



SheTrades

Key certifications for agrifood processors

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Program

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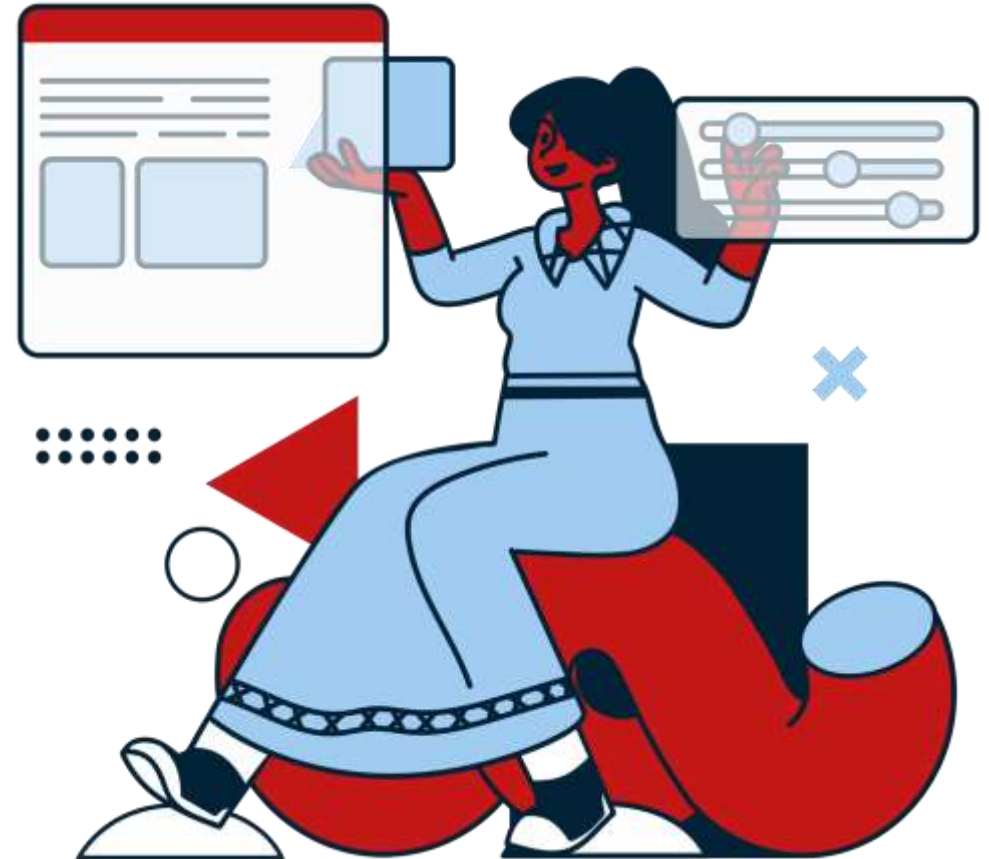
Program

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01.

Introduction – Context of agrifood product certification



The “Produce more to sell more” approach...



The increase in the overall supply of products since the Second World War, facilitated by the adoption of new production, transportation, distribution, and preservation techniques (especially for food products), has allowed:

- The emergence of new products for human or animal consumption that increasingly use pesticides and chemical ingredients;
- The emergence of GMOs that increase productivity and resistance to diseases, as well as allowing for longer preservation periods.

... does not only have positive effects ...

These new ways of producing, transporting, distributing, and preserving products have certainly increased productivity and the quantity of products to meet the needs of a mass consumption society. However, they have had negative implications, including the following:

- Emergence of new diseases caused by "junk food" and nutritional deficiencies;
- Emergence and intensification of harmful effects on the environment: greenhouse gases and ozone layer depletion, global warming, ocean acidification, groundwater contamination, etc.;
- Concentration of production in countries where companies resort to certain forms of exploitation, even slavery: child labor, exploitation of women, prisoners, and small producers, etc.

... In response to these effects, initiatives are being taken...



These increasingly noticeable and observable effects are prompting numerous reactions, including:

- Rise and reinforcement of consumerism;
- Enhancement of the institutional and regulatory framework related to agricultural, agri-food, and potentially hazardous products;
- Expansion of consumer demands beyond basic needs satisfaction to increasingly include social, environmental, and ethical aspects;
- Emergence of NGOs and movements criticizing the current situation and proposing alternatives such as slow-food, minimalism, etc.

