



IMPLEMENTATION OF MARKETING STANDARDS FOR FRUIT AND VEGETABLES IN THE GREEN AND WHOLESALE MARKETS LEGAL OBLIGATIONS AND PRACTICAL NEEDS

**NETWORKING BETWEEN THE GREEN AND WHOLESALE MARKETS
FROM THE WESTERN BALKAN COUNTRIES**

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MARKET INFORMATION SISTEM IN AGRICULTURE

(MISA) established in 1995.

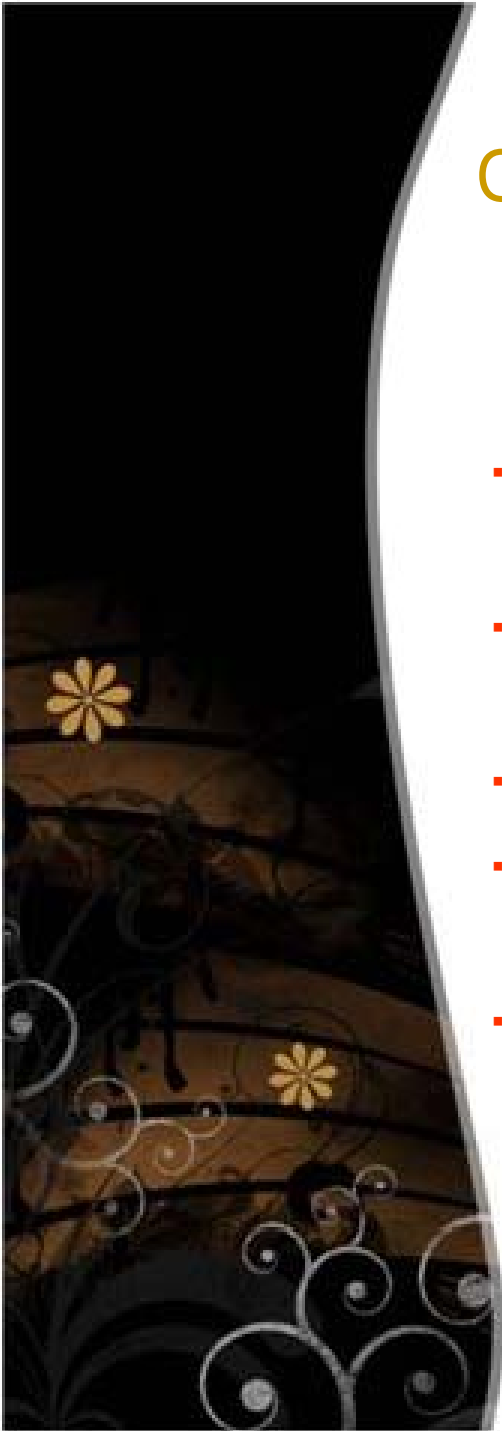


- prices of fruit and vegetables per week (wholesale markets, markets and shops)
- prices of livestock, meat and meat products every two weeks (cattle fairs, meat industry and butchers)
- prices of grains, oilseeds, and fish and fish products per month
- agricultural inputs (feed, seed, seedlings, fertilizer and pesticides) semi-yearly

