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# Access to the EU-Market for Agricultural Products?

*anything but simple - what to consider?*



*Expert Talk, organized by the "Agri-Business Facility of Africa"  
9<sup>th</sup> November 2023*



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## We kindly ask you to observe a few **points**:

- *Please note, that this Expert Talks is recorded. We kindly ask you for your consent.  
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- *Feel free to write your questions, remarks in the chat. We will discuss it after the presentation.*



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11.00 – 11.03 am	First Welcome	Stefan Pletziger, Facilitator
11.03 – 11.07 am	Welcome Words	Veronika Kling, Deputy Head of Project ABF
11.07 - 11.10 am	Opening Remarks	Sophie Primot, DG INTPA, EU Commission
11.10 – 11.40 am	Presentation of COLEAD/ AGRINFO and areas of collaboration	Jeremy Knobs, Morag Webb, Chris Downes COLEAD
11.40 – 11.58 am	Discussion with special focus on the collaboration within the EU Framework Programme and beyond	All participants
11.58 – 12.00 am	Wrap-up and Closing of the Session	Stefan Pletziger, Facilitator

Agri-Business  
Facility  
for Africa





# ABF Expert Talk : Access to the EU-Market for Agricultural Products? Anything but simple!

9 November 2023



Funded by  
the European Union



AGRINFO



# AGENDA

I.

COLEAD

II.

Regulatory Context

III.

AGRINFO Programme

IV.

What can we do for you?



# 01



**COMMITTEE LINKING  
ENTREPRENEURSHIP –  
AGRICULTURE –  
DEVELOPMENT**



# OVERVIEW

## Vision, Mission, Values

### VISION



#### Growing People

Growing all individuals contributing to the development of sustainable food systems


### WHY?

Sustainable global food systems are crucial to meet the challenges of reducing poverty and inequality, ensuring food security for all and protecting our planet

### HOW?

Relentlessly providing capacity building, tools and resources adapted to the targeted ecosystem

### MISSION

To facilitate and implement all actions allowing, directly and/or indirectly, to increase the contribution of the agricultural sector, and horticulture in particular, to the achievement of 



3 DIVISIONS around which our actions are structured



#### Facilitating market access

- Market Insights
- Research and Innovation Brokerage
- Regulations and Standards



#### Strengthening value chains

- Technical Assistance
- Training



#### Leveraging impact

- Networks and Alliances
- Access to finance

4 MAIN THEMES covered by our actions



#### Sanitary & Phytosanitary Systems

- Plant Health
- Food Safety
- Crop Protection



#### Sustainable production & Trade

- Social Accountability & Empowerment
- Environmental Management
- Organic Agriculture



#### Business & Management

- Financial Management & Access
- Business Development
- Human Resources Management



#### Pedagogical skills

- Training Methodologies

### VALUES

#### COMMITMENT

Actively and sincerely involved in COLEAD's missions

#### EMPOWERMENT

Aim for continuous improvement through capacity building

#### DIFFERENCE

Respect and cultivate the richness of diversity

#### PERFORMANCE

Exercise with professionalism and aim for tangible results

#### HUMANITY

Place human beings at the center of actions, internally & externally

# PROGRAMMES

	PREVIOUS (2001)	RECENTLY CLOSED	ONGOING	RECENTLY LAUNCHED
NATIONAL or REGIONAL	<p><b>PAEPARD</b> 2014-2017 <span>A</span></p> <p><b>Prodefima</b> 2014-2017 <span>SVC</span> <span>SPS</span></p> <p><b>Mouche des Fruits</b> 2015-2020 <span>SVC</span> <span>SPS</span></p>	<p><b>STDF TOGO</b> 2018-2022 <span>H</span> <span>SPS</span></p> <p><b>STDF CAMEROON</b> 2019-2023 <span>SVC</span></p> <p><b>UNIDO SENEGAL GUINEA</b> 2020-2022 <span>SVC</span></p>	<p><b>STDF GUINÉE</b> 2019-2023 <span>H</span> <span>SPS</span></p> <p><b>UNIDO GUINEA BISSAU</b> 2020-2023 <span>SVC</span></p> <p><b>Next Kenya</b> 2020-2024 <span>H</span></p> <p><b>DeSIRA LIFT</b> 2021-2024 <span>A</span></p> <p><b>Enabel</b> 2021-2023 <span>SVC</span></p>	<p><b>FIT FOR MARKET+</b> 2022-2027 <span>H</span> <span>SDG</span></p>
MULTI REGIONAL (OACPS member states)	<p><b>PIP</b> POUR UN DEVELOPPEMENT DURABLE DU SECTEUR FRUITS ET LEGUMES ACP PIP 1: 2001-2009 <span>H</span> <span>SPS</span> PIP 2: 2009-2015 <span>H</span> <span>SDG</span></p> <p><b>EDES</b> 2010-2016 <span>A</span></p>	<p><b>FIT FOR MARKET</b> 2016-2022 <span>H</span> <span>SDG</span></p>	<p><b>FIT FOR MARKET SPS</b> 2019-2023 <span>H</span> <span>SPS</span></p>	<p><b>AGRINFO</b> 2022-2027 <span>SDG</span> <span>A</span></p>
GLOBAL				

