

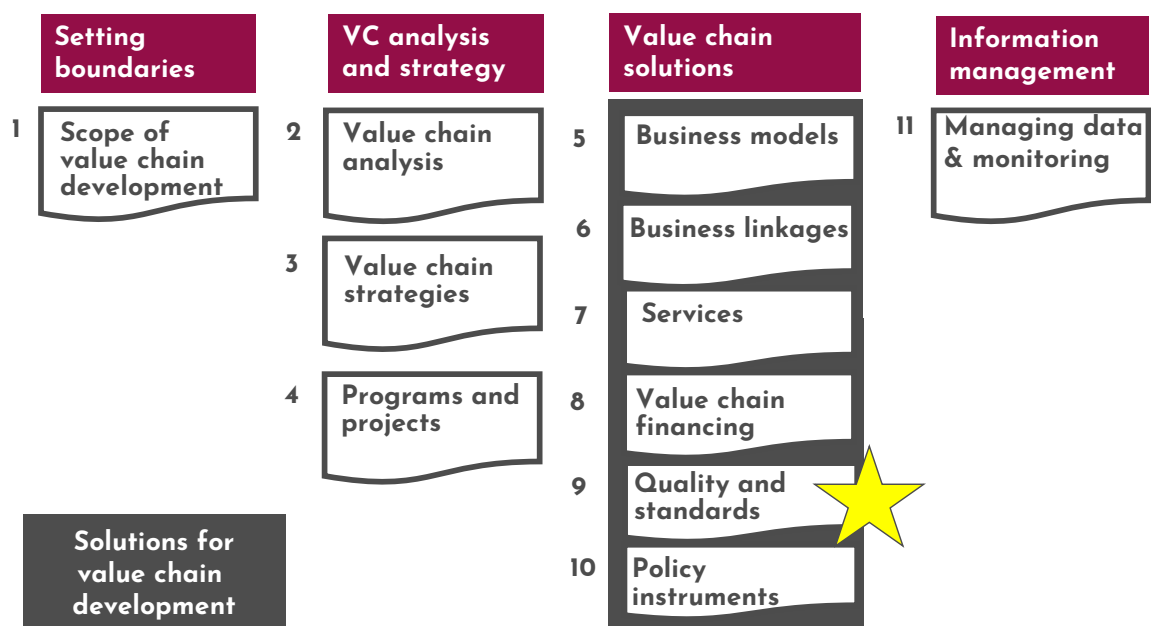


ValueLinks Module 9

QUALITY AND STANDARDS



STRUCTURE OF VALUELINKS 2.0





MODULE 9

01

DEFINITIONS, TYPES AND
IMPORTANCE OF STANDARD
SYSTEMS

02

DIFFERENT TYPES OF
VOLUNTARY STANDARDS



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WHAT IS QUALITY?

Attributes	Example	Verification
Physical attributes	Size, color, absence of damage, smell	Measurable at end product stage, client can select before consumption
Experience attributes	Taste of food, durability, functional efficiency	Measurable at end product stage, client knows only after consumption
Credence attributes	Residues, product safety	Measurable at end product stage, client has to trust a laboratory
	Eco-friendliness, social production conditions, origin of product	Not measurable at end product stage; partly measurable during the production process (e.g. emissions, resource consumption); client has to trust an assurance system

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TYPES OF STANDARDS

	Product quality	Product safety	Social & ecológ. objectives
Regulatory standards issued by public bodies	 	  	<p>Legal provisions</p> 
Voluntary standards issued by companies, associations, private sector initiatives	  	  	   

