



for

# Agrifood Systems

## Module 8

Nutritious food & standards



## ValueLinks for Agrifood Systems

### Framework

**1** Scope of transformation

### Analysis & Strategy

**2** Agrifood system analysis

**3** Transformative strategy

### Transformative Actions Menu

**4** Green & social business models

**5** Reliable & fair business linkages

**6** Services for innovation

**7** Financing and insurance

**8** Nutritious food and standards

**9** Policies for AFS transformation



## Module 8 Nutritious food and standards

### 01 Food quality systems

### 02 Food standards



## What is Food quality?

	Example	Verification
<b>Physical attributes</b>	Size, color, Absence of damage, smell	Measurable at end product stage <b>Client can select before consumption</b>
<b>Experience attributes</b>	Taste of food, durability, functional efficiency	Measurable at end product stage <b>Client knows only after consumption</b>
<b>Credence attributes</b>	Residues, product safety	Measurable at end product stage <b>Client has to trust a laboratory</b>
	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); <b>Client has to trust an assurance system</b>

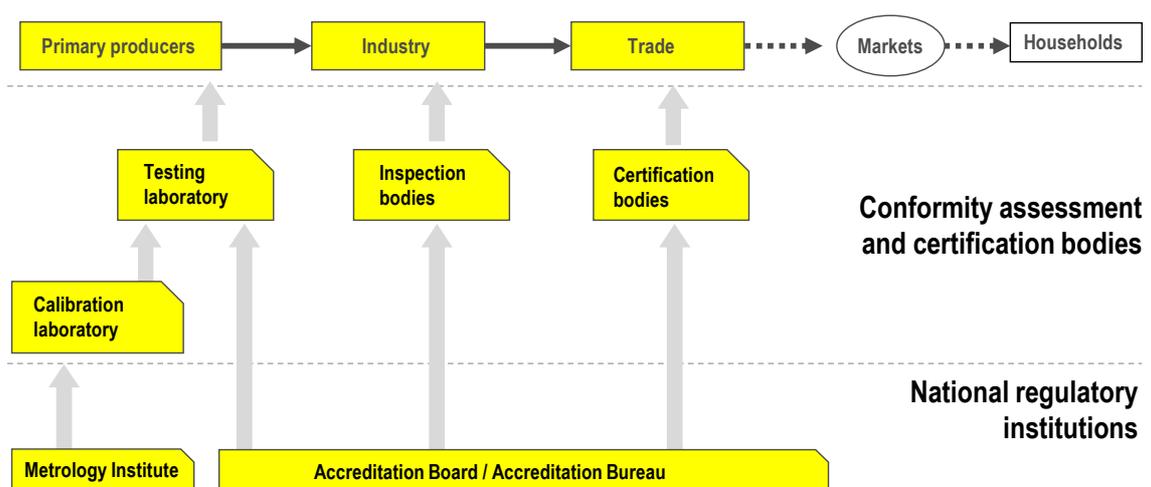


## Types of food standards

	Product safety	Product quality	Social & ecological objectives
<b>Regulatory standards</b> issued by public bodies	e.g. <ul style="list-style-type: none"> <li>Maximum Residue Levels</li> <li>Hygiene standards e.g. for processors &amp; restaurants</li> </ul>		e.g. <ul style="list-style-type: none"> <li>Occupational safety</li> <li>EU fertilizer regulation</li> </ul>
<b>Voluntary standards</b> issued by companies, associations, private sector initiatives			



## National quality infrastructure



## Functions and advantages of standards

<b>Regulation</b>	Standards operationalize the safety, quality, and sustainability concerns of consumers, civil society and government.
<b>Market transparency</b>	Simplified communication between market participants & assist marketing.
<b>Quality management</b>	VC operators use standards as operational guide to integrate quality and sustainability considerations into their core business processes.
<b>Risk management</b>	Standards help to lower the risk by introducing systems to detect critical points. Traceability mechanisms allow keeping control of suppliers.
<b>Contribution to equity and sustainability</b>	Standards impose limits on resource use, use of inputs and labour conditions.



## Quality management interventions at micro, meso and macro level



## Module 8 Nutritious food and standards

**01** Food quality systems

**02** Food standards



## Types of important voluntary standards

- Food safety
- Organic
- Sustainability
- Social standards
- Single-sector standards
- Multi-sector standards
- Geographic Indication
- BioTrade
- Climate finance



## Food safety standards

- Quasi-mandatory in industrialized countries' markets.
- Based on HACCP principles (Hazard Analysis of Critical Control Points).
- EU law obliges food importers to comply with 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 products

[Global Food Safety Initiative](#) is a good source for further information.