INTRODUCTION

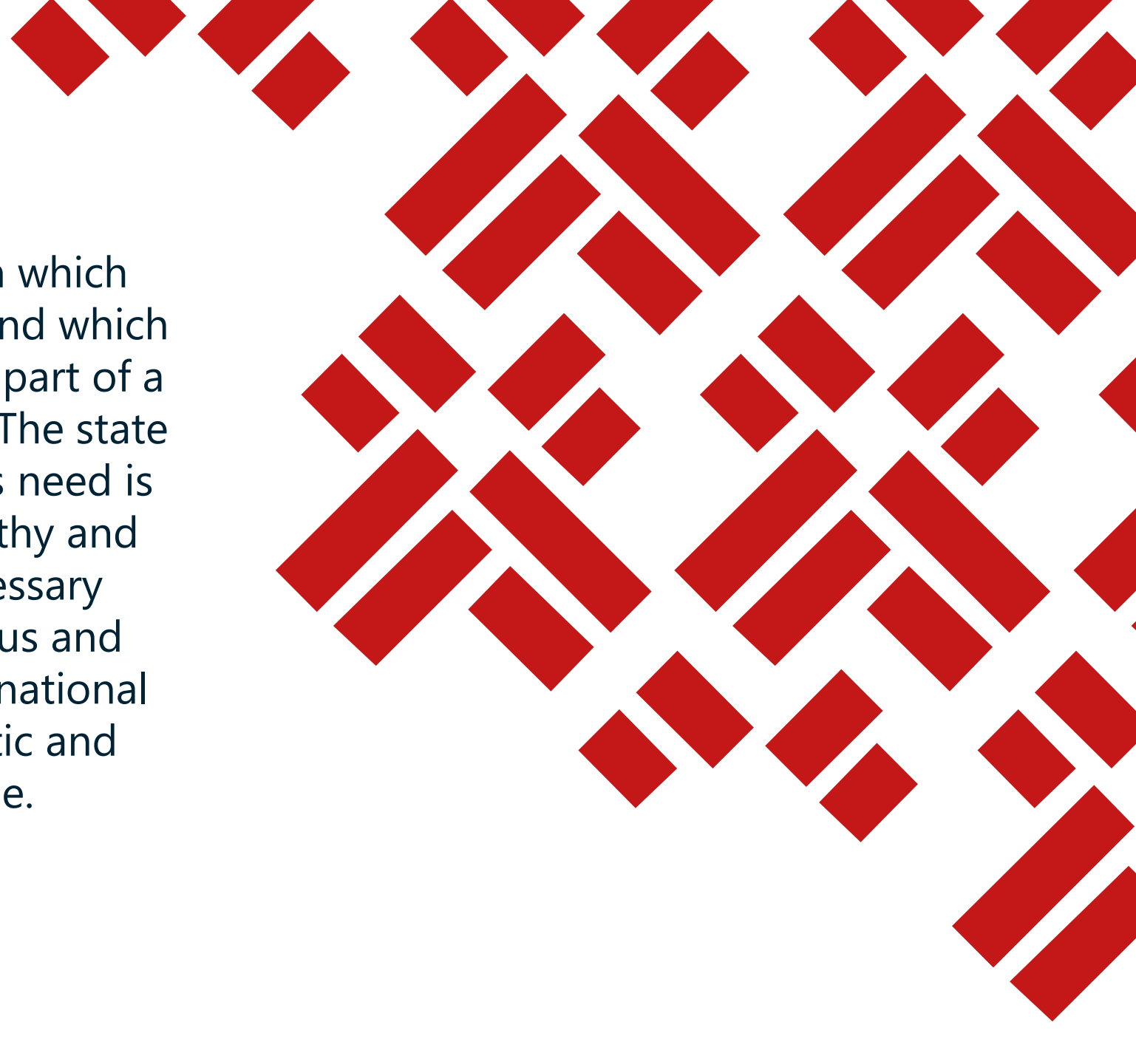
... forcing companies to adhere to them

The ways in which companies can comply with societal reactions (government, NGOs, consumers, etc.) take two main forms:

- **Legal or mandatory compliance :**
 - Legal standards and their certification
- **Voluntary compliance:**
 - Optional certifications
 - Labeling



In short, certification serves as a means of communication to assure buyers that the company and/or its products/services meet standards.

A decorative background on the right side of the page consisting of a repeating pattern of red geometric shapes, including squares and rectangles, arranged in a grid-like fashion that is slightly offset and rotated, creating a dynamic, abstract pattern.

Access to nutritious food, in which consumers have confidence and which provide essential nutrients, is part of a person's fundamental needs. The state has a duty to ensure that this need is met. The production of healthy and high-quality food is a necessary condition for the harmonious and sustainable development of national agriculture and the domestic and international food trade.

(FAO)

02.

