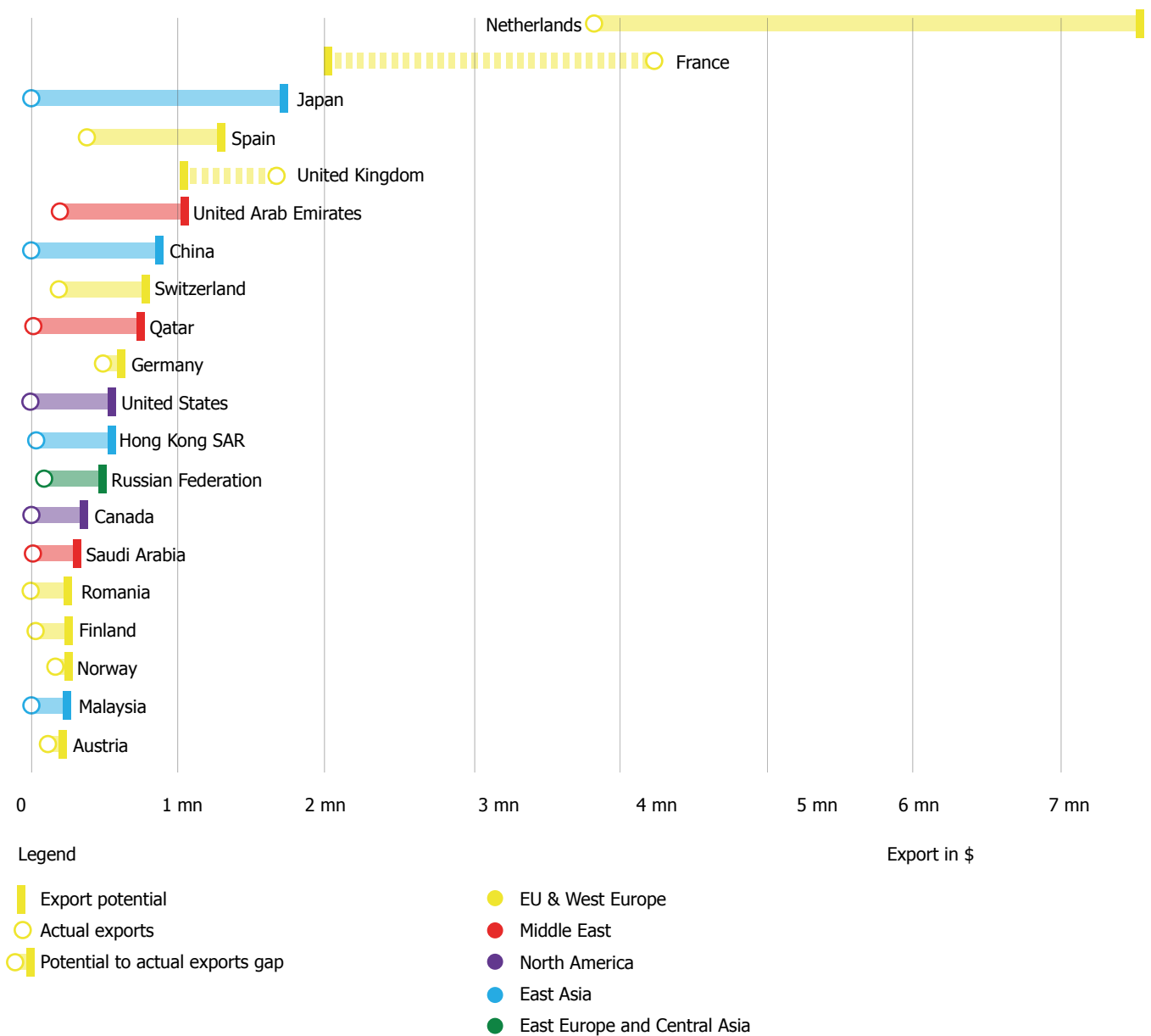
Source: ITC calculations based on UN COMTRADE statistics. Accessed: 19th January 2021

Furthermore, data from the ITC Export Potential tool reveals that the top two potential export markets for Tanzania avocados are in the EU, i.e. the **Netherlands and France. The Netherlands shows the largest absolute difference between potential and actual exports in value terms, leaving room to realize additional exports worth USD 3.6 M.** See *Figure 4* below.

It is important however to note that tapping into this potential is subject to many factors, among them the market access requirements elaborated in Chapter 2 of this guide; the specific taste preferences of the EU consumers and Tanzania’s ability to keep pace with the constantly changing and improving sustainability requirements by leading destination markets.

Figure 4, Top 20 Potential Export Markets for Tanzanian Avocados¹²

Markets with potential for United Republic of Tanzania exports of Avocados, fresh or dried



¹² <https://exportpotential.intracen.org/en/markets/gap-chart?fromMarker=i&exporter=834&whatMarker=k&what=080440&toMarker=j>

Understanding the trading regime between the EU and Tanzania

The EAC and the EU agreed and initiated an Economic Partnership Agreement (EPA) on 16 October 2014. The EPA was expected to be signed by the EAC as a bloc by 30th September 2016, but due to differing opinions amongst partner states on the potential impact of the Agreement on EAC economies, it has not been signed and is therefore not yet in force.

Tanzania has not signed the EPA with the EU. However, given its designation as a Least Developed Country (LDC), Tanzania has unrestricted market access to the EU through the Everything But Arms (EBA) initiative. EBA was introduced in 2001 under the EU's Generalised System of Preferences (GSP). It grants LDCs duty- and quota-free access for almost all products, except arms and ammunition. For the period until December 31, 2023, it is regulated by Regulation (EU) No 978/2012 of the European Parliament and of the Council. For countries falling under LDC status, access is automatic and countries do not have to apply to benefit from EBA. EBA preferences can however be withdrawn under exceptional circumstances, notably in case of serious and systematic violation of principles of human rights and labour rights conventions. The EBA initiative has no time-limit.

Under the EBA, Tanzania's avocados enter the EU on the following conditions:

- **Duty free, quarter free (DFQF)' basis:** meaning there are no duties paid, nor are there any quotas imposed.
- **Proof of Origin:** The avocados being exported need to be accompanied by Proof of Origin – through a certificate of origin, currently issued by the Tanzania Chamber of Commerce, Industry and Agriculture (TCCIA). Since 2017, the EU has been applying the Registered Exporter system (the REX system), a system of certification of origin of goods based on a principle of self-certification. Under this system, the origin of goods is declared by economic operators themselves through 'statements on origin'. To be entitled to make out a statement on origin, an economic operator has to be registered in a database by his/her competent authorities (in this case TCCIA). Exporters apply to become registered exporters by filling in an application form and by returning it to TCCIA. Once registered, the exporter has the obligation to communicate to his competent authorities all changes on his registered data. The competent authorities then perform the modifications in the REX system for the registered exporter. It is important to note that the rules for determining the origin of goods in the GSP scheme of the EU remain unchanged with the application of the REX system. Only the **method to certify the origin of goods** is changed. To be entitled to make out a statement on origin, an economic operator needs to be registered in the REX system and to have a valid registration, i.e. a registration which is not revoked. Tanzania started implementing the REX system in 2018 and currently has 146 registered exporters.
- **For goods whose total value of the products does not exceed € 6,000,** a declaration on proof of origin can be given by an approved exporter or by any exporter, including those not registered on the REX system. The proof of origin is valid for ten months.
- **Exemption from proof of origin:** When the total value of the imported products does not exceed €500 in the case of small packages or €1,200 in the case of products forming part of personal luggage.
- **Determination of Origin:** For purposes of export, goods are originating in a country if a) they are wholly obtained in that country; b) they are not wholly obtained and they are sufficiently worked or processed products and c) the processing goes beyond a list of insufficient operations. Under the EU cumulation rules, Tanzanian exporters may also export coffee from other EAC Partner States, as they benefit from DFQF access to the EU under EBA scheme and the Market Access Regulation No 1528/2007 which governs EU preferential market access regime for countries like Kenya that have negotiated EPAs with the EU.

Continues>>

- **Transport Provisions:** the goods imported in the EU should be the same as the ones exported from the beneficiary country. This means that the goods should not be subject to operations others than the ones necessary to preserve the goods in good condition. Other allowed operations include Adding or affixing of marks, labels, seals or any other documentation to ensure compliance with specific domestic requirements applicable in the Union; storage of products in a country of transit if they remain under customs supervision, as well as splitting of consignments in a country of transit if carried out by the exporter or under his responsibility and if the goods concerned remain under customs supervision.

Specific requirements for coffee exports are elaborated in Chapter 2 of this Guide.

Note: The 27 Members of the EU form a single territory for customs purposes. The United Kingdom withdrew from the EU and has been a third country as of 1 February 2020. During the transition period, which ended on 31 December 2020, Union law, with a few limited exceptions, continued to be applicable to and in the UK.

Exploring Opportunities under the African Continental Free Trade Area (AfCFTA)

Africa is not a very large market for exported avocados, which may be explained by the fact that many countries grow them locally, for local consumption only. **In 2019, Africa imported avocados worth USD 16.5M, or 0.2% of total world imports.**

Looking at the last five years, Africa's avocado imports have been on the increase, rising from USD 12.7M in 2015 to USD 20.5M in 2018, before dropping slightly to USD 16.6M in 2019. Looking at the specific countries, the values imported are sporadic, with only Egypt showing consistent growth amongst the three top importers. In 2019, the main importer of avocados in Africa was **Morocco, at USD 4.9M; following by Egypt with USD 3.7M; and South Africa with USD 3.6M. Tanzania is indicated as the 7th largest importer of avocados in Africa, with USD 400,000 worth of avocados imported in 2019. This statistic is however subject to confirmation.** See Table 10 below.

Table 8, Africa's imports of Avocado (2015-2019), in '000 USD

| Importers | 2015 | 2016 | 2017 | 2018 | 2019 |
|--------------------|--------|--------|--------|--------|--------|
| Africa Aggregation | 12,666 | 12,517 | 16,228 | 20,472 | 16,592 |
| Morocco | 5,060 | 5,561 | 5,197 | 8,711 | 4,908 |
| Egypt | 1,344 | 494 | 975 | 2,407 | 3,774 |
| South Africa | 4,045 | 4,633 | 7,159 | 6,474 | 3,639 |
| Namibia | 903 | 825 | 1,308 | 1,145 | 1,589 |
| Botswana | 340 | 326 | 385 | 494 | 650 |
| Mauritius | 60 | 165 | 184 | 362 | 509 |
| Tanzania | 3 | 1 | - | - | 400 |
| Libya | - | - | - | 27 | 173 |
| Sudan | - | 1 | 1 | 0 | 163 |
| Seychelles | 30 | 55 | 84 | 82 | 111 |

Source: ITC calculations based on UN COMTRADE statistics. Accessed: 19th January 2021

Looking at supplying markets for avocados imported by Africa is **Spain, with USD 4M worth of exports in 2019, or 24% of total avocado imports by Africa. Kenya comes in second with USD 3.4M worth of exports (or 20.8% of total imports)**, followed by South Africa, with USD 3.1 million; Peru with USD 2.9M and Israel with USD 569,000. See *Table 11* below. Although not a large import market, **it is instructive that over 44.8% of imported avocados come markets outside of Africa (Spain, Israel and Peru).**

Table 9, Top Supplying Markets for Avocados Imported by Africa (2015-2019), in '000 USD

| Exporters | 2015 | 2016 | 2017 | 2018 | 2019 |
|--------------|-------|-------|-------|-------|-------|
| Spain | 4,134 | 5,163 | 7,070 | 6,180 | 4,005 |
| Kenya | 1,424 | 456 | 1,333 | 3,097 | 3,449 |
| South Africa | 1,860 | 2,088 | 2,484 | 2,873 | 3,106 |
| Peru | 3,767 | 3,078 | 2,738 | 5,772 | 2,853 |
| Israel | 1,087 | 765 | 1,400 | 1,160 | 569 |
| Lebanon | 6 | - | - | 183 | 406 |
| Burundi | - | - | - | - | 400 |
| Mozambique | - | - | - | 252 | 397 |
| Eswatini | 90 | 204 | 227 | 107 | 221 |
| Uganda | - | 35 | 47 | 26 | 200 |

Source: ITC calculations based on UN COMTRADE statistics. Accessed: 19th January 2021

Looking at Tanzania specifically and based on 2018 data, exports to Africa were worth USD 132,000 in 2018, destined for Kenya (USD 57,000), Zambia (USD 54,000) and South Africa (USD 21,000). See *Table 11* below.