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CLIMATE STANDARDS

Sustainability certifications	    
Climate labels	    

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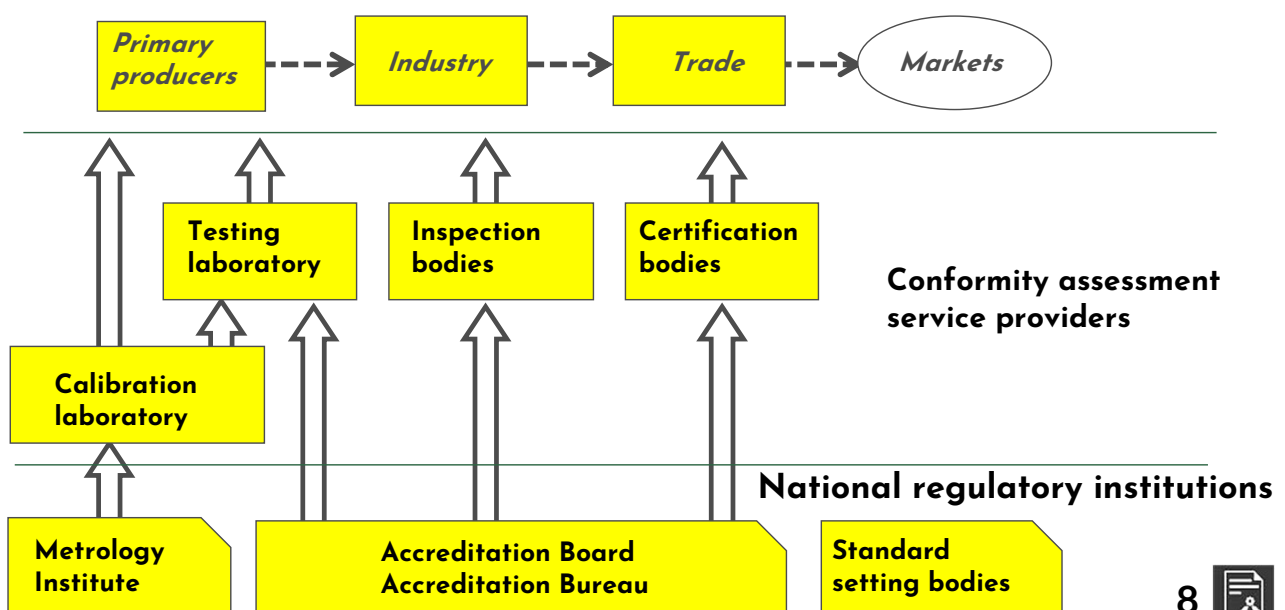


VALUE CHAINS AND STANDARDS

- **Regulation:** Standards operationalize the quality, safety and sustainability concerns of consumers, civil society and government.
- **Market transparency:** Standards simplify communication between market participants and assist marketing. Standards create a more level “playing field” and support fairness.
- **Quality management:** Value chain operators use standards as an operational guide to integrate quality and sustainability considerations into their core business processes.
- **Risk management:** Standards help to lower the risk by introducing systems to detect critical points. Traceability mechanisms allow keeping control of suppliers.
- **Contribution to equity and sustainability:** Standards impose limits on resource use, use of inputs and labour conditions.



NATIONAL QUALITY INFRASTRUCTURE



QM INTERVENTIONS AT MICRO, MESO AND MACRO LEVEL



Source: GIZ webinar 2019, Project example Sustainable Economic Development Programme Kyrgyzstan

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DIFFERENT TYPES OF
VOLUNTARY STANDARDS



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TYPES OF IMPORTANT VOLUNTARY STANDARDS



1. Food safety
2. Organic
3. Sustainability
4. Social standards
5. Single-sector standards
6. Multi-sector standards
7. Geographic Indication
8. BioTrade
9. Climate
10. Tourism

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FOOD SAFETY STANDARDS

- Food safety standards became quasi-obligatory standards in industrialized countries' markets. Hardly any serious trader will import food products without.
- Food safety standards are based on HACCP principles (Hazard Analysis of Critical Control Points). By EU law, an importer is legally obliged to ensure importing safe food products that fulfil HACCP requirements.
- Different markets prefer different standards. Main standards are:
 - GlobalG.A.P. or ASIAGAP for fresh produce
 - FSSC 22000, ISO 22000, IFS, BRC, SQF for other product
 - The website of the Global Food Safety Initiative, www.mygfsi.com, is a good source for further information.



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PUBLIC ORGANIC STANDARDS

- Certification for public organic standards enables commercialisation of organic product in the country, pre-requisite to sell organic product
- Examples:



India



Japan



USA



European Union



China

- Certification body must be officially accredited by the regulating authority
- Labelling requirements must be followed
- Other applicable food safety, hygiene and regulatory requirements must be met

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PRIVATE ORGANIC STANDARDS

- Private organic standards are complementing public organic standards
- They have additional requirements depending on specific focus:
 - Demeter - biodynamic farming practices, BioSuisse - No replacement of domestic production with imports, social and fair trade requirements
 - Global Organic Textile Standard - processing of organic textiles, social requirements



- Historically grown out of certification initiative that were established before public organic standards evolved
 - Bioland, Naturland
 - KRAV, Soil Association
 - California Certified Organic Farmers