Basics of certification

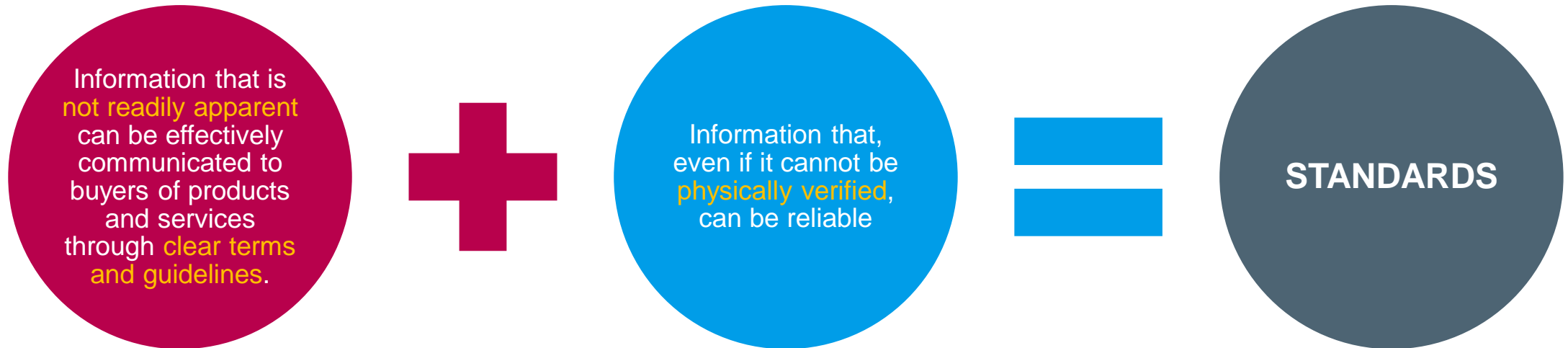


Basic concepts of certification

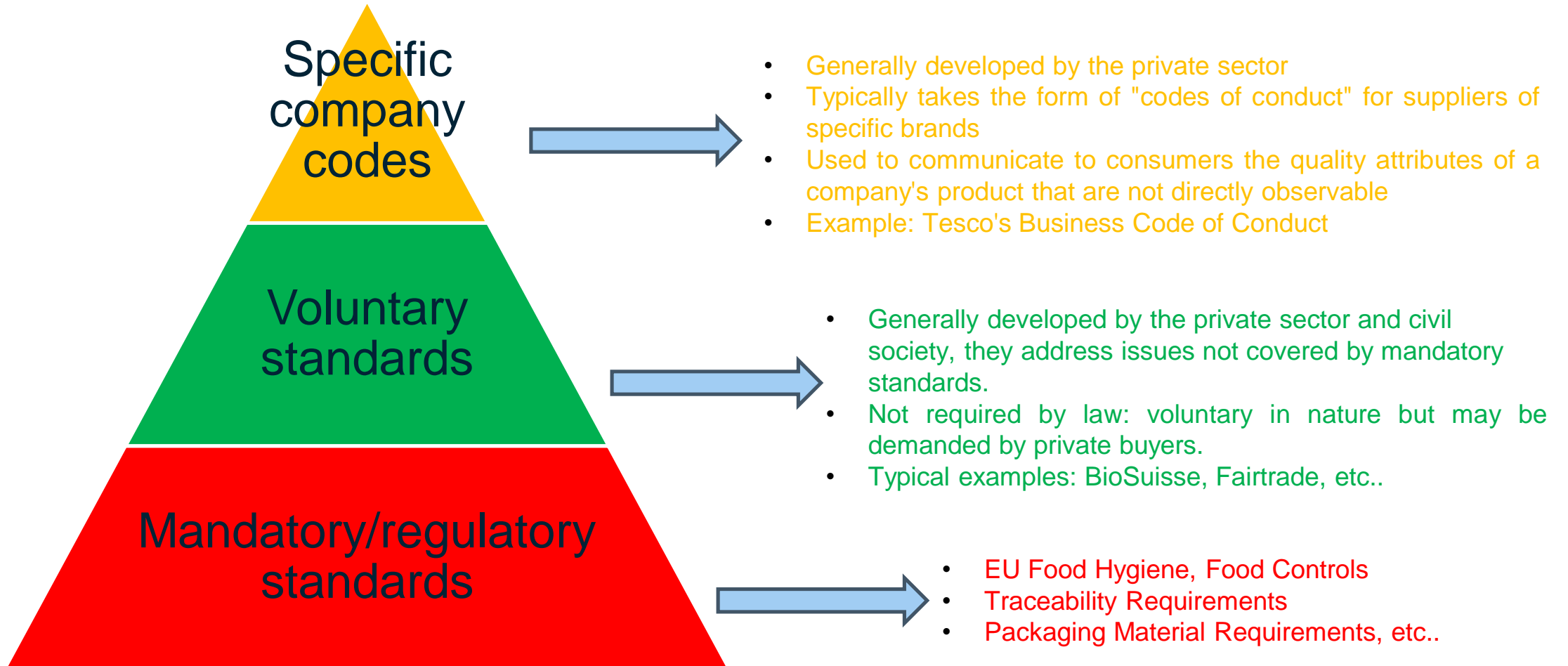


Standards are formal agreements documented with technical specifications or specific criteria. They are used consistently as rules, guidelines, or definitions to ensure that materials, products, processes, and services meet their intended objectives.

Standards



Hierarchy of standards



Basic concepts of certification



- **Certification** is a procedure by which a third party provides written assurance that a product, process, or service complies with certain standards.
- **Accreditation** is a formal recognition by an independent body, typically an accreditation body, that a certification body operates in accordance with international standards.

