



European fresh fruit and vegetables

A seal of quality, reliability and diversity

FRESHFEL EUROPE- European Fresh Produce Association

Seminar on EU production standards and trade for fresh fruits and vegetables

Bangkok-Brussels, 25 March 2021

Freshfel's presentaion

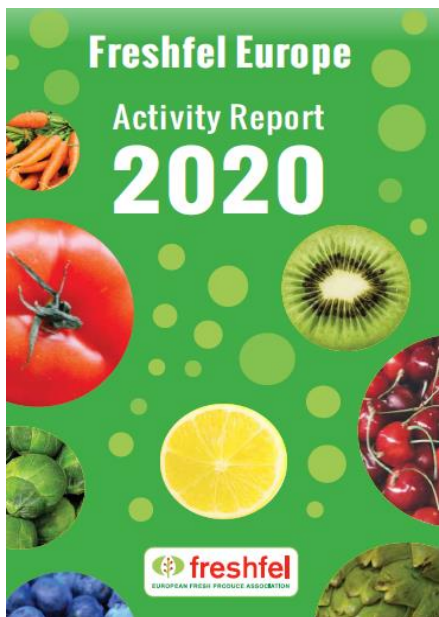
1. **Freshfel Europe** at a glance
2. **Introducing the EU fresh produce sector:** international competitiveness and guarantees.
3. **EU-Thailand trade flows:** State of play of fresh produce trade and future potential
4. **The tips and way forward for EU fresh produce exports to Thailand:** addressing challenges to unlock trade potential
5. **Tools to discover and enjoy potential of quality produce from the European Union:** building stronger relationships with business and consumers
6. **Conclusions**

1. Freshfel Europe at a glance





1. Freshfel Europe at a glance



European fresh fruit and vegetables Association

Across the EU and across the chain from production down to retail

: Agriculture, Trade, Food and plant safety, Nutrition and

Brussels-based

Membership driven => Association and private Cie

www.freshfel.org

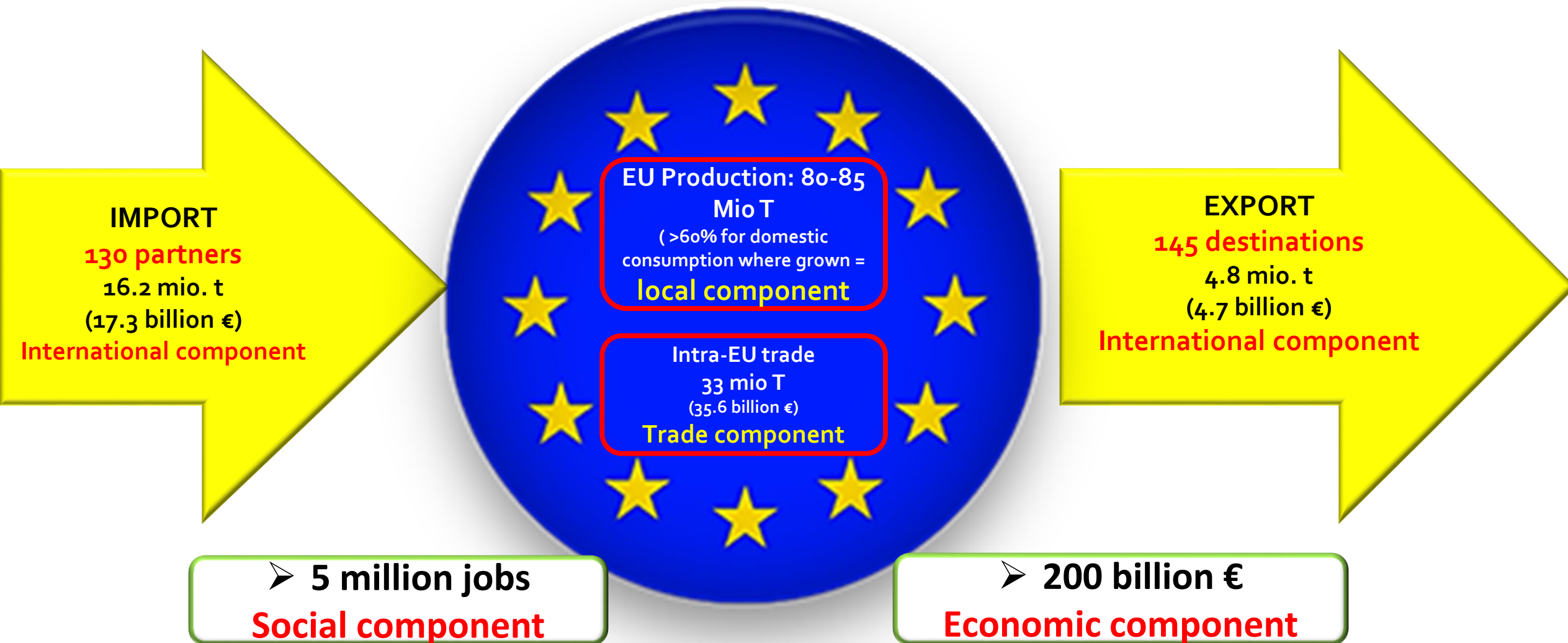
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2. Introducing the EU fresh produce sector: international competitiveness and guarantees. State of play of EU-Thailand trade flows

