



“Compliance to Global Market Requirements: Panacea to Product Rejects”

at the

MENTORSHIP & STAFF DEVELOPMENT PROGRAMME

CONFERENCE ROOM, NEPC HEADQUARTERS' MAITAMA, FCT ABUJA

26 July, 2021

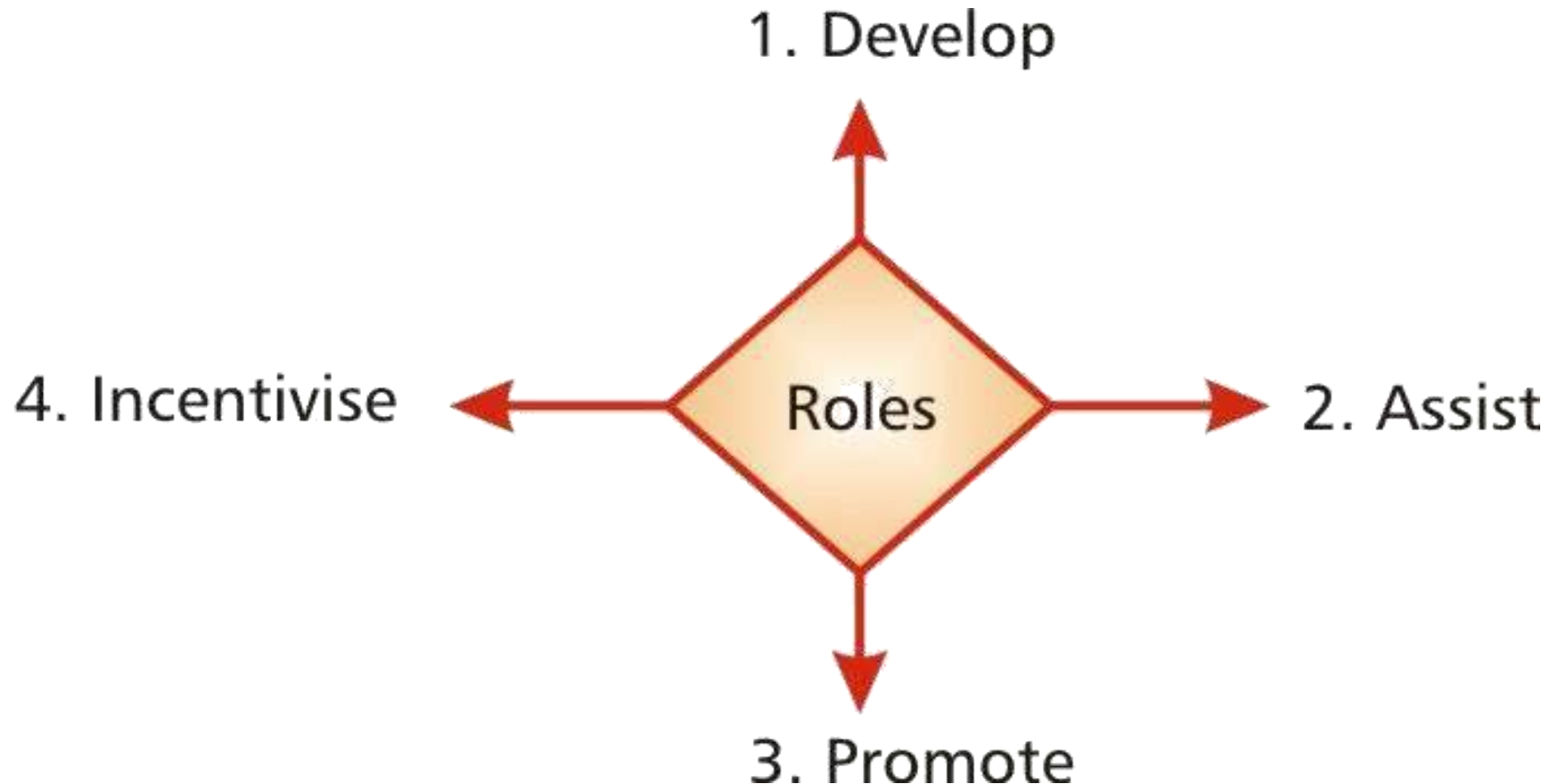


OUTLINE

- **NEPC 4-Pronged Roles**
- **Successful Global Market Entry Model**
- **Global Customer Needs**
- **Export Rejections**
- **Factors Responsible for Export Rejects**
- **RASFF Alert Notifications**
- **Negative Effects of Export Rejects**
- **Compliance to Global Buyers' Requirements**
- **Addressing Export Rejections**
- **Certification: A Pre-requisite to Enhance Market Access**
- **Quality Documents Required for Agro-Commodities Export**



The 4-pronged role of NEPC





Global Market Entry & Sustainability

The model you adopt is critical to a successful product—market fit. Is it:

- Pull driven or Push driven?
- B2B against B2C?