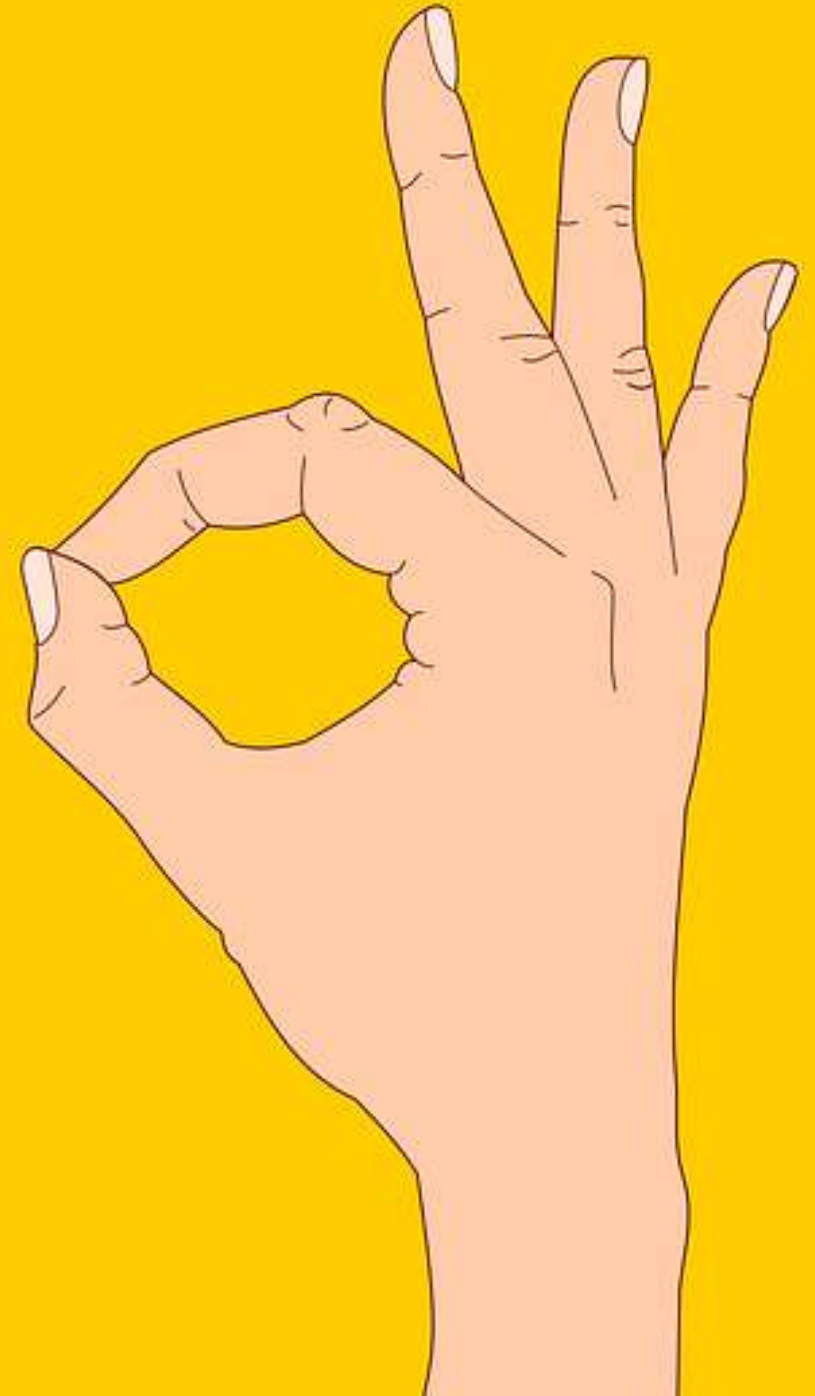
Basic concepts of certification



- **Labeling:** While certification serves as a form of communication between seller and buyer, a label is a form of communication with the end consumer. A label is a mark placed on a product to certify its origin, quality, or compliance. Labels are optional and demonstrate that a company meets specific goals, which are often more stringent than standards.

What is certification for?

Certification can be a useful tool to gain **credibility** by demonstrating that **your product or service meets your customers' expectations**. In certain sectors, certification is a legal or contractual requirement.



