



International  
Trade  
Centre

EXPORT IMPACT  
FOR GOOD

# ITC's experience in providing technical assistance for Food Safety and Quality Enhancement

By: Khemraj Ramful, Senior Adviser, ITC  
Date: 09 July 2013

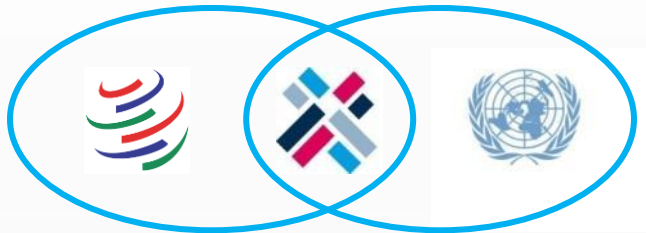


# Contents

- Who is ITC?
- Food Safety and Quality as an imperative
- The challenges of Food Exporters
- ITC Services in enhancing Food Safety and Quality
- Lessons learnt
- Conclusion

# Who is ITC?

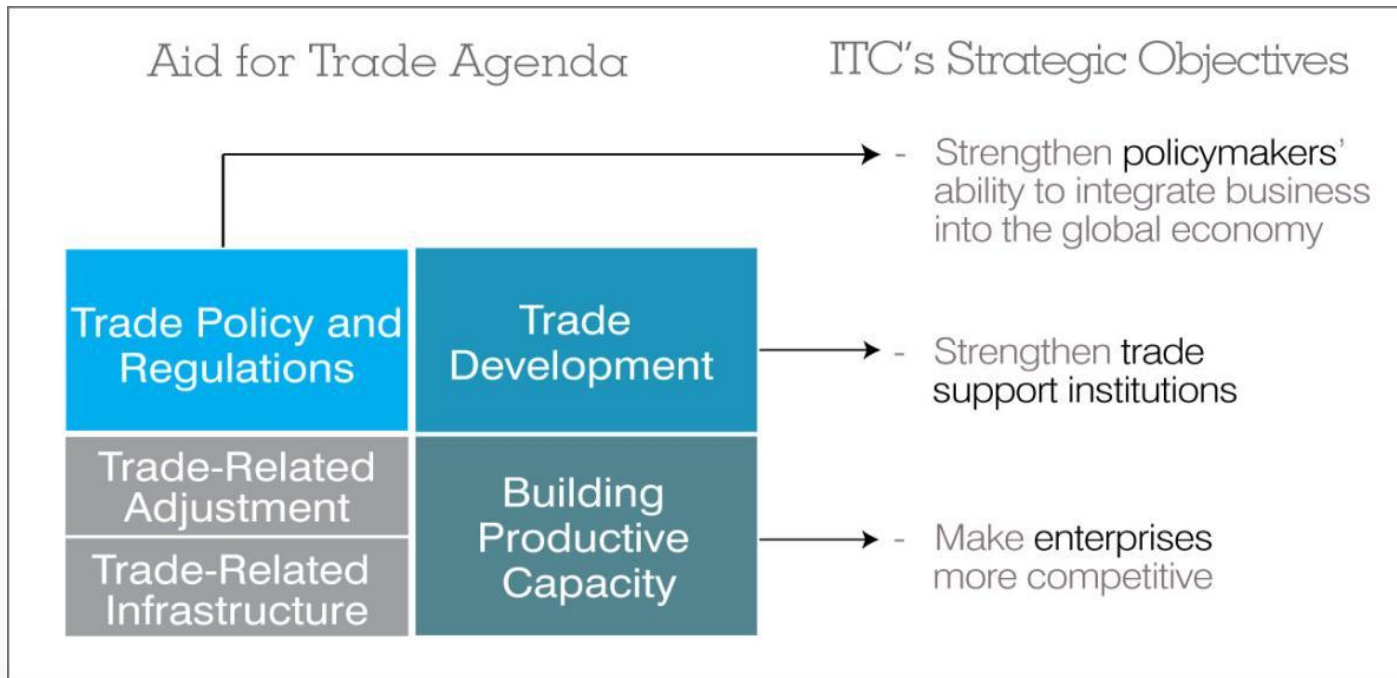
- Created in 1964.
- The joint technical cooperation agency of the World Trade Organization (WTO) and the United Nations (UN), for business aspects of trade development