Four main global customer needs that an exporter must consider:

- Price *****
- Quality *****
- Choice and
- Convenience.



THE GLOBAL COMMODITIES/FOOD IMPORT MARKET IS DRIVEN BY:

- Health issues
- Safety issues
- Variety of products
- Taste
- Colour
- Price
- Environmental issues (food miles, packaging, labeling, etc.)



Export Rejections

- Global markets demand strict compliance to regulations on imports and this have multiplied posing a challenge to developing countries while non-compliance is a barrier to trade and leads to rejections.
- The World Bank in a recent report estimated that developing countries will incur a potential loss of \$12billion from rejection of exportable items by 2025



Nigeria is on the EU restricted list for some products which stipulates that there should be 50% physical inspection for the specified imported food items thereby acting as a barrier to food export trade



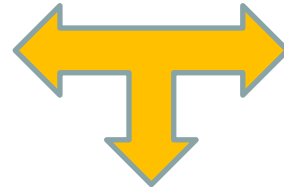
Factors responsible for rejection of Nigeria's exportable agro-commodities:

- **Administrative issues:** non-compliance to documentation requirements, incorrect filling of information for entry, inadequate information and know-how on the entry requirement for agro-commodities imports to the EU
- **Food Safety issues (SPS):** high level of pesticide residue MRL e.g. dried beans ban, presence of mycotoxins, heavy metals, high microbial load, presence of foreign matters, etc.



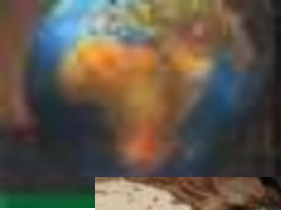
- **Technical Barrier (TBT) issues:** poor packaging, labeling, insufficient information on the nutritional content, etc.
- **Non-Adherence to Best Practices:**
Standards are compromised in a situation where products are sourced from different farmers scattered all over the country relying on planting material of doubtful origin and quality.

DRY GRAIN PROPERLY



BAD



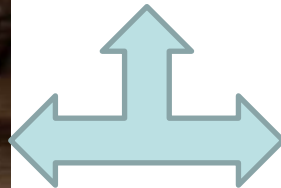


Korea, Japan, Israel, South Africa, Australia, Sri Lanka, India, Canada, Egypt, Israel, Gambia, Africa 199

DRY GRAIN PROPERLY



BAD





HANDLING OF BANANA IN NIGERIA





SUMMARY OF RASFF BORDER REJECTION NOTIFICATION - FROM JANUARY TO SEPTEMBER 2019

- Number of rejection cases-----49
- Number of companies involved -----27
- Number of companies with verifiable contact details-----7
- Number of companies with unverifiable contacts-----20
- Number of unverified company names (N/A) -----10



S/N	PRODUCT	CONTAMINANTS	OCCURRENCE
1.	Sesame seed	Salmonella - 29 Insect larvae - 1 Glass fragments – 1	31
2.	Palm oil	Sudan 4 colour	3
3.	Shelled Groundnut	Aflatoxin	1
4.	Melon seed	No health certificate (illegal export)	4
5.	Smoked crayfish	No health certificate (illegal export)	1
6.	Ginger	Aflatoxin Bacillus cereaus Salmonella	3
7.	Honey beans	Illegal export	2
8.	Frozen shrimps	Rupture of cold chain	1



UK's BCP (FSA) Inspection – Southampton Port 2015

2234 2014 REGULATION (EC) No 1831/2003 AS AT 12/01/15
FEED AND FOOD OF NON-ANIMAL ORIGIN SUBJECT TO AN INCREASED LEVEL OF OFFICIAL CONTROLS AT THE DESIGNATED POINT OF ENTRY *Review/Amend*

