



CBI
Ministry of Foreign Affairs

Bases de Datos con Información de Mercado

CBI, Exporthelpdesk UE y
otros

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Seminario CCL y PromPerú
Lima, 10 de Noviembre 2010



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2. Exporthelpdesk Unión Europea
3. Otras fuentes de información



1. Su Portal Preferido: el Sitio Web de CBI



CBI's databases

- Market information related to international trade
- Marketing guidelines
 - Checklists on market & trade channel assessment & selection
- Non-tariff barriers information
 - Health & safety, environment & social issues
- www.cbi.nl

NEWS & EVENTS

→ [Changes on the CBI's country list...](#)

The consequence of adapted Dutch development strategies is that the CBI's assistance is to...

→ [CBI in Moldova](#)

CBI in Moldova In 2007, the Moldovan Ministry of Economy invited CBI to explore...

→ [CBI News Magazine](#)

Due to the implementation of the new CBI house style, CBI focussed on the publication of...

→ [Planting a tree for sustainability](#)

By Patrick Peters, CBI external expert "Even if I knew that the world would end tomorrow I...

[→ More news](#)

CBI NEWSLETTER

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MANGO VALUE CHAIN



EU MARKET INFORMATION

Search our database to find the European market information that will make a difference for you.

Select market sector

Select EU country



POPULAR DOWNLOADS

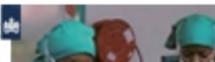
→ [From survey to success: guidelines for exporting natural ingredients for cosmetics to the EU](#)

→ [The EU Market for Photo albums, Paper Tableware, Serviettes and Hand-made paper boxes](#)

→ [From survey to success: guidelines for exporting vegetable oils and fats to the EU](#)

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CBI Annual report



OPEN FOR APPLICATION

EXPORT COACHING PROGRAMMES

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→ [Fresh Fruit and Vegetables 2008 - 2014](#)

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→ [Product Development Home Decoration](#)

→ [Market Access Requirements - Fresh Food and Vegetables](#)

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CBI'S VIRTUAL SHOWROOM



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EUROPEAN MARKET INFORMATION

Download CBI's market information for free*

and get up-to-date information on issues like market access requirements, market size, consumer trends, trade structure, packaging, pricing, terms of trade and export guidelines for more than 35 sectors, covering the European Union and its member states.

CBI's database contains 3,000 documents incl. market studies, export manuals, design guides, fashion forecasts and 5,000 selected hyperlinks to additional information sources.

SEARCH CBI DATABASE

SEARCH CBI PUBLICATIONS

SEARCH BY CATEGORY

OR

SEARCH BY KEYWORD

For optimising your search results, we advise you to read our [search instructions](#).

*For privileged clients only. Check [here](#) whether you qualify for free access.

QUESTIONS?

On market access requirements:
marketaccess@cbi.eu

On CBI market information:
marketinfo@cbi.eu

IMPACT OF FINANCIAL CRISIS

[Cut flowers](#)
[Fruit and vegetables](#)
[Garments](#)
[Home decoration](#)
[ITO](#)

MORE EXPORT INFORMATION

For more information on import tariffs, rules of origin and customs documents go to [EU helpdesk](#).
For more information on statistics go to [International Trade Centre](#)
For information on the Canadian market, go to the [TFO website](#)

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RESULTS FOR FOOD INGREDIENTS IN EUROPEAN UNION

Your search [Food ingredients / European Union](#) generated **114** results.

FILTER SEARCH RESULTS 

→ Market access requirements (81)	→ Market surveys (15)	→ Marketing guidelines (18)
Legislation (36)	Sector surveys (7)	Export guidelines (9)
Non-legislation (44)	Product surveys (6)	Export manuals (9)
Sustainable procurement (0)	E-business reports (1)	
	Sector alerts (1)	

-  **NEW** [The spices and herbs market in the EU](#)
Health and natural trends, ethnic food trends and increased use of convenience food products are all developments that have lead to an increase in the ...
-  [The coffee, tea and cocoa market in the EU](#)
The popularity of sustainable coffee is increasing, green tea and herbal infusions are on the rise, and there has been a large increase in demand for organic ...
-  **NEW** [The natural colours, flavours and thickeners market in the EU](#)
The EU health trend and consumer attention for food labels has lead to an increasing demand for natural ingredients. This will naturally create more opportunities ...
-  [The rice and pulses market in the EU](#)
There are opportunities to be explored for rice producers from developing countries who are aiming for the EU market! This as a result of reforms that ...
-  [The vegetable oils and fats market in the EU](#)
The EU is one of the largest markets in the world when it comes to vegetable oils and fats, and there are numerous developments leading to market opportunities ...
-  [The sugars market in the EU](#)
The EU market offers interesting opportunities for developing country (DC) suppliers. For instance, the niche markets for organic and/or fair

WE ALSO FOUND

[CBI's Market pages](#) (1)

CBI-programmes

- [BSO Development](#) (1)
- [Export Coaching](#) (2)

Other Results

- [Hyperlinks](#) (637)

SEARCH AGAIN

→ SEARCH BY CATEGORY

<input type="text" value="Food ingredients"/>	▼
<input type="text" value="European Union"/>	▼

GO

OR

→ SEARCH BY KEYWORD

GO

LEGEND

-  = selected important document
- NEW** = recently added or modified document



Meeting Buyers' requirements

EXTERNAL LINKS

- [Benetton social code](#)
- [C&A code of conduct](#)
- [Dressmann code of conduct](#)
- [H&M CSR report 2005](#)
- [H&M responsibility website](#)
- [How to develop your own code of conduct](#)
- [KarstadtQuelle sustainability requirements](#)
- [Marks & Spencer: Chemicals & Dyes \(textile\)](#)
- [Marks & Spencer: Sourcing principles](#)
- [Marks & Spencer: Standards dyeing, printing, finishing](#)
- [OTTO Versand social code of conduct](#)
- [Vendex KBB company code](#)

EXTERNAL LINKS

- [Toshiba sustainability report 2004](#)
- [Toshiba corporate responsibility](#)
- [Sony restricted substances](#)
- [Sony procurement](#)
- [Philips sustainability pages](#)
- [Philips supplier management](#)
- [Nokia code of conduct](#)
- [Ericsson sustainability supplier guidelines](#)
- [Electronic Industry Code of Conduct](#)

EXTERNAL LINKS

- [Code on protection of children from sexual exploitation](#)
- [Tour Operators Initiative](#)
- [Tour operator supply chain management](#)
- [Marine-based tourism environmental guidelines](#)
- [Marine recreation good practices](#)
- [International label for tourist accommodations](#)
- [CITES homepage](#)
- [Best practices tour operators](#)

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Explanation

1. Introduction

Introduction to this RAP - Research Action Plan

This is part 3 of the CBI export manual 'Your guide to market research'. This Research Action Plan (RAP) helps you to organize your market research during the different *export stages*. It shows the role of research as the backbone of your export venture.

Every *export stage* includes an advice and example texts. The *advice* tells you what you should do, or what is expected. The *examples* assist you in:

- Formulating your research 'Objectives & Questions'.
- Finding possible answers by choosing the right 'Methods & Sources'.
- Choosing the right timing, human and financial resources by an effective 'Planning'.
- Illustrating possible 'Results' of answers to your research questions.

The *examples* are illustrated with a case of an imaginary company called Creative Woodworks from Uruguay, specialised in upholstered chairs for consumer markets and in upholstery for couches and large seating for industrial markets.

We recommend you to use this E-tool with part 1 'Your research assistant' and part 2 'Your research practice' of this manual.



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Advice

4.4.1. Advice

You can define different segments in the EU market that can become your target groups. Your research *objective* here will be to find the most relevant target groups for your product.

For *consumer products*, you can segment according to the following *criteria*:

- Demographic
- Geographic
- Function or style
- Price level
- Sociographic (income level)
- Psychographic (life style, buying behaviour).

Try to quantify each segment, as much as you can, before getting into the details in stage 7.2.

Also try to combine consumer groups with countries and regions, lifestyle and buying behaviour.

For *industrial products*, you can segment according to the following *criteria*:

- Application
- Requirements
- Geographic
- Value chain
- DMU (Decision Making Unit)

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Example Your text

4.4.2. Objectives & Questions

Research objective
Creative Woodworks wants to define the best segments for upholstered small chairs and for upholstery (leather and textile).

Research questions

1. Which consumer group can we identify according to demographic criteria?
2. Which geographic segments? (countries, regions)
3. Which application segments?
4. Which interior style segments?
5. Which lifestyle segments?
6. Which of the identified segments offer the best marketing opportunities for our
7. products?

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First, we will further look into the chapters on 'Consumption' in CBI's EU market survey and country surveys on domestic furniture. We can find here a *breakdown by product group*, and a *segmentation by*:

- Lifstage, age and gender
- Country and region
- Interior style
- Life style and buying behaviour (for example, traditionalists, socialisers, trendsetters and perfectionists).

Each segment has different opinions about price, design, quality, delivery and service when buying chairs.

Second, CBI's manual 'Exporting to the EU' will be used, especially the chapter on 'Developments and trends in the EU market'.

Third, trade magazines, specific product reports (from CSIL Milano) and furniture consumer magazines related to rustic and natural home interiors will be checked.

Fourth, websites of actual estate agents and property brokers who include pictures of interiors in relation to the segments. Creative Woodworks can select on socio-economic, regional and price criteria.

Fifth, websites of leading EU furniture manufacturers and retailers will be reviewed to identify price and style segments.

Field research will be done, by visiting trade shows (Salone del Mobile Milan and IMM Cologne), in order to find out style, price and application segments.

Sources

- www.cbi.eu/marketinfo
- www.cosmit.it
- www.imm-cologne.com

More sources can be found in CBI's EU and country surveys on domestic furniture. For our upholstery, we can find Internet sites of the main and interesting



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Example

Your text

4.4.4. Planning

Human resources

The desk research will be conducted by the Trainee and the Marketing manager.

The field research will be done by the Sales manager

Timing

1-2 weeks

Budget

Travel budget: € not fixed

Trade and consumer magazines: € 300

Specific product reports: € 500

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Example

Your text

4.4.5. Result

Consumer group according to *demographic* criteria:

- Singles
- Young couples
- Middle late parents
- Elderly people
- Home workers

Primary focus will be on elderly people (over 50 years). They like comfort, are open to other cultures' designs and have money to spend. In 2007, this segment accounted for 33% of the EU population, or 163 million people.

Geographic segments:

- Northern
- Central
- Southern
- Eastern

Opportunity in southern EU. Spain is a growth market with many elderly people (14 million), with a rising number of retired people from other countries, and a growing number of secondary homes.

Another advantage is that *communication* is easier for us. Later on, we can expand to Portugal.

Application segments:

- Dining & living



1. EU Export helpdesk

http://exporthelp.europa.eu/index_es.html

EN|ES|FR|PT|

EXPORT HELPDESK

for developing countries

El Export Helpdesk es un servicio en internet prestado por la Comisión Europea para facilitar a los países en desarrollo el acceso a los mercados de la Unión Europea. Gratuito y de fácil utilización, este servicio proporciona información a los exportadores de los países en desarrollo interesados en suministrar el mercado de la UE.

[Acerca del
«Export Helpdesk»](#)

[Requisitos
y gravámenes](#)

[Derechos
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[Regímenes
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[Aviso jurídico importante](#)

[Un servicio prestado por
COMERCIO EXTERIOR, COMISIÓN EUROPEA](#)



¿QUÉ INFORMACIÓN OFRECE «EXPORT HELPDESK»?

