



Ahold
Delhaize

Food quality certification schemes

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EU best practice Guidelines

for voluntary certification schemes for agricultural products [2010/C 341/04]

- avoid consumer confusion and increase the transparency and clarity of the scheme requirements
- reduce the administrative and financial burden on farmers and producers, including those in developing countries
- ensure compliance with EU internal market rules and principles on certification
- Principles fully supported by EuroCommerce

Benefits of certification schemes

- to intermediate actors in the food supply chain, by assuring standards and thereby protecting liability and reputation for product and label claims,
- to producers, by increasing market access, market share and product margins for certified products and also, potentially, by increasing efficiency and reducing transaction costs, and
- to consumers, by providing reliable and trustworthy information on product and process attributes.

Potential drawbacks

- threats to the single market,
- questions relating to the transparency of scheme requirements and the credibility of claims particularly for schemes that certify compliance with baseline requirements,
- potential for misleading consumers,
- costs and burdens on farmers, particularly where they have to join several schemes to meet demands from their buyers,
- risk of rejection from the market of producers not participating in key certification schemes, and
- impacts on international trade, especially with developing countries

Food safety schemes

BtoB

Recognised CPOs against version 7

ASIAGAP



CANADAGAP

FSSC 22000



jfsm



Global Markets Programme



Four Key Points

- For small businesses and because of limited size, technical expertise, economic resources and/or the nature of their work, **certification would be unattainable**.
- GFSI has developed a solution for them: **The Global Markets Programme as 'The pathway to market access and certification'**.
- The GFSI Global Markets Programme **is a voluntary, free access system designed as an unaccredited, non-certification assessment process**.
- It considers both **primary production** in the field and **manufacturing** in the factory and concentrates on building capacity.

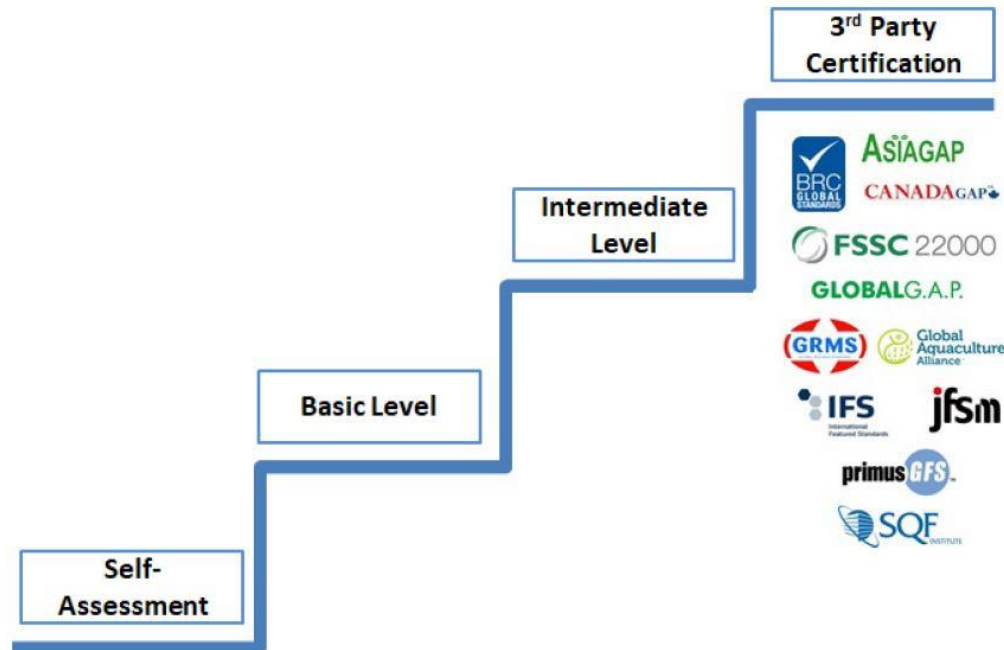


Benefits



Continuous improvement in food safety management systems

The phases of the Global Markets Programme provide a baseline to monitor progress & assess impact in order to identify areas where capacity building is needed to develop effective food safety management systems over a realistic period of time



BENEFITS of GFSI

- ✓ **Reduce audits**
- ✓ **Improve continuously**
- ✓ **Enhance trade opportunities**
- ✓ **Improve consumer confidence**
- ✓ **Improve cost efficiency**



Special report European Court of Auditors



Recommendation 1 – Reviewing the legislation and improving complementarity between private and public control systems



- No communication to consumer
- Key to retailers using these schemes is protection of the consumer
- Enhances consumer confidence in food
- Helpful in meeting legal requirements and reducing liability
- Stakeholders are involved in managing these schemes
 - GlobalGAP's Board is 50/50 primary production and retail
- Reduction in audits not always achieved

Sustainability schemes

BtoC



- Focussed on
 - Social compliance
 - Animal welfare
 - Environmental
- Consumer oriented
- Consumers demand transparency
- Many standards exist, retailers tend to focus on 3rd party audited schemes
- Retailers want to avoid consumer confusion
- Often primary production is involved in the standard setting, e.g. in Round Tables

Ahold Delhaize MilieuCentraal “Topkeurmerken”

- ISEAL verifies standards' credibility
- At a national level MilieuCentraal provides independant environmental information. They select the credible hallmarks for consumers.



Thank you

FOOD  LION

 STOP & SHOP



GIANT | MARTIN'S

 Giant

Peapod®

 Albert Heijn



Etos

Gall & Gall
SINCE 1884

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 **MAXI**

 Tempo

 Βασιλόπουλος
...και του νοτιού το γάλα!

 **ENA FOOD**
CASH & CARRY



pingo doce
uma doce experiência

