

**Regional Market Information Intelligence and Sustainability
Standards Development in the Caribbean**

Hilton Hotel

**Port of Spain, Trinidad
15-17 March 2011**

**Rising tsunami in
international trade –
Agrifoods safety & quality
standards**

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TODAY'S MENU

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1. UNCTAD & its Raison d'Entrée

2. NTMs - Rising Tsunamis in international Trade

- Agrifoods safety & quality standards, incl. sustainability standards & claims

3. ACCP – Sustainability Claims Portal

1. Objectives

2. Benefits

3. Way forward & Rollout Programme

Who is UN/CTAD?

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Who are we?

Established – 1964

193-member intergovernmental organization

14 CARICOM countries are members of UNCTAD



Our vision?

Make trade “work” for development in developing & LDCs, incl. CARICOM countries



Our core competencies?

1. Intergovernmental forum - consensus building

2. Research & analysis (e.g. World Investment Report)

3. Technical cooperation (e.g. ASYCUDA, AAACP)

Why is UNCTAD here?

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1. You

- You - developing countries – are THE reason for our existence. You must get served!
- 14 CARICOM countries - member's of UNCTAD



2. Extend our presence in the Caribbean

Extend out 'trade & development arm' and services to the Caribbean – beyond DEMFAS & ASYCUDA ¥



3. 'Smart' Partnerships

No one organization – Govt., private or NfPO have all solutions to all development problems!

Network & build smart partnerships with competent & willing partners– public, private & NfPOs

UNCTAD's raison d'entrée

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4. Montego Bay – April 2008

- ✓ AAACP Kick-off Workshop
- ✓ 5 IO's Caribbean Work Programme Identified
- ✓ UNCTAD's 4 priority work programme:
 - (i) Help *develop* regional **MIS**
 - (ii) *Enhance* national capacity - supply chain finance
 - (iii) *Promote* agricultural commodity exchanges
 - (iv) *Develop* & rollout **sustainability claims portal (SCP)**

Fact: We're not here by accident!

Agrifoods Safety Standards & Sustainability Claims (5)



Agrifoods Standards:

- ✓ Specifications, criteria, regulations and procedural reqs. of **products** (e.g. GlobalGAP) & **processes** (e.g. ISO 2400).
- ✓ **Public** (mandatory) standards – e.g. Codex
- ✓ **Private** (voluntary) standards– e.g. BRC *

Sustainability Standards & Claims:

- ✓ Standards that integrate 3 pillars of sustainability
- ✓ Distinctive labels/mark on products & processes that claim to be sustainable *

Fact: Must meet standards to trade

NTMs – Rising Tsunami in Agrifoods Production & Trade (6)

Beyond Market Access:

- ✓ Improved has market access – BTA, RTAs, WTO/MTAs
- ✓ BUT alone, it is an insufficient condition

NTMs - Rising Tsunami in International Trade:

- ✓ Proliferation of stringent food safety & quality standards, food laws & technical regulations, incl. sustainability products & claims

Fact: Cautious of ‘duty-free quota-free’ market access provisions under FTAs

Driver's - Rising Tsunami (7)

Consumers Demand It, Industry Responds:

1. Rising incomes, changing lifestyles
2. Increasing food-borne diseases, scares, recalls, litigations suits
3. Growing environmental concerns – e.g. Climate change, GHGs, deforestations
4. Corporate social responsibility (CSR) – significant 'green' economy growth; triple bottom-line, 'win-win-win' business strategies
5. Global food companies begin to control entire supply chains from 'farm to fork'

Fact: Consumer–King/Queen in supply chains

AAACP – Sustainability Claims Portal

(8)

Objectives:

A web-based ‘virtual development tool’ that provides:

- 1. Access to key data & info on existing sustainability schemes**
- 2. Minimum requirements for small producers, cooperatives & producer organizations (e.g. CaFAN)**
- 3. Advice & info on sustainability standards & certification schemes available to ACP, their benefits and constraints**

Fact: ‘Not One’ agrifoods standard in global supply chains is 100% sustainable

Benefits from the Portal (9)

Benefits:

1. **Sustainability certified products espouse 3 pillar of sustainability**
2. **Increase consumer confidence**
3. **Promote public health & safety**
4. **Facilitate exports & international trade**
5. **Promote primary production in ACP countries**
6. **Investment in standards enhancing facilities increases national competencies**

Fact: Investment in standards facilities is an investment for the future

SCP Rollout Programme (10)

Progress since April 2008:

1. Official Launch - 31 March 2101, Port Vial, Vanuatu
2. Ongoing development of the portal
3. Portal available in English and French
4. Rollout of Portal in ACP countries
5. M & E, updated portal – “responsive” to needs of ACP countries & EU consumers

Fact: 16 Feb 2011 – Launch of SCP in the Caribbean

Progress & Way Forward (11)

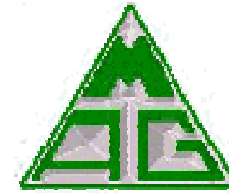
Progress since April 2008:



1. **Validation Workshop – April 2011 - Brussels, Belgium**
2. **Rollout of SCP in African-ACP regions**
3. **Sustainability – ‘Smart partnerships’ to anchor/embed SCP with ongoing Nation/regional web-based initiative – e.g. NAMIS/JAMIS, Regimao, Ratin**
4. **Your input is vital to make the SCP respond to your needs**

Fact: Help us make this ‘virtual tool of development’ respond to your needs

Portal Launch (12)



www.unctad.org/scp