La web «Export Helpdesk» proporciona la siguiente información:

REQUISITOS Y GRAVÁMENES

- requisitos obligatorios para la importación y comercialización de productos en la UE
- gravámenes interiores aplicables en cada país de la UE
- requisitos jurídicos o comerciales aplicables a determinados productos

DERECHOS DE IMPORTACIÓN

- derechos de aduana
- régimen preferencial aplicable al país exportador
- contingentes arancelarios preferenciales y no preferenciales
- licencias de importación
- medidas antidumping

REGÍMENES PREFERENCIALES

- principales acuerdos comerciales de la UE con países en desarrollo
- documentación que debe acompañar a las exportaciones
- normas de origen que deben cumplir los exportadores

ESTADÍSTICAS COMERCIALES

- flujos comerciales entre la UE y terceros países por años y por grupos de productos (identificados por un código de 2 a 8 dígitos)
- importaciones y exportaciones expresadas en valor, volumen o unidades suplementarias (litros, número de artículos, etc.)

ENLACES

- autoridades comerciales (europeas e internacionales)
- organismos de comercio internacional
- espacios comerciales y directorios profesionales
- normas privadas o de carácter voluntario

CONTACTOS

Envíenos sus preguntas concretas relacionadas con la exportación (o con el manejo del «Export Helpdesk»).

Introducción

Manual

Ayuda del usuario

Preguntas más
frecuentes (FAQ)

Derechos de importación

DERECHOS DE IMPORTACIÓN

FORMULARIO DE INTRODUCCIÓN DE DATOS

Introducir un código de producto
(10 digits) [Navegar](#) o [Buscar](#).

Seleccionar un país de origen

 ▼

Seleccionar una fecha de simulación

 ▼ ▼ ▼

roducción

nulario

del usuario

juntas más
fuentes (FAQ)

Derechos de importación

DERECHOS DE IMPORTACIÓN

RESULTADOS

Código del producto 2009111190
País de origen Perú
Fecha de simulación 3 de noviembre de 2010

Código	Descripción del producto
2009	Jugos de frutas u otros frutos (incluido el mosto de uva) o de hortalizas, sin fermentar y sin adición de alcohol, incluso con adición de azúcar u otro edulcorante
2009 11	-Jugo de naranja
2009 11	--Congelado
2009 11 11	---De valor Brix superior a 67
2009 11 11	----De valor inferior o igual a 30 € por 100 kg de peso neto
2009 11 11 10	-----En envases de 2 litros o menos
2009 11 11 90	-----Los demás

Origen	Código adicional	Tipo de medida	Derecho de aduana	Pié de página	Reglamento/ Decisión
Erga omnes		Derecho terceros países	33.6 % + 20.6 EUR/100 kg		R9922040
Erga omnes		Contingente arancelario no preferencial	20 %		R0609730
GSP + (un régimen especial de estímulo del desarrollo sostenible y la gobernanza)		Preferencias arancelarias	0 % + 20.6 EUR/100 kg		R0807324

Fuente **DG Fiscalidad y Unión Aduanera Taric**

MÁS INFORMACIÓN

[➔](#) Buscar más **derechos de importación**

[➔](#) Ver **datos sobre los flujos comerciales** correspondientes al producto 20091111.

LISTA DE REQUISITOS

Código de producto	20091111
País de origen	Perú (pe)
País de destino	España (excluyendo XC XL) (ES)

Código	Descripción del producto
2009	Jugos de frutas u otros frutos (incluido el mosto de uva) o de hortalizas, sin fermentar y sin adición de alcohol, incluso con adición de azúcar u otro edulcorante
2009 11	-Jugo de naranja
2009 11	--Congelado
2009 11 11	---De valor Brix superior a 67
2009 11 11	----De valor inferior o igual a 30 € por 100 kg de peso neto
2009 11 19	----Los demás

Requisitos específicos para 20091111

- Control sanitario de los productos alimenticios de origen no animal
- Etiquetado de productos alimenticios
- Productos de producción ecológica

EU/ES

EU/ES

EU/ES

Gravámenes interiores

IVA	Impuestos sobre consumos específicos
8%	-

Última fecha de revisión (dd/mm/aaaa): 01/07/2010

Última fecha de revisión (dd/mm/aaaa): 01/07/2010

Aviso legal.

La información contenida en esta base de datos no debe ser considerada como una fuente oficial de la Comisión Europea o de las Administraciones de los Estados Miembros de la Unión Europea. Se ha procurado asegurar la mayor exactitud posible de la información contenida en esta base de datos, pero ninguna responsabilidad puede ser aceptada por la Comisión europea o por el proveedor de los datos en caso de descuido, error u omisión. Los impuestos indirectos y exenciones son establecidas por la legislación de los Estados Miembros, por lo tanto, una exactitud total de la información sólo puede ser garantizada mediante consulta directa de sus fuentes oficiales. Mediante el procesamiento y la consulta de los datos Vd. esta de acuerdo con estas disposiciones.

Resumen

<input type="checkbox"/> Síntesis de los procedimientos de importación	ES	<input type="checkbox"/> IVA	ES
		<input type="checkbox"/> Otros	ES

COPYRIGHT

FORMULARIO

Código de producto

Navegar o Buscar.

20091111

País de origen

Perú

País de destino

España (excluyendo XC XL)

Notas

- Este documento está disponible solamente en inglés.
 - Acceso directo al Diario Oficial es posible únicamente si la publicación es posterior a 1997.
 - Todas las referencias legales mencionadas se refieren únicamente a la legislación original básica. El número CELEX propuesto (ej. CELEX32005R0396) le dará acceso a la legislación básica, a sus modificaciones y a la versión final consolidada de la legislación disponible en EUR-Lex (base de datos al derecho de la Unión Europea)
-

Latest Revision Date (dd/mm/yyyy): 01/06/2010

Health control of foodstuffs of non-animal origin

Imports of foodstuffs of non-animal origin into the European Union (EU) must comply with general conditions and specific provisions designed to prevent risk to public health and protect consumers' interests.

Hence, the general rules applicable to these products are as follows:

1. General principles and requirements of Food Law established in Regulation (EC) No 178/2002 of the European Parliament and of the Council (**OJ L-31 01/02/2002**) (CELEX 32002R0178);
2. General foodstuffs hygiene rules according to Regulation (EC) No 852/2004 of the European Parliament and of the Council (**OJ L-139 30/04/2004**) (CELEX 32004R0852);
3. General conditions concerning contaminants in food;
4. Special provisions on Genetically Modified (GM) food and Novel food of Regulation (EC) No 1829/2003 of the European Parliament and of the Council (**OJ L-268 18/10/2003**) (CELEX 32003R1829) and Regulation (EC) No 258/97 of the European Parliament and of the Council (OJ L-43 14/02/1997) (CELEX 31997R0258);
5. General conditions of preparation of foodstuffs;
6. Official control of foodstuffs;

When a hygiene problem likely to pose a serious risk to human health arises or spreads in the territory of a third country, the European authorities may suspend imports from all or part of the third country concerned or take interim **protective measures** regarding the foodstuffs concerned, depending on the seriousness of the situation.

EU legislation establishing protective measures

1. General principles and requirements of Food Law

Basic food law requirements applying to all food imported into the European Union (EU) are laid down in Regulation (EC) No 178/2002 of the European Parliament and of the Council, which among other topics covers.

- **Compliance or equivalence:** Imported food must comply with the relevant requirements of food law or conditions recognised by the EU to be at least equivalent thereto.
- **Traceability:** The Regulation defines traceability as the ability to trace and follow food and ingredients through all stages of production, processing and distribution it also contains general provisions for traceability which cover all food business operators, without prejudice to existing legislation on specific sectors such as beef, fish, Genetically Modified (GM) food, etc. Importers are similarly affected as they will be required to identify from whom the product was exported in the country of origin. Unless specific provisions for further traceability exist, the requirement for traceability is limited to ensuring that businesses are at least able to

Notas

- Este documento está disponible solamente en inglés.
 - Acceso directo al Diario Oficial es posible únicamente si la publicación es posterior a 1997.
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-

Latest Revision Date (dd/mm/yyyy): 01/06/2010

Labelling for foodstuffs

All foodstuffs marketed in the European Union (EU) must comply with EU labelling rules, which aim at ensuring that consumers get all the essential information to make an informed choice while purchasing their foodstuffs.

Hence, the applicable labelling provisions are as follows:

- General rules on food labelling
- Specific provisions for certain groups of products:
 - Labelling of Genetically Modified (GM) food and Novel Food
 - Labelling of foodstuffs for particular nutritional purposes
 - Labelling of food additives and flavourings
 - Labelling of materials intended to come into contact with food
 - Labelling of particular foodstuffs

Besides these mandatory rules, there is also additional information that may be included by the manufacturers on a voluntary basis provided that it is accurate and does not mislead the consumer. For example, nutritional labelling is not obligatory unless a nutritional claim (e.g. "low fat", "high fibre") is made on the label or in advertising material. In this case, nutritional claims must comply with a standardised format, pursuant to Council Directive 90/496/EEC (OJ L-276 06/10/1990) (CELEX 31990L0496). Similarly, Council Regulation (EC) No 834/2007 (**OJ L-189 20/07/2007**) (CELEX 32007R0834) and Commission Regulation (EC) No 889/2008 (**OJ L-250 18/09/2008**) (CELEX 32008R0889) set out rules governing the use of the organic label.

General rules on food labelling

Labels of foodstuffs according to the general rules laid down by Council Directive 2000/13/EC (**OJ L-109 06/05/2000**) (CELEX 32000L0013) must contain the following particulars:

- The name under which the product is sold. No trademark, brand name or fancy name may substitute the generic name but rather may be used in addition. Particulars as to the physical condition of the foodstuff or the specific treatment it has undergone



3. Otras fuentes de información



ITC's P-MAPS

- *Virtual one-stop-shop*
- *72 product groups/clusters*
- *Accessible via www.intracen.org*
- *Integration of:*
 - *Trade maps (statistical tool, data on market size, trends, competing countries & product champions)*
 - *Market information (references to resources)*
 - *Directories of business contacts & links*
- *Preview:*
www.p-maps.org

Quick Links

-  [Joint Advisory Group 2009](#)
-  [World Export Development Forum](#)
-  [Annual Report 2009](#)
-  [Consultative Committee of the ITC Trust Fund](#)
-  [ITC and Aid for Trade](#)
-  [ITC and the Millennium Development Goals](#)
-  [ITC and Women and Trade](#)

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Product Map

Business Information
for Going Global

Find your Product MAP:
(Select a search field from the dropdown box below):
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**Product Map has now been integrated into the Market Analysis Tools.
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Or select an industry below for more information:

- Agricultural machinery
- Animal feed
- Art, collection, decoration and cultural goods
- Automotive components and accessories
- Beverages
- Carpets and wall covering
- Cellulose derivatives and specialties
- Cereal products and rice
- Chemicals
- Cleansing and polishing preparations
- Clocks and watches
- Clothing and accessories
- Cocoa and cocoa products
- Coffee and coffee products
- Colourants, paints and varnishes
- Construction materials
- Cut flowers and ornamental plants
- Dairy products
- Electrical machinery and equipment
- Electronic equipment and components
- Engines and motors
- Fertilizers and plant protection products
- Fishery products
- Food ingredients
- Footwear
- Fragrances and flavors
- Fruit and vegetable juices
- Fruit and vegetables
- Furniture and components
- Glass and glass products
- Gums, resins and extracts
- Hand tools
- Hides, skins, furskins and leather
- Honey and apicultural products
- Household and furnishing textiles
- Household utensils and appliances
- Image and sound equipment and accessories
- Industrial machinery and equipment
- Lamps, lighting and visual signaling equipment
- Leather products
- Live animals
- Machine tools
- Measuring, checking and precision instruments
- Meat and animal products
- Medical and laboratory equipment and instruments
- Medicinal plants
- Metal and metal products
- Mineral and mineral products
- Musical instruments, parts, and paraphernalia
- Nuts
- Oils and fats
- Optical and precision instruments
- Packaging materials
- Paper and printing items and accessories
- Perfumery, cosmetics and toiletries
- Pets, pet food and accessories
- Pharmaceuticals and medical equipment
- Photo - cinematographic film
- Plastics and plastic products
- Precious, semi-precious metals
- Rubber and rubber products
- Specialty/Organic food products
- Spices and culinary herbs
- Sports wear, sports and leisure equipment
- Stationery, office machines and equipment
- Sugar, molasses and sugar products
- Tea and tea products
- Telecommunications equipment
- Textile fibers, fabrics and products
- Toys and games
- Transport equipment
- Wood and wood products



Business directories

- *Tracing of prospective trade partners*
- www.europages.com
 - *Free of charge*
 - *Listings on almost all product sectors*
 - *Includes information on company type, size, assortment & links to websites*
- www.kompass.com
 - *More product specific search possible*
 - *More company details*
 - *At a charge (€ 1-2 per view)*



Trade fair database

- *Trade Show News Network*
 - www.tsnn.com
 - *Listings of trade shows worldwide*
 - *All sectors covered*
 - *Search by sector, country, keyword*
 - *Links to trade fair organisers*
 - *Free of charge*
 - *Additional service like exhibition tips & tutorials*
- <http://tradeshowcalendar.globalsources.com/TRADE-SHOW/Country/DE/Germany.HT>



Fin

¡Gracias por su atención!

