

UNCTAD launches the Sustainability Claims Portal

After 18-plus months of work, the [Sustainability Claims Portal](#) – developed under the auspices of the EU-funded AAACP – was finally launched in scenic Port Vila, Vanuatu on 31 March 2010.



Hon. Kalsakau

Hon. Stephen Kalsakau MP, Minister of Agriculture, Forestry, Fisheries, Livestock & Quarantine (Government of Vanuatu) officially launched the [Sustainability Claims Portal](#) at a two-day subregional workshop organized by UNCTAD in collaboration with the Vanuatu National Codex Committee.

Speaking to 40 participants, the Minister expressed gratitude toward UNCTAD and the EU for choosing Vanuatu – an LDC and small island developing state – to launch the [Sustainability Claims Portal](#).

Hon. Kalsakau said, “The launching of the portal was timely, especially in light of the proliferation of food safety standards, both public and private, as well as the influx of sustainability claims in the marketplace. Therefore affordable access to quality information on these ‘new’ developments is fundamental for the export success of agrifoods and commodities from the PICs.”

Participants discussed seven substantive presentations on regional and national initiatives in the Pacific region. They also focused on the portal’s content and quality, relevance, sustainability and data gaps. The participants urged key international and regional agencies to promptly implement the recommendations of the workshop, including follow-up programs to increase awareness and training on the portal. Doing so would make the portal respond to their development needs, ensure sustainability, and improve the competitiveness and incomes of agrifoods and commodities producers in PICs.



Workshop Participants

As sustainable products proliferate the marketplace, it is vital for consumers to make informed choices on the products they buy and, are protected from vague, false or misleading claims on products that would compromise both their personal health and that of the global environment. Similarly, agrifoods and commodities producers and exporters in ACP countries need to know and are positioned to respond to the market requirements of sustainability claims. The [Sustainability Claims Portal](#) aims to fill this void: providing critical information on food safety and health standards, and sustainable products from the ‘farm to fork’.

The [Sustainability Claims Portal](#) is expected to be rolled-out in selected ACP countries under the AAACP programme in 2010.

Information on the portal is available online at www.unctad.org/scp.

For more information or queries, please contact Mr. Rouben Indjikian (rouben.indjikian@unctad.org), Mr. Amos Wama Taporaiie (amos.taporaiie@unctad.org) or Ms. Karolina Kostecki (karolina.kostecki@unctad.org).