FEED AND FOOD (INTENDED USE)	COUNTRY OF ORIGIN	HAZARD	FREQUENCY OF PHYSICAL AND IDENTITY CHECKS (%)	FEED AND FOOD (INTENDED USE)	COUNTRY OF ORIGIN	HAZARD	FREQUENCY OF PHYSICAL AND IDENTITY CHECKS (%)
DRIED BEANS	NIGERIA	PESTICIDE RESIDUES	50	CHILI: WHOLE CHILI / CRUSHED OR GRANULATED NUTMEG (FOOD DRIED SPICES)	INDIA	AFATOXINS	10
GROUNDNUTS (PEANUTS), SHELLS + IN SHELL PEANUT BUTTER	BRAZIL	AFATOXINS	10	DRIED APRICOTS	TURKEY	SALMONELLA	10
GROUNDNUTS (PEANUTS), OTHERWISE PREPARED OR PRESERVED (FEED AND FOOD)	INDIA	AFLATOXINS	20	WATERMELON: SEEDS AND DERIVED PRODUCTS (FOOD)	NIGERIA	AFATOXINS	50
	SUDAN	AFLATOXINS	50	NUTMEG (MYRICA FRUIT) (DRIED SPICE)	INDONESIA	AFATOXINS	20
BETEL LEAVES	INDIA	SALMONELLA	50	LYCHES (BEARDED EUPHORBIA FRUIT) (FOOD AND FEED)	INDIA	AFATOXINS	50
	THAILAND	PESTICIDE RESIDUES AS BELOW	50	FRESH MINT	MOROCCO	PESTICIDES	10
FRESH CHILLI PEPPERS (FOOD)	THAILAND	PESTICIDE RESIDUES AS BELOW	10	CORRIANDER LEAVES (HOLY BEEF) (FOOD - FRESH HERBS) + (FEED - DRIED HERBS)	Vietnam	PESTICIDE RESIDUES ANALYSED WITH ANALYTICAL RESIDUE AS SINGLE RESIDUE METHODS AS ABOVE	30
OKRA	VIETNAM	PESTICIDE RESIDUES ANALYSED WITH ANALYTICAL RESIDUE METHODS AS ABOVE	20	YARLONG BEANS AND BEANS	THAILAND	AS ABOVE	20
BRASSICA OLERACEA (CHINESE BROCCOLI)	CHINA	PESTICIDE RESIDUES ANALYSED WITH ANALYTICAL RESIDUE METHODS AS ABOVE	50	BRASSICA - EYEBOLETS (FOOD - FRESH HERBS OF FEED)	TURKEY	AS ABOVE	10
AUBERGINES + BITTERMELONS	DOMINICAN REPUBLIC	AS ABOVE	20	SWEET PEPPERS	TURKEY	AS ABOVE	10
PEPPERS + YARLONG BEANS (FOOD - FRESH, UNWASHED + DRIED)	EGYPT	AS ABOVE	10	(FOOD - FRESH, UNWASHED + DRIED)	TURKEY	AS ABOVE	10
STRAW BEANS	INDIA	SALMONELLA	10	VINE LEAVES	TURKEY	AFATOXINS	20
SESAMUM SEEDS	VIETNAM	PESTICIDE RESIDUES	30	DRIED GRAPES (VINE FOOD) (FOOD)	UKRAINE	AFATOXINS A	50
DRAGON FRUIT	VIETNAM	PESTICIDE RESIDUES	50	DRIED FRUIT OF THE CUCURBITACEAE (FOOD - FRESH HERBS OF FEED)	INDIA	AFATOXINS	10
GROUNDNUTS (PEANUTS) IN SHELL	GHANA	AFATOXINS	50	FRUIT OF THE CUCURBITACEAE (FOOD - FRESH HERBS OF FEED)	INDIA	AFATOXINS	10
GROUNDNUTS (PEANUTS) IN SHELL	GHANA	AFATOXINS	50	FRUIT OF THE CUCURBITACEAE (FOOD - FRESH HERBS OF FEED)	INDIA	AFATOXINS	10
PEANUT BUTTER (FEED AND FOOD)	GHANA	AFATOXINS	50	FRUIT OF THE CUCURBITACEAE (FOOD - FRESH HERBS OF FEED)	INDIA	AFATOXINS	10
YARLONG BEANS	CAMEROON	PESTICIDE RESIDUES	10	FRUIT OF THE CUCURBITACEAE (FOOD - FRESH HERBS OF FEED)	INDIA	AFATOXINS	10
AUBERGINES	CAMEROON	PESTICIDE RESIDUES	10	FRUIT OF THE CUCURBITACEAE (FOOD - FRESH HERBS OF FEED)	INDIA	AFATOXINS	10
CHINESE CABBAGE	CHINA	PESTICIDE RESIDUES	10	FRUIT OF THE CUCURBITACEAE (FOOD - FRESH HERBS OF FEED)	INDIA	AFATOXINS	10
TEA, FURTHER DRIED FLAVOUR	CHINA	PESTICIDE RESIDUES	10	FRUIT OF THE CUCURBITACEAE (FOOD - FRESH HERBS OF FEED)	INDIA	AFATOXINS	10
PEPPERS (CAPSICUM SP.)	EGYPT	PESTICIDE RESIDUES	10	FRUIT OF THE CUCURBITACEAE (FOOD - FRESH HERBS OF FEED)	INDIA	AFATOXINS	10