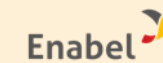
## Topics

- SDG Sustainability
- SPS Sanitary & Phytosanitary

## Value Chain(s)

- A Agriculture (Agrifood)
- H Horticulture
- SVC Specific Value Chain, e.g., mango, pineapple

## OUR DONORS





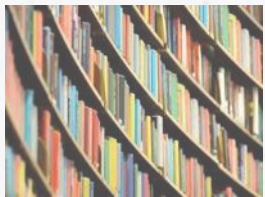
# RESOURCES

Open access technical resources developed since 20 + years through donor-funded programmes to address the specific needs of the horticultural sector in ACP countries, which can also be utilized by other agricultural sectors and regions to contribute to SDGs.

## Library

Knowledge and know-how in the form of:

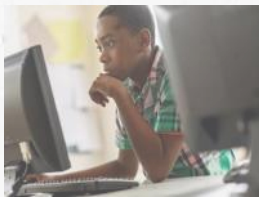
- Technical guides
- Training guides
- Market studies
- Other information materials



## E-learning

Platform for **self-learning** and access to knowledge about the agri-food sector. Themes covered include:

- Sustainable production and trade
- Sanitary & Phytosanitary
- Management of Organisations and Business Development



## Analytics

Interactive **data dashboards** on:

- Agricultural production
- World agri-food trade
- TRACES interceptions
- **RASFF & EUROPHYT** notifications



## Regulations

The latest on **EU agri-food policies** and regulations impacting low-income and middle-income countries, updated through **AGRINFO platform**

**COLEAD Good Agricultural Practices** useful to the horticultural sector for ACP countries, by providing information on GAPs that guarantee the respect of the current European Union (EU) and Codex Alimentarius MRLs



## Events & Networks

Latest information and events organised by COLEAD and its partners, including:

- **Innovations Series**
- **Caribbean Agrifood Business Series**
- **F&V Industry Series**
- **Trade fairs**

Joining a community of like-minded professionals:

- Market access & B2B opportunities
- Peer-to-peer learning and support
- Advocacy: your voice on the international policy scene
- Contribute to build a stronger and more relevant organization to achieve the SDGs

# COLLABORATION

- Collaboration within the EU-OACPS Framework Programme “Business Support Facility for Resilient Agricultural Value chains”
- Complementary in terms of objectives, value chains covered and activities
- 3 areas :
  - Skills for agribusiness : complementary e-learning developments and cross-promotion
  - The Matching Grant fund : impact maximisation through the cross-promotion of FFM + and ABF’s MGF
  - Policy dialogue and South-South exchange : collaboration on topics, presenters and participants to build synergies leveraging existing work in respective organisations/programmes





# 02



## **SETTING THE SCENE: REGULATIONS & STANDARDS**



# EU GREEN DEAL

Set of policies to make EU climate neutral by 2050 - significant impact within and beyond EU

## Due Diligence Initiatives

- *EU sustainable food system framework*
- *Corporate Sustainability Due Diligence Directive*
- *Corporate Sustainability Reporting Directive*
- *Deforestation Regulation*
- *Proposed Prohibition of Products Made With Forced Labour*

*Sustainable food systems legal framework*

*Food supply and food security plan*

*Common Agricultural Policy CAP Strategic Plans*

*Sustainable Use of Pesticides Directive*

*Biological pesticides*

*Animal welfare*

*Feed additives*

*Transparency in the food chain*

*Carbon farming*

*Corporate Governance/due diligence*

*EU Food Industry Code of Conduct*

*Reformulation of processed food*

*Nutrient profiles restricting high salt/sugar/fat foods*

*Food contact materials*

*Marketing standards*

*Food fraud*

*Nutrition labelling*

*Origin labelling*

*Sustainable food procurement*

*Food promotion programme*

*Sustainable food school scheme*

*Food waste reduction targets*

*Food date marking*

**Farm to Fork  
Strategy**

# IMPORTANT IMPACTS ON NON-EU COUNTRIES

Three important trends affecting non-EU supplies to the EU market

**New demands for information**

Growing pressure for more information about the supply chain and greater attention to impact of EU businesses on non-EU countries (e.g. Corporate Sustainability Due Diligence)

**EU rules indirectly affecting non-EU countries**

Stricter rules governing EU agrifood production and supply. Many of these also affect imported goods (e.g. use of plant protection products)

**Direct rules on production/supply**

EU must avoid environmental/social harm by causing or shifting bad practice to non-EU countries (or making EU production less competitive) (e.g. sustainable packaging, animal welfare)

# EU DEFORESTATION REGULATION AS AN EXAMPLE

Products may only be sold on EU market if:

1. “deforestation-free”
2. “legal”

Suppliers must provide data & information to demonstrate this

*No deforestation after 31 December 2020*

## Information required from producers:

1. **Geolocation** of the plot of land where the products were grown using digital applications e.g. Geographic Information Systems (GIS)
2. **Date/time range of production**

*Products must be produced in line with the relevant laws of the country of production*  
e.g. land-use rights, environmental protection, forest-related regulations, labour rights.