¿Alguna Pregunta?



Para mayor información escribe a: f.j.koekoek@mercadero.nl



CBI
Ministry of Foreign Affairs

Inocuidad alimentaria y calidad

Legislación Oficial y
Estándares Privados

Por: Freek-Jan Koekoek MSc

Seminario CCL y PromPeru
Lima, 10 de Noviembre 2010



Contenido

1. Introducción
2. HACCP en la industria alimentaria
3. Certificación HACCP: proceso y roles
4. Estándares privados enfocando en inocuidad y calidad



1. Introducción



Conceptos

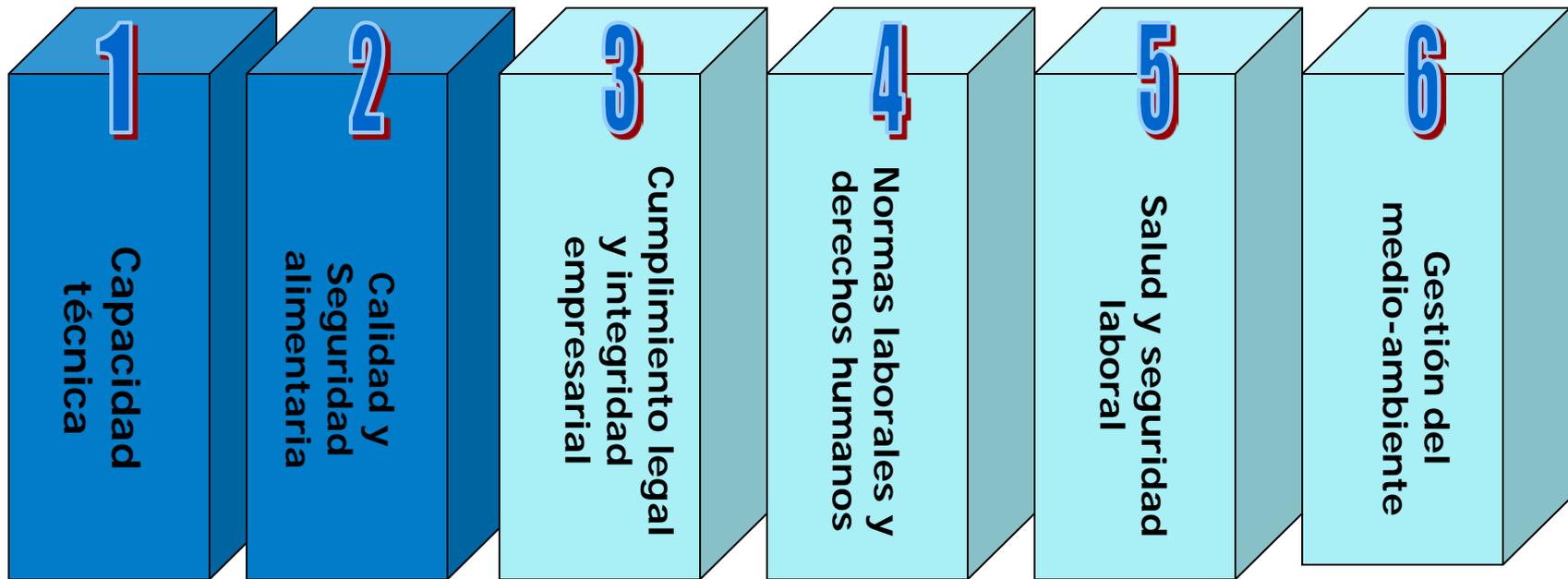
- Calidad: el alimento es apto para el uso requerido (“fit for use”)
- Inocuidad: el alimento no induce efectos dañinos de salud (a corto, mediano y largo plazo)
- Sistema HACCP: sistema de aseguramiento de aspectos de inocuidad alimentaria.

Son dos elementos claves para la aceptación del producto: “hard controls” en proceso de compra – criterios no negociables.

Las 6 columnas de la cadena de procura responsable



Empresa Cadena Responsable



Hard controls

Soft controls



Aspectos legales - Calidad

- La calidad de los alimentos generalmente no está definido por ley en Europa.
- Con excepción de estándares de producto y de comercialización – para ciertos productos (*product and marketing standards*)
- Y existen estándares de producto sin carácter legal pero de importancia (soft law)



Aspectos legales – Inocuidad y HACCP

- La inocuidad sí es requerida por ley
- Un sistema basado en principios HACCP es obligatorio para la industria de alimentos europea
- Estos sistemas de inocuidad son controlados por los gobiernos.
- Para países terceros la inocuidad alimentaria es exigida por los compradores/importadores.
- Para productos de origen animal las autoridades exigen sistemas de control de inocuidad (HACCP)



HACCP y sistemas de calidad

Antes de HACCP:

- Buenas Practicas de Manufactura

Complementario a HACCP:

- ISO 9000, GlobalGAP (para productos agrícolas)

Similar a HACCP o integrado

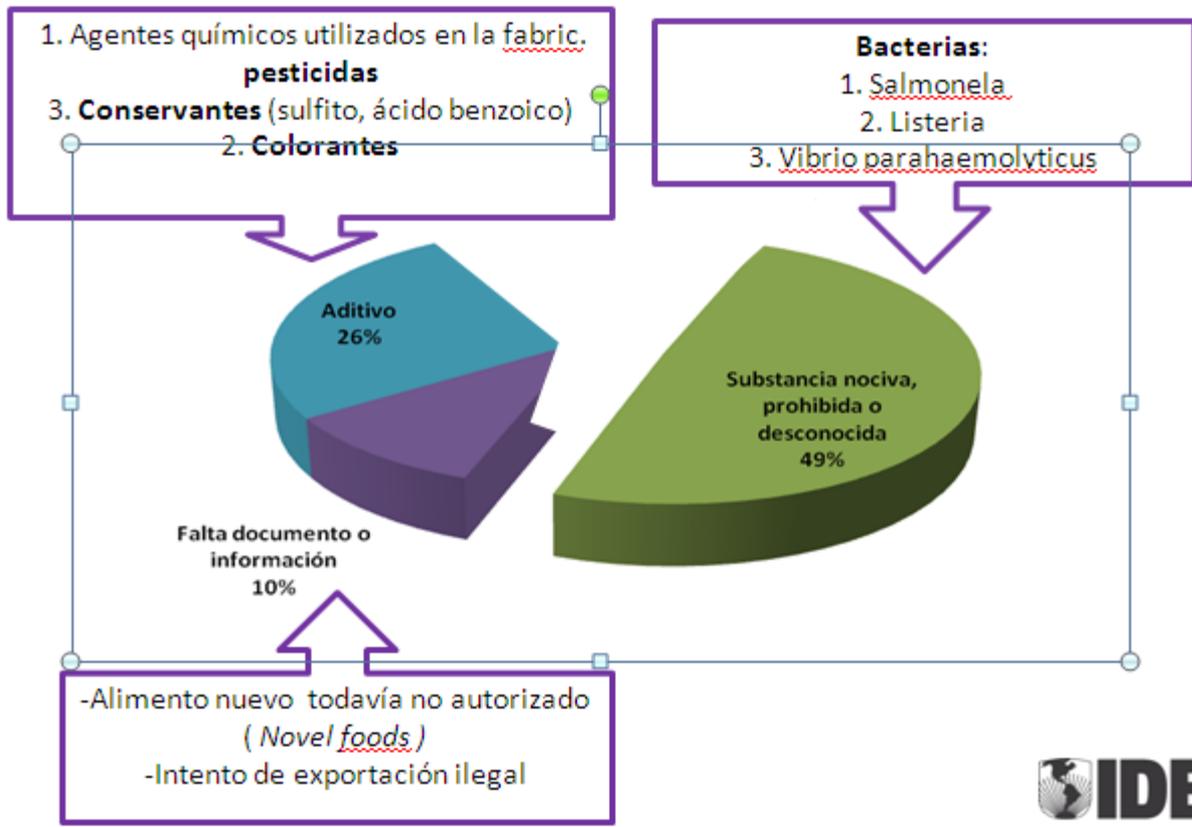
- Normas GFSI como BRC, SQF, FSI
- ISO 22000

Normas de sostenibilidad (presentación de la tarde):

- ISO 14000, orgánico, comercio justo, etc.



Principales problemas de la exportación peruana





2. HACCP en la industria alimentaria



HACCP in short

- Hazard Analysis Critical Control Points
- Analyses of critical points which need special attention
- The production process is checked for potential hazards for food safety
- Hazards are recognized and the related risk must be controlled
- Prevention based food safety system



Legal framework - Global

- **WHO (World Health Organisation)**
- **FAO (Food and Agriculture Organisation of the UN)**
 - **Codex Alimentarius**
 - **Guides to Hygiene**
 - **Food Standards Programme**





Legal framework – EC (1)

- Regulation (EC) 178/2002 - General food law
- Regulation (EC) 852/2004 - Hygiene foodstuffs
- Regulation (EC) 853/2004 - Hygiene rules for food of animal origin
- Regulation (EC) 854/2004 - Official controls (food of animal origin inspection)
- Regulation (EC) 882/2004 - Official Feed & Food Controls



Legal framework – EC (2)

- **Council Directive 2002/99/EC - Animal health**
- **Directive 2004/41/EC - repealing 17 Directives**
- **Implementing rules of the hygiene package**
- **Regulation (EC) No 1831/2003 - Hygiene of feedstuffs**
- **Microbiological criteria for food**
- **EC Principle: “From farm to fork”**





HACCP history

- Originally devised by Pilsbury Corp. & NASA
- Formalised by WHO / FAO & CODEX
- HACCP Risk assessment required in 1993 (EC)
- HACCP in EC White Paper (2002)
- Now HACCP is a Legal Requirement in the EC:
- Without HACCP-plan no/ limited access to EC



Preparation before the start of HACCP

- **Check & ensure management commitment**
- **Establish resources (money and time)**
- **Assemble the HACCP team**
- **Define the scope (starting point & finish)**
- **Prepare a detailed process flow diagram**
- **Develop employee awareness**
 - **Why is HACCP needed?**
 - **Emphasize their important role!**
 - **Verify with the employees the process flow diagram**



7 HACCP PRINCIPLES

Form a multidisciplinary HACCP team to:

- 1. Perform a Hazards Assessment**
- 2. Identify the Critical Control Points (CCPs)**
- 3. Establish Critical limits**
- 4. Establish Monitoring Procedures**
- 5. Detail Corrective Actions**
- 6. Establish Documentation and Records**
- 7. Verify the Effectiveness (Verific. System)**



The HACCP team

- **Choose team leader (trained/qualified)**
- **Choose team members:**
 - **Quality staff**
 - **Production personnel (not just managers)**
 - **Engineering**
 - **Senior management**
 - **Purchase (supplier contacts)**