Table 11, List of Importing Markets from Africa for a Product Exported by Tanzania (2014-2018), in '000 USD

| Importers | 2014 | 2015 | 2016 | 2017 | 2018 |
|--------------------|------|------|------|------|------|
| World | 899 | 1293 | 2147 | 4603 | 8579 |
| Africa Aggregation | 10 | 5 | 24 | 710 | 132 |
| Kenya | 10 | 5 | 24 | 595 | 57 |
| Zambia | - | - | - | - | 54 |
| South Africa | - | - | - | 115 | 21 |

Source: ITC calculations based on UN COMTRADE statistics. Accessed: 3rd March 2021

Understanding the trading regime under the AfCFTA

The Agreement to establish the AfCFTA was signed by 44 Heads of State and Government of the 55 AU member states on 21 March 2018. **The AfCFTA entered into force on 30 May 2019 with 24 countries** having deposited their instruments of ratification, thereby fulfilling the Art. 2 of the AfCFTA Agreement that required 22 ratifications and deposits. **As at end of January 2021, 35 countries have both signed and ratified the AfCFTA Agreement. Of the 55 AU member states, only Eritrea has yet to sign to this ambitious initiative.** AfCFTA Agreement provides the framework for detailed negotiations on Trade in Goods, Trade in Services (5 priority sectors identified), and Phase II on other issues like Competition Policy, IPR and Investment. **The AfCFTA aims to doubling intra-African trade, which currently stands at 18% of total exports against 59% in Asia and 69% in Europe. It will cut tariffs on tariffs on 90% of goods traded within the continent as well as increase trade in more in value added products.** Once operational, the AfCFTA will bring together the economies of **55 African states under a pan-African free trade area comprising 1.2 billion people, in a market with a combined GDP of about \$2.5 trillion to \$6.4 trillion** (UNECA, WB).

Trading under the AfCFTA Agreement **commenced on 1st January 2021.** Despite this commencement, **it is important to note that a number of key aspects of trading are yet to be concluded. These include the schedules of tariff concessions and rules of origin (RoO), which are both critical to the free movement of goods.** While RoO are not likely to be an issue for avocados as they are wholly produced in Kenya, the issue of tariff liberalization is important. Member states have agreed to liberalise 90% of tariff lines within 5 years, with least developed countries having 10 years. A further 7% of tariff lines, designated 'sensitive products' will be subject to a more gradual liberalization. 3% of tariff lines shall be excluded from liberalization.

For the avocado sector, Africa should be seen as a growing market, given the projected growth of population: **by 2050 Africa's population is projected to reach 2 billion, with a predominantly young population and a rising middle class, that is increasingly health conscious,** factors that auger well for avocado consumption.

Where to find additional / updated information

This Chapter has provided the Tanzanian avocado sector SME with an overview the export market for Tanzanian avocados, its size, the main buyers and the unexploited potential especially in Europe and Africa. Information on the latest developments in each of these markets can be found as follows:

- Tanzania Trade Development Authority (TTDA): an agency under the Ministry of Industry, Trade and Investment (MITI). TTDA's role includes providing market intelligence on various export markets, as well as capacity building for SMES. <https://www.tantrade.go.tz/>
- The Horticulture Development Council of Tanzania (HODECT): whose mandate is to link private investors, exporters, food processors, regulatory authorities and input suppliers.
- Tanzania Horticulture Association (TAHA): which has responsibilities like mobilizing farmers, facilitate formation of farmer groups, governance training, Global GAP standards training, formalization of groups through registration and linkage to the markets <https://www.taha.or.tz/>
- For trade data to any market of interest as well as applicable tariffs and rules of origin, ITC Trade tools provide the most comprehensive data. Register on <https://www.trademap.org> to access TradeMap, Market Access Map and other market tools.
- For developments on the AfCFTA, the African Union continually updates stakeholders. See www.au.int



Chapter 2: Meeting EU Importing Market Requirements¹³

Overview and Objectives of Chapter 2:

This Chapter provides an overview of the requirements for avocado destined for the EU market. It thus elaborates the mandatory and voluntary quality, health and safety, labelling and packaging related requirements as well as various market preferences and trends that existing and aspiring avocado exporters to the EU should be aware of.

The **key objectives** of this Chapter are:

- To provide the Tanzanian avocado SME with a consolidated and simplified reference to the mandatory requirements for exporting avocado to the EU
- To provide the Tanzanian avocado SME with an overview of EU market preferences and trends that the SME may tap into
- To provide Tanzania's TSIs with a reference point for the requirement SMEs must fulfill in order to tap into the EU Market
- To point the Tanzanian avocado SMEs and TSIs to sources of credible information on requirements and market preferences for avocado exported to the EU.

Every importing market has in place mandatory (set in law) and voluntary requirements that all products wishing to enter and be sold in that market have to meet. These requirements serve many purposes: some of them are meant to protect the health and safety of the consumers in a given market, while others serve to ensure that they have all the necessary information about the products they are consuming, in a language they can understand. In addition, there may be other requirements that products that wish to target specific market segments (usually called niche markets) have to meet. These may be organic, fair-traded etc.

In the section that follows, we shall look at the key requirements for exports of avocado destined for the European Union.

Sanitary and Phytosanitary Requirements for Avocado

Among the mandatory requirements are those meant to ensure that consumers in any importing market are being supplied with avocados that is safe to consume, by the measures deemed appropriate by their governments; as well as to ensure that that these measures are not such that they became a barrier / hindrance to businesses wishing to export to these markets, the world relies on the World Trade Organisation (WTO) '*Agreement on the Application of Sanitary and Phytosanitary Measures – (SPS Agreement)*'. The Agreement sets out the basic rules for sanitary (human and animal health) and phytosanitary (plant health) measures and standards. It is important to note that these measures are not only targeted at imported products, but they also apply to domestically produced food or local animal and plant products.

The SPS Agreement allows countries to set their own SPS measures – meaning that countries may use different standards and different methods of inspecting products for them. Notably, these measures can take many forms, such as requiring products to come from a disease-free area, inspection of products, specific treatment or processing of products, setting of allowable maximum levels of pesticide residues or permitted use of only certain additives in food.

13

The bulk of this information is obtained from the EAC Quality Compass (<https://un-consulting.ch/eac/compass>); the EU Export Help Desk https://trade.ec.europa.eu/access-to-markets/en/search?product=Avocado&origin=TZ&destination=NL#node_4508

Given the possibility to use the agreement to favour or protect domestic producers or to protect against imports from some countries, the SPS Agreement provides checks for unjustified discrimination by requiring that these standards must be based on science; should be applied only to the extent necessary to protect human, animal or plant life or health and they should not arbitrarily or unjustifiably discriminate between countries where identical or similar conditions prevail.¹⁴ Furthermore, member countries are encouraged to use international standards, guidelines and recommendations where they exist. However, members may use measures which result in higher standards if there is scientific justification. They can also set higher standards based on appropriate assessment of risks so long as the approach is consistent, not arbitrary. Sanitary (human and animal health) and phytosanitary (plant health) measures apply to domestically produced food or local animal and plant diseases, as well as to products coming from other countries.

The section that follows elaborates the **SPS requirements for avocados entering the EU market**.

Food Safety

Agricultural products such as fruits and vegetables are susceptible to biological, chemical and physical hazards known as contaminants, which may include pesticide residues, heavy metals, microbiological pathogens, naturally occurring toxic substances such as mycotoxins, among others. These substances often result from environmental exposure during production, post-harvest handling, manufacturing, processing, packaging, transport or storage. To protect consumers, the EU has two overarching laws, and others specific to types of contaminants, as follows:

For all applicable exports, the **EU General Food Law - Regulation (EC) No 178/2002** provides the foundational rules on the safety of food and feed in the EU and establishes the European Food Safety Authority (EFSA), which provides support for the testing and evaluation of food and feed. The Food Law provides that a) food shall not be placed on the market if it is unsafe and b) food shall be deemed to be unsafe if it is considered to be either injurious to health or unfit for human consumption.

Regulation (EC) No 852/2004 on the hygiene of foodstuffs sets out applicable hygiene requirements on imported food. This legislation, based on Hazard Analysis Critical Control Point (HACCP) methodology, is legally binding for food processors, and is recommended for those involved in primary production (farmers). Processors must have in place a food safety management system based on HACCP principles, to ensure that food remains safe through all stages of production, all the way to the end consumer.

For specific types of contaminants, the following apply:

- **Maximum Residue Limits (MRLs):** This is the highest level of a pesticide residue legally tolerated in or on food or feed when pesticides are applied correctly. This limit provides reasonable assurance that no negative effects on consumer health will result over a lifetime of dietary exposure. Within the EU, regulations regarding MRLs for different pesticides are contained in **Regulation (EC) No 396/2005**. **For avocado entering the EU, there are 515 potential substances are subject to MRLs.** A comprehensive list of these substances and their limits is available on <https://ec.europa.eu/food/plant/pesticides/eu-pesticides-database/mrls/?event=search.pr>. (The reference number for avocados is 0163010). Any pesticide not listed on the site should NOT be used as it has not been approved by EU authorities. Such pesticides (that have not been approved) have a default value set at the 'limit of detection', which is 0.01 mg/kg. Avocados that exceed the MRL or have banned substances are not allowed on the European market, which may result in costly withdrawals from the market. Important to note is that some buyers and retailers have set MRLs that are stricter than those of EU regulations. It is therefore important to check with buyers to ensure that their requirements are met.

14 https://www.wto.org/english/tratop_e/sps_e/spsund_e.htm

- **Microbiological Contaminants: Commission Regulation (EC) No. 2073/2005** establishes the microbiological criteria for food products. According to (EC) No. 2073/2005, testing fresh uncut unprocessed fruits for microbiological contamination is not useful unless the fruit is intended for a processor supplying the EU that is having microbial contamination challenges as a result of unprocessed fruit contamination.¹⁵
- **Heavy metals:** Limits on heavy metal contaminants are set within Commission Regulation (EC) 1881/2006 on setting maximum levels for certain contaminants in foodstuff, usually measured in milligrams per kilogram of weight (mg/kg) or parts per million (ppm). Based on this regulation, the maximum levels of lead in avocados should be below 0.10mg/kg while cadmium levels should be below 0.050mg/kg. It should be noted that the EU Food law mandates that all food products entering the EU market must be deemed safe and the presence of metal contaminants such as tin, lead, cadmium, arsenic and mercury at excessive levels renders food unsafe.
- **Mycotoxins:** this is a naturally occurring toxic substance for which limits exists as set in **Commission Regulation (EC) 1881/2006 on setting maximum levels for certain contaminants in foodstuffs**. Based on this regulation, **there are currently no established limits specifically for unprocessed fruits like avocados**.
- **Food Additives:** Regulation (EC) No 1333/2008 contains a list of food additives permitted for use in the European Union at certain levels and on certain foods. According to EU Law, food additives shall not be used in unprocessed food or food for young children. However, surface treatment of avocados with beeswax, carnauba wax, microcrystalline wax and shellac to delay ripening is allowed. The European Commission has created a Food Additives Database that provides detailed information on which additives can be used in different food categories, found on the following link: https://ec.europa.eu/food/safety/food_improvement_agents/additives_en

To avoid the above types of food safety issues in avocado products, SMEs must put in place policies and controls to prevent contamination in the first place. Good Agricultural Practices (GAP), Good Hygiene Practices (GHP) and Good Manufacturing Practices (GMP) must be adopted to minimize and mitigate related risks.

