

Quality management in the horticultural sector

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Content of presentation

- General developments
- Project Qualiman: Quality Management in Central Europe
- Project Hortin-Quality: GAP in Indonesia

Why Quality Management?

- consumer expects good quality and safe food
- citizen wants clean and healthy environment
- worker wants safe working conditions
- farmer needs good soil and water

safe food: examples of potential risks

- residue of illegal pesticides
- residue because of harvest before end safety interval
- residue on crop because of bad quality irrigation water
- microbiological contamination because of use of organic manure
- leaking of oil on crop

Increase of law's and regulations

- FAO and WHO: Codex Alimentarius, HACCP
- EU: General Food Law
- FAO, National Government: Maximum Residue levels

More welfare: increase market share supermarkets

- more international trade



- need for standards to make international trade more efficient

supermarkets in developing countries

bottlenecks in vegetable supply chain (1)

- unstable supply
- high handling costs with too many suppliers
- uncertainty of product quality



supermarkets in developing countries

bottlenecks in vegetable supply chain (2)

- lack of quality control
- limited insight into production methods
- no tracking and tracing ability



dozens of quality systems in food industry

- Eurep-GAP
- BRC – British Retail Consortium
- SQF – Safe Quality Food
- Q&S – Qualität und Sicherheit
- Several other labels

Common ground in these systems (1)

- always comply with legal requirements



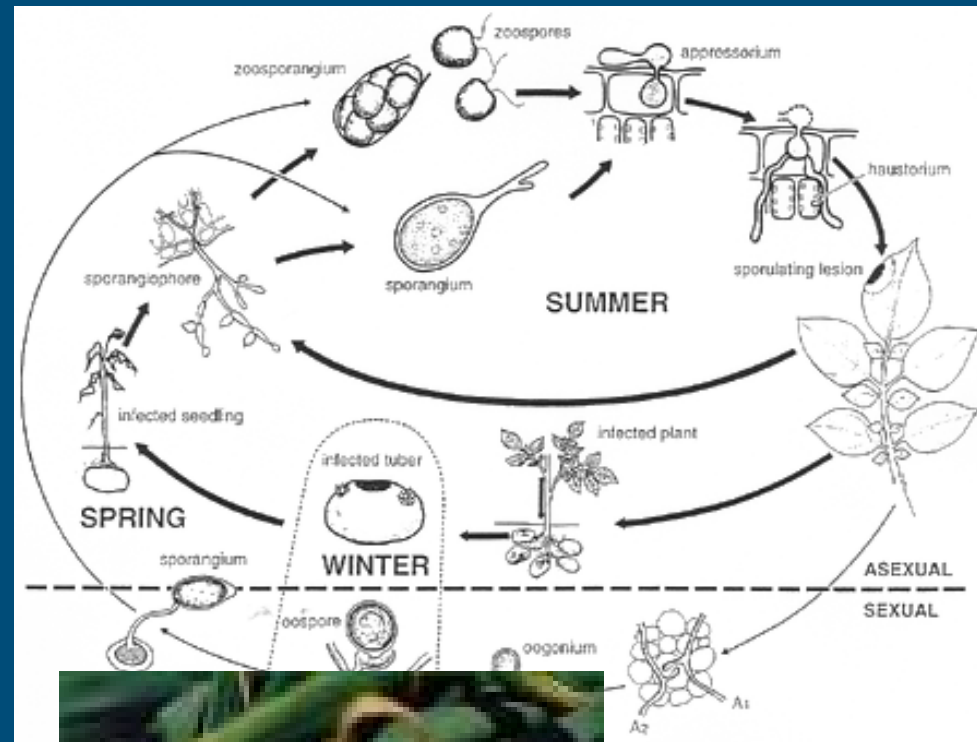
Common ground in these systems (2)

- traceability: plots and recordkeeping



Common ground in these systems (3)

- knowledge of integrated farming: pesticides, fertilizer, water



Common ground in these systems (4)

- hygiene rules for buildings, equipment and personnel



Common ground in these systems (5)

- several consultants are doing implementation
- only recognized institutes can do the certification