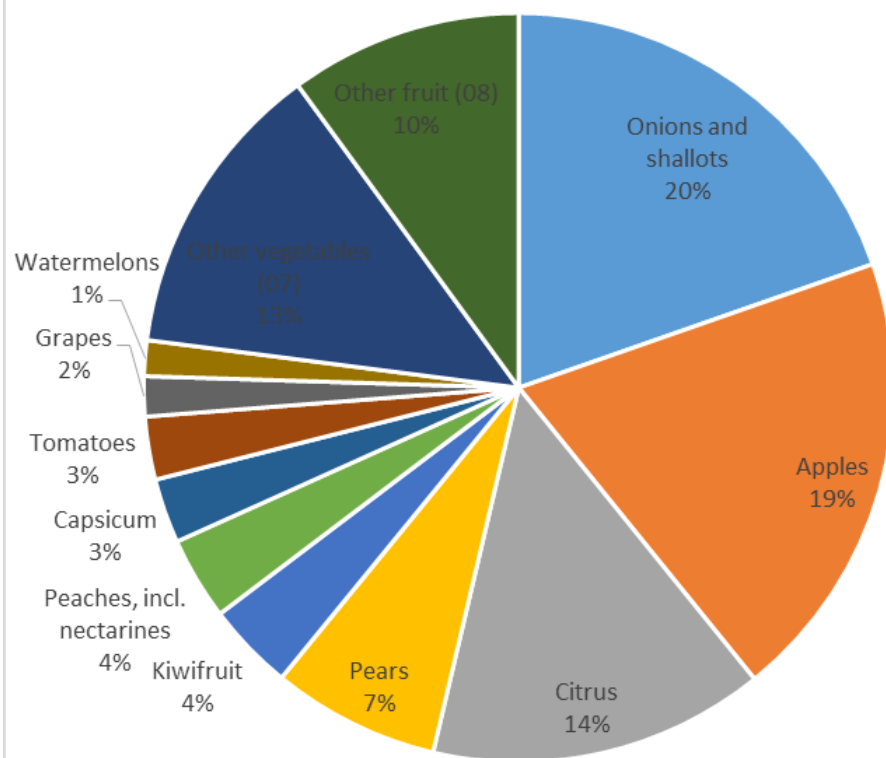


2. EU fresh produce sector: open for international business



2. EU F&V exports: strong export potential...

EU F&V export by commodity (Tonnes, 2018)



- Wide range of produce categories exported
- **Strong potential** for key commodities:
 - Apples & pears
 - Citrus
 - Kiwifruit
 - Stone fruit
 - Table grapes
 - Onions and shallots
 - Various Vegetable categories
- Experience with over **145 trading partners**
=> increased diversification after Russian embargo.
=> export to the most demanding markets
- **High quality** production with **high sustainability** standards



2. Supported by EU, national and private branding schemes as quality guarantees of F&V from Europe

Organic : a growing sector enhanced by an Action Plan and a reform of legislation



PGI – PDO: Branding schemes supporting speciality regionam production with close to 400 records

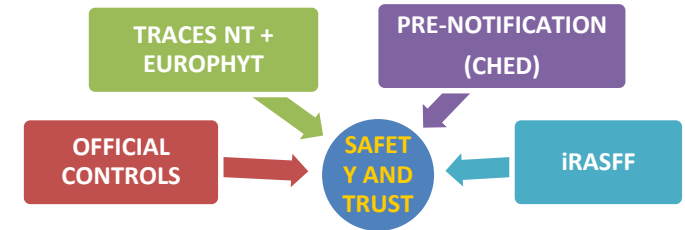


National and private brands on international markets



And many other reputational quality national or private brands from Europe

2. EU operating as a Single Entity provides common rules leading to unique and strong food and plant safety guarantees



1. A SCIENCE-BASED,
UNIFORM SYSTEM

2. MOST ADVANCED
FOOD SAFETY LEGISLATION

3. STRONG EU BIOSECURITY
LEGISLATION

4. MULTI-LAYER CONTROL
AND MONITORING

EU HARMONIZED GENERAL FOOD LAW SYSTEM ALLOWS:

- The success of EU Single Market to satisfying 450 Mio. highly demanding consumers
- Strong, common guarantees for EU exports quality and control (and EU imports)

2. EU's farm to fork strategy reshaping business towards sustainability excellence in production, trade & consumption

TODAY

- More than **20 years working on the 3 pillars of sustainability** in the supply chain
- EU sector focus and experience on **IPM** and strong food and plant safety rules
- For export introduction of **system approach for export** ensure biosecurity whilst reducing use of pesticides and avoidance of fumigation (e.g. methylbromide, banned in EU)