## Public organic standards

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

Examples:



European Union



USA



Japan



China



India

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



## Private organic food standards

- Complementing public organic standards
- Additional requirements depending on specific focus:
  - Demeter – biodynamic farming practices,
  - BioSuisse – No replacement of domestic production with imports, social and fair trade requirements

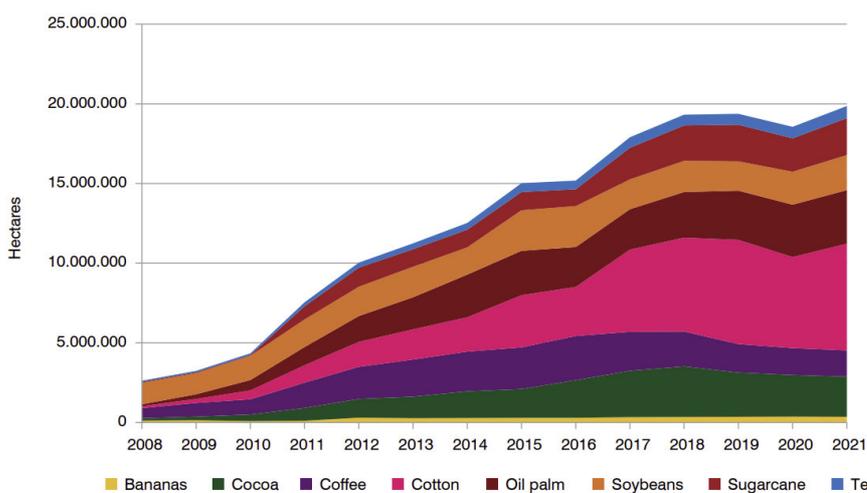


- Historically grown out of certification initiatives that were established before public organic standards evolved

- Bioland, Naturland
- KRAV, Soil Association
- California Certified Organic Farmers



## Development of sustainability standards



## 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



## Nutri-Score: Voluntary labelling of nutritious quality

Evaluates nutrients and ingredients such as calories, protein, fat, fiber as well as the vegetable and fruit content of a food and determines a value based on these properties.

Provides information about the nutritional quality to consumers\*

If a manufacturer decides to use the Nutri-Score, they must print it on all products. They are not allowed to select only the “healthy” products.

Use is controlled by **Santé publique France** where companies using Nutri-Score must register.



[Nutri-Score \(santepubliquefrance.fr\)](http://santepubliquefrance.fr)

\* Basis: European regulation n° 1169 /2011, also known as the INCO regulation, establishes rules regarding the provision of food information to consumers, allowing the final consumer to get access to basic information such as the nutritional declaration or the list of ingredients.



## Geographical indication (GI)

- Indicated on products that have a specific geographical origin and possess qualities or a reputation that are due to that origin.

Examples: Roquefort cheese, Champagne, Thai silk, Kampot pepper

- Can be protected by special regimes of protection or as collective or certification marks
- GI's are mostly registered via the national offices linked to the World Intellectual Property Organization (WIPO)

>> [How Are Geographical Indications Protected? \(wipo.int\)](http://wipo.int)



## Biotrade standards

**Collection, production, transformation, and commercialization of products & services derived from biodiversity under the criteria of environmental, social and economic sustainability**



UEBT is a standard-system, business association, and knowledge-sharing platform created 2007 with support of UNCTAD BioTrade Initiative,

Focus on specialty ingredients from biodiversity: flowers, leaves, roots, stems, fruits, extracts, waxes, colorants and flavours

Covers many production systems and stages in the supply chain including: Cultivation, wild collection; small & large farms, collectors, cooperatives, processing companies, product manufacturers and brands

**166**  
members-  
globally

**80**  
countries-  
our members are sourcing  
from



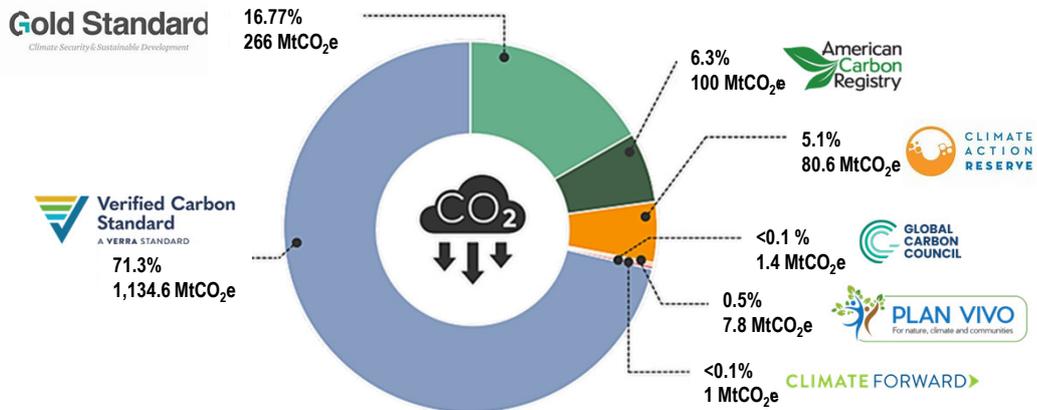
Supply chains in which  
UEBT members improve  
sourcing practices

More >> [UEBT](#)

[UEBT. 2020. The Big Shift -  
Business for biodiversity](#)



## Share of carbon credits issued by leading carbon standards 06/2023



Source: Climate Focus analysis of data collected for the VCM Dashboard (June 2023)