Collector

Supplier

Market

Broker

Exporter



Geolocation and information on legality must be passed on through the chain



# SOME CHALLENGES RESULTING FROM GD AND F2F

- Keeping track of the multiple and overlapping changes in EU rules
- Understanding what (due diligence) information is required by buyers to evidence compliance
- Tools, technologies and systems needed to collect and record this information
- Traceability systems to pass information throughout supply chains
- Costs of adapting and evidencing practices (3<sup>rd</sup> party certification?)
- Meeting EU rules designed for the EU context (but that may be more challenging and costly for 3<sup>rd</sup> countries)
- Cumulation of different initiatives

# WHEN IT GOES WRONG

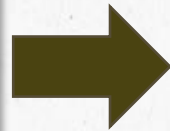


*Case study: vanilla in Madagascar*

**Keeping on top of  
rule changes is  
crucial!**

July 2022

EU notifies WTO of  
nicotine MRL reduction  
for vanilla from 0.3 to  
0.02 mg/kg



February 2023

Regulation published:  
new MRL applies from  
September 2023



End 2023/2024?

Significant % of Madagascan  
vanilla > 0.05;  
fears of exclusion from EU  
market

Madagascar vanilla exports to EU = €250 million or 50% of their exports to the EU  
= 8% of their global goods exports  
= 2% of GDP



03



**INTRODUCING AGRINFO**



# KEEPING UP WITH THE RULES

What's needed to keep trade flowing and ensure that no one is left behind

- **Information:** What's happening? When? What do the various stakeholders need to know and do?
- **Understand the Implications:** Potential impacts of new rules? What do they mean for different countries/sectors? Are they appropriate and contributing to SDGs?
- **Accompanying Measures:** What technical and financial assistance is needed to help public and private stakeholders adapt? What is available?

# AGRINFO INFORMATION & COMMUNICATION SYSTEM

- A single portal bringing together and building on existing resources : [www.agrinfo.eu](http://www.agrinfo.eu)
- Agri-food and fish value chains linked to the EU market
- Information relevant to AGRINFO partners:
  - 142 low, lower-middle and upper-middle-income economies
  - Competent authorities; producer/exporter/farmer associations
- Three areas of activity:
  - Monitoring & documenting change to EU policies, regulations and standards
  - Understanding potential implications
  - Communicating to partners

# DATABASE: SEARCH - ASK AGRINFO - LINKS



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## EU Resources

Access2markets

Tariffs, taxes, procedures, formalities and requirements, rules  
more



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THE LATEST ON EU AGRI-FOOD POLICIES IMPACTING LOW- AND MIDDLE-INCOME COUNTRIES

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cashew

Filter by commodities

HS08: Edible fruit, nu...

Filter by topics

Select...

Clear

## Reports

Showing 1 to 7 of 7 results

Maximum residue levels for chlorantraniliprole  
EU increases MRLs for chlorantraniliprole on specific fruits, vegetables and oilseeds, and reduces MRLs on tree nuts. ...

14 Dec 2022 Pesticides MRLs

Maximum residue levels for carbetamide  
EU lowers MRLs for carbetamide on lettuce and scarolea/ broad-leaved seedlings



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Ask AGRINFO

THE LATEST ON EU AGRI-FOOD POLICIES IMPACTING LOW- AND MIDDLE-INCOME COUNTRIES

This facility is only available to AGRINFO partners.

AGRINFO partners are composed of:

- Competent authorities at national/regional level in partner countries, including relevant sector line ministries as well as official controls, and national SPS committees
- Business membership organisations (BMOs) and national farmer organisations

First Name \*

Last Name \*

Email \*




# AGRINFO UPDATES

Newsletter emailed every 2-3 weeks:

- Highlights all recent changes
- Anticipates upcoming changes to give maximum time to adjust
- Provides simple explanations of new rules
- Highlights opportunities to give input into WTO and EU consultations


Free and open access:

<https://agrinfo.eu/subscribe/>



AGRINFO UPDATE 2023/01  
Posted 3 February 2023


## LATEST



**Pesticides**

EU proposes to withdraw authorisation approval of active substance ipconazole. [WTO TBT consultation](#) – deadline 11 March 2023

[Read](#)



**Pesticides MRLs**

EU proposes to reduce MRLs for bifenazate to limit of dertermination on all products with impact on certain fruits, nuts, vegetables, oilseeds and animal products. [WTO SPS consultation](#) – deadline 18 March 2023

[Read](#)

# AGRINFO SERVICES

## Assessing social, economic, and environmental implications in partner countries

- Prioritisation to identify vulnerable countries and value chains
- Market analyses and profiles covering national/regional agricultural value chains
- Impact studies (social, economic, environmental) to feed policy; identify needs for technical assistance
- Practical sectoral guides

## Communicating with partners

- Email alerts on critical changes
- Webinars to explain key initiatives (on request)
- Customised reports for countries / sectors
- ...



**WHAT CAN WE DO FOR YOU?**





# Thank you

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# DEMO

