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# Marketing Standards in the fruit and vegetables sector: Study

Advisory group on Fruit and Vegetable - 29 January 2010

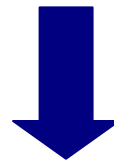
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**Reform of Common Market Organisation  
in the fruit and vegetables sector**



**Simplification of the marketing standards  
on fruit and vegetables**



**Regulation (EC) No 1221/2008  
(OJ L 336, 13.12.2008, p. 1-80)**

# Reg (EC) No 1221/2008

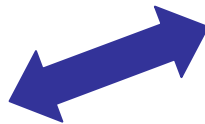


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① introduces 11 marketing Standards:

- 10 Specific Marketing Standards (SMS)
- a General Marketing Standard (GMS)

UNECE  
standards



*sound, fair, of marketable quality, country of origin*

② simplifies and rationalises the checking operations

# Study



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## Two objectives:

- ① to determine to what extent SMS for fruit and vegetables in the EU are useful for producers, traders, packers and retailers
- ② to assess the validity of the arguments against or in favour of repealing SMS

# Two reference periods



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- Main study (questions Q1 - Q4)  $\Rightarrow$  9 month period from 1 July 2009
- Case study (Q5)  $\Rightarrow$  before and after 1 May 2004

# Product coverage



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- Apples (long life product, SMS, case study)

- Mushrooms (quantitative import limitations)

- Carrots (high non-conformity)

- Melons (on the market all the year)

no SMS

# Geographical coverage



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import market  
driven  
powerfully  
by the hard  
discounters

import market  
driven by retailers

new Member  
State

production market  
driven by retailers

production market driven by traditional retailers

# Study questions



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- ① Main study: Evaluation of the impact of repealing marketing standards
- ② Case study: Impact of the specific marketing standard on the apple market in Poland

# Study questions



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## ① Evaluation of the impact of repealing marketing standards

Q1- Impact on the diversity of products available on the market, their quality and market price?

Q2- Increased or decreased the comparability of the market?

Q3- Increase or a reduction of costs?

Q4- Replacement by private standards?

# Study questions



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## ② Impact of the specific marketing standard on the apple market in Poland

Q5- Following Poland's accession to the EU, did the application of the marketing standard for apples affect the apple market and, if so, in what way and why?

*limited to Poland and its apple market  
will compare a period before 1 May 2004 to  
a period after 1 May 2004*



Thank you