BASICS OF CERTIFICATION

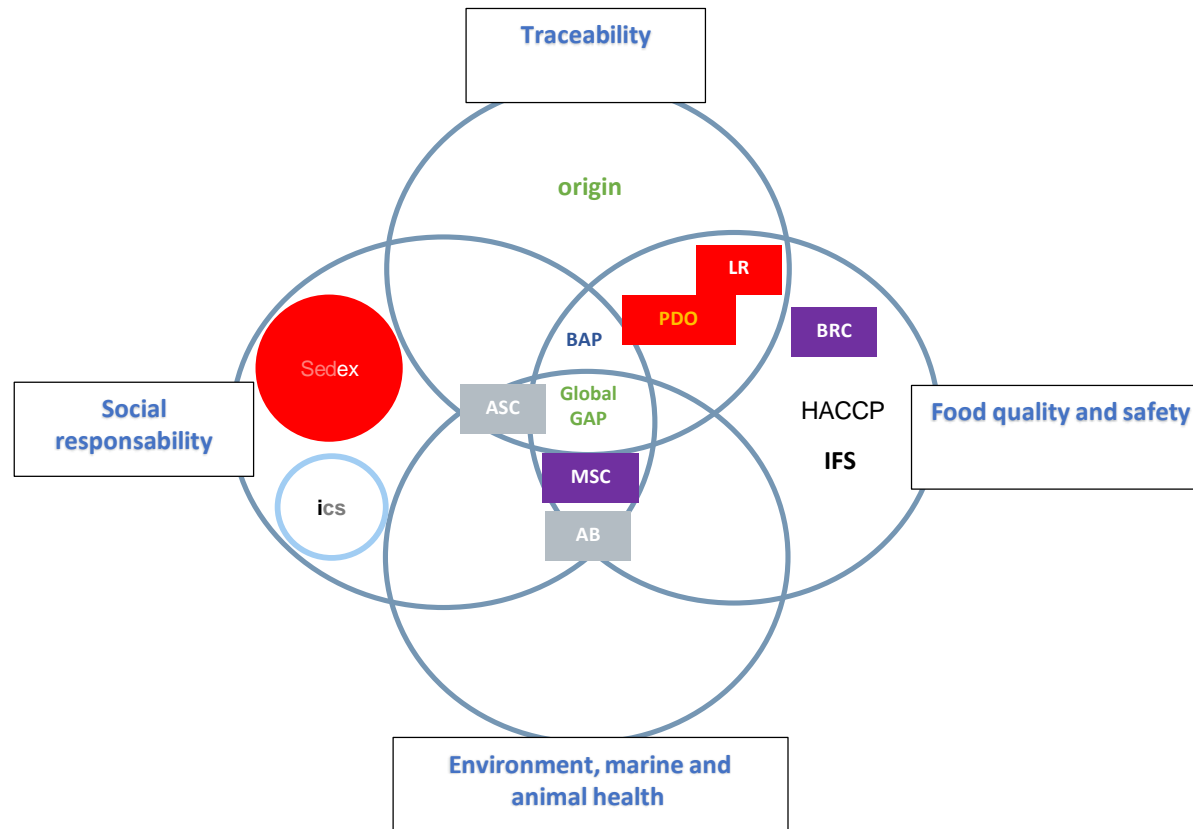
Certifications

Certifications are generally voluntary. They are based on technical standards that are discussed and agreed upon within national and international standardization bodies. Certifications can be obtained at the system, process, or product level. GAP, Organic, and ISO 22000 are among the most common certifications for agri-food products. For more information, please refer to the Quality Handbook for Small and Medium Enterprises (UNIDO, 2020).

[Quality Handbook digital Sept 2020.pdf](#)
(unido.org)



Key dimensions of agrifood products



03.

HACCP – Hazard Analysis Critical Control Point



HACCP – Hazard Analysis Critical Control Point