NETWORK OF WHOLESAL MARKET

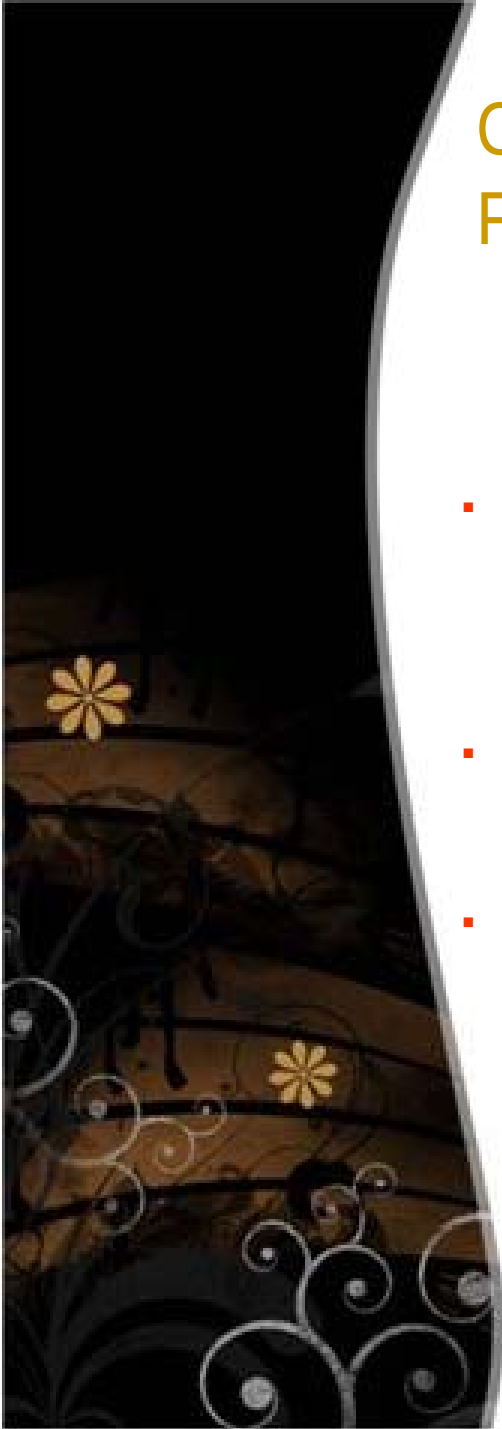
- 1997th Republic of Croatia has signed with the EBRD The Loan Agreement for the Wholesale Markets Project





OBJECTIV OF THE PROJECT

- increase the sale of fresh agricultural products through wholesale channels
- increase the competitiveness of agricultural products
- reduce margins
- enable producers of exhibition and trade their products
- promote of international standards (quality, packaging, storing and distribution of fresh products)



COLD STORAGE FOR FRUITS AND VEGETABLES

- 2003rd The Ministry has initiated project of building a network of conditioned cold storages
- 2003rd disposal capacity of ULO cold storages were 10 000 t
- 2003rd – 2008th was built and equipped 13 ULO cold storages, capacity of 33 500 t

COLD STORAGE FOR FRUITS AND VEGETABLES

- current capacities of ULO cold storages are 43 500 t





LEGAL FRAMEWORK

- COUNCIL REGULATION (EC) No 1234/2007
establishing a common organisation of agricultural
markets and on specific provisions for certain agricultural
products (**Single CMO Regulation**)
- COMMISSION REGULATION (EC) No 1580/2007
laying down implementing rules of Council Regulations
(EC) No 2200/96, (EC) No 2201/96 and (EC) No 1182/2007
in the fruit and vegetable sector
- COMMISSION REGULATION (EC) No 1221/2008
amending Regulation (EC) No 1580/2007 laying down
implementing rules of Council Regulations (EC) No
2200/96, (EC) No 2201/96 and (EC) No 1182/2007 in the
fruit and vegetable sector as regards marketing standards



QUALITY REGULATIONS

IMPACT ALTERATION EU REGULATION

- abolition of 26 specific marketing standards
- keeping of 10 specific marketing standards
- introduction general marketing standard
- apply risk analyses



THE GENERAL AND SPECIFIC MARKETING STANDARDS FOR FRUIT AND VEGETABLES

shall be established taking into account

- specificities of the products
- need to ensure the conditions for a smooth disposal of those products on the market
- interest of consumers to receive adequate and transparent information on fruit and vegetables including the country of origin, class and variety (or the commercial type) of the product
- UN/ECE recommendations on fruit and vegetables



THE GENERAL AND SPECIFIC MARKETING STANDARDS FOR FRUIT AND VEGETABLES

relate in particular to

- quality
- grading into classes
- weight
- sizing
- packaging
- wrapping
- storage
- transport
- presentation
- marketing
- origin and labelling