THE NEGATIVE EFFECTS OF EXPORT REJECTS:

- ▶ Costs of rejections are high.
- ▶ It is a constraint to the effort at growing the nation's economy through non-oil export
- ▶ Exporter bears the cost of taking back the product or
- ▶ Face the cost of destroyed shipment.
- ▶ Rejections lead to frequent inspections & tighter scrutiny.
- ▶ Commodities contamination attracts wide international media attention and unfavorable image.



Global Market Requirements

Buyers' requirements can be divided into:

- **Musts:** legal and non-legal requirements you must meet to enter the market.
- **Additional requirements:** those you need to comply with to keep up with the market.
- **Niche requirements:** applying to specific niche markets.



What legal and non-legal requirements must exported product comply with?

- Food safety: HACCP
- Food contaminants: heavy metals, pesticide, mycotoxins, microbial load, MRL, foreign matters, PAHs, etc.
- Consumer labelling: consumers must receive essential information to make an informed choice when purchasing



What additional requirements do buyers often ?

- Food safety certification: QMS, FSMS, etc.
- Corporate Social Responsibility
- Sustainability certification: RSPO, FSC, Rainforest Alliance, UTZ, etc.



What are the requirements for Niche markets

- Organic certification
- Fair trade certification
- Halal



Certification: Essential Pre-requisite for Global Market Access

Certification confers characteristics such as quality, safety, trust, integrity, etc., on a product, process or service.

- **Mandatory:** phyto-sanitary, health certificate, IVED/CVED, FDA, etc.
- **Non-Mandatory:** HACCP, Halal, Kosher, ISO, Fairtrade, etc.



HOW TO ADDRESS EXPORT REJECTIONS

- Strict compliance and adherence to importing countries BCPs entry requirements (phytosanitary, health cert., CVED, analysis certificates, etc.)
- Implement and obtain relevant mandatory-certifications for exported commodities/food items
- Imbibe Good Practices: GAP, GWP, GMP, etc., by farmers, producers and exporters of commodities/food items - **HASGRASP**



- Tightening the regulatory and inspection regime for exports of food items and agricultural products.
- Conducting an audit of food and agricultural products exported towards putting in place a traceability system for exporters and their products.
- Build capacity and acquire know-how



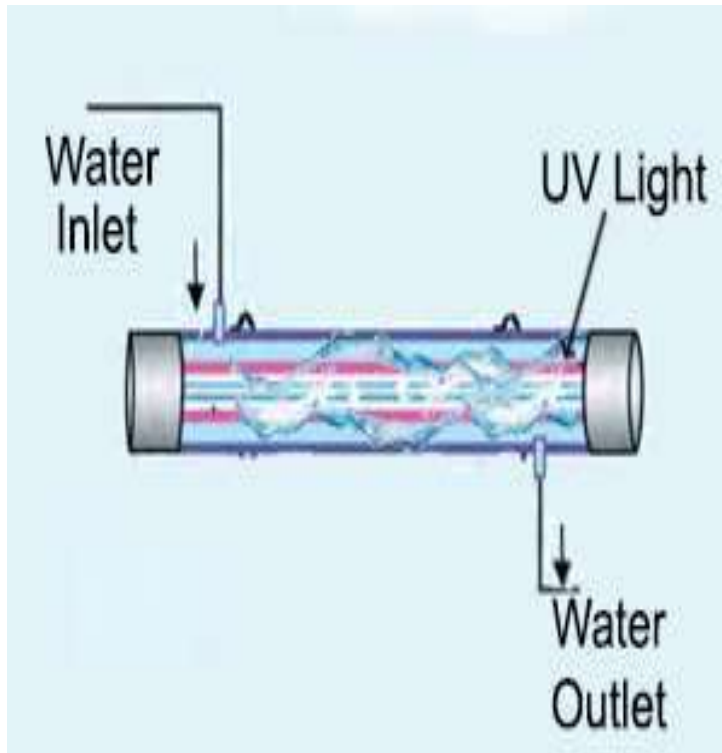
- Conduct Sampling and Shipment Inspections where necessary
- Use accredited laboratory facilities (NiNAS) www.ninas.ng
- Keep abreast of current food safety regulations from importing countries and regions (e.g. EU proposed new regulations on cocoa imports from November 2021)
- Introduce technology (use of UV light, fumigation chamber for hibiscus, etc).