Principle 1: Perform a Hazards Assessment (1)

- **Make a list of potential risks at each process stage: chemical; biological; physical**
- **Collect information about:**
 - **Probability of risk**
 - **Seriousness of the health damage**
 - **Legal limits**
- **Assess the severity of the risk**
 - **Severity = probability x risk to health**
- **Verify that all risks have been covered**
 - **Flow diagram complete?**
 - **All processes covered?**



Principle 1: Perform a Hazards Assessment (2)

Severity = probability x risk to health

Disastrous 5	Low Risk	Middle risk	High risk	High risk	High risk	High risk	High risk
Very serious 4	Low Risk	Low Risk	Middle risk	High risk	High risk	High risk	High risk
Serious 3	Low Risk	Low Risk	Low Risk	Middle risk	High risk	High risk	High risk
Less serious 2	Low Risk	Low Risk	Low Risk	Low Risk	Middle risk	High risk	High risk
Discomfort 1	Low Risk	Low Risk	Low Risk	Low Risk	Low Risk	Middle risk	High risk
Gravity	Hardly unlikely 0	Very unlikely 1	Unlikely 2	Possible 3	Plausible 4	Big 5	Very big 6
Chance	Less than 1 endangered consumers per 50 year	Less than 1 endangered consumers per 10 year	1- 5 endangered consumers per 10 year	Less than 2 endangered consumers per 1 year	2-10 endangered consumers per 1 year	10-50 endangered consumers Per 1 year	More than 50 endangered consumers per 1 year



Principle 1: Perform a Hazards Assessment (3)

Risk to health

Disastrous 5	Dying. Irreparable disease or injury with invalidity.
Very serious 4	Recoverable disease or illness with more than 3 weeks hospitalization. More than 1 consult at a doctor.
Serious 3	Illness for a maximum of 3 weeks. Serious damage (teeth, mouth, intestines with medical treatment. 1 Consult to a doctor.
Less serious 2	Physical discomfort for a maximum of 1 day. Small damage, (mouth, teeth, intestines) without medical treatment effect. Commotion at the consumer
Discomfort 1	Discomfort without evidently physical effect. Commotion at the consumer.

Severity = probability x risk to health

Possible a CCP if Severity = 5 or higher than 6



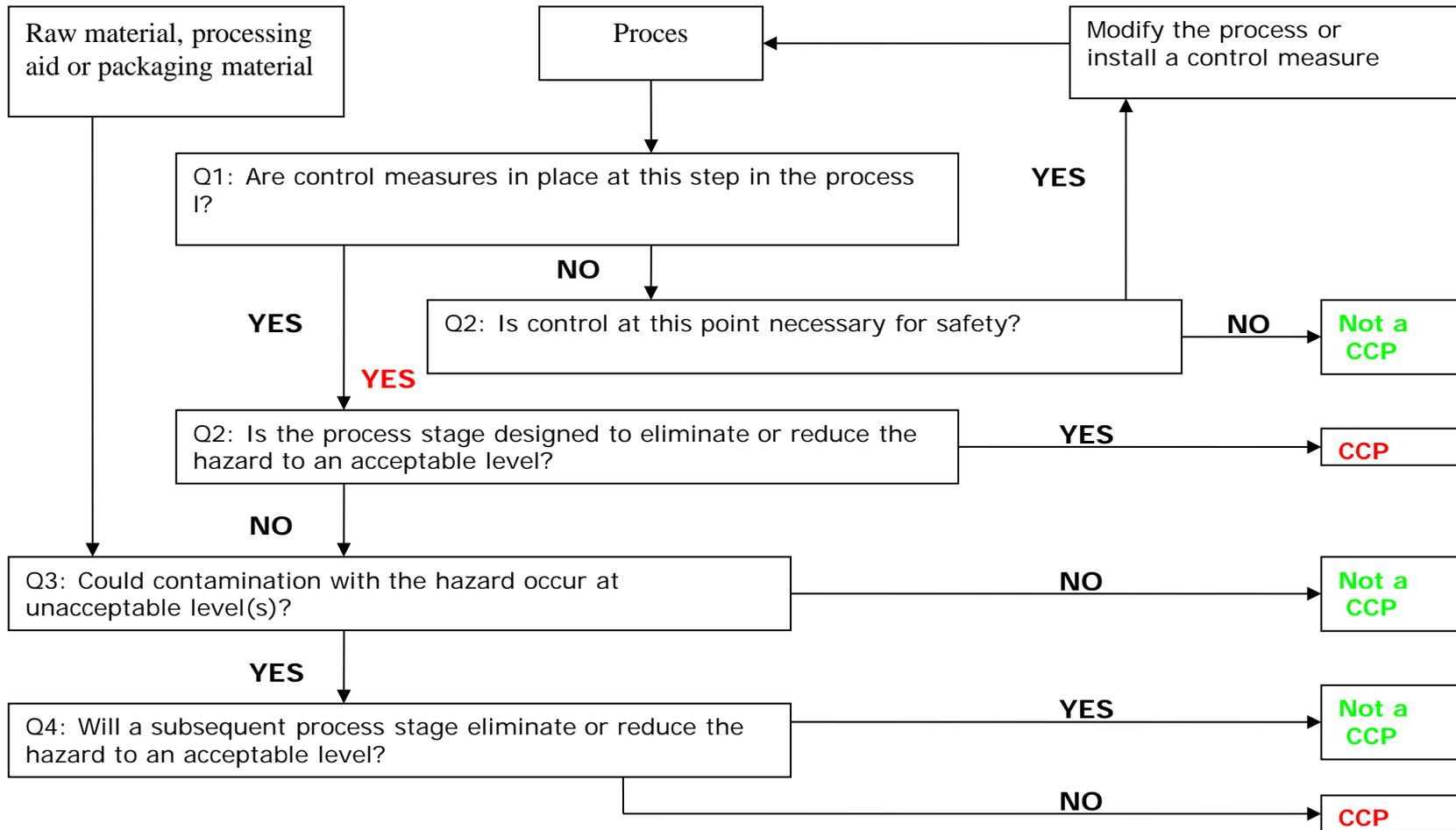
Principle 2: Identify the Critical Control Points (CCPs)

- Evaluate each hazard and how to control this
- Use the decision tree approach





Princ. 2: IDENTIFY THE CCP'S





Princ. 3: ESTABLISH CRITICAL LIMITS

- **What is the target?**
 - Is this a legal limit?
 - Based on toxicological information?
 - Agreed limit with customer?
- **How strict is the limit ?**
 - Warning level? Adjustment of process?
 - Rejection level?
- **Are the limits appropriate?**
- **Are they measurable?**
 - How and who can measure?
 - Time?



Princ. 4: ESTABL. MONIT. PROCEDURES

- **Physical examination (how reliable, check list)**
- **Chemical or microbiological analysis (time, rapid test?)**
- **Off line / In line monitoring**
- **Frequency (new or “old” process/raw material)**
- **Identify responsibility**
- **Identify training need & requirements**



Princ. 5: DETAIL CORRECTIVE ACTIONS

- **What to do if critical limits are exceeded?**
- **Who is responsible and for what?**
- **Where & how is action recorded?**
- **Quarantine procedures? Label and special area!**
- **Is specified corrective action effective**
- **Will it happen again? Frequency monitoring?**
- **Preventive action?**



Pr. 6: VALIDATE & VERIFY EFFECTIVENESS

- **Does HACCP plan cover all hazards**
- **Do CCP's control the identified hazards**
- **Are corrective actions effective**
- **Does everyone understand HACCP-system (commitment)**
- **Does everyone do what to do (responsibility)**
- **Does the overall working method lead to safe food?**



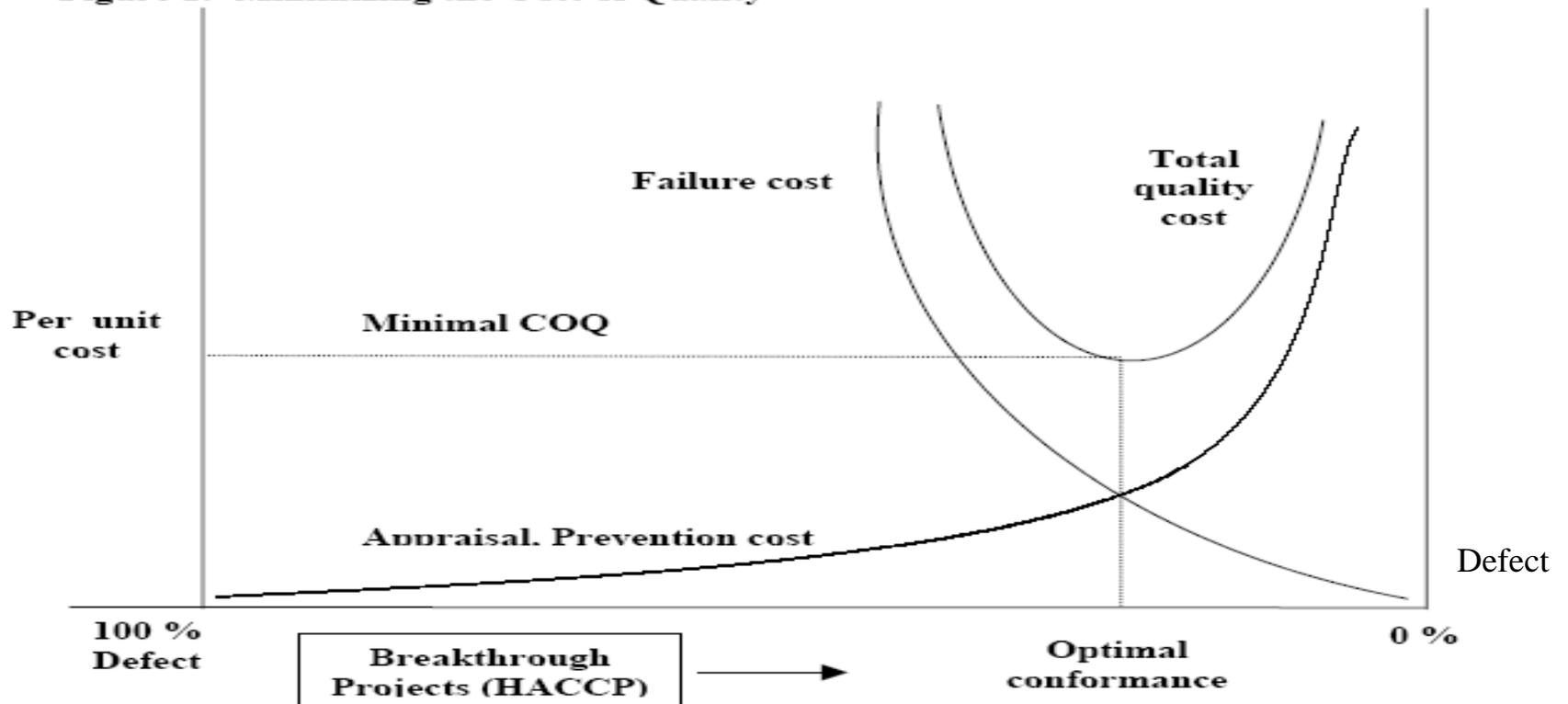
Princ. 7: DOCUMENTATION AND RECORDS

- **Documentation = registration of:**
 - Quality policy, target, scope etc.
 - Procedures (limits, monitoring frequency, determined corrective actions, responsibility)
- **Record = registration of:**
 - The execution of the HACCP system
 - Analyse results, exceeding of limits
 - Corrective actions, quarantines, etc



COSTS OF HACCP

Figure 1: Minimizing the Cost of Quality





BARRIERS TO COMPLY TO HACCP DEMANDS

- **Poor infrastructure and facilities**
- **Bad basic hygiene**
- **Fast staff turnover and poor training**
- **Initial costs**
- **Access to technical expertise**
- **Absence of legal requirements**
- **Lack of support (government, certifying bodies)**
- **Time constraints**
- **Psychological constraints**
- **Competing demands:**
 - **Health and Safety**
 - **Waste and Environmental issues**
 - **Etc etc.....**



Tarea 1

Mencione algunos peligros principales relacionados con sus productos de exportación:

Producto:

Peligros:

...