STILL MOVING FORWARD

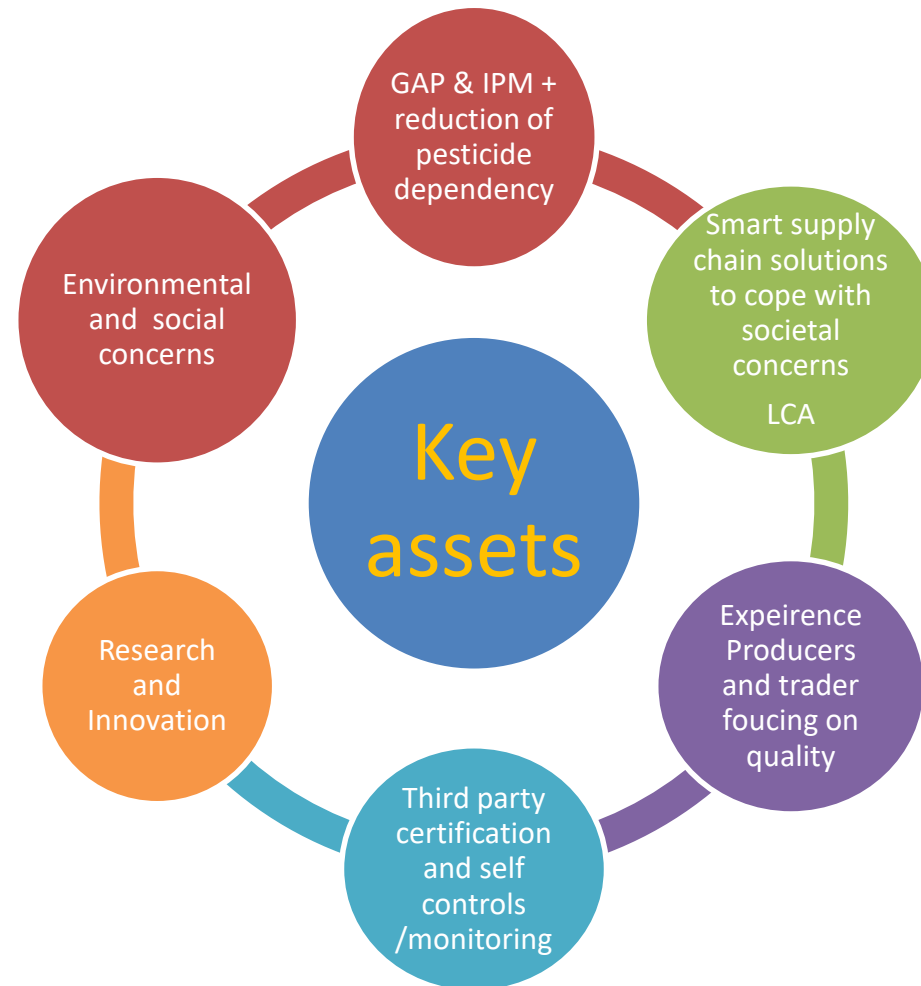
- **2030 Ambitious EU targets for Farm to Fork:**
 - 50% reduction of use of chemical pesticides and hazardous substances
 - 20% reduction of use of fertilisers
 - EU organic area increase to 25% of total production
- **Strong international agenda to value EU sustainability schemes**

Supply chain sustainability :

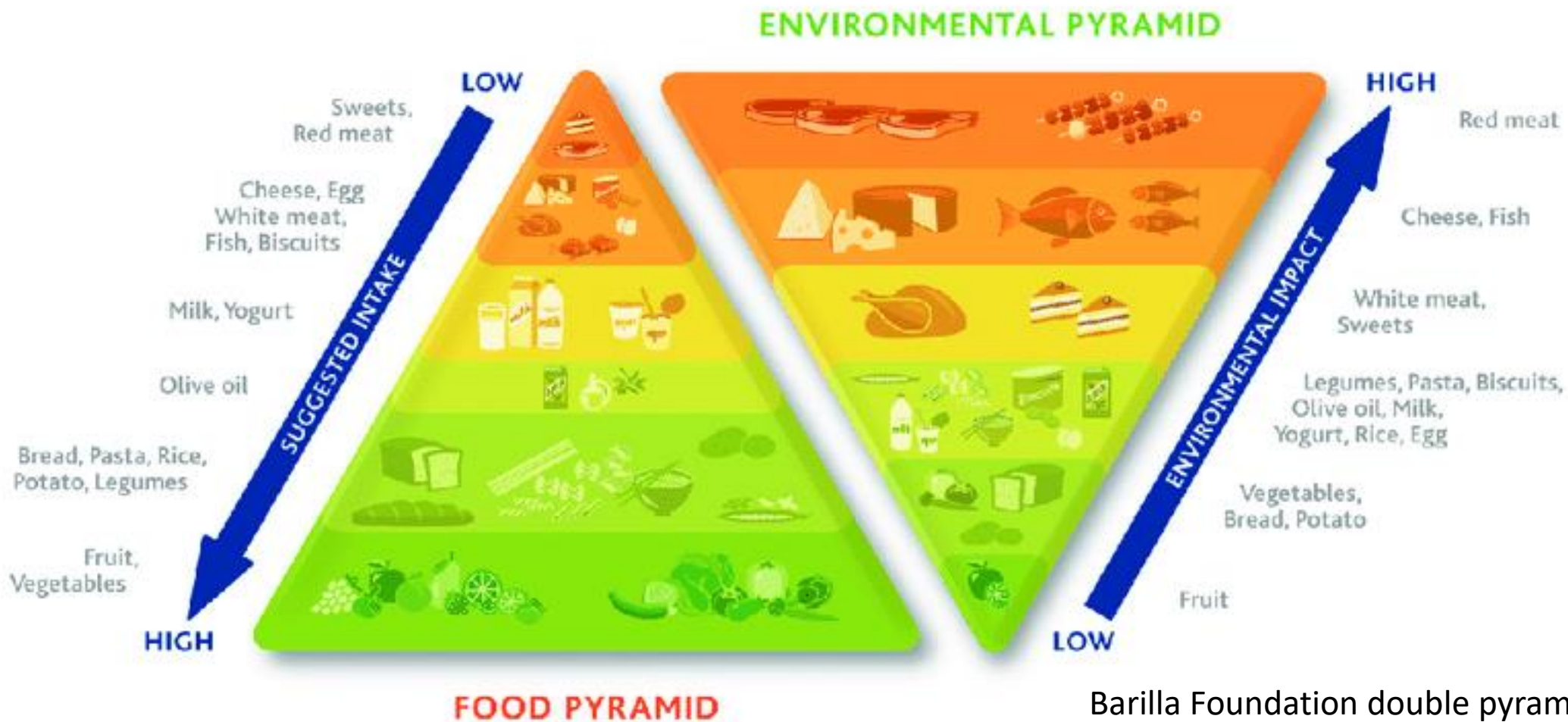
Production , processing and distribution, consumption and FLFW prevention