- 100% Trade Related Technical Assistance (TRTA)
- Private sector focused



# Aid for Trade



China reports big rise in food-poisoning deaths

# Koreans Name Food Safety as Biggest Headache

A survey released yesterday said food safety is more of a concern for Koreans than national security, with 60 percent of the people believing so, according to a survey by the National Statistical Office in Seoul. The survey of 42,000 people showed that 60 percent of respondents were worried about food safety, while 42 percent were worried about national security.

## Growers defensive as doctor raises starfruit poisoning danger

Starfruit poisoning has become a major concern over food safety in South Korea.

# Chinese milk powder contaminated with melamine sickens 1,253 babies

Chinese hospitals are fighting to save the lives of some of the 1,253 babies who have fallen sick after they were fed milk powder contaminated with an industrial chemical. Two babies died. The outbreak is the largest in the world since 1989.

# Improvements in food safety urged

Recent laboratory tests found so much mercury in tuna sushi from 20 Manhattan restaurants that the FDA is warning consumers to avoid eating it.

# Salmonella Outbreak Exposes Food-Safety Flaws

The twisting road that led federal investigators to announce Monday that they found a single contaminated jalapeno pepper grown in Mexico and that it was the source of a continuing salmonella outbreak in the United States is a stark reminder of the flaws in the current food safety system.

# Vietnam to intensify ensuring food safety

Education and media campaigns on food safety must be raised, local officials say. The government is investing in food safety infrastructure.

# Source of Tainted Tomatoes May Stay a Mystery

The Food and Drug Administration may never be able to pinpoint the origin of salmonella-tainted tomatoes that have sickened hundreds of people, an agency official said Wednesday. "We may not ultimately find out where these came from," Dr. David Acheson, the agency's associate commissioner for food safety, said.

# U.S. company recalls about 286,000 pounds of meat

A New York company is voluntarily recalling about 286,000 pounds (129,700 kg) of fresh poultry products that may be contaminated with salmonella. U.S. agriculture officials said on Saturday.

# Consumer Group Seeks Ban on Some Food Dyes

The European Commission warned Italian authorities it could join Japan and South Korea's import ban on mozzarella cheese unless it receives information on whether the cheese still hasn't had a reply to the commission's request.

# EU: Could Ban Mozzarella Unless Gets Contamination Info

The European Commission warned Italian authorities it could join Japan and South Korea's import ban on mozzarella cheese unless it receives information on whether the cheese still hasn't had a reply to the commission's request.

# Health group urges overhaul of US food safety system

A group of public health experts is calling for a major overhaul of the U.S. food safety system. They say the current system is outdated and ineffective.

# Food Safety and Olympic challenge for Beijing Games

China reports big rise in food-poisoning deaths

# Mums-to-be warned of fish danger

Mothers-to-be and those planning to have babies should avoid eating too much fish as it may contain excessive levels of mercury, the U.S. Food and Drug Administration said.

# Salmonella-Tainted Tomatoes Linked to Markets, Restaurants

Tomatoes tainted with salmonella have been found in supermarkets and restaurants across the United States.

# FOOD POISONING CAN BE A LONG-TERM PROBLEM

It's a dirty little secret of food poisoning: Some people who get sick from food poisoning sometimes trigger long-term health problems.

# Japan scare over China dumplings

Dozens of Japanese people say they have fallen ill after eating Chinese-made dumplings, prompting Tokyo officials to launch an inquiry into frozen dumplings, known as gyoza.



