

# **Raising National and Regional Standards to Improve Competitiveness: THE ROLE OF PRIVATE SECTOR**

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# Africa Horticulture – A Glance

- Domestic and Export
  - Small scale and large scale Linkages
- Exports:
  - Morocco, Ghana, Ethiopia, Kenya, South Africa
- Kenya:
  - Largest number of small scale in export value chain
    - 150,000 farmers, 4.5 mil direct and indirect dependency
  - Large-Small scale linkages as a driving force:
    - 200 exporters for 150,000 growers
  - Standards Compliance – a Marketing strength

# Standards- Kenya Experience

- Horticulture and Fish Sectors Standards Dependent on EU Directives
- Horticulture:
  - At the farm level- Industry Standards
    - KenyaGAP/GlobalGAP, then BRC (HACCP) at pack-houses
      - Confirmatory official control checks
      - Exporter – Led Models
    - Other standards: environmental/social/labor etc
    - Certification – necessary at farm level
  - Official control systems -
    - Phytosanitary/quality (conformity etc)
    - Export certification- per batch. Kenya Plant Health Inspectorate Services (KePHIS)
- Fish:
  - At firm level: Official control systems/industry code
  - Export Certification per batch . Official Company Registration/Permits

# Standards Compliance: KenyaGAP Experience

- An Industry Code – Self Regulation
  - Meet Regulations and market expectations
- Domestication of International Standards
  - Benchmarking to Market standards
    - Tough but worthy process
    - PIP support. Stakeholder collaboration
- KenyaGAP in Domestic Market
  - Kenya Bureau of Standards Recognition/ Fruits and veges (Public Notice 2009)
  - Supermarkets in Kenya, and Municipal Markets
  - Overall aim:
    - Whole sector compliance, increased market access for domestic fresh produce.

# Private Standards- Pros and Cons

- Market Access
  - A market access option for developing countries where official control systems are not fully developed.
  - Where developed- are private standards a duplication?
- Harmonization by other means?
  - Buyers way of harmonizing standards? Creating predictability? Sorting public sector inaction?
    - Cf EU and USA requirements
  - Creating exclusivity? discouraging competition?
  - The GLOBALGAP experience/ small scale ambassador role
- COSTS:
  - Certification Vs Compliance?
    - At 1000 euro per certificate per farm, overall certification costs in Kenya (150,000 farmers) would be higher than total hort exports.
    - Other viable options of attesting compliance?

# Industry Perspectives –Standards Compliance

- Creating transparency and structured participatory structures
  - Participation in standards setting- developing countries
- Reducing Duplications
  - Benchmarking to each other
    - GFSI/SQF/GLOBALGAP etc
  - Domestication/ Local interpretations
    - Base-standard approach
  - Combined checklists
- Official Control Systems/Industry Standards
  - Coordination- thro protocols
  - Certification: batch/company...public/private

# Thank You

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