...

...

...

...



ISO 22000: WHAT & WHY ?

- **Food Safety Management System (FSMS)**
- **Combination of HACCP and the “old” ISO 9001**
- **Answer on retail initiated BRC (British Retail Consortium) and IFS (Int. Food Standards)**
- **To create global more unity in the use of HACCP**
- **To Get a global standard on food safety which fits on demand of retailers**



ISO 22000: FOR WHOM?

- **Applicable for the whole agro & food sector and their suppliers**
- **The standard is broader applicable than HACCP**
- **It is a good base to check and to audit a supplier**
- **It is a good base for food safety in a whole food chain**



CONTENT ISO 22000

- 1. Subject & scope**
- 2. Standards and references**
- 3. Terms / phrases and definitions**
- 4. Management system for food safety**
- 5. Responsibility of the management**
- 6. Management of means**
- 7. Planning and realisation of safe products**
- 8. Validation & Verification and improvement of the management system for food safety**



Similarities to HACCP

- **Based on 7 Codex principles**
- **Risk analyses and risk inventaristion**
- **Validation and verifications**
- **Traceability**
- **Corrective action and measures**



ISO 22000: MAIN DIFFERENCES with HACCP

- **More extensive in ISO-22000:**
 - **Communication demands**
 - **Risk based chain approach**
 - **Management responsibilities (ISO 9001)**
 - **Management of changes**
 - **Measure, analysing and improvement**
 - **From primary sector to retail incl. suppliers of packaging materials & detergents**
 - **System approach, rather than product safety**



TRACEABILITY 1

- Legal requirement in the EC
- Not applic. outside EC, but costumer will require
- Requirements:
 - All stages of the food chain
 - One step back and one step forward
 - From whom and to whom a product has been supplied
 - Only sale to final consumers is excluded
 - System and procedure to supply information
 - For every substance in the food and feed
 - Also for packaging material
 - Internal traceability



TRACEABILITY 2

- For a.o. GMO & organic special traceability)
- 1th type of information to be kept:
 - Name & address supplier or customer
 - Nature of products
 - Date of transaction
- 2d type of information to be kept:
 - Volume / quantity and batch number
 - More detailed description of product
- Time of reaction:
 - 1th type of information: immediately
 - 2d type of information: depends on MS,
 - but $\approx <4$ hours



3. Estándares privados enfocando en la inocuidad y calidad



Estándares sectoriales

- GlobalGAP
- GFSI: BRC, IFS, SQF
- HACCP
- GMP
- ISO 9000, 14000, 22000



Estándares GFSI

Global Food Safety Initiative:

- Iniciativa global de minoristas y empresas de manufactura de alimentos.

International Food Standard IFS

- combination of HACCP and quality management
- supported by food retailers (Germany and France)
- private label products
- has a separate standard for logistics

BRC British Retail Consortium standard

- HACCP, quality management and monitoring
- supported by UK retailers
- private label products



Other GFSI Standards:

Safe Quality Food - SQF

- Food quality management system
- HACCP and tracking and tracing
- SQF1000 for primary producers
- SQF2000 for food processors

(Dutch) HACCP

- Food safety monitoring and control



GlobalGAP

- Focus on primary production: crops, livestock and aquaculture (pangasius, tilapia, shrimps)
- Quality, food safety, workers welfare, environment and animal welfare
- Aims to maintain consumer confidence in food products
- Developed by leading EU retailers: Ahold, Superunie, Delhaize, REWE, Sainsbury's, Tesco, Marks and Spencers
- No incluye HACCP



4. Cómo obtener HACCP u otro sistema de inocuidad



El proceso de certificación de HACCP

Pasos principales:

1. Identificación de la necesidad por la empresa
2. Contratación de asesor
3. Formación de equipo HACCP
4. Diagnostico
5. Implementación
6. Contratación de auditor
7. Inspección y certificación



El proceso regulatorio

Preliminares:

1. Definición de la norma HACCP y las tolerancias y metas
2. Definición de las normas para accesoria
3. Definición de las normas de auditoria y certificación
4. Acreditación de las organizaciones de auditoria y certificación.



Los principales actores

- La empresa que solicita HACCP
- El equipo HACCP
- El asesor externo
- El auditor
- El organismo que define la norma
- Los organismos de acreditación de los asesores y auditores
- El organismo que define la norma para asesores y auditores



Fin

¡Gracias por su atención!

¿Alguna Pregunta?



Para mayor información escribe a: f.j.koekoek@mercadero.nl



CBI
Ministry of Foreign Affairs

Etiquetado y empaquetado

Alimentos frescos y
procesados

Por: Freek-Jan Koekoek MSc

Seminario CCL y PromPerú
Lima, 10 de Noviembre 2010



Contenido

1. Introducción
2. Etiquetado



1. Introducción



Aspectos de etiquetado y empaquetado

- Aspectos legales
- Aspectos comerciales
- Aspectos técnicos y económicos

“El empaque constituye el 50% del valor del producto alimenticio.”



2. Etiquetado – aspectos legales



Reglamento (EC) 178/2002 Ley General de Alimentos

Artículo 8 – Protección de los intereses del consumidor

Ley de Alimentos crea las condiciones para que los consumidores puedan elegir con información adecuada los alimentos que consumen.

- Prevenir prácticas fraudulentas o que engañen
- Adulteración de alimentos

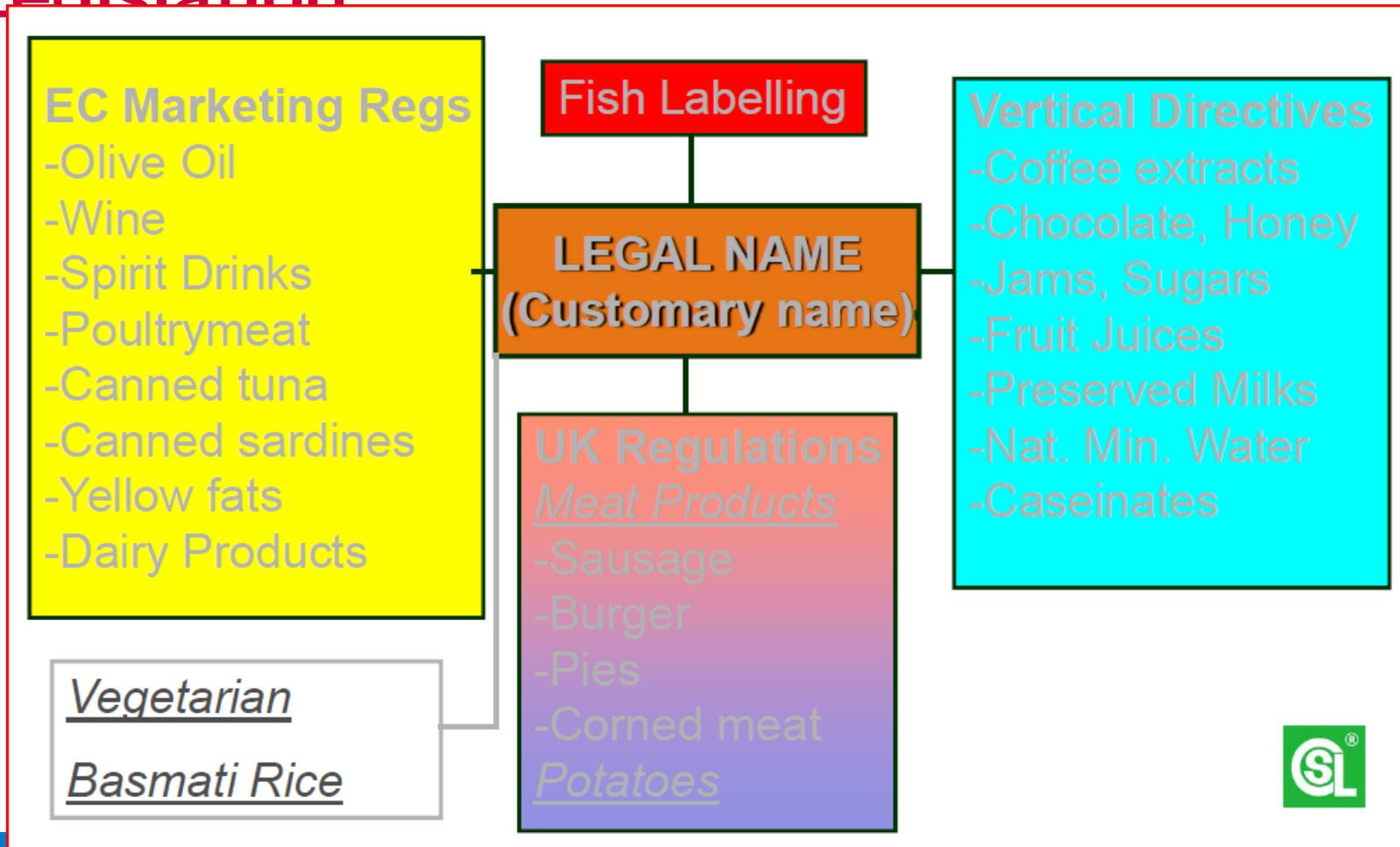


Descubrir la mala denominación de los alimentos

- Por no cumplir con los requisitos de su nombre legal o comun
- Por sustitución de ingredientes por productos similares más baratos
- Uso de adulterante, por ej. Agua, starch
- Proceso no declarado: p. e. irradiación, congelamiento
- Origen incorrecta, p. e. En caso de productos con denominación de origen.
- Método de producción incorrecta
- Declaración cuantitativa de ingredientes



Food Authenticity: Other Relevant Legislation



Food Labelling Directive 79/112/EEC
Council Directive 2000/13/EC
-Generic names, definition. of meat

Ingredients List

Legal Names

FLD

-Freezing, Drying
-Irradiation
-GM

**Process
(Special Mention)**

Production Origin
-Free range, corn fed
-Wild and farmed fish
-Organic

Origin

**Geographic - FLD
(Omission if mislead**

PDO, PGI

**Fish Labelling, Beef Labelling
Honey Directive**

**Food Labelling Directive
Definition of meat**

QUID

**Vertical Directives
Jams
Chocolate, Cocoa**



Areas importantes de legislación para empaquetado

- A. General labelling requirements
- B. Allergen labelling
- C. Genetically Modified Food labelling
- D. Gluten-free labelling
- E. Lot marking
- F. Nutrition labelling
- G. Organic labelling



Requisitos generales

- La etiqueta no debe de engañar al consumidor sobre las características, efectos y propiedades del producto.
- Asimismo, no debe atribuir efectos saludables (*health claims*) sin tener la debida autorización.



Rubros obligatorios para productos empaquetados

- 1) la denominación de venta del producto: nombre oficial o usual
- 2) la lista de ingredientes, en orden descendiente por peso,
- 3) la cantidad de determinados ingredientes o categorías de ingredientes de conformidad con las disposiciones del artículo 7,
- 4) para los productos alimenticios preenvasados, la cantidad neta, en litros para líquidos y en kg para sólidos. Márgenes de error establecidos. Símbolo: e (estimado)
- 5) la fecha de duración mínima o, en el caso de productos alimenticios muy perecederos por razones microbiológicas, la fecha de caducidad,



Etiqueta requisitos generales (2)

- 6) las condiciones especiales de conservación y de utilización,
- 7) el nombre o la razón social y la dirección del fabricante o del embalador o de un vendedor establecido dentro de la Comunidad.
- 8) el lugar de origen o de procedencia en los casos en que su omisión pudiera inducir a error al consumidor sobre el origen o la procedencia real del producto alimenticio,
- 9) un modo de empleo en el caso de que, de no haberlo, no se pueda hacer un uso adecuado del producto alimenticio,
- 10) para las bebidas que tengan un grado alcohólico en volumen superior al 1,2 % se especificará el grado alcohólico volumétrico adquirido.



