



Roundtable 1

Expansion to new markets through quality enhancement: what does it take?

- Improved food safety and quality helps to open new markets
- Greater control of the supply chain and traceability are needed
- Farmers and processors will face stricter food safety and quality standards that are driven by greater consumer awareness
- Costs of voluntary certification on quality and safety are negligible as compared to cost of consumer education
- There is room for cooperation between private and public sector in consumer education and formulating clear food safety legislation
- Access to EU retail network is easier through private labels and GIs.
- Lack of cooperation from the government limits export opportunities due to CSF



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Next Steps

- FAO and EBRD work with agribusiness and government on improving recognition of quality labels (meat quality label and fruit GIs in Serbia)
- Policy dialogues on sector-specific issues:
- Serbia meat and dairy sector development (compartmentalization of CSF-free facilities, “green” subsidies for waste treatment facilities and animal welfare, etc.)
- Ukraine grain and dairy policy dialogue (legislative development on dairy products, animal identification laws, etc)
- Follow up to Georgia Food Safety Forum