THE GENERAL AND SPECIFIC MARKETING STANDARDS FOR FRUIT AND VEGETABLES

the holder of fruit and vegetables may not

- display fruit and vegetables
- offer them for sale or deliver
- market them

in any manner other than in conformity with the marketing standards



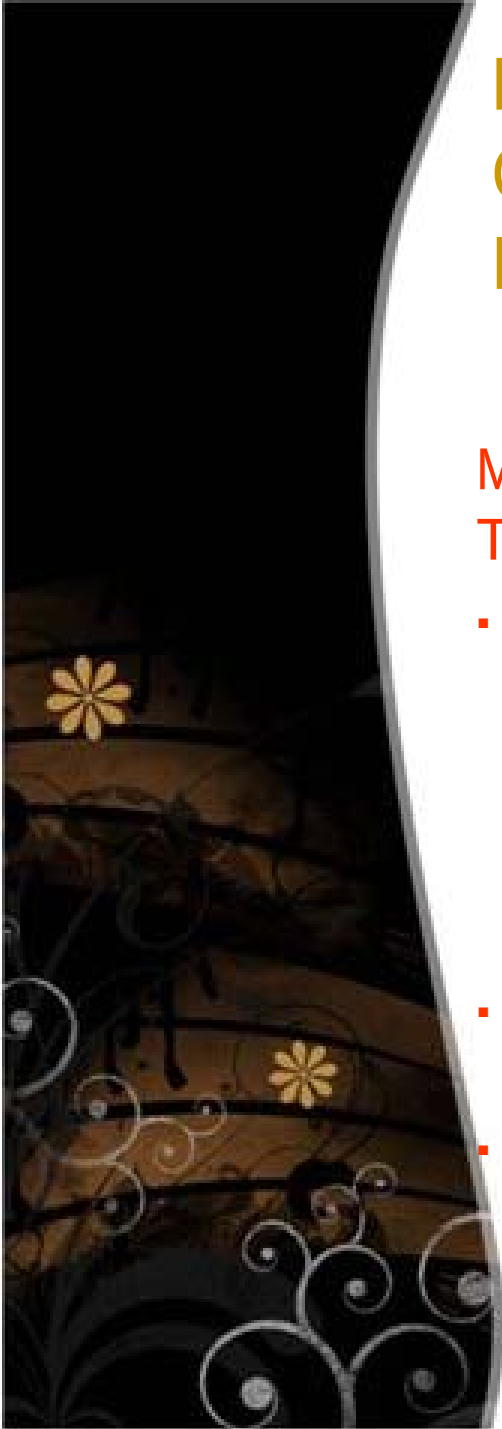
MARKETING STANDARDS

SPECIFIC MARKETING STANDARDS

- citrus (lemon, mandarin, orange)
- banana
- peaches and nectarines
- apple
- strawberries
- kiwi
- pear
- table grapes
- peppers
- tomatoes
- lettuce, curled-leaved and broad-leaved endives