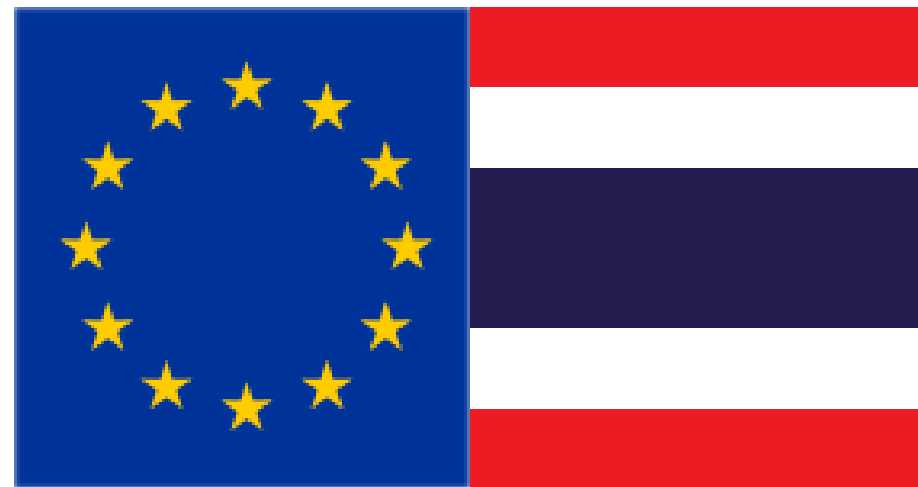
2. Main drivers of F&V : compliance with most demanding EU regulatory rules implemented and reinforced by non regulatory self-control principles