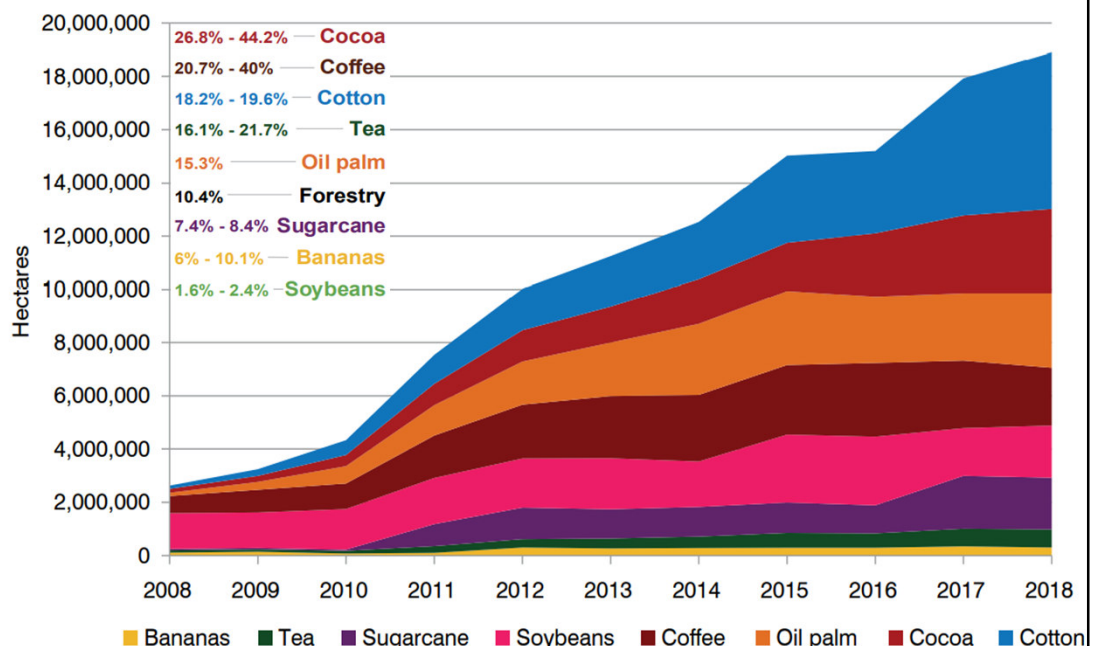


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DEVELOPMENT OF SUSTAINABILITY STANDARDS

Certified share of cultivated area (minimum-maximum)



SOCIAL STANDARDS. FAIRTRADE – UNIQUE SELLING POINTS

What makes Fairtrade distinct from other sustainability standards?

- It establishes a minimum price guaranteed to producers based on average cost of sustainable production
- A Fairtrade premium is paid on top of market price

10 PRINCIPLES OF FAIR TRADE



GEOGRAPHICAL INDICATION (GI)

- A geographical indication (GI) is a sign used on products that have a specific geographical origin and possess qualities or a reputation that are due to that origin.
- Examples: Roquefort cheese, Champagne, Kampot pepper, Thai silk
- Can be protected by special regimes of protection or as collective or certification marks
- GI's are mostly registered via the national intellectual property offices linked to the World Intellectual Property Organization (WIPO), www.wipo.int.



Roquefort cheese

The unique blue cheese from France is aged in natural caves around the Roquefort-sur-Soulzon region and protected using geographical indications.

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BIOTRADE STANDARDS

BioTrade is defined as the *Activities of collection, production, transformation, and commercialization of products & services derived from biodiversity under the criteria of environmental, social and economic sustainability*



SOURCING[®]
WITH RESPECT
contributing to the
Post-2020 Global
BIODIVERSITY
FRAMEWORK

- An example is UEBT, created 2007 with support of UNCTAD BioTrade Initiative,
- UEBT is standard-system, business association, and knowledge-sharing platform,
- Focus on specialty ingredients from biodiversity:
 - flowers, leaves, roots, stems, fruits, extracts, waxes, colorants and flavours.
- Applicable to many production systems and stages in the supply chain including:
 - Cultivation and wild collection, small and large farms, collectors, farms, cooperatives, processing companies, product manufacturers and brands

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countries*
our members are sourcing
from

700+

supply chains*
in which our members
are improving sourcing
practices

273

ingredients from biodiversity*
verified or certified against the
UEBT standard

51

members**
globally

* as of 31 December 2018, ** as of 31 December 2019



PROJECT CERTIFICATIONS FOR CARBON CREDITS

- Verified Carbon Standard (VCS) Program
- The Climate, Community & Biodiversity (CCB) Standards
- REDD+ SES (Social & Environmental Standards)
- The CarbonFix Standard (CFS)
- SOCIALCARBON
- Gold Standard



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ECO TOURISM CERTIFICATION

The Global Sustainable Tourism Council (GSTC) is managing the GSTC Criteria, global standards for sustainable travel and tourism; as well as providing international accreditation for sustainable tourism Certification Bodies.



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