GENERAL MARKETING STANDARDS

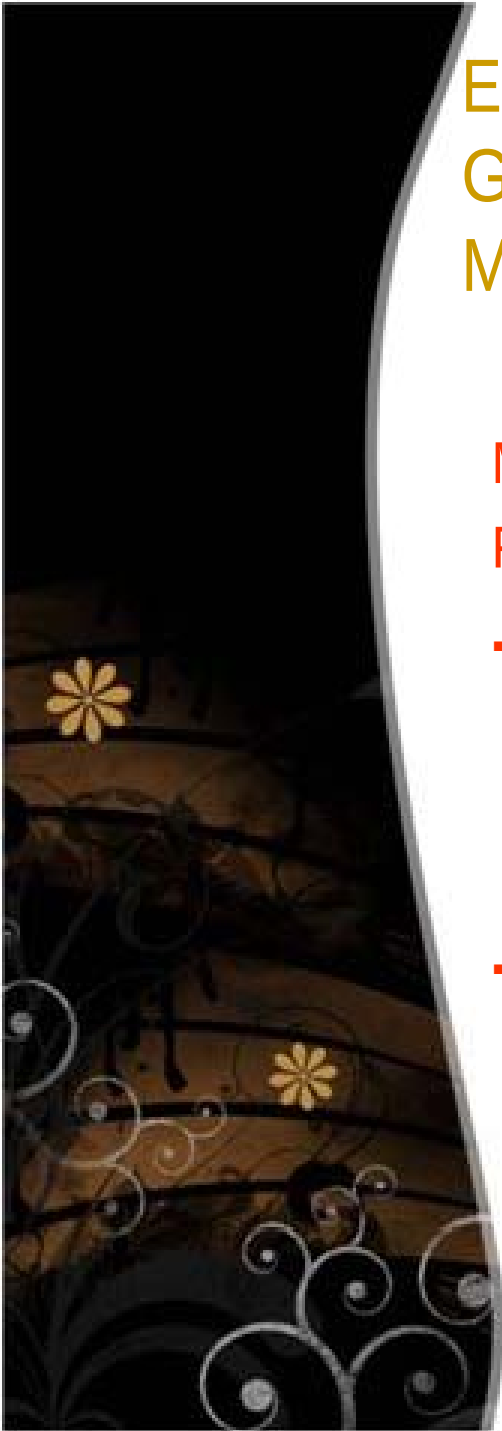
- all others fruit and vegetables



EXEMPTIONS FROM THE APPLICATION OF GENERAL AND SPECIFIC MARKETING STANDARDS

MARKETING STANDARDS SHALL NOT APPLY TO FRUIT AND VEGETABLES

- provided they are clearly marked with the words 'intended for processing' or 'for animal feed' or any other wording with the same meaning, intended for
 - industrial processing
 - animal feed or other non-food use
- transferred or sold by the producer on his holding to consumers for their personal use
- having undergone washing, cleaning and cutting making them 'ready to eat' or 'kitchen ready'



EXEMPTIONS FROM THE APPLICATION OF GENERAL AND SPECIFIC MARKETING STANDARDS

MARKETING STANDARDS SHALL NOT APPLY TO FRUIT AND VEGETABLES

- sold or delivered by the producer to preparation and packaging stations or storage facilities, or shipped from his holding to such stations
- shipped from storage facilities to preparation and packaging stations



GENERAL MARKETING STANDARD

The products shall be

- intact
- sound; products affected by rotting or deterioration such as to make them unfit for consumption are excluded
- clean, free of any foreign matter
- practically free from pests
- practically free from damage caused by pests affecting the flesh of the fruit and other edible parts of the product
- of normal external moisture
- free of foreign smell and/or taste

The condition of the products must be such as to enable them

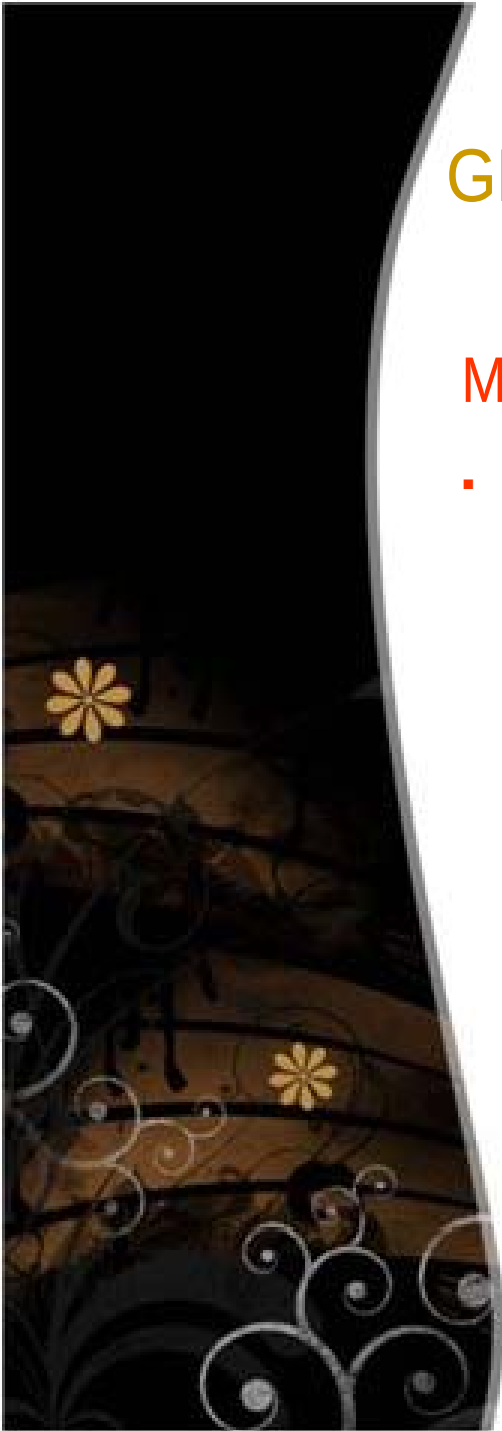
- to be transported and handled
- to arrive in satisfactory condition at the place of destination