2. As a result , fruit and vegetables = priority food category for sustainable production and consumption

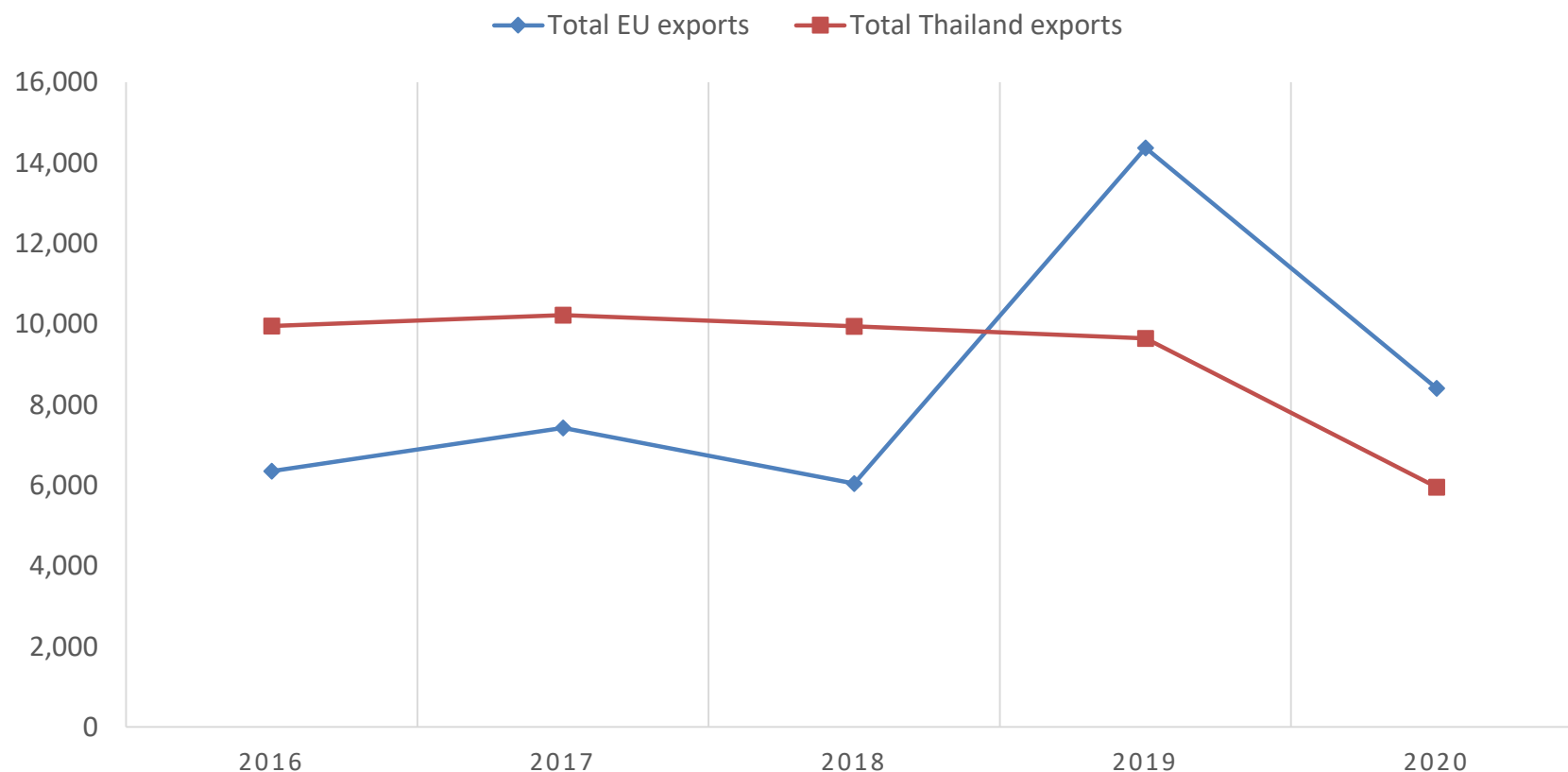


3. EU-Thailand trade flows: State of play of fresh produce trade and future potential



3. EU-Thailand F&V trade: still a limited exchange

EU-THAILAND TRADE IN F&V (VOLUME IN TONNES)



Thai market:

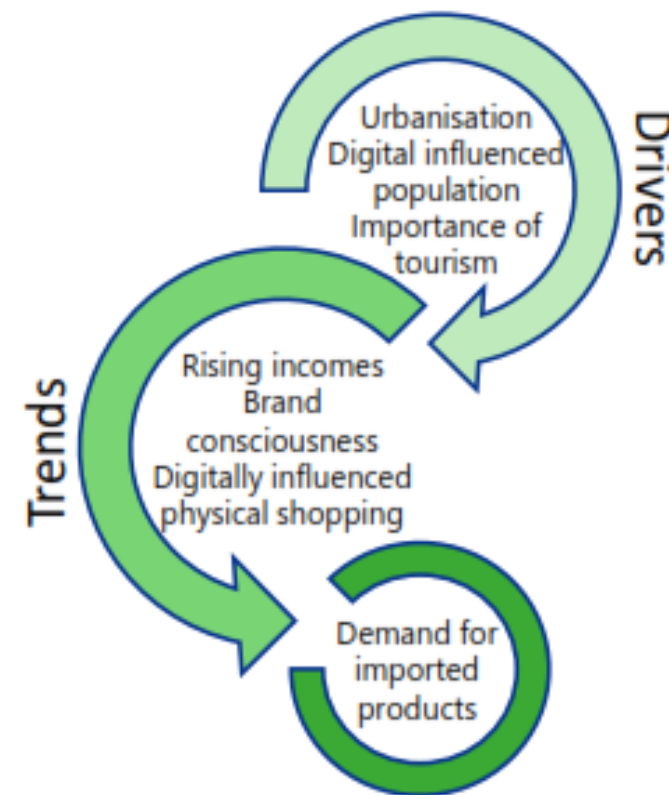
- **Production:** 12 Mio T
- **Export:** 1,5 Mio T
- **Import:** 900.000 to 1 Mio T out of which EU only 10.000 – 14.000 T
- **Market size:** 11,5 Mio T => import: 8%
=> **EU market share strong growth potential**

3. The Thai market: a complementary outlet for European fresh fruits and vegetables

- ✓ Growing population of almost 70 million, with growing interest in health and nutrition
- ✓ Growing demand for imported F&V, doubled in past decade, up to 1 million tonnes
- ✓ Complementary in varieties of fresh fruits and vegetables' production
- ✓ Interest in organic produce.
- ✓ Popular tourist destination (over 38m visitors per year), opportunity for catering industry
- ✓ Modern retail channels are common enabling trade and retail of delicate perishables