- Developed by NASA in the 1960s to ensure the safety of astronauts' food supply, the Hazard Analysis Critical Control Point (HACCP) method involves analyzing hazards at each stage of production in order to control them.
- HACCP can be applied to any food production unit, but not to primary production (such as crop cultivation, animal farming, hunting, and fishing for food production purposes).

Who is affected by HACCP?



- **Food producers** for consumers or animals
- **Food service professionals:** restaurants, butcher shops, grocery stores, fish markets, etc.
- **Logistics companies:** transportation, storage, preservation, and distribution of food
- **Equipment and packaging suppliers** such as knife manufacturers or refrigerator manufacturers
- **Cleaning companies** and disinfection, contamination control, and pest control companies

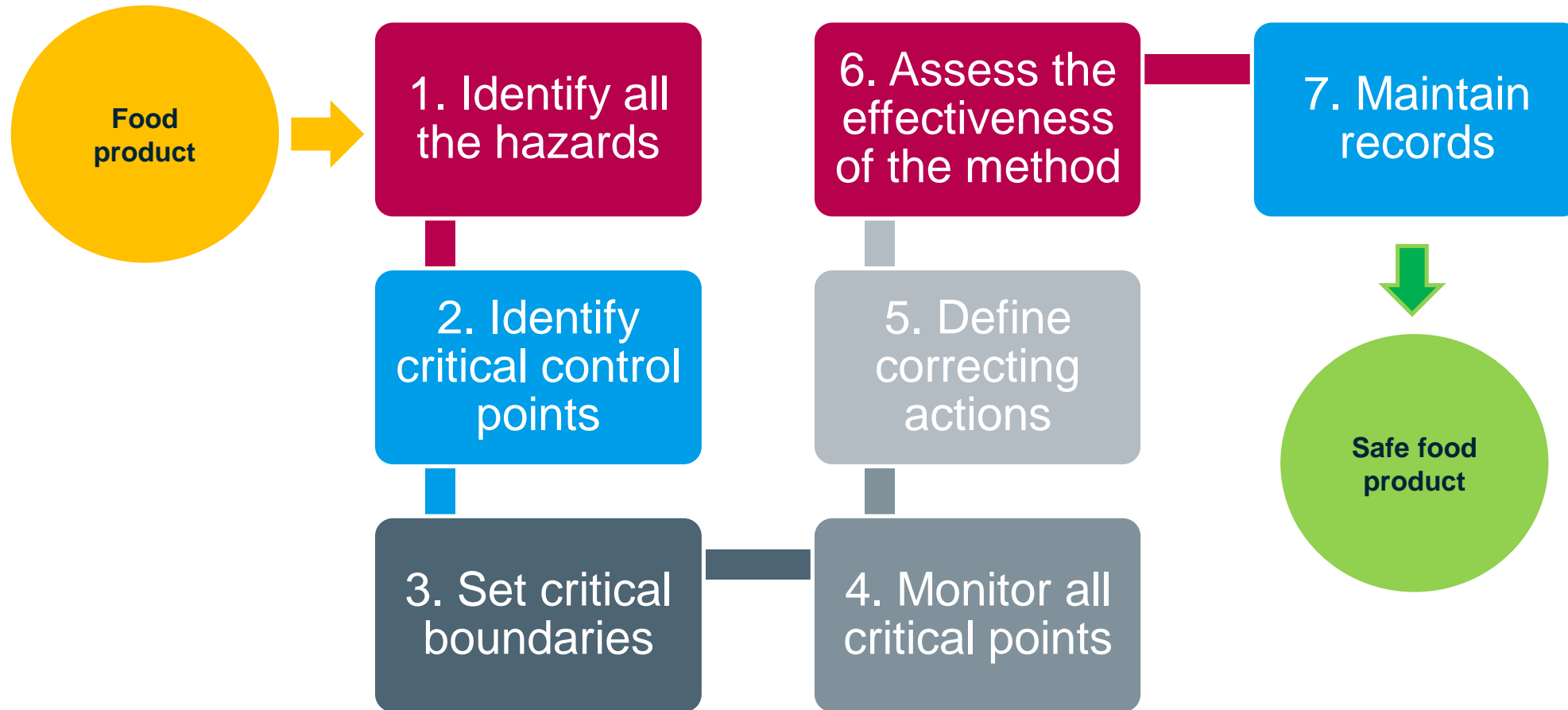
What hazards does HACCP help prevent?