Plant Health

Plant-based food product consignments can introduce pests, weeds or diseases that could harm humans, plants, or animals in the importing country. Phytosanitary or plant health requirements are thus put in place to prevent the introduction and spread of harmful organisms, which can be introduced not only by the product itself, but also through any wood packaging that may accompany it. Therefore, all consignments must be verified free of bacteria, viruses, pests and diseases that can harm animals or plants in the country. The occurrence of pests can be minimized through using appropriate planting material, good growing practices, good sanitation practices, appropriate use of approved pesticides, and good practices in storage and transport.

An authorised official in the country of origin must issue the **phytosanitary certificate** guaranteeing that consignments are free from pests, weeds and disease, and that they meet the phytosanitary requirements of the EU market. In Tanzania, the **Plant Health Service (PHS)** is responsible for issuing phytosanitary certificates. If a phytosanitary certificate does not accompany a consignment, or if pests, weeds or diseases are detected during quarantine inspection, the consignment may be returned, destroyed or in some cases undergo treatment that renders it fit for release.

Hass avocados in Tanzania are susceptible to pests like mites, insect-borers, thrips, caterpillars and lace bugs. Avocados are also susceptible to plant diseases like bacterial soft rot, scab, avocado root rot, anthracnose and black streak.

¹⁵ EU legal requirements for imports of fruits and vegetables (<https://www.cbi.eu/market-information/fresh-fruit-vegetables/buyer-requirements>)

On 14 December 2019, new EU Plant Health Rules that seek to improve the protection of the EU territory and its plants came into force. According to EU Regulation (EU) 2016/2031, all plants (including living parts of plants) entering the EU must be accompanied by a phytosanitary certificate that certifies the consignment complies with the law's requirements, unless the product is listed in Commission Implementing Regulation (EU) 2018/2019 as exempt from this general requirement, which avocado is not.

The phytosanitary certificate must be issued by an authorized body in the country of origin after a plant health inspection has taken place. On the phytosanitary certificate, an Additional Declaration must be completed, which includes the full wording of the treatment/systems approach used.

In addition, Commission Delegated Regulation (EU) 2019/1702 establishes a list of priority pests which constitute significant economic, environmental and social impact on EU territory. Currently the list is composed of 20 quarantine pests, including *Xylella fastidiosa*, false codling moth, the Japanese beetle, the Asian long-horned beetle, Citrus greening and Citrus Black Spot.

The format of a phytosanitary certificate must be in line with the International Standard for Phytosanitary Measures No. 12 (ISPM-12) guidelines. Exporters should ensure that any additional declarations required are reflected accurately on the phytosanitary certificate. Documents must be consistent and accurate, for example indicate the correct product, date, and quantities, and ensure the integrity of the consignment by sending what is indicated on the phytosanitary certificate. Specific conditions apply to the compilation of a phytosanitary certificate, and any violations will render the consignment unacceptable, and processing will be rejected:

- The name and full address of the consignee must be clearly stated.
- The correct Botanical name of the genus and species must be declared in the appropriate box.
- Each shipment must be accompanied by a phytosanitary certificate.
- Inspection of the products referred to in the certificate and the signing of the certificate must have occurred no more than 14 days before dispatch.
- The certificates must be issued by the official plant protection service of the country.
- Provincial, regional, state or local government certificates are not acceptable.
- The certificates must be signed by an authorized officer of the plant protection service in the country of origin.
- Certificates issued in a language other than English MUST be accompanied by a translation signed by the authorized officer.
- An export health certificate is required for the export of all commodities that are for human consumption. Issuance of the certificate is regulated by Plant Health Services and is required for each consignment for export.

Traceability

- Traceability refers to as the ability to follow the movement of a food through specific stages of production, processing and distribution (according to the Codex Alimentarius Commission). Also known as the 'one-step-back-one-step-forward' principle, traceability allows identification of the origin of food and feed ingredients and food sources, particularly when products are found to be faulty. Putting in place a traceability system allows a company to document and/or to locate a product through the stages and operations involved in the manufacture, processing, distribution and handling of feed and food, from primary production to consumption. In case of a health issue with a consignment, traceability provides for more rapid access to relevant and reliable information that helps determine the source of the outbreak as well as the location of implicated products.

- In general, a food business should not receive any food or food ingredient unless it can identify the name of the food/ingredient and the name and contact information of the supplier. Traceability systems, already mandatory for food businesses operating in certain developed countries, are becoming increasingly common worldwide.
- As per **Regulation (EC) No 178/2002, Article 18**, all food products must be traceable within the European Union. While exporters in trading partner countries cannot be legally required to fulfil traceability requirements imposed within the European Union, the requirement extends to the European importer who must be able to identify who in Tanzania supplied the avocado to them. Thus, records must be kept of a) names and business addresses of anyone that supplies avocados and b) names and business addresses of anyone to whom avocados is sold.
- Avocados should not be received or sold unless the name and business address of the supplier/buyer has been identified and recorded. Each lot/batch of avocados supplied should be associated with its supplier, and records should indicate/track this. A system should be in place whereby this information can be provided to authorities in the event it is requested. This record may be either electronic or hard copy, but it must be kept at each step (i.e. the farm, the packhouse, exporter). At the small-scale farmer's level, handwritten records may be used if resources do not allow for other forms of record keeping.
- It is common practice for EU buyers to ask trading partners to meet the traceability requirements even beyond the one step back-one step forward principle. However, these requests are part of contractual arrangements and are not legally required.

Standards for Avocados

By nature, standards are voluntary. They provide rules, guidelines or specifications for activities or their results and may have one or more specific objectives. Compliance with standards can offer buyers and consumers across markets assurances that a product will meet or exceed their needs in terms of safety, fitness for purpose, compatibility or interchangeability. Standards can be public or private, national, regional or international in scope. In this way, standards are major facilitators of trade. Standards can benefit companies in many ways depending on their use including: increased market opportunities, competitive advantages, improved risk management and cost reduction. Applying standards can help to establish credibility and a good reputation in an industry.

Standards are also used as the basis for technical regulations. For example, when a standard is referenced by or incorporated into a country's food safety law it becomes a technical regulation and is no longer voluntary for that particular market. By making effective use of standards, it is possible to 'stay ahead of the curve' in terms of potential future regulations.

Some standards are specific to certain products and may cover the areas of food safety, product quality, labelling, packaging, etc., and may be regional, national or international in scope. Quality specifications are generally verified at the time of shipment with documentation provided by the supplier to verify that the product is in conformity with the specification. In order to meet the standard, the manufacturer or supplier must present a product in conformity with each of the characteristics laid down in the standard document. Each one can be tested and verified on delivery of the product.

It is important to note that many buyers have developed their own unique set of specifications for any avocados that they purchase. Often these requirements are set forth in a 'technical sheet' that describes chemical/physical analysis parameters, sensory characteristics, etc. Sometimes these buyer standards have higher quality requirements than those in national or international product-specific standards. They may also specify different testing methods for determining the quality parameters.

Below are some of **the most common product standards for avocados relevant for the EU market:**

International Avocado Standards

These are standards developed by the International Organization for Standardization (ISO – www.iso.org). For avocados, there is only one specific standard, while the rest are standards applying to fruits and vegetables. Point of Note: These standards are purchasable from the ISO.

| Title of Standard | Description of standard (via iso.org) |
|-------------------|---|
| ISO 2295:1974 | Avocado - Guide for storage and transport |
| ISO 3659:1977 | Fruits and vegetables — Ripening after cold storage |
| ISO 2169:1981 | Fruits and vegetables — Physical conditions in cold stores — Definitions and measurement |
| ISO 874:1980 | Fresh fruits and vegetables — Sampling |
| ISO 7563:1998 | Fresh fruits and vegetables — Vocabulary |
| ISO 6661:1983 | Fresh fruits and vegetables — Arrangement of parallelepipedic packages in land transport vehicles |

EAC Regional Avocado Standards

- The EAC Treaty provides for cooperation in the areas of Standardization, Quality Assurance, Metrology and Testing (SQMT). Under this cooperation, the SQMT Act was enacted in 2006, which among others, sets out the objectives of harmonization of standards, including to protect and improve the health and safety of consumers; facilitate regional and international trade as well as increase opportunities for companies within the community to participate in international technology transfer. The East African Standards (EAS) EAC standards are developed by the East African Standards Committee (EASC), a policy organ established by the SQMT Act. Their aim is to harmonize quality requirements across the EAC in order to facilitate trade.

For avocados, the relevant standard is:

- **EAS 19:2017- Fresh avocado – Specification:** This East African Standard specifies requirements and test methods for avocados (*Persea americana*, Gartner or *P. Grattisima* mill) fruits of the family Lauraceae to be supplied fresh to the consumer. This standard does not apply to avocados for industrial processing.

Tanzania Avocado Standards

The following are the Tanzanian Avocado Standards, which can be purchased from the Tanzania Bureau of Standards (TBS).

| Title of Standard | Description of Standard (via TBS) |
|-------------------|-----------------------------------|
| TZS 1704: 2015(E) | Fresh avocado – Specification |

Avocado Size and Product Quality








- The EU has set minimum quality standards as per the United Nations Economic Commission for Europe (UNECE) standards for avocados. The minimum requirements may differ per country. The following are the minimum standards for avocados entering Europe:
- The avocados must be at a development stage that allows further ripening.
- The minimum dry matter for the Hass variety should be 23%.
- Avocados of all classes should be;
 - Intact
 - Sound; produce affected by rotting or deterioration such as to make it unfit for consumption is excluded
 - Clean, practically free of any visible foreign matter
 - Practically free from pests
 - Free from damage caused by pests affecting the flesh
 - Free from damage caused by low temperature
 - Have a stalk not more than 10 mm in length which must be cut off cleanly.
 - However, its absence is not considered a defect on condition that the place of the stalk attachment is dry and intact
 - Free of abnormal external moisture
 - Free of any foreign smell and/or taste.
 - The development and condition of the avocados must be such as to enable them:
 - To withstand transportation and handling
 - To arrive in satisfactory condition at the place of destination.
- Avocados should be at least of Class I quality to be accepted into the EU.









UNECE Avocado classes

| Class | Defects Allowed |
|-------------|---|
| Extra Class | Free from all defects except slight superficial defects that do not affect quality, keeping quality and presentation in the package. If such a defect is present, the stalk must be intact. |
| Class I | These defects are allowed provided they do not affect the fruit flesh and do not affect quality, keeping quality and presentation in the package. <ul style="list-style-type: none"> ■ Slight defect in shape ■ Slight defects in colouring ■ Slight skin defects (corkiness, healed lenticels) and sunburn, provided they are not progressive; the maximum total area should not exceed 4 cm² ■ The stalk, if present may be slightly damaged |
| Class II | These defects are allowed as long as the avocados retain their essential characteristics in regards to quality, keeping quality and presentation. <ul style="list-style-type: none"> ■ Defects in shape ■ Defects in colouring ■ Skin defects (corkiness, healed lenticels) and sunburn, provided they are not progressive; the maximum total area should not exceed 6 cm² ■ The stalk, if present may be slightly damaged The defects must not affect the fruit flesh |

UNECE classifies avocados according to Size Codes 1 to 30, with a minimum weight of 123 grams. In the EU, the preferred size for Hass avocados is between 16 and 20, and between 14 and 16 for Fuerte.