Lugar de la información obligatoria

- En el empaque o en una etiqueta adjunta en el caso de productos destinados al consumidor final
- Para productos no destinados al consumidor final: la información puede mencionarse en los documentos comerciales adjuntos.
- Sin embargo, en ese caso, el nombre del producto, la fecha de vencimiento y el nombre del fabricante sí deben mencionarse en el empaque.
- El código de barra no es obligatorio legalmente pero sí es demandado por los clientes por que facilita la logística.

Requisitos etiquetado UE, resumen



Mandatory	Voluntary
Name	Vegetarian/vegan labelling
List of ingredients	Assurance scheme
Quantity of certain ingredients (QUID) e.g. "Chicken (10%)"	Nutrition information (if no claims are made)
Net quantity (Weights and measures)	May contain ("may contain traces of nut)
Date of minimum durability ("best before" or "use by" date)	Special offer competitions e.g. Marketing offers 3 for 2 etc.
The name and address of the manufacturer/packer/seller	Method of Slaughter (Halal and shechita slaughter)
Place of origin (if failure to do so might mislead)	Animal Welfare (free range etc)
Instructions for use (if failure to do so might mislead)	Nutrition Signposting
Allergen information (in the ingredient list)	Brand information
Alcoholic strength by volume (drinks over 1.2% only)	Marketing Claims such as "No artificial additives" (similar claims)
Quinine labelling	Environmental impact e.g. dolphin friendly.
High caffeine content warning (drinks containing over 150 mg/l of caffeine)	Production methods (organic etc)
Sweetener labelling ("with [sugar(s) and] sweeteners")	Guideline Daily Amounts
Polyol warning ("excessive consumption may produce laxative effects)	Country of origin (where not required)
PKU warning ("contains a source of phenylalanine")	Logos (red tractor)
Packaging gases ("packaged in a protective atmosphere")	Customary or descriptive names
Raw milk labelling	Marketing Terms – Fresh, pure, natural
GMO labelling	Quality type claims e.g. "100% chicken breast"
Irradiated food labelling ("irradiated" or "treated with ionising radiation")	Pictures and graphics, including flags and icons
Nutritional Panel (where a nutritional claim is made)	Number of servings



Información alérgica (Anexo IIIbis de la Directiva 2000/13/EC)

Se indica en la etiqueta: contiene <nombre del ingrediente> si el ingrediente es considerado alérgico y es mencionado en la lista mencionada, salvo cuando ya es mencionado de por sí:

1. Cereales que contengan gluten (es decir, trigo, centeno, cebada, avena, espelta, kamut o sus variedades híbridas) y productos derivados, salvo: (excepciones)
2. Crustáceos y productos a base de crustáceos.
3. Huevos y productos a base de huevo.
4. Pescado y productos a base de pescado, salvo: (excepciones)
5. Cacahuets y productos a base de cacahuets.
6. Soja y productos a base de soja, salvo: (4 grupos de excepciones)



Agentes alergenicos (2)

7. Leche y sus derivados (incluida la lactosa), salvo: (excepciones)
8. Frutos de cáscara, es decir, almendras (*Amygdalus communis* L.), avellanas (*Corylus avellana*), nueces (*Juglans regia*), anacardos (*Anacardium occidentale*), pacanas [*Carya illinoensis* (Wangenh.) K. Koch], castañas de Pará (*Bertholletia excelsa*), alfóncigos (*Pistacia vera*), macadamias o nueces de Australia (*Macadamia ternifolia*) y productos derivados, salvo: (excepciones)
9. Apio y productos derivados.
10. Mostaza y productos derivados.
11. Granos de sésamo y productos a base de granos de sésamo.
12. Dióxido de azufre y sulfitos en concentraciones superiores a 10 mg/kg o 10 mg/litro expresado como SO₂.
13. Altramuces y productos a base de altramuces.
14. Moluscos y productos a base de moluscos.



Organismos genéticamente modificados (OGM)

Se menciona en la etiqueta:

- En la lista de ingredientes: <ingrediente> modificado genéticamente
- Si es parte de un ingrediente indicado por su categoría (p. ej. aceites vegetales): “contiene <ingrediente> modificado genéticamente
- Si no hay lista de ingredientes se menciona en la etiqueta: “contiene <ingrediente> modificado genéticamente”



Alimentos sin gluten

- Solo se puede mencionar 'sin gluten' si el contenido de gluten es menor a 20 mg/kg.
- Solo se puede mencionar 'con contenido de gluten muy reducido' si el contenido es menor a 100 mg/kg.
- No se pueden usar estos términos en caso de alimento de bebe.



Indicación del lote

Es obligatorio según Directiva 89/396/EEC:

- De manera visible, legible e indelible
- No es obligatorio si se menciona fecha de vencimiento



Valor nutritivo

No es obligatorio, salvo cuando se hace mención al valor nutritivo en el producto.

Hay dos opciones:

- Valor energético y cuatro componentes
- Valor energético y 8 componentes

Vitaminas se indican en porcentaje de la dosis diaria aceptada.



Atribuciones de Salud y Nutrición - Health and Nutrition Claims

- Legislación UE (2007), regulando las atribuciones de salud y nutrición
- Preocupación por la salud de la población europea: obesitas, diabetes, enfermedades cardíacas y vasculares.
- Todas las atribuciones deben ser evaluadas por EFSA antes de usarlas.
- Ahora es obligatorio declarar componentes nutritivos si se hace una atribución de salud o nutrición. Se discute sobre la forma exacta.



Fin

¿Preguntas?

!Gracias por su atención!

Para más información escribe a: f.j.koekoek@mercadero.nl



CBI
Ministry of Foreign Affairs

Alimentos nuevos y Organismos Genéticamente Modificados Legislación europea

Por: Freek-Jan Koekoek MSc

Seminario CCL y PromPerú
Lima, 10 de Noviembre 2010



Contenido

1. Alimentos Nuevos
2. Organismos Genéticamente Modificados



1. Alimentos Nuevos



Objetivo de la legislación

- Proteger la salud y seguridad alimentaria del consumidor europeo

Objetivos del nuevo reglamento propuesto por la Comisión Europea:

- Mejorar el acceso al mercado de productos nuevos e innovadores, manteniendo el nivel alto de protección y seguridad alimentaria.
- Posiblemente entra en fuerza en uno o dos años



Aplicación

- Alimentos e ingredientes alimenticios que no han sido usados a niveles significativos dentro de la Unión Europea antes del 15 de Mayo 1997,
- Y que presenten una estructura molecular primaria nueva o intencionalmente modificada.
- O consistan de micro-organismos, hongos o algas.
- O consistan de o hayan sido aislados de plantas o animales
- O cuyo valor nutricional, metabolismo o nivel de sustancias indeseables hayan sido cambiados significativamente por el proceso de producción.



Aplicación (2)

- El Reglamento no aplica a aditivos alimentarios, saborizantes o extraentes => para ellos hay legislación separada.
- Organismos Genéticamente Modificados inicialmente fueron incluidos, pero a partir del 2003 se hizo legislación específica para ellos



Aplicación (3)

- !Si se usó a nivel significativo antes del 15 de mayo 1997, no es alimento nuevo!
- En la legislación propuesta, habrá un procedimiento de 'notificación', más corto, para productos tradicionales con historia de uso seguro en países terceros



¿Para quién es relevante?

- Para exportadores y organismos de apoyo a la exportación que pretenden introducir alimentos extranjeros y exóticos a los mercados europeos, como pueden ser frutas, nueces y aceites.
- Para la industria alimentaria, que está desarrollando productos nuevos con tecnologías avanzadas.



¿Alimento nuevo si o no?

- Investigue si el alimento ya fue consumido en Europa antes del 1997. En caso afirmativo, no es alimento nuevo.
- Establezca si el alimento es consumido actualmente o si lo son productos similares (con 'equivalencia sustancial'). En caso afirmativo, el procedimiento de notificación aplica
- En caso negativo: alimento nuevo



Etiquetado

El Reglamento decreta requisitos específicos de etiquetado de alimentos nuevos. Puede ser necesario de mencionar:

- La composición, valor nutricional y el uso previsto del alimento nuevo
- La presencia de materiales que puedan implicar la salud de ciertas personas.
- La presencia de materiales que puedan ser preocupante por razones éticas.



Procedimiento de aplicación

- Se introduce la aplicación en el Estado Miembro donde se pretende comercializar el producto.
- Evaluación inicial de la Autoridad Competente del Estado Miembro.
- Esta evaluación es compartida con los demás Estados Miembros para comentarios o objeciones.
- Si no hay objeciones: se procede a tomar una decisión sin necesidad de evaluación adicional
- Si hay objeciones: se requiere una evaluación adicional por parte de EFSA.



Contenido de la aplicación

- Una historia documentada de uso seguro fuera Europa, indicando la ausencia de toxicidad. Una prueba de seguridad con animales o seres humanos también puede ser necesario.
- Una descripción de la cadena de producción, demostrando la ausencia de contaminantes. Aspectos de higiene también se toman en cuenta.
- Investigaciones toxicológicas adicionales pueden ser necesarias
- Cambios potenciales en los patrones de nutrición. ¿Será posible que el alimento nuevo remplace productos existentes y qué efectos tendrá este cambio en los patrones de nutrición?



Cambios propuestos en el nuevo Reglamento:

- Autorización central por EFSA, pero los Estados Miembros aún podrían oponerse contra su decisión.
- Notificación para alimentos tradicionales de países terceros
- Enfoque "Una puerta – una llave": una sola aplicación para evaluación como alimento nuevo, aditivos, enzima alimentaria y saborizante.
- Protección de datos para estimular innovación.



Sitios Web importantes

- Resumen de legislación europea de alimentos nuevos:
http://europa.eu/legislation_summaries/consumers/consumer_safety/l21119_en.htm
- DG SANCO sobre alimentos nuevos:
http://ec.europa.eu/food/food/biotechnology/novelfood/index_en.htm
- EFSA: <http://www.efsa.europa.eu/>
- Sitio web de comite holandés encargado con la evaluación de alimentos nuevos: <http://www.cbg-meb.nl/CBG/en/novel-foods/actueel/default.htm>
- Revisión de la legislación:
http://ec.europa.eu/food/food/biotechnology/novelfood/initiatives_en.htm
- Catálogo alimentos nuevos:
http://ec.europa.eu/food/food/biotechnology/novelfood/nfnetweb/mod_search/index.cfm



2. Organismos Genéticamente Modificados



Objetivos reglamento (EC) No 1829/2003 sobre OGM

- a) sentar las bases para asegurar un nivel elevado de protección de la vida y la salud de las personas, de la sanidad y el bienestar de los animales, del medio ambiente y de los intereses de los consumidores en relación con los alimentos y piensos modificados genéticamente, al tiempo que se asegura el funcionamiento eficaz del mercado interior;
- b) establecer procedimientos comunitarios para la autorización y supervisión de los alimentos y piensos modificados genéticamente;
- c) establecer disposiciones relativas al etiquetado de los alimentos y piensos modificados genéticamente.



Requisitos alimentos de OMG

1. Los alimentos que contengan OMG o que son OMG no deberán:
 - a) tener efectos negativos sobre la salud humana, la sanidad animal o el medio ambiente;
 - b) inducir a error al consumidor;
 - c) diferenciarse de los alimentos que están destinados a sustituir de tal manera que su consumo normal resulte desventajoso, desde el punto de vista nutricional, para los consumidores.
2. No se comercializará un OMG destinado a la alimentación humana o un alimento de los contemplados en el apartado 1 del artículo 3 a menos que estén cubiertos por una autorización concedida de acuerdo con lo dispuesto en la presente sección y cumplan las condiciones pertinentes establecidas en dicha autorización.