HACCP helps prevent and control the following main types of hazards:

- **Physical hazards** (e.g., presence of hair in a can of sardines, foreign object introduced into food, etc.)
- **Biological hazards** (e.g., staphylococcus, listeria, etc.)
- **Chemical hazards** (e.g., presence of pesticides or cleaning ingredients in the product)

How to get certified? The 7 principles

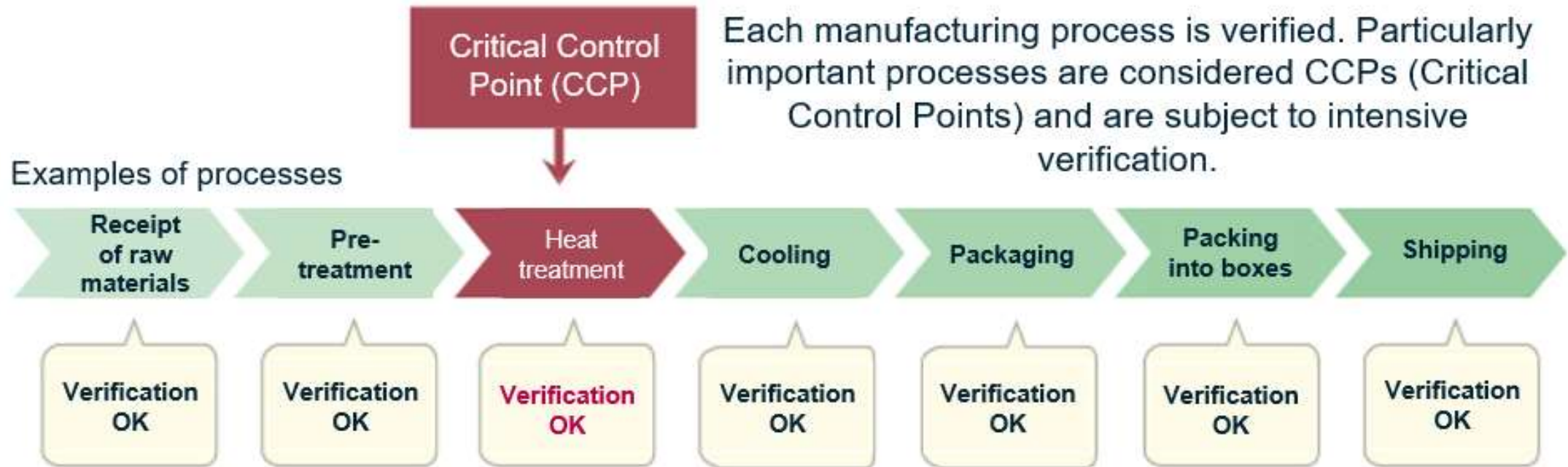


How to get certified? The 12 steps

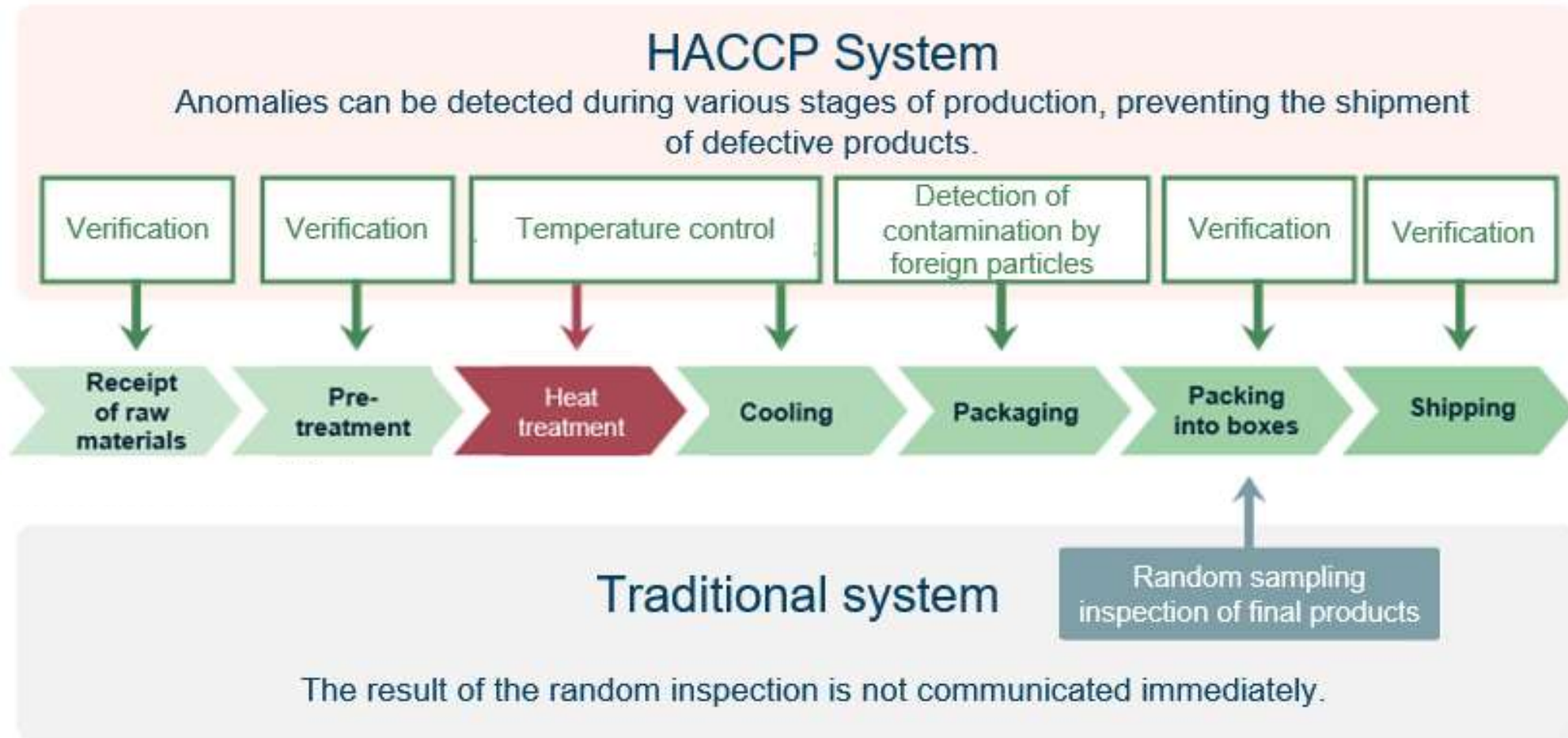
Phases	Steps	HACCP procedures	Principles
Preliminary phases	1	Forming the operational team	
	2	Describing the product	
	3	Determining all expected normal or abnormal uses	
	4	Developing a manufacturing flowchart	
	5	Checking the manufacturing flowchart on the ground	
Analyse the hazards	6	Identifying hazards and preventive measures	1
Characteristics of critical control points	7	Identifying Critical Control Points (CCP)	2
	8	Establishing critical limits (criteria, values, targets)	3
Definition of the monitoring system	9	Establishing a monitoring system for CCPs	4
	10	Establishing corrective actions for CCPs or improvement actions	5
	11	Verifying and validating the system - Risk analysis assessment	6
Verification of HACCP system performance	12	Establishing a system for recording and documentation	7