Table: Avocado Size Codes

| Size Code | 4 | 6 | 8 | 10 | 12 | 14 | 16 |
|------------------|---|---|---|---|--|---|---|
| Weight range (g) |  |  |  |  |  |  |  |
| | 781 to 1220 | 576 to 780 | 456 to 576 | 364 to 462 | 300 to 371 | 258 to 313 | 227 to 274 |

| Size Code | 18 | 20 | 22 | 24 | 26 | 28 | 30 | *S |
|------------------|---|---|---|---|--|---|---|---|
| Weight range (g) |  |  |  |  |  |  |  |  |
| | 203 to 243 | 184 to 217 | 165 to 196 | 151 to 175 | 144 to 157 | 134 to 147 | 123 to 137 | Less than 123 |

The difference between the smallest and largest avocado in a package should not exceed 25g.

Packaging

Packaging is a vital component of export success and includes not only the materials used to package the product, but also all of the packaging-related processes along the supply chain. Packaging machines and equipment, transportation and storage, whether at a production centre, distribution centre or at the point of sale, all influence the success of a packaging system. Moreover, the disposal of packaging material after final use or consumption of the product must also be considered.

Packaging serves two main purposes – to ensure the integrity of the product until sale and to entice consumers to purchase the product over other options. Packaging protects its contents from external threats including spoilage, breakage and damage from external environmental conditions until the product reaches the end user. Non-compliance with regulations such as those pertaining to food contact materials can result in outright rejection of goods at the port of entry in the destination market.

There are generally three layers of packaging that need to be considered for most products: primary, secondary and tertiary:

- Primary packaging is that which comes into immediate contact with the product and is the smallest unit of distribution.
- Secondary packaging envelops the primary packages and serves as an added layer of protection, such as a case or carton.
- Tertiary packaging is the third layer of packaging, which is generally used during transportation or shipping, such as a palletized load of secondary packages.

Different importers/buyers will have different packaging requirements, depending on their point in the supply chain. The exporter must thus ensure that their packaging systems fit the market expectations and requirements.

For the avocado sector, no product-specific packaging requirements exist for avocados within EU regulations. Packaging should adhere to provisions designed to protect the environment, customer health and protect the product from contamination, leakage and dehydration. Different importers/buyers will have different requirements regarding what they expect in terms of packaging. The following should however be borne in mind:

- **Food contact materials** - Regulation (EC) No 1935/2004 lays out rules regarding materials that come into contact with food products, such as packaging. Thus, only materials which are suitable for contact with food are used and that they will not endanger human health, cause an unacceptable change in the composition of the food or cause deterioration in the sensory characteristics of the food. The packaging must be free from substances that could damage the food, fungal contamination, insect infestation and undesirable or bad odours.
- **Specific packaging** requirements for avocados will vary depending on the target market. However, all packaging material must be new, clean and quality packaging to prevent damage. General characteristics of packaging are:
 - 4 kg cardboard boxes for wholesale
 - 10kg plastic or cardboard crates for importers to ripen and re-pack
- Transport from JNIA to Europe should maintain a perfect cold chain.

Labelling

Labelling is one of the main reasons that export food consignments are rejected at the point of entry. When the labelling does not comply with international requirements or requirements of the importing country, the goods may be rejected outrightly, or there may be delays in its release until corrective action is taken or new labelling is applied. In either case, trade is disrupted and could even lead to spoilage of the whole consignment if the conditions are not ideal, incurring significant financial losses. Most countries have laws stipulating how foods are to be labelled and what information labels must contain. It is therefore essential that exporters familiarize themselves with the food labelling requirements of importing countries.

The Codex Alimentarius Commission has deemed eight key elements as mandatory for consumer-ready packaged foods within Codex Standard 1-1985 (General Standard for the Labelling of Pre-packaged Foods). These elements serve as the basis for many national regulations on labelling; however, they are only a starting point, as there are many other factors to consider. For example, labels will differ for primary, secondary and tertiary packaging. There will also be different barcodes used for primary, secondary and tertiary packaging. Requirements will also vary from one region of the globe to another and will differ depending on if the product is to be sold in bulk or retail format.

Effective retail labelling goes beyond the mandatory particulars and also serves to differentiate a product and appeal to the customer. Its success depends on many other factors such as materials, design elements, different bar codes and QR codes that provide additional information to the consumer. As a rule of thumb, the labelling information must be easy to understand, easily visible, clearly legible and indelible, using a minimum font size. Labelling information must appear in the official language(s) of the Member State where the product is marketed. English is often used for transportation labels when shipping internationally. In addition, labels or any direct printing must not contain any toxic ink or glue. EU labelling legislation forbids misleading consumers with false claims about the product. This includes mandatory information as well as any voluntary information that is included on the label.

According to a CBI report, the labelling requirements for avocados are as follows:

■ **Trade packages and cartons of fresh fruit:**

- Name and address of the packer or dispatcher
- Name and variety of the produce (if the produce is not visible from the outside of the packaging)
- Country of origin
- Class and size (referring to the marketing standards)
- Lot number for traceability or GGN if certified GLOBAL G.A.P. (recommended)
- Official control mark to replace name and address of the packer (optional)
- Post-harvest treatment; for example, anti-moulding agents added in a post-harvest treatment of citrus fruits must be mentioned on the trade package
- Organic certification, including name of inspection body and certification number (if applicable)

■ **Fruits processed or directly packed for consumption:**

- Name and address of the packer or dispatcher
- Name and variety of the produce (if the produce is not visible from the outside of the packaging)
- Country of origin
- Class and size (referring to the marketing standards)
- Lot number for traceability or GGN if certified GLOBAL G.A.P. (recommended)
- Official control mark to replace name and address of the packer (optional)
- Post-harvest treatment; for example, anti-moulding agents added in a post-harvest treatment of citrus fruits must be mentioned on the trade package
- Organic certification, including name of inspection body and certification number (if applicable)

■ **Labelling of food contact materials**

According to Regulation (EC) No 1935/2004, articles intended to come into contact with foodstuffs, including packaging materials and containers shall be labelled 'for food contact' or shall bear the symbol with a glass and fork.

■ **Labelling of food additives and flavourings**

If food additives and/or flavourings are used in food products, they must always be labelled on the packaging by their category (anti-oxidant, preservative, colour, etc.) along with their name or E-number. Other provisions on labelling of additives sold as such to food producers and consumers are laid down in Regulation (EC) No 1333/2008 and Regulation (EC) No 1334/2008.

EU Market Preferences and Trends

According to various reports, there is a noticeable shift in fruits and vegetables consumption trends. The following are trends relevant to export of fresh avocados:

- There is an **increasing demand for convenience fruit**. This trend has been promoted by the sale of ready to eat avocados and frozen avocados. Such fruit has to be picked when mature but not ripe, with a dry matter not below 23% and uniform throughout the parcel. Customers are prepared to pay premium prices for the added value of taste and ripening fruit.
- The relationship between food and health has received more recognition in recent years, which has led to an **increase in the demand for healthy foods**. Avocados, which are rich in good fats, fiber, vitamins and minerals have grown in popularity as a result, leading to increased consumption throughout Europe.
- Due to the growing interest in **sustainable and ethical farming practices**, the demand for certified avocados has increased significantly in the EU market. For avocados, there have been concerns about excessive use of water in avocado farming in Africa, Peru and Chile and deforestation in Mexico. Certification schemes that adhere to the Global Social Compliance Programme (GSCP) are more likely to be accepted in retail stores like supermarkets.
- As a consequence of the increased demand for healthy foods, there is an **increase in the demand for organic avocados** in the EU market. The current supply does not meet the demand for organic avocados making this a niche that SMEs in Tanzania can occupy. For avocados to be marketed as organic products in Europe, they must be produced using organic methods stipulated in European legislation and get certified by an accredited certifier. Information on the organic methods required is available here: <https://www.ifoam-eu.org/fr/organic-regulations/list-eu-organic-regulations>. It is important to note that the process of implementing organic requirements and getting certified can be expensive. A cost benefit analysis of organic certification should be done by SMEs as organic certification is not compulsory.
- In addition to the food safety requirements stipulated in EU legislation, buyers may require **additional guarantees of food safety**. The most common certification is the GLOBAL G.A.P which covers the entire agricultural process up to the final non-processed product. The GLOBAL G.A.P certification is especially important for exporters to Northern Europe as most supermarkets require it.
- The **Hass variety is currently the most sought after variety of avocados in Europe**. Green skin avocados are going down in demand but still have demand in some markets like in Italy because of their colour and low price. Pinkerton avocados (pseudo Hass) have timed demand because it is a late variety.

The section below highlights the main certification schemes in Tanzania:

- **GLOBAL G.A.P:** This is the most common certificate required for avocados sold in EU supermarkets. GLOBAL G.A.P sets to establish common Good Agricultural Practices (GAP) for agricultural products around the world, ensuring food safety, sustainability, environmental conservation, traceability and worker safety and welfare. It is a pre-farm-gate standard, which means it covers all stages of the agricultural production process, from planting to post-harvest handling, packing and storing of the unprocessed produce. The focus of this certification is food safety, environmental conservation, high product quality and good labour conditions.

There are over 100 GLOBAL G.A.P certification bodies around the world. The GLOBAL G.A.P certification body in Tanzania is SGS Tanzania: <https://www.sgs.co.tz/>. It is recommended to read the GLOBAL G.A.P general requirements available on their website (https://www.globalgap.org/uk_en/what-we-do/globalg.a.p.-certification/five-steps-to-get-certified/) before contacting a certification body.

■ **Sedex Members Ethical Trade Audit (SMETA):**

This certification helps SMEs adhere to ethical trading requirements through social audits to assess working conditions at the supplier site. An auditor goes to the workplace and assesses the health and safety of workers and adherence to international human rights like zero tolerance to child labour. Any issues found are addressed based on a Corrective Action Plan (CAPR). SMETA audits are conducted in Tanzania by SGS Tanzania: <https://www.sgs.co.tz/>

Key features of SMETA

- SMETA provides best practice guidance related to the number of auditor days, the audit timetable, number of workers' interviews depending on the size of company, training and experience requirements for auditors, pre-audit communication and detailed audit execution step-by-step.
- SMETA best practice guidance provides guidance for auditing against the Ethical Trade Initiative (ETI) Base Code and local laws.
- SMETA best practice guidance is not intended as a stand-alone description of how to conduct an audit. Instead, it sets out to establish a common set of criteria to supplement auditors' own systems.