# Food Safety and Quality as an imperative

- Global issue !
- Lack of control impacts on daily lives of people and on enterprises' competitiveness
- Increasing pressure from consumers, the big retailers and governments for a better food safety management across the supply chain

# Food Safety : Impact on exports

- 27 % of food exports from Egypt, Jordan, Lebanon and Syria refused by US FDA in 2001 (microbiological contamination, pesticides residues or food additives exceeding levels set in standards)
- EU's ban on import of Pakistani fish products in 2007
- EU's 1997 ban on pistachio imports from Iran because of high levels of aflatoxin
- Kazakstan's 2011 ban on import of meats, milk and eggs from Kyrgyzstan

# Consequences of unsafe food

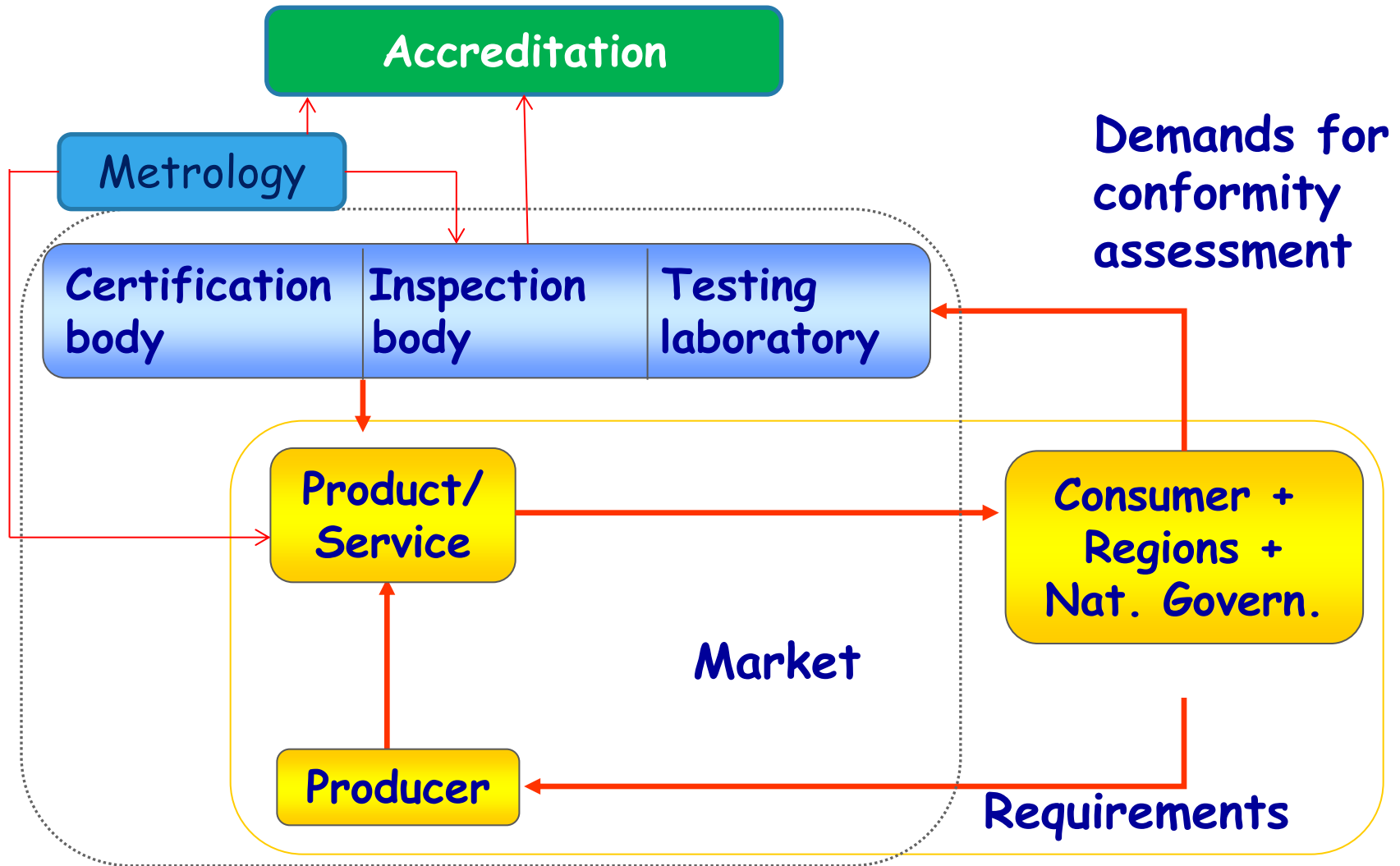
- Melamine : 294 000 children ill, 50 000 hospitalised, 6 dead; employees charged of criminal offence
- USA : 48 million ill (1 american on 6), 128 000 hospitalised and 3 000 dead each year from food borne diseases
- Major review of food safety control systems in many countries