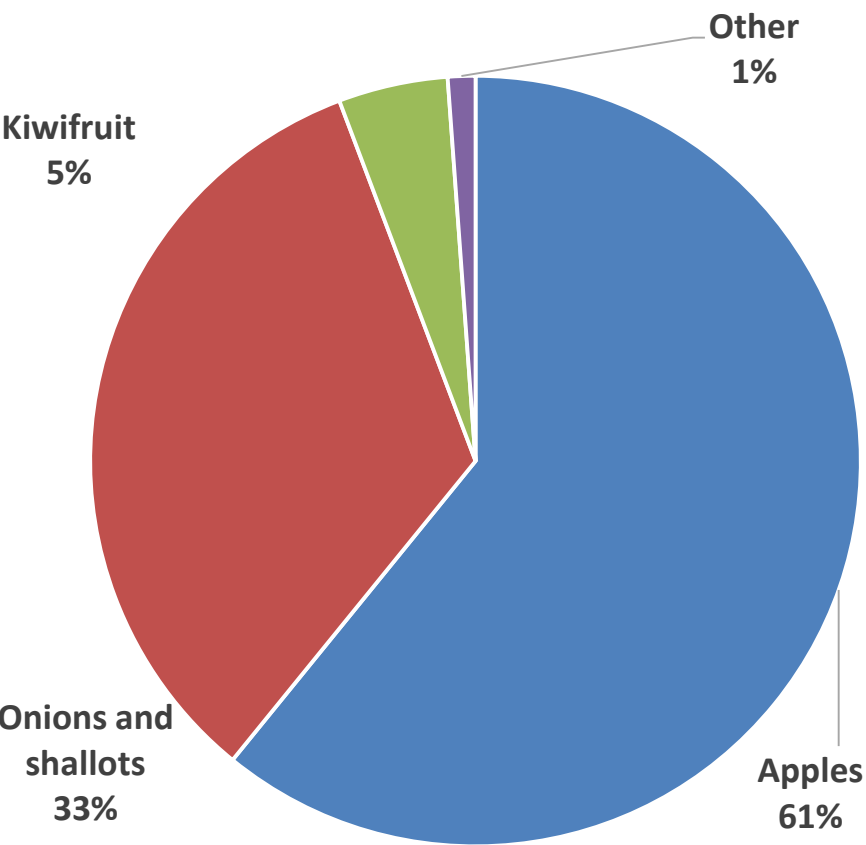
The "kitchen of the world" is a popular tourist destination

Increasingly wealthy consumers are brand conscious and loyal

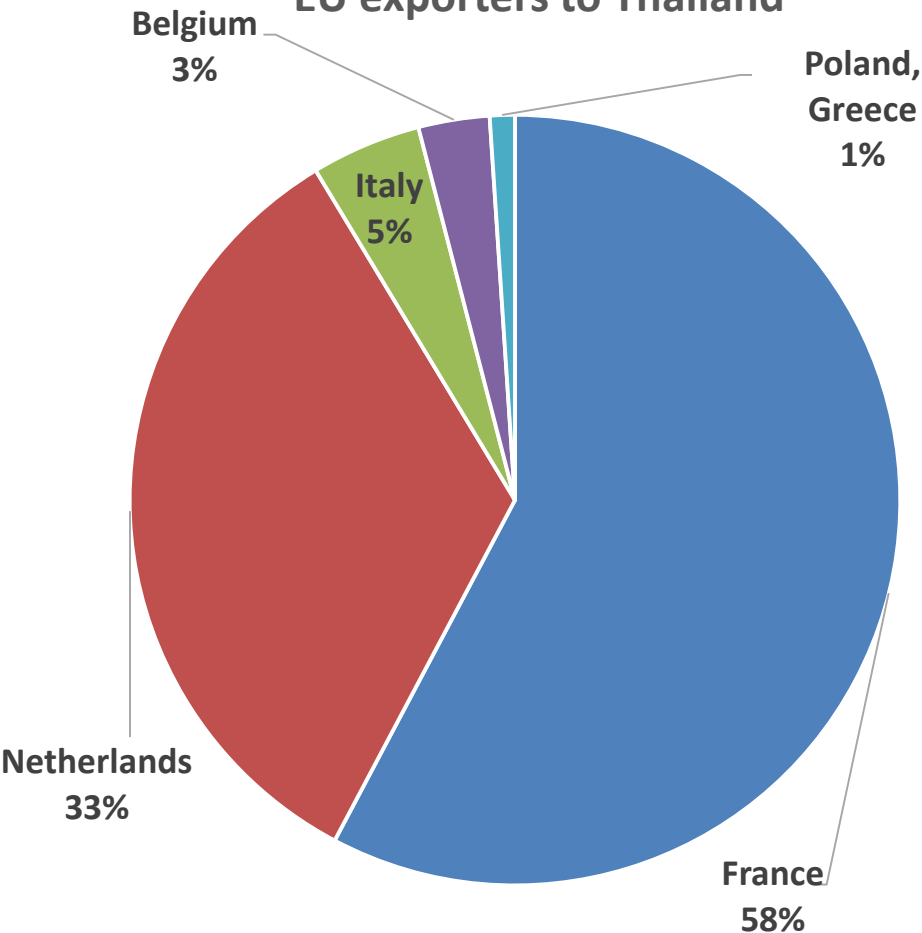


3.Commodity & export country

EU F&V varieties exported to Thailand



EU exporters to Thailand



4. The way forward for EU fresh produce exports to Thailand: addressing challenges to unlock trade potential



4. The way forward for EU fresh produce exports to Thailand: addressing challenges to boost trade



MARKET OPPORTUNITIES AND COMPETITIVENESS:

Matching markets and varieties in demand

Strong EU competitiveness

High production, safety and sustainability standards across the EU

Liberalised markets

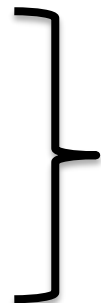
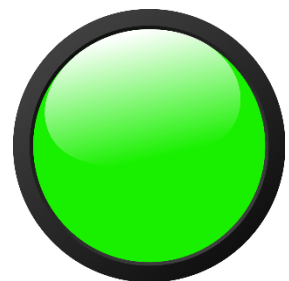


REMAINING CHALLENGES:

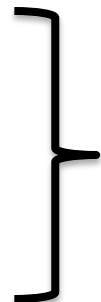
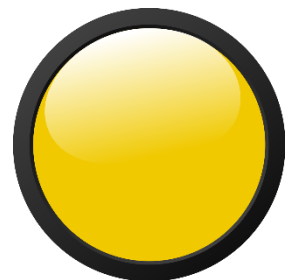
1. SPS: 'Closed market' for many fruit and veg. and one by one access to Thai market- vs. Open EU system

2. Tariffs: Duties' differential – No FTA so far

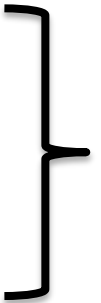
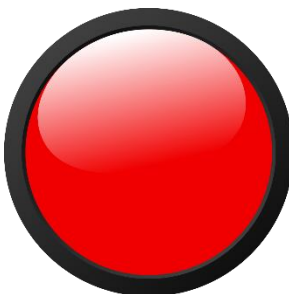
4. SPS CHALLENGES: EU F&V market access to Thailand, state of play



- Apples from FR, PL, BE, NL, IT, DE
- Green, red, yellow, baby Kiwifruit from FR and GR
- Cherries from ES

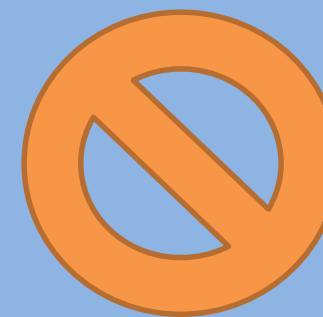


- Table grapes from ES and IT
- Pears from NL, BE and ES
- Green and yellow Kiwifruit from IT
- Apple from FR (modifications in the protocol)
- Plums from FR
- Cherries from GR



All other fruit and veg. varieties from
27 Member States

KEY CHALLENGE



**Need to obtain
access one by
one, with
individual PRA
+ negotiation
process +
inspections.**

4. On the way to overcome SPS challenges: speeding up F&V approval procedures

Close cooperation and dialogue EU capitals-EU Delegation-Thai authorities to support MS negotiatoin

Grouping of audits pre-export for various Member States or conducting audit for multiple commodities at once?

Digital audits in COVID-19 times... and beyond? –Reduce costs

‘Fast track applications’ for commodities for which the Thai market is already open

Possibility to do **joint applications** for one product for various Member States

4. Increased cooperation & synergies, an ongoing success!

- Joint audit in 2019 for apples from BE, IT, NT and DE
 - Reduced costs for the sector to open market
- Reduced administrative costs and time consumed for Thai inspectors and administration



4. Why not...??

- Continue to **join audits for various Member States** for upcoming inspections of table grapes and pears?
- **Conducting IT kiwifruit inspection at the same time** (e.g. during scheduled audit for **tables grapes**?)
- Moving audits to **digital format** on a permanent basis to limit costs and increase efficiency?
- Conduct **approvals for all varieties** of a product (e.g. kiwifruit, berries, stone fruit, etc.)
- **Adjust protocols to allow simplified cold treatment** in storage prior to departure
- And resuming **FTA negotiations** for a closer partnership?



5. Discover and enjoy the potential of quality produce from Europe: building stronger relationships with business and consumers



5. European Promotion Activities FRANCE –EU Rendez-Vous



- Animations POS
- Insert magazines
- Roadshow
- Cooking show
- Actions importers



5. European Promotion Activities

Poland: launching a new 2 years campaign



CAMPAIGN FINANCED
WITH AID FROM
THE EUROPEAN UNION

- Two years promotion campaign targeting Thailand (and Malaysia)
- Promotional activities to 2 target groups
 - Business: deepening existing relation with distribution channels and build new ones to boost Thai imports
 - Consumers: positive consumer attitude for European produce
- Several activities: website , PR and social media activities, influencers, store and street tastings, cooking show, study tour , trade fair,..