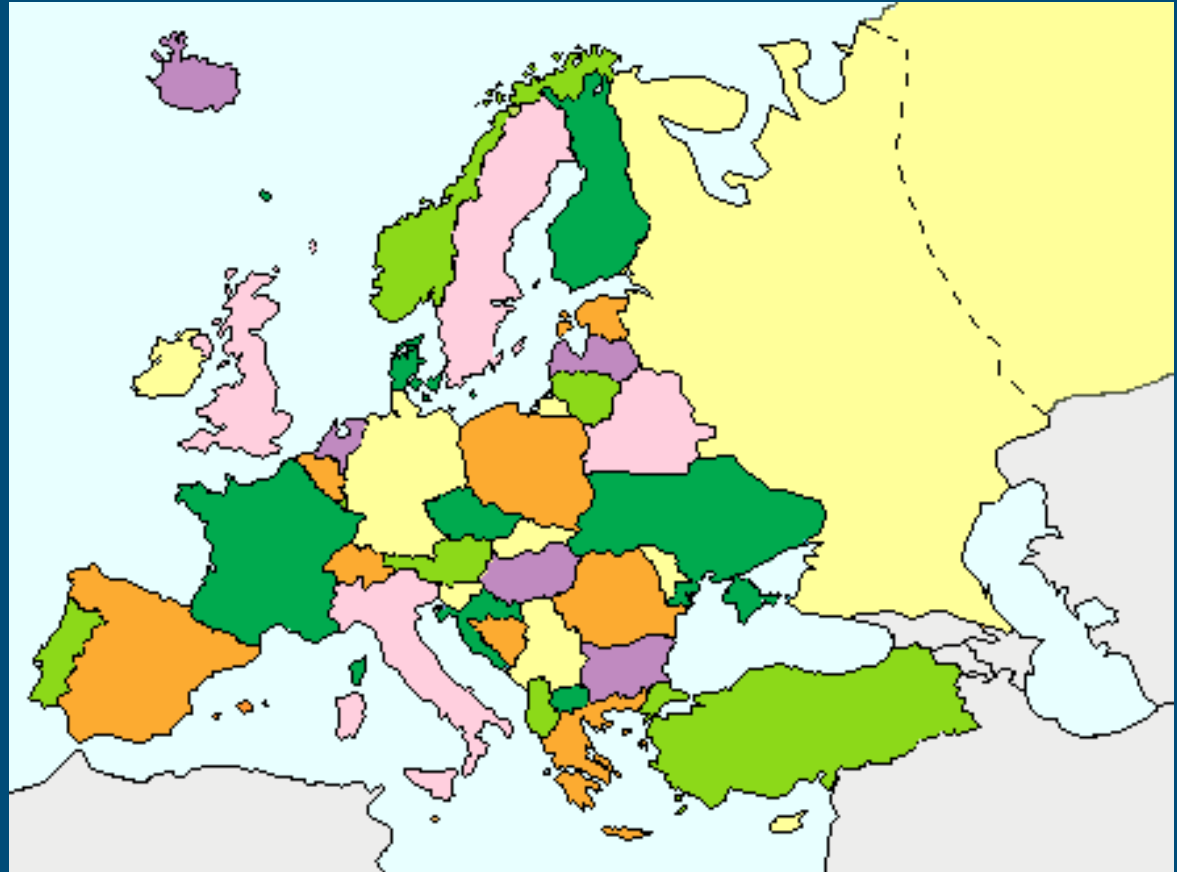


And now for growers in Thailand?

- if you want to deliver product to supermarkets, export market or international hotels this will be reality for all growers
- if not, foreign growers will do!!

Project Quality management in Central Europe

- Poland,
- Slovak,
- Hungary



Situation fruit and vegetable Central Europe

- some very large growers
 - focused at production for processing (frozen, canned, juice)
 - lower demands for product quality
- many very small growers
 - selling at open market
- fast increase market share supermarkets
 - certainty in supplies, safety, uniform quality, T&T, insight in production methods

Analysis bottlenecks: product quality

- lack of knowledge about quality standards EU
- bad handling fruit and vegetables
 - machinery
 - personnel
- lacking storage and sorting capacity



Analysis bottlenecks: quality management

- improving quality demands of supermarkets
- lack of information about quality management systems (Eurep-GAP, HACCP)
- no awareness / motivation about food safety and quality management
- no guarantee about origin / history product
- infrastructure for residue analysis, tests, samples



Analysis bottlenecks: chain management

- lack of communication in chain
- producers have no market orientation and strategy
- insufficient organization and cooperation in the supply chain



4 directions for improvement in Qualiman

- improvement of implementation of EU quality standards at farm level
- awareness, motivation and implementation of quality management systems
- supporting integrated pest management with help of quality management systems
- improvement of chain management

Pilot 1 Training manual quality standards

Awareness growers and practical interpretation

- development manual for trainers (exercises, information about standards, developments)
- pilot with 'average' growers (Poland)



Pilot 2 implementation of quality management systems

- training to improve awareness of growers towards the need to work with quality management systems (Slovak and Hungary)
- interview experienced growers
- discuss implementation Eurep-GAP with 'average' growers
- find solutions or address bottlenecks

Project developing GAP in Indonesia

■ Programme HORTIN

- Horticultural research cooperation between Indonesia and the Netherlands 2003-2006

■ Project QUALITY:

- development GAP to improve product quality and food safety in the supply chain of vegetables

Approach Quality

- Development GAP based on
 - Interviews in supply chain
 - Hazard analysis at farm level conform HACCP
 - Eurep-GAP
- Test in practice
 - growers
 - traders
 - government
- Capacity building
 - Training/workshops
 - Institutional embedding



Involvement of traders and growers



Training, discussion and improvement



Result Hortin-Quality

- a GAP for Indonesian circumstances
- Motivated growers and traders
- Involvement of government (GAP as part of Si Sakti programme)
- Recommendations
 - organization of independent audits, residue checks,
 - think about incentives (with GAP: market access, higher prices?)
 - improve product quality (compared to imported products)

Comments, suggestions and information

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