# Market requirements : Food legislation

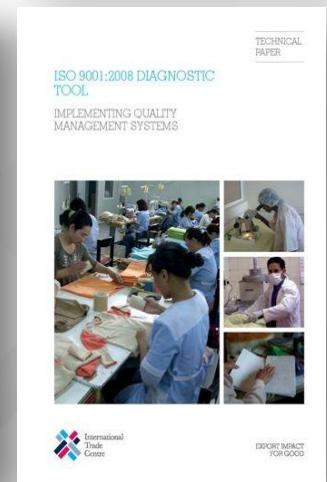
- Food law is enforced in all potential markets
- UE : Directive 852/2004 on the hygiene of foodstuffs - HACCP principles have to applied by food business operators
- USA – Processing of red meats (primarily beef), poultry (primarily chicken and turkey), fruit and vegetable juices and seafood - HACCP
- Australia & New Zealand – Food Standards Code requires all food businesses undergoing substantial transformation of their products to adopt approved food safety programs based on the HACCP methodology
- Canada – Food Safety Enhancement Program (FSEP) of the Canadian Food Inspection Agency (CFIA) encourages and supports the development, implementation and maintenance of HACCP systems in all federally registered establishments

# Understanding the challenges



# Goal of Export Quality Management (EQM) Programme

“Improve competitiveness of enterprises in developing countries/economies in transition by enhancing their capacity **to meet technical requirements** in export markets and to **overcome technical barriers to trade**”



# Challenges faced by enterprises



## Challenge 1

- Access and understanding technical requirements



## Challenge 2

- Ability to meet standards, technical regulations and SPS measures



## Challenge 3

- Demonstration of compliance with requirements in importing countries at reasonable cost



## Challenge 4

- Quality and SPS Infrastructure for exports



## Challenge 1

# Access and understanding technical requirements

## ➤ Export Quality Bulletins/Publications

- Export Quality Management - A guide for small and medium-sized exporters
- Information Retrieval on Sanitary and Phytosanitary Measures (SPS)
- An introduction to HACCP
- An introduction to ISO 22000 Food Safety Management Systems
- ISO 22000 : An easy-to-use checklist for small business
- Exporting flour and pasta to the EU – guide for Custom Union countries
- Exporting Seafood to the EU



**Challenge  
1**

## Access and understanding technical requirements

- **Improve capacity for information retrieval and dissemination**
  - Assistance to the National Enquiry Points for TBT and SPS
- **Seminars on the role of standards and conformity assessment in trade and on specific sectors/standards**
  - « Improving and Maintaining Market Access through Standards and Conformity Assessment »
  - « European Union Import Requirements on Fish And Fishery Products »
- **Workshops on the WTO Agreements on TBT and SPS**
  - Enable businesses to take advantage of the benefits derived from them



**Challenge  
2**

Ability to meet standards, technical regulations and SPS measures

- **Hands-on assistance to enterprises through approval of national trainers-cum-counsellors**
  - Training of local trainers-cum-counsellors on « Implementing Food Safety Systems - HACCP» and « Implementing Food Safety Management Systems - ISO 22000 » for the agro-processing sector
  - Technical assistance to enterprises to implement HAACP/ISO 22000
- **Training in GAP, cold-chain management and traceability**
- **Implementation of GlobalGAP**
- **Implementation of Farmer Field schools**