5. European Promotion Activities – Italy

Ready to go with apples and other products !

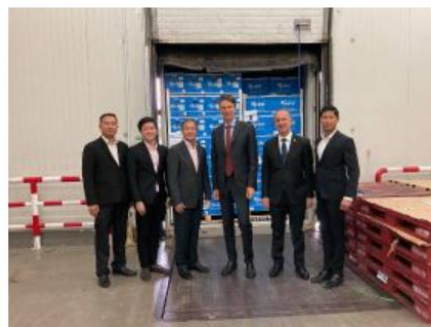
Thailand begins to import Italian apples

Consignment of Marlene-branded fruit marks the start of a valuable new opportunity for Italy's exporters

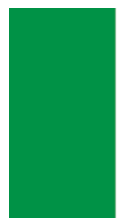
The first commercial shipment of Italian apples to Thailand has arrived in the country, marking the latest step in a process of significant expansion for Italy's fruit export business in Asia.

The consignment of Marlene-branded apples was welcomed by representatives from the Italian embassy in Thailand, including ambassador Lorenzo Galanti, on its arrival at CityFresh Fruit Center, a distribution facility located on the outskirts of northern Bangkok.

Italy's apple exporters gained access to Thailand in April 2020, a breakthrough which followed a similar opening of the Vietnamese market and the subsequent arrival of the first ever shipment to that country just a month earlier.



Italian ambassador Lorenzo Galanti (pictured third from right) witnesses the arrival of Italy's first apple exports to Thailand



Embassy of Italy in Bangkok

6 ottobre 2020 · 🌐

🍏🍏🍏🍏 Arrivato oggi in Thailandia il primo container di #mele italiane 🇮🇹 dopo l'autorizzazione all'importazione dell'aprile scorso. Lo abbiamo accolto dall'importatore CityFresh Fruit Delivery ผลไม้ส่งถึงบ้าน ส่งความสดถึงมือคุณ in presenza di Emporium Emquartier #TheMall

#ITA-ICE

Assomela Associazione Italiana Produttori di Mele Società Cooperativa MIPAAF

Ministero degli Affari Esteri e della Cooperazione Internazionale CSO Italy



5. European Promotion Activities : many expertises and quality from a cross the European Union to diversify



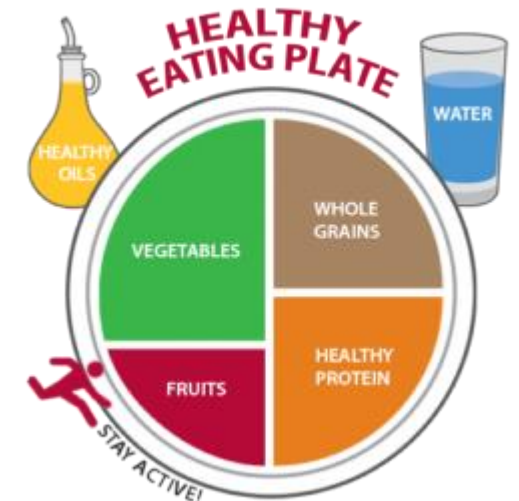
EU quality and quantitative capacity to:

- **Diversified Thai assortment** away from Chinese (750.000 T) or USA (35.000 T) supply
- Significant **growth potential for EU** apples and pears ,kiwifruit , citrus , plums, cherries, table grapes persimmons,...
- **Expertise to supply importers, wholesalers and retailers** in large conurbation as well as **food services and catering** for tourism
- **Logistics** to South East Asia on the growth side and strong commercial expertises for the most demanding markets
- **EU supply to contribute to discovery of new varieties** e.g. Conference pears , new apples varieties, kiwifruit,... from main EU suppliers: France, Poland, Italy, Belgium, The Netherlands, Greece



5. European Promotion Activities further boosting consumption post COVID and under the momentum of IYFV

- COVID demonstrated consumers eagerness to reinforce immune system and increase F&V intake (vitamines A, B6, C, E, zinc, iron,...)
- COVID-19 did not facilitate promotion activities to showcase to consumers: testing in shop, meeting with business partners.. To be resumed soon!
- EU share of Thai import market < 1%. Significant growth capacity to compete with and diversified supply from other Northern Hemisphere suppliers such as China or USA for benefit and health of Thai consumers
- International Year of fruits and vegetables 2021 = unique opportunity for boosting fresh fruit and vegetables



Conclusion

Conclusions



- ✓ EU **experience** to supply internationally with a wide diversity of quality fresh produce in more than **145 markets**
- ✓ Enhanced cooperation and **trust building** with Thai authorities on SPS issues, with successful results in past years
- ✓ **Potential for more synergies** and stronger cooperation, on SPS area but also towards an FTA-based partnership!
- ✓ EU fresh produce sector leadership in sustainability and quality, building further in line with EU Farm to Fork objectives
- ✓ EU growing export development in demanding **Asian and South East Asian markets**, increasing knowledge of trade and consumers' demands and operational /logistics connection

EU as a **reliable, quality, sustainable complementary assortment** for Thai market and consumers



Thank you!



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