Source: https://www.standardsmap.org/review-standards?short_list=128,60

■ **British Retail Consortium Global Standards:** BRCGS for hygiene and food safety are required by almost all buyers of fresh fruit and vegetables in the North-Western Europe market. BRCGS consist of standards for the entire supply chain, covering food safety, packaging and packaging materials, storage and distribution, consumer products, agents and brokers, retail, gluten free, plant-based and ethical trading to assure customers of the safety, legality and quality of the products. BRCGS audits and certification is done in Tanzania by SGS Tanzania: <https://www.sgs.co.tz/>

■ **Organic Certification:** To become an organic farmer with certification to supply EU countries with organic avocados, you must be certified by an EU recognized control agency. The process of acquiring organic certification is long, taking 2 to 3 years, during which the farmer is expected to transition the farm into being fully organic. Organic farms are subjected to yearly inspections to check for compliance. It is recommended to make yourself familiar with EU legislation on organic farming before embarking on the process. In Tanzania, the organic farming control agency that can give EU organic farming certification is Ecocert: https://www.ecocert-imo.ch/logicio/pmws/indexDOM.php?client_id=imo&page_id=tz

Where to find additional / updated information

Additional information on the requirements to export to the EU or to any other market, can be found from the following organisations:

- Tropical Pesticide Research Institute (TPRI): monitors the pesticides being used in the country, as well as informing avocado farmers and stakeholders about banned ones. <https://www.tpri.go.tz/>
- EU Pesticide Database: the database contains details of all allowed pesticides, as well as those that are banned. <https://ec.europa.eu/food/plant/pesticides/eu-pesticides-database/public/?event=homepage&language=EN>
- The Codex Alimentarius Commission (CAC): also maintains a pesticide database that outlines MRLs for different foods and food categories. Countries sometimes refer to this database in lieu of establishing their own MRLs within food safety regulations.
- ITC Quality Compass: provides comprehensive and very detailed requirements about the quality requirements for exporting avocados to the EU, both mandatory and voluntary.
- EU Export Health Desk: provides product specific requirements, as well as import related procedures.
- For a comprehensive list of certifications that may be required for exporting avocados to the EU, visit the ITC Standards Map here: https://www.standardsmap.org/standards_intro
- To learn more about the certification schemes in Tanzania, visit their official websites below;
- GLOBAL G.A.P: https://www.globalgap.org/uk_en/what-we-do/globalg.a.p.-certification/five-steps-to-get-certified/
- SMETA: <https://www.sedex.com/our-services/smeta-audit/>
- BRCGS: <https://www.brcgs.com/>
- Organic certificate: https://ec.europa.eu/info/food-farming-fisheries/farming/organic-farming/organics-glance_en



Chapter 3: Step by Step Procedures for Exporting Avocados in Tanzania

Overview and Objectives of Chapter 3:

This Chapter presents the whole gamut of business processes and regulatory activities required to export avocado in Tanzania for a first- time exporter – from registering as an exporter, going through the various state entities to obtain various certifications and approvals, to releasing the avocado at the port for shipment.

Several important points to note in reading this chapter:

- As part of implementing the WTO Trade Facilitation Agreement (WTO-TFA), these measures have been mapped and documented as part of the EAC Regional Information Trade Portal, which brings together National Trade Portals. The information in the chapter is drawn from the Tanzania Trade Information Portal (<https://trade.business.go.tz/>).
- As part of implementing the WTO TFA, which calls for simplifications of trade procedures, as well as other measures meant to regulate the sector, these procedures may change from time to time. It is therefore important that exporters regularly check the Tanzania Trade Information Portal to ensure they are well acquainted with the current procedures at the time of exporting.
- The chapter currently maps procedures as at 10th July 2020. It presents ALL the procedures a first-time exporter would go through, meaning that for SMEs that are already established, some of the steps may not be necessary.

The **key objectives** of this Chapter are:

- To provide the Tanzanian avocado SME with both a summary and an elaboration of the whole avocado export process in Tanzania; from the document requirements, involved institutions, the costs and the time to meet all the requirements.
- To provide Tanzania TSIs with an understanding of the overall regulatory burden for avocado exporters
- To point the Tanzanian avocado SMEs and TSIs to sources of credible information on the avocado exporting process in Tanzania

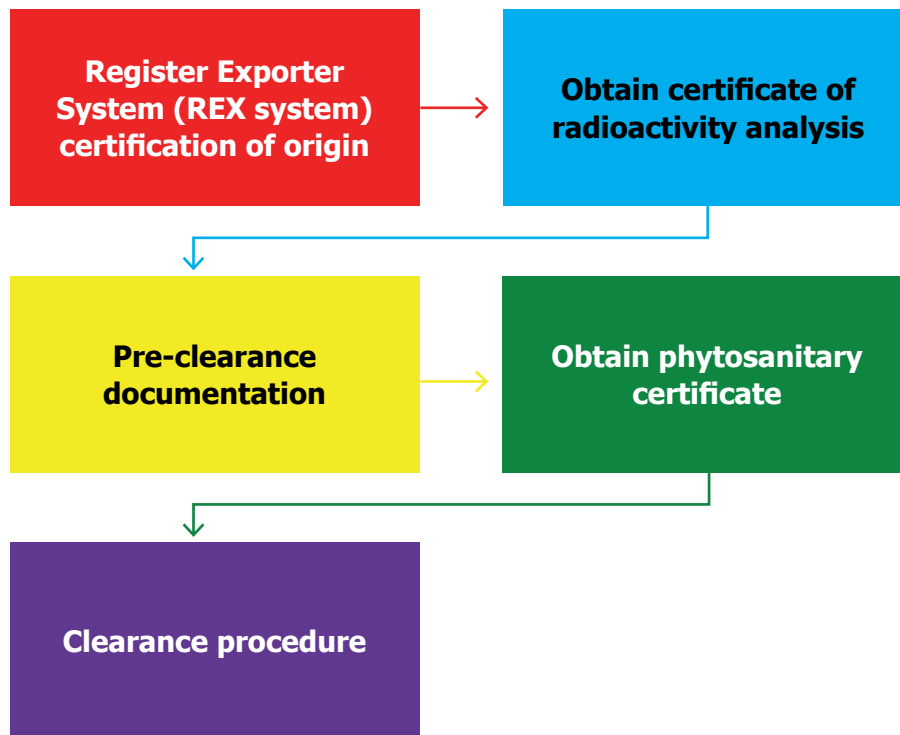
Summary of Procedures for Avocado Exports from Tanzania through JNIA

The export of avocados in Tanzania through the Julius Nyerere International Airport involves 23 different steps, that fall into 5 broad procedures. Overall, 24 documents are required at various parts of the export process, which are obtained from 13 institutions. To complete all the procedures, a first- time exporter would require about 4 to 10 days to complete the entire process. The cost of all the government processes is about TZS 2,428,207.83.

Figure 9, Summary of Procedures and Required Documents, Institutions, Time and Cost to Export Avocados in Tanzania

| | |
|--------------------------------|---|
| Overall number of Tasks | 5 overall Procedures, comprising 23 different steps |
| Documents Required | 24 documents required |
| Institutions Involved | 13 institutions |
| Legislations | 14 laws |
| Estimated time | 4 days minimum to 10 days minimum |
| Estimated Cost | TZS 2,428,207 |

The figure below summarises the 5 procedures that a trader must complete to export avocados.



Step by Step Procedure for Avocado Exports from Tanzania through the JNIA

Procedure 1: Registered Exporter System (REX system) certificate of origin

| | |
|--|---|
| What are the steps involved | There are 2 steps required for REX system certificate of origin , as follows: <ol style="list-style-type: none"> 1. Obtain exporter registration 2. Submit documents for approval |
| Which Institutions do you go to | <ul style="list-style-type: none"> ■ Registered Exporter System Email: info@tra.go.tz Website: www.tra.go.tz ■ Tanzania Revenue Authority-Headquarters Mapato house, Edward Sokoine Drive, Mchafukoge, Ilala CBD P.O. Box 11491, Dar Es Salaam Tel: +255 222 119 591 Fax: +255 222 126 908 Email: info@tra.go.tz Website: www.tra.go.tz |
| Which documents are needed | <p><i>Documents to submit for approval:</i></p> <ul style="list-style-type: none"> ■ Filled application form for registered exporter (original) with trader signature and stamp if any ■ Tax Identification Number certificate (Simple copy) for businesses can be natural or business names and company |
| What is the legal basis for these requirements | Registered Exporter System (REX) guidance document Sections 3.1, 3.2, 3.8, 4.1.3, 4.2 |
| Fees | None |
| Processing time for full task | Min. 20 min – Max. 30 min |
| Contact info | Tanzania Revenue Authority-Headquarters Mapato house, Edward Sokoine Drive, Mchafukoge, Ilala CBD P.O. Box 11491, Dar Es Salaam Tel: +255 222 119 591 Fax: +255 222 126 908 Email: info@tra.go.tz Website: www.tra.go.tz |
| What document do you receive | <p><i>After obtaining exporter registration:</i></p> <ul style="list-style-type: none"> ■ Filled application form for registered application <p><i>After submitting documents for approval:</i></p> <ul style="list-style-type: none"> ■ Rex registration number |
| Additional information | <ul style="list-style-type: none"> ■ All exporters to European Union (EU), Norway, Switzerland and Turkey should be registered with the Registration of Exporters (REX) system. Upon successful registration, they are authorized to export their products to the EU markets provided the successful completion of the required clearance procedures. ■ Exporters can submit documents at Tanzania Revenue Office (trade facilitation office) or send it via email to gfelician@tra.go.tz. The officer in charge will update the information in the REX system and approve the application and send back the result to exporter. |

Procedure 2: Obtain certificate of radioactivity analysis

| | |
|--|---|
| What are the steps involved | <p>There are 4 steps required to obtain a certificate of radioactivity analysis, as follows:</p> <ol style="list-style-type: none"> 3. Apply for certificate of radioactivity analysis 4. Pay and obtain sample label 5. Submit samples 6. Obtain certificate of radioactivity analysis |
| Which Institutions do you go to | <p><i>To apply for certificate of radioactivity analysis, to obtain certificate of radioactivity analysis:</i></p> <ul style="list-style-type: none"> ■ Online RAC application Tel: +255 272 970 050 Email: vibali@taec.go.tz Website: https://taec.go.tz/, https://taec.go.tz/taec-offices/ <p><i>To pay for and obtain sample label:</i></p> <ul style="list-style-type: none"> ■ Mobile E payment <p><i>To submit samples:</i></p> <ul style="list-style-type: none"> ■ Tanzania Atomic Energy Commission-Dar es salaam zonal office Ministry of Education building, Wing B P. O. Box 80479, Kivukoni, Dar es salaam Tel: +255 737 879 759 Email: dsm@taec.go.tz Website: http://www.taec.go.tz |
| Which documents are needed | <p><i>To apply for certificate of radioactivity analysis:</i></p> <ul style="list-style-type: none"> ■ Commercial invoice (Simple copy) ■ Product details (Quantity, destination, sample collection point, means of transport) ■ Contact details for business and individual <p><i>To pay and obtain sample label:</i></p> <ul style="list-style-type: none"> ■ Control number (TAEC) (original) <p><i>To submit samples:</i></p> <ul style="list-style-type: none"> ■ None. Just food sample with sample label |
| What is the legal basis for these requirements | <ul style="list-style-type: none"> ■ The Atomic Energy Act, 2003 Sections 30, 31 ■ The Atomic Energy (Fees and Charges) Regulations, 2011 Article Fifth schedule Category A ■ Tanzania Atomic Energy Commission Service Charter ■ The Protection from Radiation (control of radiation contaminated food stuff) Regulations, 1998 Section 4, Section 4 (2), Section 7 |
| Fees | <p>TZS 35,000 based on a series of assumptions which you can modify to calculate your own costs</p> <p>Payment methods: cash, Mobile money</p> <p>The minimum amount of fee is Tshs. 35000 and maximum is Tshs. 4 million regardless of the value obtained from 0.2% of FOB value. Payments is done through mobile money platforms: For Mpesa, Dial *150*00#. For Tigopesa, Dial *150*01#. For Airtelmoney, Dial *150*60#. For Halopesa, Dial *150*88#. Select government payment. Payments can also be made through CRDB and NMB banks. Payment number will be the control number obtained from TAEC.</p> |
| Processing time for full task | Min. 3 days – Max. 5 days |
| Contact info | <ul style="list-style-type: none"> ■ Tanzania Atomic Energy Commission-Dar es salaam zonal office Ministry of Education building, Wing B P. O. Box 80479, Kivukoni, Dar es Salaam Tel: +255 737 879 759 Email: dsm@taec.go.tz Website: http://www.taec.go.tz |