### Challenge 3

Demonstration of compliance with requirements in importing countries at reasonable cost

- **Assistance to operational Conformity Assessment Bodies (CABs) for their international recognition**
  - Two food testing laboratories in Tajikistan accredited to ISO/IEC 17025
  - Competent Authority for Fishery in the Philippines for certifying exports to the EU
  - Certification body in Uzbekistan accredited to ISO 17021
  - Set up of the Kyrgyz Accreditation Centre and support in its membership to the International Laboratory Accreditation Cooperation (ILAC)
- **Guidance for selecting foreign CABs in the absence of adequate national CABs**
  - Certification of two enterprises each in Kyrgyzstan and Tajikistan to ISO22000 by a foreign registrar, after providing advisory services





**Challenge  
4**

## Quality and SPS Infrastructure for exports

- **Review Quality Infrastructure and SPS infrastructure and prepare road map for improvement**
  - Review of the quality infrastructure and recommendations for improvement (Armenia..)
  - Review of the SPS infrastructure and recommendations for improvement (Tajikistan, Kyrgyzstan, Bangladesh..)
  - Review of Food Safety law (Tajikistan, Kyrgyzstan..)
- **High-level seminars on Implications of the WTO Agreements on TBT and SPS for Public Sector Management**

# Examples of Technical Assistance

Expanding **Nigeria's** exports of sesame seeds and shea nut (Supervision of STDF 172)

EIF **Gambia**: improving quality and food safety of groundnuts, cashew, sesame

SECO – **Belarus, Kazakhstan, Russia**: A guide on EU market access conditions for pasta and flour

STDF **Sri Lanka**: Improving quality and safety fo FFV

NTF II **Senegal** – Improving quality and safety of Mango

EC **Samoa – Fiji**  
Improving compliance with international requirements (HACCP – ISO 22000)

**Peru - Seco**:  
Building capacity of counsellors and SMEs on HACCP

SECO – **Tajikistan, Kyrgyzstan**:  
Improving the SQAM infrastructure

**Kenya, Uganda, Ghana** –  
ProInvest Maximising export performance through implementation of HACCP

# Modality of Service Delivery

## Capacity Building through ToT

- Seminars and workshops through ToT
- Trainers customize ITC training materials for specific sectors and for the countries, whenever required

## Advisory services to enterprises through T-c-C

- Direct assistance to enterprises provided by high level experts and Trainers-cum-Counsellors trained by ITC

## Recognition of Trainers and T-c-C

- Trainers and Trainers-cum-Counsellors to be “recognized” as such by ITC

## Network

- Network of ICs, NCs, Trainers, TcCs and partners developed to enhance delivery of programmes and promotion

## Availability of Training Materials

- Selected training materials made available to our partners

# Lessons learnt

- Different ministries involved in implementation of food standards - possible confrontation amongst Ministries and their agencies if not managed correctly
- Benefits of working with two or more countries in the region : harmonisation, regional service provider, cost effectiveness (Quality Infrastructure)
- Addressing both supply and demand sides for business support services: e.g. strengthening TSIs on the one hand and providing assistance to enterprises to become and remain internationally competitive on the other hand
- Involvement of beneficiaries in implementation – e.g. TSIs were receiving support while at the same time delivering assistance at the enterprise level
- Cooperation in the field with other technical cooperation agencies (UNECE, GIZ, UNIDO, UNDP...)

# Conclusion

Addressing Food Safety and Quality in Agricultural value chains require an efficient and effective Quality and SPS infrastructure which needs long term planning and involvement of all stakeholders. Technical cooperation agencies can indeed work in partnership for better results and impact!

Thank you for your attention

[ramful@intracen.org](mailto:ramful@intracen.org)

[www.intracen.org](http://www.intracen.org)



EXPORT IMPACT  
FOR GOOD