UV Lights

UV light for water

UV light in food industry



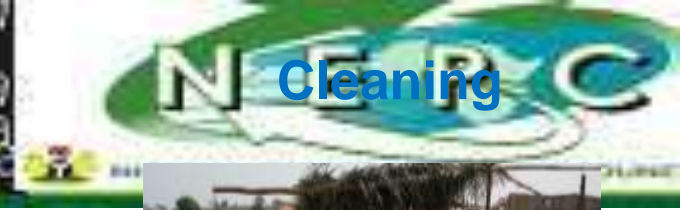
Threshing



Winnowing



Cleaning



Drying



Postharvest Practices

Storage



Pesticides





DRY GRAIN PROPERLY



GOOD



Hermetic Grain Storage Bags

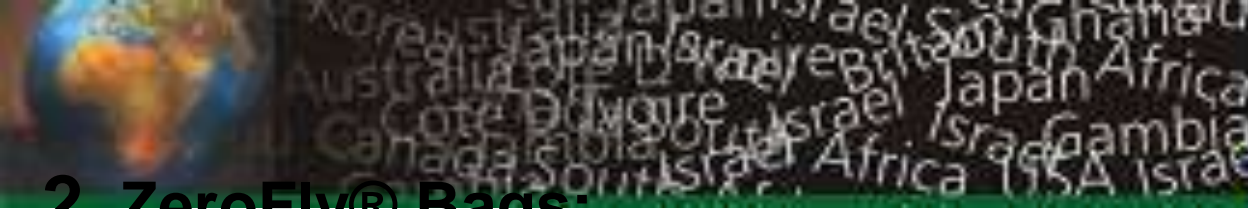
PICS® Bags:

- Expulsion of air.
- Technology by Purdue University, USA
- No chemical residue.
- Kills all stages of insect pest.

b

c





2. ZeroFly® Bags:

- Exclusion of air.
- Technology by Vestergaard Frandsen, Switzerland.
- No chemical residue.
- Kills all stages of insect pest.





Lining Container wall with Dry papers





Pictorial instruction aid

GAP for Dried beans

Cocoa beans GAP

GOOD STORAGE PRACTICES FOR DRIED BEANS EXPORT - ZERO USE OF CHEMICALS

SAFE METHODS OF PRESERVATION FOR BEANS

HARMFUL/UNSAFE METHODS OF BEANS PRESERVATION

NIGERIAN EXPORT PROMOTION COUNCIL (NEPC)
 14 Federal Road, Lagos State
 Plot 424, Aguiyi Ironsi Street, Maitama Abuja.

HEADQUARTERS:
 Export House, 424, Aguiyi Ironsi Street, Maitama Abuja.

Export Business...
 Tomorrow's Business

GOOD AGRICULTURAL PRACTICES (GAP) ON COCOA

NIGERIAN EXPORT PROMOTION COUNCIL (NEPC)
 14 Federal Road, Lagos State
 Plot 424, Aguiyi Ironsi Street, Maitama Abuja.

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Export Business...
 Tomorrow's Business



HANDLING OF BANANA IN PHILIPPINES & CAMEROON





Tailor your product to market requirements

Fresh ginger for Middle East



Dried split ginger for South Asia





Packaged fresh ginger in cartons



Packaged dried ginger in pp bags





WHO ASKS FOR PRIVATE VOLUNTARY STANDARDS

Internationally

- Supermarket retailers and major food businesses such as McDonalds, specify private standards for market access

Nigeria national & regional markets

- Major supermarket retailers & multi-national hotel chains and high-end tourism are most likely to ask for a private standard



GLOBAL G.A.P.

PRIVATE VOLUNTARY STANDARDS



BRITISH RETAIL CONSORTIUM

international
featured
standards®



Food





QUALITY CONTROL DOCUMENTS IN AGRO EXPORT TRADE

- Agricultural Produce Documents
 - Phytosanitary Certificate: For healthy condition of goods. *Issued by the Nigeria Agricultural Quarantine Services NAQS*
 - Certificate of Fumigation: Evidence that commodity is free from pests & micro-organism attacks. *Issued by FPIS.*



- Clean Certificate of Inspection (CCI): Issued by appointed government pre-shipment Inspection Agent: Neroli Technologist Ltd., Gojopal Nig. Ltd., and Anglia Intl Services,
- Certificate of Origin: Issued by *NACCIMA*
- Certificate of weight and quality: issued by nominated PIA between exporter and importer

❖ Proper Pre- and Postharvest Practices



Creates Wealth

Promotes Food Safety



Export Business... Tomorrow's Business