



FOOD QUALITY CERTIFICATION

Adding Value to Farm Produce

BRUSSELS • 5 - 6 FEBRUARY 2007

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Workshop 4 - Food Quality Schemes in close-up

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Aim of the workshop 4

Identify through the presentation of 4 schemes the best practice on certification and benchmarking and mutual recognition:

- **QS:** focus on food safety through the supply chain
- **Label Rouge:** focus on superior organoleptic quality

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Aim of the workshop 4

- **LEAF** marque : focus on integrated production and care of the environment
- **Prosciutto di Parma**: focus on food tradition and origin

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Relationships along the chain (1)

- Although they are B to C schemes, they take into consideration other stakeholders in the food supply chain
- Consumer oriented but different approach to reach the consumer

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Relationships along the chain (2)

- Orientation towards the small producers: together in the scheme farmers and producers can achieve much more than they would do separately
- For the new schemes added value seems questionable in the short term, however such schemes – LEAF marque – increase efficiency of the farms, facilitating the management of change

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Effects on producers and farmers

- Market access and visibility
- Obstacles for innovation ?

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Traceability and transparency

- Increasing use of information technology to provide transparency
- Awareness of the importance of traceability, accessible to consumers

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PR, communication and marketing

Increasing use of communication and different marketing tools to spread the scheme/ label meaning to stakeholders and the society at large:

- Logo
- Open farm on Sundays: visits to farm
- Information on origin and production methods: part of the marketing and communication strategy

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Benchmarking & cooperation bw schemes

- Interest in benchmarking, mutual recognition, collaboration and cooperation
- Duplication is an issue, and scheme owners recognize the need to work more on this
- Trust other systems that do not work exactly the same way
- Every scheme appears to understand the importance of mutual recognition, the importance of avoiding repetition of audits

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Thank you for your attention !

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