GENERAL MARKETING STANDARD

TOLERANCE

- a tolerance of up to 10% by number or weight of product not satisfying the minimum quality requirements shall be permitted in each lot
- a tolerance shall not cover product affected by rotting or deterioration rendering it unfit for consumption

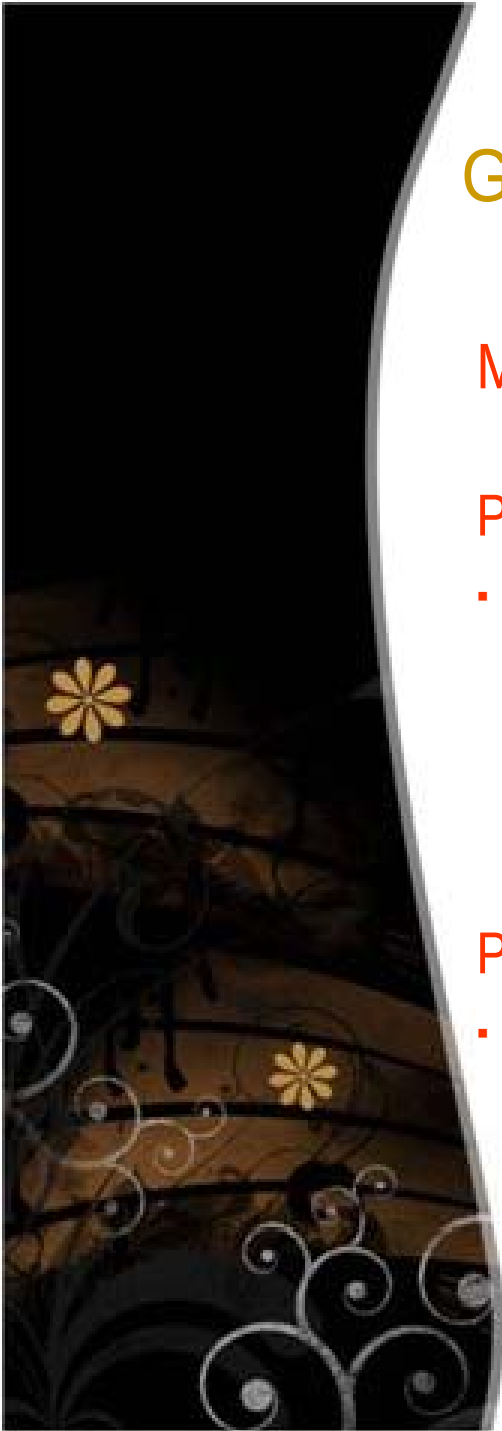




GENERAL MARKETING STANDARD

MARKING OF PRODUCTS

- each package must bear the following particulars, in letters grouped on the same side, legibly and indelibly marked and visible from the outside
 - the name and the address of the legal or natural person packing and/or dispatching the goods
 - name of the species if the produce is not visible from the outside
 - country of origin



GENERAL MARKETING STANDARD

MARKING OF PRODUCTS

PACKAGES

- officially issued and accepted code mark representing the packer and/or the dispatcher, indicated in close connection with the reference 'Packer and/or Dispatcher' (or equivalent abbreviations)