Etiquetado

- a) si el alimento está compuesto por más de un ingrediente, en la lista de ingredientes figurará entre paréntesis, inmediatamente después del ingrediente en cuestión, el texto «modificado genéticamente» o «producido a partir de [nombre del ingrediente] modificado genéticamente»;
- b) si el ingrediente viene designado por el nombre de una categoría, en la lista de ingredientes figurará el texto «contiene [nombre del organismo] modificado genéticamente» o «contiene [nombre del ingrediente] producido a partir de [nombre del organismo] modificado genéticamente»;
- c) a falta de una lista de ingredientes, en el etiquetado figurará claramente el texto «modificado genéticamente» o «producido a partir de [nombre del organismo] modificado genéticamente »;



Etiquetado (2)

- d) las indicaciones mencionadas en las letras a) y b) podrán figurar en una nota al pie de la lista de ingredientes. En este caso se imprimirán en letra de tamaño al menos igual que la lista de ingredientes. Cuando no haya lista de ingredientes, figurarán claramente en la etiqueta;
- e) si el alimento se ofrece para su venta al consumidor final como alimento no preenvasado o como alimento preenvasado en pequeños recipientes cuya mayor superficie consiste en un área de menos de 10 cm², la información exigida en el presente apartado deberá exhibirse visible y permanentemente, bien en el expositor del alimento, bien inmediatamente al lado, o en el envase, en un tipo de letra lo suficientemente grande para su fácil identificación y lectura.



Fin

¡Gracias por su atención!

¿Alguna Pregunta?



Para mayor información escribe a: f.j.koekoek@mercadero.nl



CBI
Ministry of Foreign Affairs

Requisitos de acceso al mercado nuevos

Alimentos frescos y
procesados

Por: Freek-Jan Koekoek MSc

Seminario CCL y PromPeru
Lima, 10 de Noviembre 2010



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1. Introducción
2. Responsabilidad Corporativa Empresarial
3. Códigos de Conducta
4. Estándares sociales y medio-ambientales

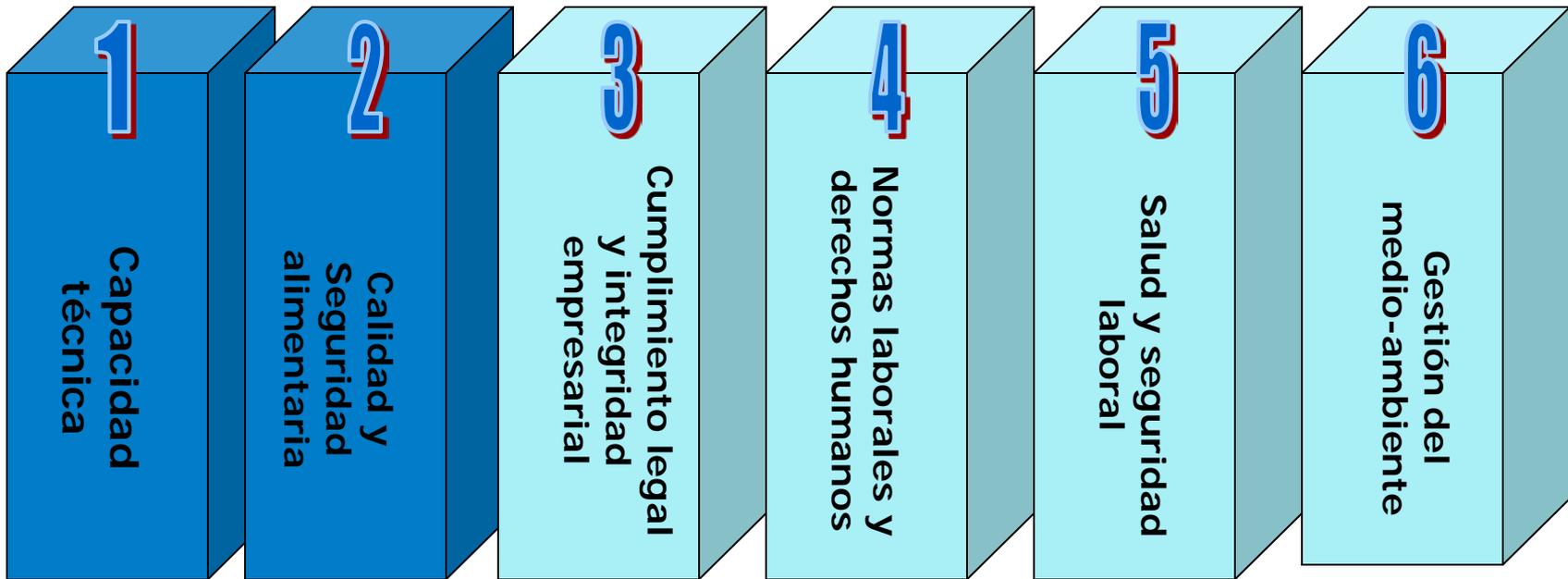


1. Introducción

Las 6 columnas de la cadena de procura responsable



Empresa Cadena Responsable



Hard controls

Soft controls



Nuevas tendencias en el mercado

Más allá de:

1. Calidad
2. Inocuidad alimentaria

Muchas empresas se dedican a:

3. Responsabilidad social
4. Responsabilidad para el medio-ambiente

O sostenibilidad o responsabilidad social corporativa/empresarial

Últimamente además:

5. Salud



Temas de sostenibilidad

Temas sociales:

- Leyes laborales (Organización Mundial de Trabajo) (ILO)
- Salud y Seguridad Laboral
- Pobreza y Desarrollo / Comercio Justo
- Proyectos para con la comunidad

Temas medio-ambientales:

- Efecto invernadero
- Deshechos
- Millas alimenticias
- Contaminación



Sostenibilidad (2)

Conservación de la naturaleza:

- Protección de la flora y fauna silvestre
- Protección de la biodiversidad
- Protección de los hábitats



2. Responsabilidad Social Empresarial



RSE Desarrollos en la UE

- 4 Tendencias en la UE en cuanto a RSE
- Panorama de los líderes europeos
- Sitios Web interesantes

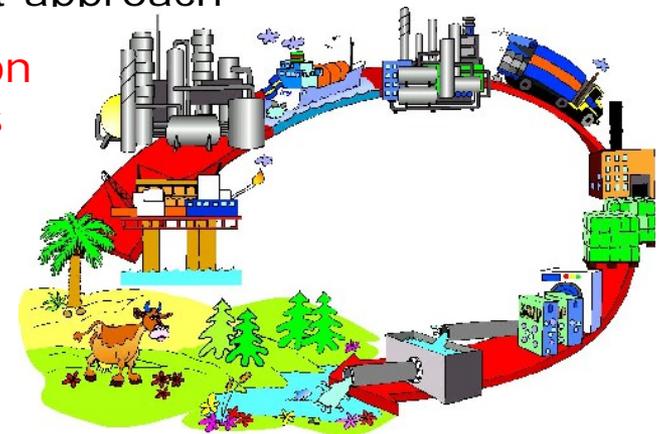




1. Evaluación del ciclo de vida de productos con vista al 'carbon footprint'

Life Cycle Assessment of carbon footprint of products

- **Life-cycle assessment (LCA)** defines the environmental impacts of products from raw material extraction, manufacture, transport and use to disassembly and end-of-life treatment
- Most of the companies, however, are **limited to certain sections**, like some tend to help only their customers in reducing their footprint, whilst others try to develop their suppliers. In some cases though, companies take the Life-cycle assessment approach
- This has resulted in **carbon footprint reduction across the value chain** (supplier selection to customer education to recycling of products)





2. Obtener la certificación ISO 14001

ISO 14001 certification

- The International Standard ISO 14001 sets out requirements for an **Environmental Management System (EMS)** which can be employed by an organization to measure and document their environmental impact
- Most of the top European companies are keen on attaining the ISO 14001 certification for their facilities. It helps them **track their footprint and attract customers**





3. Energia renovable

Increase of renewable energy in the energy mix

- Increasing use of **renewable energy** has been observed by most of the top European companies for their operational usage
- Despite the increasing use, renewable energy, is still a **site-level installation** in most companies





4. Infraestructura eco-amigable

Eco-friendly
infrastructure

- Apart from the manufacturing facilities, even **offices** are being designed to have minimal environmental impact with some of them having a separate **Environmental Management System (EMS)**
- Some of the companies are into this business only and thus must lead from the front





17 líderes europeos indicando el camino





Empresa	ISO 14001	Carbon Capture and Storage (CCS) Research	Biocombustibles	Energía solar	Otras energías renovables (viento etc.)	Infraestructura eco-amigable	Eco-R&D	Evaluación ciclo de vida Carbono	Reciclaje
TOTAL	✓	✓	✓	✓	✓	✓	✓	✓	✗
ROYAL DUTCH SHELL	✓	✓	✓	✗	✓	✗	✓	✓	✗
EDF	✓	✗	✓	✓	✗	✓	✓	✓	✗
SANOFI-AVENTIS	✓	✓	✗	✓	✗	✓	✓	✓	✓
GDF SUEZ	✓	✗	✓	✓	✓	✓	✓	✓	✓
AB INBEV	✓	✓	✓	✗	✗	✗	✗	✗	✓
ARCELORMITTAL	✓	✓	✗	✓	✓	✗	✓	✓	✓
L'OREAL	✓	✗	✓	✓	✓	✓	✗	✗	✓
UNILEVER	✓	✗	✓	✓	✓	✓	✓	✓	✓
DANONE	✓	✗	✓	✓	✗	✗	✓	✓	✗
PHILIPS KON	✓	✗	✗	✓	✓	✓	✓	✓	✓
AIR LIQUIDE	✓	✗	✓	✓	✓	✗	✗	✗	✗
VINCI	✓	✗	✗	✗	✗	✓	✓	✓	✗
SCHNEIDER ELECTRIC	✓	✗	✗	✗	✗	✓	✓	✓	✓
SAINT GOBAIN	✓	✗	✗	✗	✗	✓	✓	✓	✓
Nokia	✓	✗	✓	✓	✓	✓	✓	✓	✓
Ericsson	✓	✗	✗	✗	✗	✓	✗	✓	✓



Sitio Web

http://ec.europa.eu/enterprise/policies/sustainable-business/index_en.htm



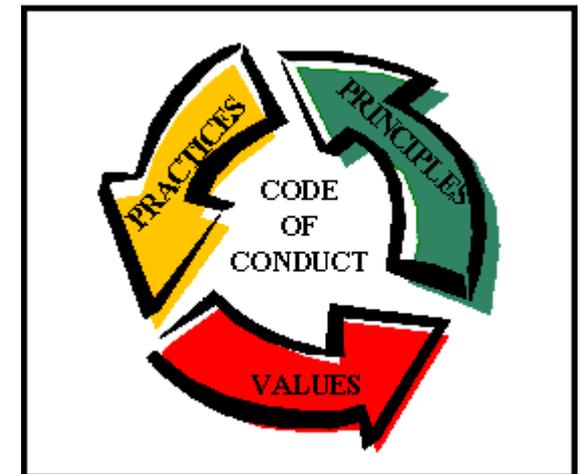


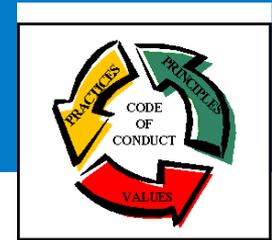
1. Códigos de conducta



Código de conducta

- El Código de Conducta es muy dominante
- Condiciona la actividad de compra/procura
- Es obligatorio y condiciona el comportamiento de gerentes y ejecutivos
- Está muy vinculado con la identidad de la empresa
- Es un protocolo empresarial medible.