Continues>>

| | |
|-------------------------------------|---|
| <p>What document do you receive</p> | <p><i>After applying for certificate of radioactivity analysis:</i></p> <ul style="list-style-type: none"> ■ Control number (TAEC) <p><i>After paying and obtaining sample label:</i></p> <ul style="list-style-type: none"> ■ Sample label ■ Mobile money text as proof of payment <p><i>After obtaining certificate of radioactivity analysis;</i> Radioactivity analysis certificate</p> |
| <p>Additional information</p> | <ul style="list-style-type: none"> ■ The trader will receive tracking number and access code from TAEC through email or mobile phone number. ■ Once payment is done, the trader will be informed through email or mobile phone that sample label has been sent through online RAC application ■ Sample submission can be done at any Tanzania Atomic Energy Commission (TAEC) Offices ■ The certificate of radioactivity analysis is valid for three months only. |

Procedure 3: Pre-clearance documentation

| | |
|--|---|
| What are the steps involved | <p>There are 4 steps required for pre-clearance documentation, as follows:</p> <ol style="list-style-type: none"> 7. Contract a clearing agent 8. Book carrier space with airline 9. Pay airline charges 10. Obtain airway bill *Obtain TRA assessment documents (not required by the law, but recommended) |
| Which Institutions do you go to | <p><i>To contract a clearing agent:</i></p> <ul style="list-style-type: none"> ■ The list of licensed clearing agents is available here: https://trade.business.go.tz/media/CFA%202019_3.xls <p><i>To book carrier space with airliner and to obtain airway bill:</i></p> <ul style="list-style-type: none"> ■ Airline agents. The list of airlines operating in Tanzania is available here: https://trade.business.go.tz/media/LIST%20OF%20AIRLINES%20OPERATING%20IN%20TANZANIA_2.pdf <p><i>To pay airline charges:</i></p> <ul style="list-style-type: none"> ■ Bank <p><i>To obtain TRA assessment documents:</i></p> <ul style="list-style-type: none"> ■ Tanzania Custom Integrated System Tel: +0800 750 075 / +0800 780 078 Email: info@tra.go.tz Website: https://customs.tra.go.tz |
| Which documents are needed | <p><i>To contract a clearing agent:</i></p> <ul style="list-style-type: none"> ■ Clearing agent's authorization letter for customs (original) written to TRA to prove the appointment of the clearing agent ■ Commercial invoice (original) ■ Packing list (original) of the consignment to be exported <p><i>To book carrier space with airline:</i></p> <ul style="list-style-type: none"> ■ Commercial invoice (Simple copy) ■ Packing list (Simple copy) <p><i>To pay airline charges:</i></p> <ul style="list-style-type: none"> ■ Airline charges (Simple copy) <p><i>To obtain airway bill:</i></p> <ul style="list-style-type: none"> ■ Stamped bank deposit slip (original) <p><i>To obtain TRA assessment documents:</i></p> <ul style="list-style-type: none"> ■ Clearing agent's authorization letter for customs (Simple copy) ■ Packing list (simple copy) ■ Commercial invoice (simple copy) ■ Airway bill (simple copy) |
| What is the legal basis for these requirements | <ul style="list-style-type: none"> ■ East African Community Customs Management Act, 2004 (Revised Edition 2019) Sections 73-76, 82, 145-148, 181, 187-189 ■ East African Community Customs Management Regulations, 2010 Sections 40, 89 ■ The Tanzania Harbours Regulations, 1991 Section 304 ■ The Tanzania Civil Aviation Authority Regulations, 2006 Sections 3, 7, 8 ■ Tanzania Civil Aviation Authority Act, 2003 Section 3, 6, 17 |
| Fees | <p><i>To contract a clearing agent:</i></p> <p>Cost USD 30</p> <p>This is an estimate based on a series of assumptions which you can modify to calculate your own costs</p> <p>Payment methods: cash, check</p> <p>Negotiations of the rates and charges are between the trader and the clearing agent.</p> <p><i>Airline charges:</i></p> <ul style="list-style-type: none"> ■ Approximately USD 1,000 <p><i>Payment methods: check</i></p> <ul style="list-style-type: none"> ■ The fee charges varies between airlines. Payment will depends on bank account details of the airline |
| Processing time for full task | Min 55 min – Max 1 hr 30 min |

Continues>>

| | |
|------------------------------|---|
| Contact info | <ul style="list-style-type: none"> ■ Tanzania Revenue Authority-Headquarters Mapato house, Edward Sokoine Drive, Mchafukoge, Ilala CBD P.O. Box 11491, Dar Es Salaam Tel: +255 222 119 591 Fax: +255 222 126 908 Email: info@tra.go.tz Website: www.tra.go.tz <p><i>To book carrier space with airline, airway bill:</i></p> <ul style="list-style-type: none"> ■ Julius Nyerere International Airport (JNIA) Terminal 2 P.O. BOX 18032, Dar es Salaam Tel: +255 222 844 212 / +255 222 844 371 Fax: +255 222 844 495 Email: info@airport.go.tz Website: http://www.taa.go.tz |
| What document do you receive | <p><i>After contracting a clearing agent:</i></p> <ul style="list-style-type: none"> ■ Contract <p><i>After booking carrier space with airline:</i></p> <ul style="list-style-type: none"> ■ Airline charges <p><i>After paying airline charges:</i></p> <ul style="list-style-type: none"> ■ Stamped bank deposit slip <p><i>After completion of process:</i></p> <ul style="list-style-type: none"> ■ Airway bill <p><i>After obtaining TRA assessment documents:</i></p> <ul style="list-style-type: none"> ■ Self-assessment documents (TRA) |
| Additional information | <ul style="list-style-type: none"> ■ TRA self-assessment document is required when applying for phytosanitary certificate for plant products. For products which do not require phytosanitary, it is not mandatory to apply for TRA assessment document before clearance process commences. |

Procedure 4: Obtain phytosanitary certificate

| | |
|--|--|
| What are the steps involved | <p>There are 4 steps required to obtain a phytosanitary certificate, as follows:</p> <ol style="list-style-type: none"> 11. Register and apply for license 12. Pay fees 13. Consignment inspection 14. Obtain phytosanitary certificate |
| Which Institutions do you go to | <p><i>To register and apply for license:</i></p> <ul style="list-style-type: none"> ■ Agricultural Trade Management Information System Tel: +255 222 835 642 Email: ps@kilimo.go.tz Website: https://atmis.kilimo.go.tz <p><i>To pay fees:</i></p> <ul style="list-style-type: none"> ■ Mobile E payment <p><i>For consignment inspection, to obtain phytosanitary certificate:</i></p> <ul style="list-style-type: none"> ■ Ministry of Agriculture Plant Health Services (PHS) section P.O. Box 9071, Kilimo Road, Temeke, Dar es Salaam Tel: +255 222 835 642 Fax: +255 222 865 642 Email: phs@kilimo.go.tz Website: http://www.kilimo.go.tz/index.php/en |
| Which documents are needed | <p><i>To register and apply for license:</i></p> <ul style="list-style-type: none"> ■ Business licence (Simple copy) Trading licence ■ Certificate of incorporation (Simple copy) for companies which are incorporated in Tanzania or Business registration certificate (Simple copy) for registered business name or Certificate of compliance (Simple copy) for foreign companies (companies incorporated outside Tanzania mainland and they come in the country as branches of such foreign companies.) ■ Tax Identification Number certificate (Simple copy) for companies or registered business name ■ Self assessment document (TRA) (Simple copy) ■ Plant import permit (Simple copy) from importing country ■ Commercial invoice (Simple copy) ■ Product details (scientific name, point of exit, destination, common name, date of shipment, quantity). ■ Contact details of the applicants <p><i>To pay fees:</i></p> <ul style="list-style-type: none"> ■ Control number (phs) <p><i>For consignment inspection:</i></p> <ul style="list-style-type: none"> ■ Self assessment document (TRA) (original) ■ Plant import permit (original) ■ Commercial invoice (original) ■ Consignment ■ Physical presence of clearing agent |
| What is the legal basis for these requirements | <ul style="list-style-type: none"> ■ The Plant Protection Act, 1997 Section 15, 21, 33, 34 ■ Plant Protection Regulation, 1998 Section 58, 63, 64 Schedule 16 ■ The Plant Health Act, 2020 Sections 30, 34, 35, 38, 39 |
| Fees | <p>USD 102 This is an estimate based on a series of assumptions which can be modified to calculate your own costs.</p> <p>Payment methods: cash, check, Mobile money</p> <p>For Mpesa, Dial *150*00#. For Tigopesa, Dial *150*01#. For Airtelmoney, Dial *150*60#. For Halopesa, Dial *150*88#. Select government payment, payment number will be the control number. The payment number for both platforms is the valid control number obtained from the Ministry of Agriculture (PHS). Payments can also be made through NMB bank Account name: Revenue collection retention account, Account number: 20101000069 using the control number.</p> |
| Processing time for full task | <p>Min. 1 day – Max. 3 days</p> |

Continues>>

| | |
|------------------------------|---|
| Contact info | <p>Ministry of Agriculture Plant Health Services (PHS) section, P.O. Box 9071, Kilimo Road, Temeke , Dar es Salaam Tel: +255 222 835 642 Fax: +255 222 865 642 Email: phs@kilimo.go.tz Website: http://www.kilimo.go.tz/index.php/en</p> |
| What document do you receive | <p><i>After registering and applying for license:</i></p> <ul style="list-style-type: none"> ■ Submission notification ■ Control number (phs) <p><i>After paying fees:</i></p> <ul style="list-style-type: none"> ■ Mobile money text as proof of payment <p><i>After consignment inspection:</i></p> <ul style="list-style-type: none"> ■ Stamped self assessment document (TRA) <p><i>After completing process:</i></p> <ul style="list-style-type: none"> ■ Phytosanitary certificate |
| Additional information | Date, time and place of inspection is communicated to the trader by telephone |

Procedure 5: Clearance procedure

| | |
|--|---|
| <p>What are the steps involved</p> | <p>There are 9 steps in the clearance procedure, as follows:</p> <ol style="list-style-type: none"> 15. Lodge customs documents *Pay charges (not mandatory by law but recommended) 16. Obtain Tanzania Single Administrative Document (TANSAD) 17. Request for consignment inspection 18. Physical verification of consignment 19. Submit stamped documents 20. Obtain release order 21. Obtain handling charges invoice 22. Pay handling charges 23. Consignment security screening |
| <p>Which Institutions do you go to</p> | <p><i>To pay charges:</i></p> <ul style="list-style-type: none"> ■ Bank. The list of banks is available here: https://trade.business.go.tz/media/Banking-Institutions-In-Tanzania.pdf <p><i>To request for consignment inspection, physical verification of consignment, to obtain release order:</i></p> <ul style="list-style-type: none"> ■ Tanzania Revenue Authority- Julius Nyerere Airport Swissport freight terminal, Julius Nyerere International Airport- Gate No. 6, P.O. Box 11491, Dar es Salaam Tel: +255 800 750 075 Fax: +255 222 126 908 Email: info@tra.go.tz Website: www.tra.go.tz <p><i>To obtain handling charges invoice, to pay handling charges:</i></p> <ul style="list-style-type: none"> ■ Handling shed. The list of handling sheds at JNIA is found here: https://trade.business.go.tz/media/Custom%20shed-Tanzania-converted.pdf <p><i>For consignment security screening:</i></p> <ul style="list-style-type: none"> ■ Julius Nyerere International Airport (JNIA) Terminal 2, P.O. BOX 18032, Dar es Salaam Tel: +255 222 844 212 / +255 222 844 371 Fax: +255 222 844 495 Email: info@airport.go.tz Website: http://www.taa.go.tz |

