

Compliance with Standards and Conformity Assessment 2nd Session

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Compliance with Standards and Conformity Assessment

2nd Session

- Standards as an **OPPORTUNITY**
 - Add economic value (organic, traceability, fair trade, ethics) → **move away from the commodity trap**
 - Facilitating access to high value international markets → **stable returns and long term planning**
 - Linking producers to markets → **sustainable competitive advantage**
 - Impact on rural development and export earnings
- Focus
 - Traceability systems
 - QMS development, testing and implementation
 - Certification (organic, GAP)
 - Investment in transformation and knowledge systems

- Success factors

- Demand oriented responding to beneficiaries needs/demands
- Private sector as the driving force → **greater ownership and relevance of development initiatives**
- Involvement of all relevant stakeholders → **inclusive, participatory approach**
- Key role of international donor community (financial and technical assistance) → **long term sustainability?**
- Co-financing (matching grants)

- Challenges

- Market orientation and entrepreneurial culture in developing countries → **highly correlated to farm or business size**
- Consolidation of incipient investments (once outside support is withdrawn)
- Lack/limited domestic demand (**export focus**)
- Establishment of sustainable business relationships with international buyers → **ONLY WAY to create a sustainable competitive advantage**
- Opportunistic, short term behaviour → **contractual agreements** needed to ensure compliance with stringent international requirements
- Strong institutional capacities → **from standard taker to standard setter**