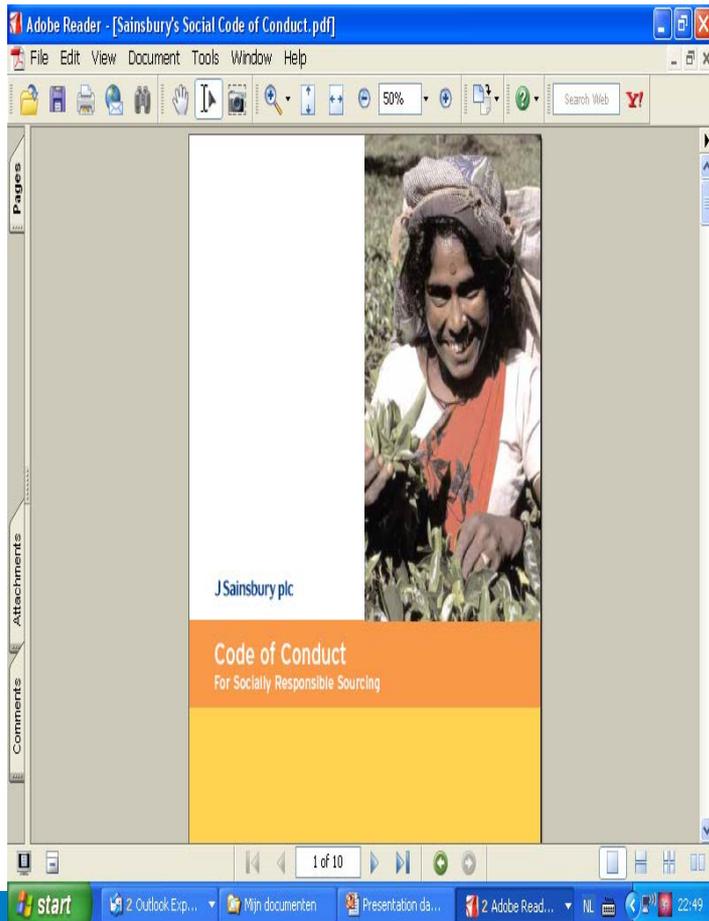


Código de Conducta

- Principios voluntarios
- Corporativo o sectorial
- Temas sociales y ambientales
- Proveedores deben participar (declaraciones de proveedores)



Sainsbury's Social Principles



“As we broaden our supplier base, especially in developing countries, we are conscious of the need to take some share of the responsibility for social development and for the welfare of employees who produce the goods we sell.”

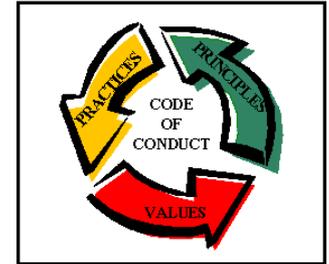
“In building partnerships with our suppliers, we seek to work with companies who share our values and who are prepared to commit themselves to this Code.”



Sainsbury's Social Principles

Fair terms of trading

In the conduct of its business, Sainsbury's will deal openly and fairly with suppliers, adhere to contract terms and avoid the exercise of undue pressure.



Protection of children

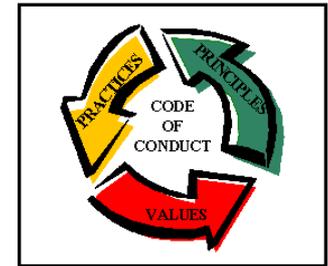
In accordance with relevant ILO conventions, children may only be employed in circumstances which fully safeguard them from potential exploitation, which protect them from moral or physical hazard and long term damage to health and which do not disrupt their education.



Sainsbury's Social Principles

Health and safety

Policies and procedures for health and safety will be established which are appropriate to the industry. In the absence of legal requirements these will reflect a clear awareness of obvious hazards and a general regard for the well-being of employees. Such policies and procedures will apply also to any living accommodation provided in association with employment.





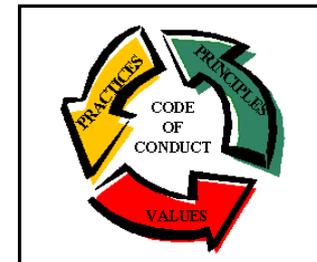
Sainsbury's Social Principles

Equal opportunities

Whilst being sensitive to cultural differences we expect the development of equal opportunities in employment without discrimination on grounds of race, religion, and gender or other arbitrary means.

Freedom of association

Employees shall be free to join lawful associations; forced labour or coercion at work is unacceptable.





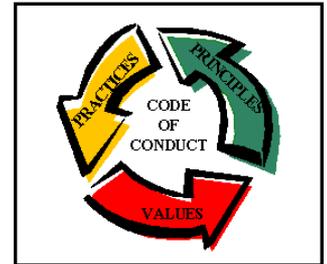
Sainsbury's Social Principles

Freedom of employment

Employees should not be forced into involuntary labour.

Hours of work and wages

Pay will not be lower than that required by local law or, in the absence of law, that paid generally within the industry. Wages should always be enough to meet basic needs and to provide some discretionary income, as well as having regard to what is needed to maintain family life above subsistence level.





H&M Code of Conduct

The screenshot shows the H&M website's Code of Conduct page for the United Kingdom. The page features the H&M logo in red, a navigation menu with links for INFORMATION MATERIAL, FAQ, PRIVACY POLICY, CONTACT, and SETTINGS, and a location indicator for United Kingdom. The main content area is titled 'Supply chain monitoring' and 'Our Code of Conduct'. It explains that H&M does not own factories and instead buys goods from 700 suppliers in Asia and Europe. It states that since H&M does not have direct control over production, it has drawn up guidelines for its suppliers, which form the Code of Conduct. The code is based on the UN Convention on the Rights of the Child and ILO's conventions on working conditions and rights at work. The code includes requirements concerning: working environment, a ban on child labour, fire safety, working hours, wages, and freedom of association. A sidebar on the right contains a table of contents with links to various sections of the code.

H&M

INFORMATION MATERIAL FAQ PRIVACY POLICY CONTACT SETTINGS

United Kingdom

INSPIRATION ABOUT H&M
PRESS
INVESTOR RELATIONS
WORKING AT H&M
CORPORATE RESPONSIBILITY

Supply chain working conditions
We support
Environment
CSR reporting
Independent monitoring
Downloads

STORES

Supply chain monitoring

Our Code of Conduct

H&M does not have any factories of its own. Instead we buy all our garments and other goods from around 700 suppliers, primarily in Asia and Europe.

Since we do not have direct control over this production we have drawn up guidelines for our suppliers, which together form our Code of Conduct.

This Code of Conduct is based on the UN Convention on the Rights of the Child and ILO's conventions on working conditions and rights at work. It is there so that we can be sure that our products are produced under good working conditions.

The Code includes requirements concerning:

- working environment
- a ban on child labour
- fire safety
- working hours
- wages
- freedom of association

Supply chain

[Introduction](#)

Supply chain

[Our Code of](#)

[Factory audit](#)

[A day in the l](#)

[What we do](#)

Towards in

[How far have](#)

[H&M's long-te](#)

[conditions in](#)

[H&M's Code o](#)

[Project to rec](#)



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Content Download your notes ?

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 - 1 Mission statement
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 - 6 Use of dangerous substanc
- 6 Implementation
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 - 4 Our Assurance Process
 - 5 Our ethical policy

Explanation

1. CBI Code of Conductbuilder

CBIs Code of Conduct builder will guide you through all business values that should be the base of a solid Code of Conduct. For each value guidance is giving through:

- example - text used in existing Codes of Conduct
- my text - here you are writing your own text
- explanation - clarifications
- benchmark - links to CBIs Market Information database and examples from practice
- implementation - checklists for implementation

Code of Conduct builder Application of the tool This Code of Conduct builder contains of the following 5 main building blocks:

1. overall objectives, i.e. mission statement
2. economic objectives
3. social objectives
4. environmental objectives
5. statement on implementation

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Explanation

Example

Checklists

Benchmark



5.2. Our care for the natural environment

Sustainable management includes minimising the environmental impact of a production process by looking at the whole process tree. Starting at the input of (raw) materials and energy, emissions to the air, water and soil, the use of chemicals etc. during the process and finally waste management. Minimising environmental impact is directly related to a better quality of the final product and economic savings.

Your text



Your text

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[Explanation](#)[Example](#)[Checklists](#)[Benchmark](#)

Example

TOPIX Industries organise our manufacturing processes in ways that minimise the impact on the natural environment and its scarce resources.

?>

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Explanation

Example

Checklists

Benchmark

Checklists

- Do you have a plan of minimising the environmental impact of your business?
- Do you have a process tree dividing the production process in different stages and mapping all material flows involved in the different stages of the production process?
- Map all material flows concerning other processes within the company, for example the administrative process (office);
- Make a chart compiling data regarding the quantities per material flow (input) and the waste flows (output) that remain after production.
- Do you have a structure in place to continuously monitor, measure and assess the environmental performance?

Your text

Your text

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Explanation

Example

Checklists

Benchmark



Benchmark

Look at the CBI market information database at www.cbi.nl/marketinfo for the following documents containing more information, analysis and links:

- EU market access requirements: Environmentally sound production
- Environmental process related measures and methods: Overview
- ISO 14001 environmental management system

Your text



Your text



4. Estándares de sostenibilidad - sociales y ambientales



Estándares de sostenibilidad

- Amigable para el medio-ambiente (ISO 14000, organic)
- Responsabilidad Social: BSCI, SA8000, Comercio Justo
- Combinado: Rainforest Alliance
- Para café (integrado): Utz Global, 4Cs
- Para pescado (sostenibilidad): Marine Stewardship Council
MSC

Sustainable sourcing: where CSR meets the supply chain



Productos orgánicos



Requisitos legales:

- Reglamento UE 834/2007 = legislación base
- Reglamento UE 1235/2008 sobre importaciones de países terceros

Requisitos:

- Trazabilidad
- Inspección y certificación de todas las entidades en la cadena productiva
- Organizaciones de certificación tienen que ser acreditadas

Estándares privados como Soil Association, KRAV, Demeter son adicionales, para obtener ciertos logos privados. Pero no son obligatorios legalmente.



Comercio justo

- Dirigido por Fairtrade Labelling Organization – FLO
- Responsabilidad social
- Un pago justo a los campesinos, productores y trabajadores
- Promueve el desarrollo social y económico en países del tercer mundo
- Organización de productores democrática y transparente
- Demostrar que los beneficios lleguen a los campesinos / trabajadores

- Criterios especiales para cada rubro de producto, p.e. té, café, jugo de fruta, nueces, fruta seca

- Website → <http://www.fairtrade.net/>



Rainforest Alliance

- Estándar de sostenibilidad integrado: social y medio-ambiental
- Proteger el medio-ambiente, la naturaleza, los obreros y las comunidades locales
- Para cacao, café, flores, frutas, té
- Logo al consumidor





Estándares para ciertos productos

Pescado:

- Marine Stewardship Council (MSC)
- Global Aquaculture Alliance (GAA) – Best Aquaculture Practices
- Friend of the Sea
- International 'Dolphin safe' standards for tuna



Café:

- UTZ Global
- Common Code for the Coffee Community (4C)





Estándares europeos se hacen globales

- Eurepgap → Globalgap
- Utz Kapeh → Utz Certified
- GFSI adoptado por minoristas y fabricantes en los EEUU (p.e. Walmart, Procter and Gamble)
- GFSI: BRC, IFS, HACCP



Discusión...



¿Los requisitos nuevos son barreras para el comercio?

- Sí, crean barreras *legales* para el comercio
- Para responder se necesita de información y expertise
- Y de inversiones
- Certificación



¿Y tienen ventajas también?

- Ayudan a mantener la confianza del consumidor
- Y así facilitan el crecimiento económico
- Proporcionan una licencia para operar
- Pueden contribuir a la armonización de normas
- Mejoran la eficiencia y gestión de la empresa
- Son instrumentos de diferenciación
- Ventajas competitivas para los que adoptan primero





Fin

¡Gracias por su atención!

¿Alguna Pregunta?



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