Continues>>

| | |
|--|--|
| Which documents are needed | <p><i>To lodge customs documents:</i></p> <ul style="list-style-type: none"> ■ Phytosanitary certificate (Simple copy) ■ Radioactivity analysis certificate (Simple copy) <p><i>To pay charges:</i></p> <ul style="list-style-type: none"> ■ Stamped bank deposit slip ■ Mobile money text as proof of payment <p><i>To request for consignment inspection:</i></p> <ul style="list-style-type: none"> ■ Tanzania Single Administrative Document (TANSAD) (original) ■ Airway bill (Simple copy) <p><i>For physical verification of consignment:</i></p> <ul style="list-style-type: none"> ■ Tanzania Single Administrative Document (TANSAD) (original) ■ Phytosanitary certificate (original) ■ Radioactivity analysis certificate (original) ■ Airway bill (original) ■ Packing list (original) ■ Commercial invoice (original) ■ Consignment of horticultural produce ■ Physical presence of clearing agent <p><i>Stamped documents to submit:</i></p> <ul style="list-style-type: none"> ■ Phytosanitary certificate with release stamp (Simple copy) ■ Radioactivity analysis certificate with release stamp (Simple copy) <p><i>To obtain handling shed invoice:</i></p> <ul style="list-style-type: none"> ■ Shipper letter of instruction (SLI) (original) ■ Airway bill (original) ■ Release order (Simple copy) ■ Consignment of horticultural produce ■ Physical presence of clearing agent <p><i>To pay handling charges:</i></p> <ul style="list-style-type: none"> ■ Handling shed invoice (Simple copy) <p><i>For consignment security screening:</i></p> <ul style="list-style-type: none"> ■ Handling shed invoice (Simple copy) ■ Tanzania Single Administrative Document (TANSAD) (Simple copy) ■ Phytosanitary certificate with release stamp (Simple copy) ■ Radioactivity analysis certificate with release stamp (Simple copy) ■ Release order (Simple copy) ■ Airway bill (Simple copy) ■ Commercial invoice (Simple copy) ■ Packing list (Simple copy) ■ Consignment of horticultural produce ■ Physical presence of clearing agent |
| What is the legal basis for these requirements | <ul style="list-style-type: none"> ■ East African Community Customs Management Act, 2004 (Revised Edition 2019) Sections 34-36, 41, 73-76, 82, 123-125, 127-129, 187-189 ■ East African Community Customs Management Regulations, 2010 Sections 2, 38-49, 89, 131 ■ Swissport approved terminal charges |
| Fees | <p>Payment methods: cash, check, Mobile money For Mpesa, Dial *150*00# . For Tigopesa, Dial *150*01# Account number will be the control number.The account number for both platforms is valid control number obtained from Tanzania Revenue Authority.</p> <p>Payment methods for handling charges: cash, check Charges of consignment varies depends with size of consignment</p> |
| Processing time for full task | 0.5 days |

Continues>>

| | |
|------------------------------|--|
| Contact info | <ul style="list-style-type: none"> ■ Tanzania Revenue Authority-Headquarters Mapato house, Edward Sokoine Drive, Mchafukoge, Ilala CBD P.O. Box 11491, Dar Es Salaam Tel: +255 222 119 591 Fax: +255 222 126 908 Email: info@tra.go.tz Website: www.tra.go.tz <p><i>To pay handling charges:</i></p> <ul style="list-style-type: none"> ■ Julius Nyerere International Airport (JNIA) Terminal 2, P.O. BOX 18032, Dar es Salaam Tel: +255 222 844 212 / +255 222 844 371 Fax: +255 222 844 495 Email: info@airport.go.tz Website: http://www.taa.go.tz |
| What document do you receive | <p><i>After lodging customs document:</i></p> <ul style="list-style-type: none"> ■ Assessment document (TRA) ■ Payment note ■ Control number (TRA) <p><i>After paying charges:</i></p> <ul style="list-style-type: none"> ■ Stamped bank deposit slip ■ Mobile money text as proof of payment <p><i>After obtaining Tanzania Single Administrative Document (TANSAD):</i></p> <ul style="list-style-type: none"> ■ Tanzania Single Administrative Document (TANSAD) <p><i>After consignment inspection:</i></p> <ul style="list-style-type: none"> ■ Notification of inspection <p><i>After physical verification of consignment:</i></p> <ul style="list-style-type: none"> ■ Phytosanitary certificate with release stamp ■ Radioactivity analysis certificate with release stamp <p><i>After submitting stamped documents:</i></p> <ul style="list-style-type: none"> ■ TRA notification <p><i>After obtaining release order:</i></p> <ul style="list-style-type: none"> ■ Release order <p><i>After obtaining handling shed invoice:</i></p> <ul style="list-style-type: none"> ■ Handling shed invoice <p><i>After paying handling charges:</i></p> <ul style="list-style-type: none"> ■ Handling shed invoice <p><i>After consignment security screening:</i></p> <ul style="list-style-type: none"> ■ Security screening accepted |
| Additional information | <ul style="list-style-type: none"> ■ Exports are free of duty and taxes except for three items; raw hides and skins, raw cashew nuts and wet blue leather. ■ After confirmation that the documents matches the consignment, the officer will give a go ahead for the consignment to enter the airport. |



Chapter 4: Avocado Import Procedures in the EU

Overview and Objectives of Chapter 4:

This chapter discusses some of the import procedures in the European Union. While the importer in the EU member country is ultimately responsible for ensuring that the importing requirements have been met, in this Chapter we shall discuss some of the key procedures and requirements where the exporter has a role to play.

Several important points to note in reading this chapter:

- The Chapter assumes that the importing company is already registered in the given EU Member country and has the 'Economic Operator Registration and Identification (EORI) number that required by the Customs Authority in the EU to among others, lodge a customs declaration and make an entry summary declaration (ENS) and an exit summary declaration (EXS)
- The information in the chapter is mainly drawn from the EU Help Desk EU Export Help Desk https://trade.ec.europa.eu/access-to-markets/en/search?product=Avocado&origin=TZ&destination=NL#node_4508
- The chapter contains information that is valid as at 3rd March 2021. Procedures and requirements however change. As a rule of thumb, the exporting SME should always check with the importer the current requirements before any shipment is done.

The **key objectives** of this Chapter are:

- To provide the Tanzanian avocado SME with a consolidated and simplified reference to the mandatory requirements for exporting avocados to the EU
- To provide the Tanzanian avocado SME with an overview of EU avocado market preferences and trends that the SME may tap into
- To provide Tanzania's TSIs with a reference point for the requirement SMEs must fulfill in order to tap into the EU Market
- To point the Tanzanian avocado SMEs and TSIs to sources of credible information on requirements and market preferences for avocado exported to the EU.

Summary of Procedures for Avocado Imports into the EU from Tanzania

The figure below depicts the procedures for importing goods into the EU.



Below we elaborate the steps further:

Step 1: Entry Summary Declaration (ENS)

The ENS is lodged by the carrier of goods entering the customs territory of the EU, in advance of the goods arriving in the EU. For container marine cargo, the ENS should be launched 24 hours before commencement of loading in the foreign load port, while for bulk marine cargo, at least 4 hours before arrival. The ENS can also be lodged by the importer -consignee or a representative of the carrier or importer.

Part of the information that the carrier must include in the ENS comes from documents originated by the exporter: bill of lading and commercial invoices, so it is crucial that these reach the party responsible for the lodging of the ENS in a timely and accurate manner. As earlier noted the statement of origin must be indicated on the commercial invoice, as well as the delivery note, a packing list, or any other commercial document allowing to identify the goods and the exporter

The ENS declaration falls within the scope of the Import Control System (ICS) which became fully operational on 1 January 2011, as part of the Security Amendment laid down by Regulation (EC) No 648/2005 of the European Parliament and of the Council.

Step 2: Customs declaration - SAD (Single Administrative Document)

The placing of the goods under any customs approved treatment or use is done using the Single Administrative Document (SAD), which is a common form for all the EU Member States according to the Union Customs Code and the Transitional Delegated Act (Commission Regulation (EU) 2016/341) whereas a fully electronic customs environment is created.

The SAD can be presented to the customs authorities by the importer or his representative. The representation may be direct, where the representatives act in the name of, and on behalf of, another person; or indirect, where representatives act in their own name but on behalf of another person.

The SAD may be presented either by electronic means directly linked to the customs authorities (each Member State may have its own system); or by lodging it with the designated customs office premises. The declaration must be drawn up in one of the official languages of the EU, which is acceptable to the customs authorities of the Member State where the formalities are carried out.

The main information that shall be declared is:

- Identifying data of the parties involved in the operation (importer, exporter, representative, etc.)
- Custom approved treatment (release for free circulation, release for consumption, temporary importation, transit, etc.)
- Identifying data of the goods (Taric code, weight, units), location and packaging
- Information referred to the means of transport
- Data about country of origin, country of export and destination
- Commercial and financial information (Incoterms, invoice value, invoice currency, exchange rate, insurance etc.)
- List of documents associated to the SAD (Import licenses, inspection certificates, document of origin, transport document, commercial invoice etc.)
- Declaration and method of payment of import taxes (tariff duties, VAT, Excises, etc)

The SAD set consists of eight copies; the operator completes all or part of the sheets depending on the type of operation. In the case of importation generally three copies shall be used: one is to be retained by the authorities of the Member State in which arrival formalities are completed, other is used for statistical purposes by the Member State of destination and the last one is returned to the consignee after being stamped by the customs authority.

Documents associated to the SAD

For avocados, the documents that need to be presented together with the SAD are include:

- Documentary proof of origin (Through the certificate of origin)
- Certificate confirming the special nature of the product
- Transport Document
- Commercial Invoice
- Customs Value Declaration
- Inspections Certificates (Health, Plant Health certificates)
- Import Licenses (if applicable)

Step 3: Goods are placed under temporary storage situation

Goods imported into the EU customs territory must be accompanied by a summary declaration, which is presented to the customs authorities of the place where they are to be unloaded. Goods are then placed under the temporary storage situation (not exceeding 90 days in any case), which means that they are stored under customs supervision until they are placed under any of the following customs procedures or re-exported:

Release for free circulation

Goods are 'released for free circulation' when the conditions relating to importation into the EU have been duly fulfilled (payment of tariff duties and other charges, as appropriate, application of non-tariff commercial policy measures and completion of the other formalities related the import of the goods). Release for free circulation confers on non-Union goods the customs status of 'Union goods'.

Once the mentioned duties as well as the value added tax (VAT) and any applicable excise duties have been paid, goods are 'released for consumption', as they have satisfied the conditions for consumption in the Member State of destination.

Special procedures

Goods may be placed under any of the following categories of special procedures:

- Transit, which comprises external and internal transit:
 - External transit: non-Union goods may be moved from one point to another within the customs territory of the Union without being subject to import duties, other charges related to the import of the goods (i.e. internal taxes) and commercial policy measures, thereby transferring customs clearance formalities to the customs office of destination.
 - Internal transit: Union goods may be moved from one point to another within the customs territory of the Union, passing through a country or territory outside that customs territory, without any change in their customs status.