PRE-PACKAGES

- name and address of a seller established in the Republic of Croatia indicated in close connection with the mention 'Packed for:' or an equivalent mention and a code representing the packer and/or the dispatcher

SPECIFIC MARKETING STANDARD FOR APPLES

DEFINITION OF PRODUCE

QUALITY

- Minimum quality requirements
- Classification



SIZING

TOLERANCES

- Quality tolerances
- Size tolerances



SPECIFIC MARKETING STANDARD FOR APPLES

PRESENTATION

- Uniformity
- Packaging
- Presentation



MARKING

- Identification
- Nature of fruit
- Origin of produce
- Commercial specifications
- Official control mark (optional)





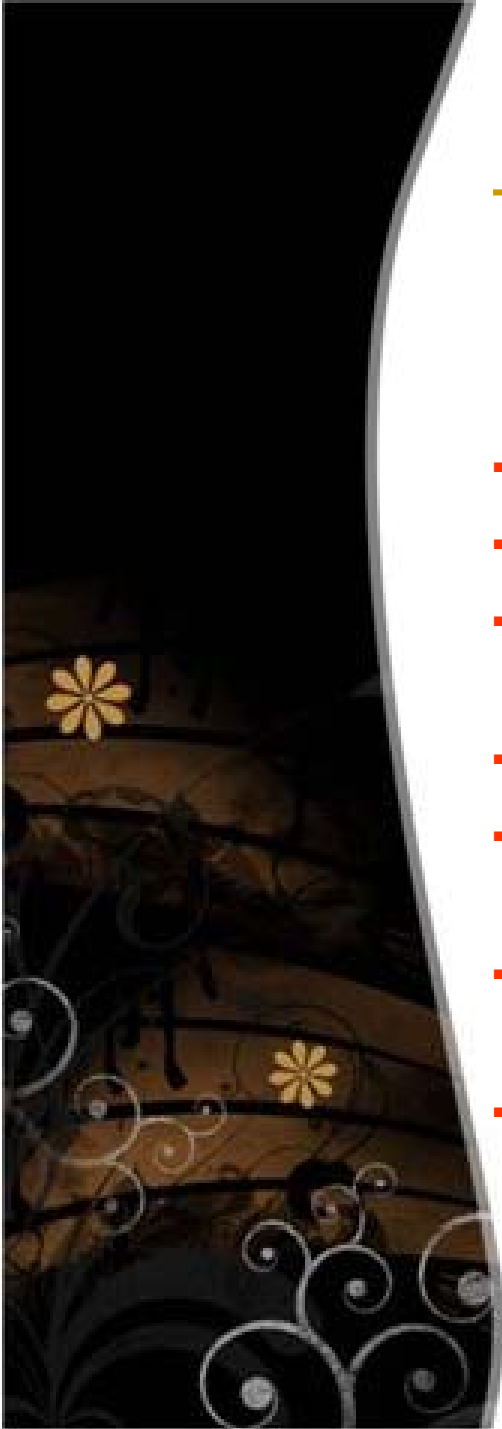
INSPECTION BODIES

AGRICULTURAL INSPECTION

checks on conformity with marketing standards and issues conformity certificates for fruit and vegetables on the market

PHYTOSANITARY INSPECTION

checks on conformity with marketing standards and issues conformity certificates for fruit and vegetables at the border



TRADER DATABASE

- trader's registration number
- trader's name and address
- information needed for classification in one of the categories
- special position in the marketing chain
- information concerning the importance of the firm
- information concerning findings made during previous checks of each trader
- other information necessary for checks



CONCLUSIONS

provided the necessary infrastructure to conduct activities within the wholesale market that can be implemented

- customs clearance
- supervision of activities of wholesale markets
- consumer protection
- monitoring of prices and quality of products

in accordance with EU standards



CONCLUSIONS

- ideal platform on which to build a logistics infrastructure of producer organizations
- eliminated the gray market



THANK YOU FOR YOUR ATTENTION



MINISTRY OF AGRICULTURE, FISHERIES AND RURAL DEVELOPMENT

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