



RURAL INFRASTRUCTURE AND  
AGRO-INDUSTRIES DIVISION

with

FAO Investment Center

# Study Tour in France on Quality Labels

## An introduction

This project contributes to the achievement of FAO's Strategic Objective 4: Enable inclusive and efficient agricultural and food systems

Key players : EBRD and FAO

Donor : Luxembourg

Partner agribusiness company: Carnex

[www.fao.org/ag/ags](http://www.fao.org/ag/ags)





# Objectives - what you should get from the study tour

- to learn (what to do and not to do!) on how to develop your own quality label (what we will see are just examples), from the:
  - institutional point of view (setting up, enforcement, guarantees) and
  - the value chain point of view (concrete implication on production and marketing)
- to have a better idea of what do you want/need in Serbia for the meat sector (or food sector in general?) so to start thinking on standard specification and institutional scheme
- to define what are the next steps for your quality label development, e.g. how to:
  - set up the collective/coordination process
  - consider consumers' expectations and meat sectors needs;
  - decide the scope, and type (public/private approach)
  - Define the standard specifications



# A quality label (standard), two levels

- **Institutional** : how the label is set up and enforced in its institutional aspects
  - National - *MoA, INAO*
  - Regional - *Regional institute for quality, Normandy*
- **Value chain / product** : how the label is adopted and used for a product :
  - Producers/processors organization (value chain) – *association “Les fermiers de Loire et Maine”- Porc du cénomans*
  - Company – *Label Rouge producers, butcher-retailor, certifier // Ferme du Mesnil*



Ministry of agriculture and INAO



Field trip



Regional institute for quality (IRQUA)



Field trip



Private sector ("Interprofession")



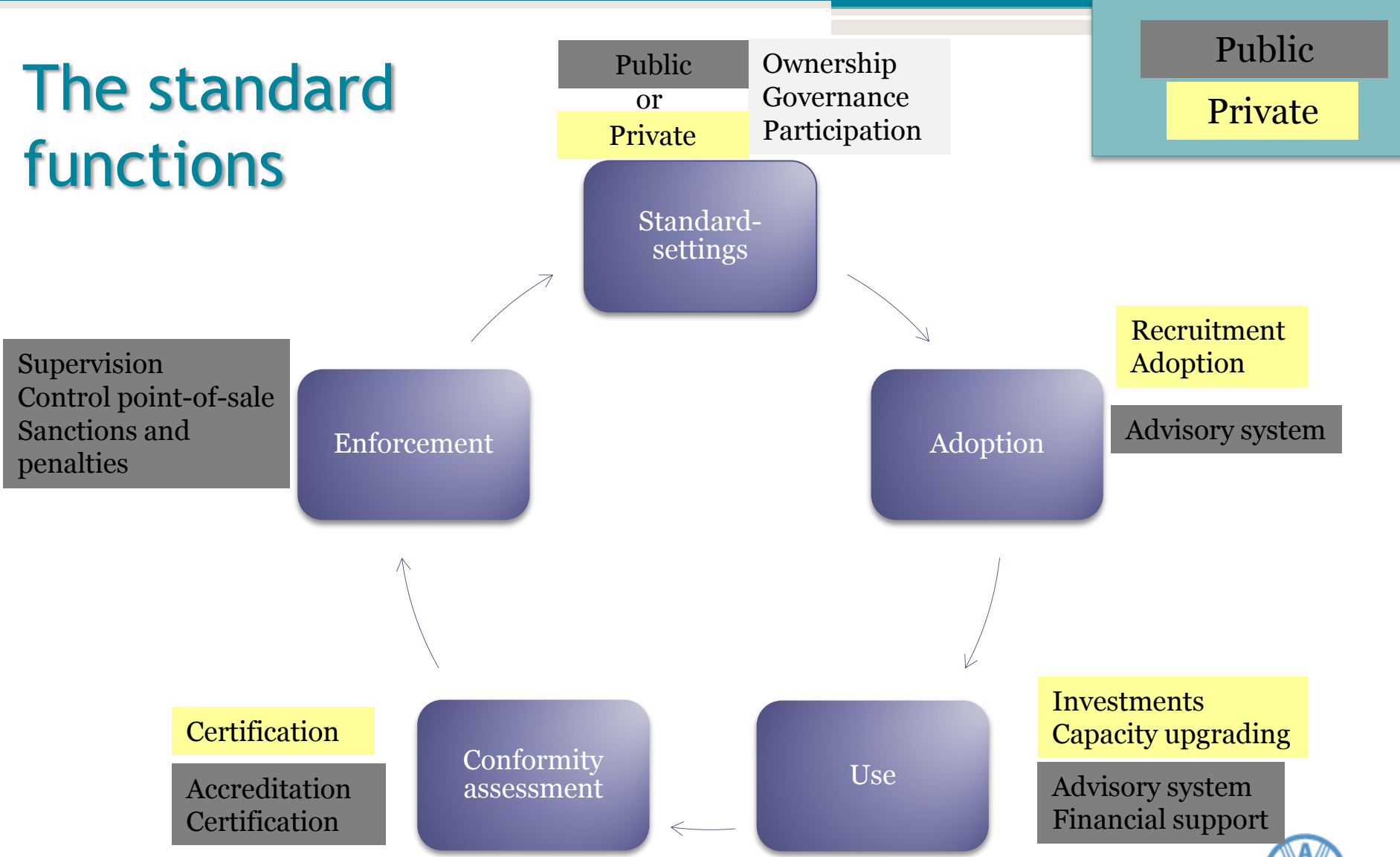
Ministry of agriculture

Labelling mention (no logo) "mountain product"





# The standard functions





Label	Type	Market	Conformity assessment	Specific requirements
<b>Label rouge</b> <i>Ex. Porc du Cénomans</i>	Official seal of quality	National (and neighboring countries)	Public authorities with private 3 <sup>rd</sup> party certification	<ul style="list-style-type: none"> <li>Higher quality</li> <li>Organoleptic quality (taste)</li> </ul>
<b>“Viande de France”</b>	<b>Private label</b>	National <i>Export ?</i>	<b>Internal control? 2<sup>nd</sup> part certification (interprofession?)</b>	<ul style="list-style-type: none"> <li><b>All production/ processing stages in France</b></li> </ul>
<b>“Gourmandie”</b> <i>Ex. Chicken from “Ferme du Mesnil”</i>	Private (and collective) label and related standard	Local <i>National</i>	Private certification (2 <sup>nd</sup> party) by the regional institute	<ul style="list-style-type: none"> <li>Regional origin</li> <li>Quality</li> <li>Taste</li> </ul>
<b>“mountain product”</b>	Labelling mention regulated by public authorities	National, export	Public authorities (fraud repression, consumer protection)	<ul style="list-style-type: none"> <li>Production located in Mountain area</li> </ul>



# Key elements to be considered during visits

- Coordination :
  - **Value chain** (vertical and horizontal): how farmers, processors, distributors can work together, big and small holders - *stakeholders association (“ODG”)*
  - **Public-private** coordination – recognition and enforcement – *see committee INAO and stakeholders association (“ODG”)*
- Market and consumers expectations
  - Consumers target? Willingness to pay? importance of identifying the needs of consumers
  - Specific attributes for differentiation?
- Credibility – producers and consumers protection
  - Strong specification – *see specification content*
  - Guarantees system - conformity assessment - *see public and private types, advantages and benefits, costs*
- Visibility:
  - Information, communication – *see logos and communication tools and campaigns*