- Storage, which comprises customs warehousing and free zones:
 - Customs warehousing: non-Union goods may be stored in premises or any other location authorised by the customs authorities and under customs supervision ('customs warehouses') without being subject to import duties, other charges related to the import of the goods and commercial policy measures.
 - Free zones: Member States may designate parts of the customs territory of the Union as free zones. They are special areas within the customs territory of the Union where goods can be introduced free of import duties, other charges (i.e. internal taxes) and commercial policy measures, until they are either assigned another approved customs procedure or re-exported. Goods may also undergo simple operations such as processing and re-packing.
- Specific use, which comprises temporary admission and end-use:
 - Temporary admission: non-Union goods intended for re-export may be subject to specific use in the customs territory of the Union, with total or partial relief from import duty, and without being subject to other charges like internal taxes and commercial policy measures. This procedure may only be used provided that the goods are not intended to undergo any change. The maximum period during which goods may remain under this procedure is 2 years.
 - End-use: goods may be released for free circulation under a duty exemption or at a reduced rate of duty on account of their specific use.
- Processing, which comprises inward and outward processing:
 - Inward processing: goods are imported into the Union in order to be used in the customs territory of the Union in one or more processing operations, without being subject to import duties, taxes and commercial policy measures. The customs authorities shall specify the period within which the inward processing procedure is to be discharged. Where finished products are not finally exported, these shall be subject to the appropriate duties and measures
 - Outward processing: Union goods may be temporarily exported from the customs territory of the Union in order to undergo processing operations. The processed products resulting from those goods may be released for free circulation with total or partial relief from import duties.

Step 4: Inspection of goods under Temporary Storage

This is a control measure at the point of entry. In addition to undergoing inspections prior to export in the origin country, according to Regulation (EU) 2017/625, food imported into the European Union is subject to potential controls at points of entry. These are performed to ensure that all food introduced into the EU market is safe and complies with all regulations. There are different types of official controls:

- Documentary controls: These are geared towards verifying that all the required documents (Health Certificate, bill of lading, etc.) are present. In terms of frequency, this is always done, for all consignments.
- Identity controls: undertaken to verify that the content and labelling of the consignment tally with the documents presented. In terms of frequency, this is systematic for plant health and random for food safety (except in case of increased controls)
- Physical controls: undertaken to verify that the imported goods are meeting the applicable requirements of the EU food legislation and may include inspections of packaging or sampling the product for laboratory analysis. In terms of frequency, they are systematic for plant health and random for food safety (except in case of increased controls).

These controls may happen at EU borders or even once on the market, but most frequently occur at the point of entry. The laboratory analyses may target pesticide residues, heavy metals or other contaminants.

If a shipment is refused for non-compliance with EU legislation, the responsible party of the shipment has three options: a) Destroy the products in question; b) Re-dispatch these products to a non-EU country; or c) Return the products to the originating country. The latter 2 must happen within 60 days. Where the non-compliance implies a food safety concern, a RASFF notification must be issued. Where the non-compliance implies a plant health concern, a Europhyt notification must be issued.

In certain situation, there may be a temporary increase of import control may be necessary for the following reasons:

- due to a known or emerging risk (e.g. high number of RASFF alerts),
- or because there is evidence of widespread serious non-compliance with the EU agri-food chain legislation (e.g. as highlighted in an audit report from DG SANTE-F) concerning certain goods, from certain non-EU countries, and in relation to a specific risk (hazard).

The temporary increases are laid down in Annex I of Regulation EU 2019/1793 and they concern the identity checks, and the physical checks.

Emergency control measures may also be applied as laid out under Annex II of Regulation EU 2019/1793 that lays down special conditions governing the entry of such goods in the EU. These may include certain food, originating from certain non-EU countries may present a high risk for human health because of:

- contamination by mycotoxins, in particular aflatoxins, and OTA
- contamination by pesticide residues, contamination by pentachlorophenol and dioxins, or
- microbiological contamination from Salmonella.

In cases of emergency control, each consignment of the food under emergency control must be accompanied by an additional form that gives that consignment an identification code, accompanied by the results of sampling and analyses performed by the relevant competent authorities, and an official certificate.

Documents for Customs Clearance

Commercial Invoice

The commercial invoice is a record or evidence of the transaction between the exporter and the importer. Once the goods are available, the exporter issues a commercial invoice to the importer in order to charge him for the goods. The commercial invoice contains the basic information on the transaction and it is always required for customs clearance.

Although some entries specific to the export-import trade are added, it is similar to an ordinary sales invoice. The minimum data generally included are the following:

- Information on the exporter and the importer (name and address)
- Date of issue
- Invoice number
- Description of the goods (name, quality, etc.)
- Unit of measure
- Quantity of goods
- Unit value
- Total item value

- Total invoice value and currency of payment. The equivalent amount must be indicated in a currency freely convertible to Euro or other legal tender in the importing Member State
- The terms of payment (method and date of payment, discounts, etc.)
- The terms of delivery according to the appropriate Incoterm
- Means of transport

No specific form is required. The commercial invoice is prepared by the exporter according to standard business practice and it must be submitted in the original along with at least one copy. In general, there is no need for the invoice to be signed. In practice, both the original and the copy of the commercial invoice are often signed. The commercial invoice may be prepared in any language. However, a translation into English is recommended.

Customs Value Declaration

The Customs Value Declaration is a document, which must be presented to the customs authorities where the value of the imported goods exceeds EUR 20 000. This form must be presented with the Single Administrative Document (SAD). The main purpose of this requirement is to assess the value of the transaction in order to fix the customs value (taxable value) to apply the tariff duties.

The customs value corresponds to the value of the goods including all the costs incurred (e.g.: commercial price, transport, insurance) until the first point of entry in the European Union. The usual method to establish the Customs value is using the transaction value (the price paid or payable for the imported goods).

In certain cases, the transaction value of the imported goods may be subject to an adjustment, which involves additions or deductions. For instance, the internal transport (from the entry point to the final destination in the Community Customs Territory) must be deducted. The customs authorities shall waive the requirement of all or part of the customs value declaration where:

- the customs value of the imported goods in a consignment does not exceed EUR 20 000, provided that they do not constitute split or multiple consignments from the same consignor to the same consignee, or
- the importations involved are of a non-commercial nature; or
- the submission of the particulars in question is not necessary for the application of the Customs Tariff of the European Communities or where the customs duties provided for in the Tariff are not chargeable pursuant to specific customs provisions.

Freight Documents (Transport Documentation)

Depending on the means of transport used, transport documents are filled in and presented to the customs authorities of the importing European Union (EU) Member State upon importation in order for the goods to be cleared.

For goods transported by sea, the transport document is the Bill of Lading, which is a document issued by the shipping company to the operating shipper, which acknowledges that the goods have been received on board. In this way the Bill of Lading serves **as proof of receipt of the goods by the carrier obliging him to deliver the goods to the consignee**. It contains the details of the goods, the vessel and the port of destination. It **evidences the contract** of carriage and conveys title to the goods, meaning that the bearer of the Bill of Lading is the owner of the goods.

Freight Insurance

The insurance is an agreement by which the insured is indemnified in the event of damages caused by a risk covered in the policy. Insurance is all-important in the transport of goods because of their exposure to more common risks during handling, storing, loading or transporting cargo, but also to other rare risks, such as riots, strikes or terrorism.

There is a difference between the goods transport insurance and the carrier's responsibility insurance. The covered risks, fixed compensation and indemnity of the contract of transport insurance are left to the holder's choice. Nevertheless, the hauler's responsibility insurance is determined by different regulations. Depending on the means of transport, indemnity is limited by the weight and value of the goods and is only given in case the transporter has been unable to evade responsibility.

The insurance invoice is required for customs clearance only when the relevant data do not appear in the commercial invoice indicating the premium paid to insure the merchandise.

Packing List

The packing list (P/L) is a commercial document accompanying the commercial invoice and the transport documents. It provides information on the imported items and the packaging details of each shipment (weight, dimensions, handling issues, etc.) It is required for customs clearance as an inventory of the incoming cargo. The generally included data are:

- Information on the exporter, the importer and the transport company
- Date of issue
- Number of the freight invoice
- Type of packaging (drum, crate, carton, box, barrel, bag, etc.)
- Number of packages
- Content of each package (description of the goods and number of items per package)
- Marks and numbers
- Net weight, gross weight and measurement of the packages

No specific form is required. The packing list is to be **prepared by the exporter according to standard business practice and the original along with at least one copy must be submitted**. Generally, there is no need to be signed. However, in practice, the original and the copy of the packing list are often signed. The packing list may be prepared in any language. However, a translation into English is recommended.



Chapter 5: Export Support Facilities

Key Export Support Facilities in Tanzania

- Plant Health Services: this is the body responsible for implementing sanitary standards and issuing phytosanitary certificates. More information can be found on the Ministry of Agriculture website, <https://www.kilimo.go.tz/index.php/en>
- Tanzania Trade Development Authority (TTDA): an agency under the Ministry of Industry, Trade and Investment (MITI). TTDA's role includes providing market intelligence on various export markets, as well as capacity building for SMES. <https://www.tantrade.go.tz/>
- ITC Quality Compass: provides comprehensive and very detailed requirements about the quality requirements for exporting avocado to the EU, both mandatory and voluntary. <https://www.intracen.org/news/Trade-Compass-Moroccans-model-good-trade/>
- The Horticulture Development Council of Tanzania (HODECT): whose mandate is to link private investors, exporters, food processors, regulatory authorities and input suppliers.
- Tanzania Horticulture Association (TAHA): which has responsibilities like mobilizing farmers, facilitate formation of farmer groups, governance training, Global GAP standards training, formalization of groups through registration and linkage to the markets <https://www.taha.or.tz/>
- For certification in Tanzania, visit their official websites below:
 - GLOBAL G.A.P: https://www.globalgap.org/uk_en/what-we-do/globalg.a.p-certification/five-steps-to-get-certified/
 - SMETA: <https://www.sedex.com/our-services/smeta-audit/>
 - BRCGS: <https://www.brcgs.com/>
 - Organic certificate: https://ec.europa.eu/info/food-farming-fisheries/farming/organic-farming/organics-glance_en

Key Support Facilities in Importing Markets

- International Trade Centre: a UN agency dedicated to supporting SMEs to export, the ITC provides market analysis tools; builds capacity of SMEs and supports policy advocacy among a host of other SME focused services. ITC also runs several programmes that SMES may be interested in joining, among them SheTrades and WEDF. <https://www.intracen.org/>
- CBI: the Centre for the Promotion of Imports from developing countries, is part of the Netherlands Enterprise Agency and is funded by the Netherlands Ministry of Foreign Affairs dedicated to increasing exports to the EU. CBI produces regular market reports on specific markets in the EU and specific products. CBI also works with trade promotion organisations. <https://www.cbi.eu/>
- EU Pesticide Database: the database contains details of all allowed pesticides, as well as those that are banned. <https://ec.europa.eu/food/plant/pesticides/eu-pesticides-database/public/?event=homepage&language=EN>
- The Codex Alimentarius Commission (CAC) also maintains a pesticide database that outlines MRLs for different foods and food categories. Countries sometimes refer to this database in lieu of establishing their own MRLs within food safety regulations.

- EU Export Health Desk: provides product specific requirements, as well as import related procedures. https://trade.ec.europa.eu/doclib/docs/2016/september/tradoc_154923.pdf
- For additional EU certification standards:
 - GLOBALG.A.P: https://www.globalgap.org/uk_en/what-we-do/globalg.a.p.-certification/five-steps-to-get-certified/
 - SMETA: <https://www.sedex.com/our-services/smeta-audit/>
 - BRCGS: <https://www.brcgs.com/>