Example of a critical point

Procedure of the HACCP System



Comparative example



Advantages of HACCP certification

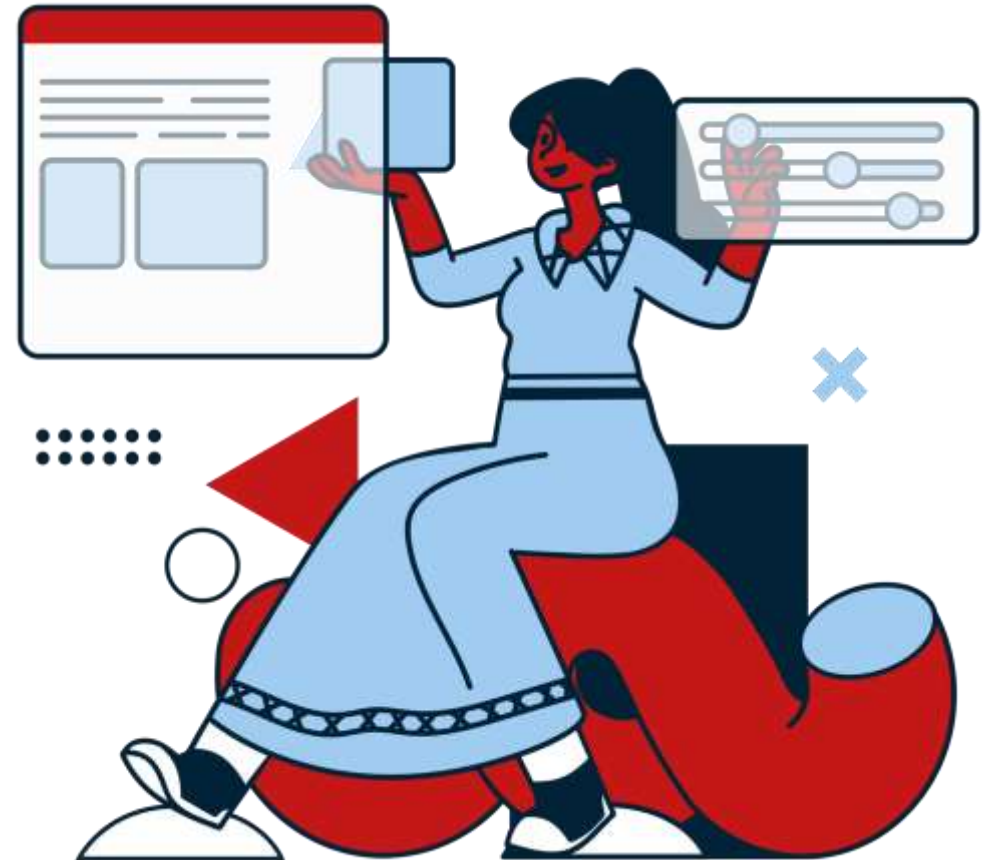


Key benefits of HACCP certification:

- Demonstrate your commitment to food safety to various stakeholders.
- Gain the trust of buyers.
- Demonstrate the presence of control systems for the safety of food production.
- Monitor and control ongoing risks to your food safety management system.
- Raise internal awareness within your organization of various risks that could affect your production chain.

04.

ISO 22000 – Food safety management practices



ISO 22000 – Food safety management practices



To date, ISO 22000 is the only international standard harmonizing food safety management practices. Its structure incorporates provisions from ISO 9001 to ensure perfect compatibility and complementarity with various management frameworks commonly used by businesses.

ISO 22000 – What is it exactly?



The ISO 22000 certification confirms that the Food Safety Management System (FSMS) implemented by a food organization complies with the ISO 22000 standard.

ISO 22000 – Main components



ISO 22000 is based on four closely interconnected main components :

- Management responsibility
- Resource management
- Planning and production of safe products
- Validation, verification, and enhancement of the Food Safety Management System

ISO 22000 – 5 key elements



The ISO 22000 standard applies to all stakeholders in the food chain. It outlines requirements encompassing five key elements to ensure food safety at every level of the food chain:

- Systemic approach
- Interactive communication
- Traceability
- Prerequisite Programs (PRPs)
- HACCP plan(s)

ISO 22000 – Who is concerned by ISO 22000?



Everyone within the food chain is concerned:

- Primary food producers, food product and ingredient manufacturers.
- Animal feed producers.
- Transporters, distributors.
- Storage facilities.
- Retail outlets or food service establishments.

It also applies to entities connected to the chain: Suppliers of materials, packaging, or cleaning products, service providers (cleaning, pest control, etc.).

ISO 22000 – Benefits and market access



- Assurance of effective and dynamic control of food safety hazards
- Ability to consistently provide products that meet both customer requirements and regulatory requirements for hygiene and food safety
- Assurance of transparency in organized and targeted communication
- Implementation of a structured approach to continuous improvement

05.

HALAL certification



What is it exactly?



A Halal-certified product is one that has been obtained and/or manufactured in accordance with Islamic law and is therefore deemed suitable for consumption by Muslims. Halal certification generally applies to food and beverage products (Halal food). It can also apply to other products such as cosmetics, pharmaceuticals, textiles, and household items.

Who provides Halal certification?



Halal certification can be granted by designated private or public organizations authorized by governments. Companies seeking this certification must choose a recognized certifying body and provide evidence that they comply with all necessary guidelines and regulations. Once a product complies with the requirements, it can be labeled accordingly with a Halal label to inform consumers that it meets the required standards.

Guidelines to follow to obtain Halal certification

The guidelines that a product must follow to be Halal-certified vary depending on the specific requirements of the certifying body. However, some common guidelines may include:

- **Ingredients and materials used:** Halal certification may require the use of specific ingredients and materials permitted by Islamic law, such as plant-based ingredients, or prohibit the use of certain ingredients, such as pork or alcohol.
- **Halal slaughter and handling:** Halal certification may require that Halal meat be slaughtered according to specific guidelines, such as using a sharp knife and reciting a specific prayer. It may also require that Halal meat or Halal meat-based products be handled in a way that prevents contamination from non-Halal products.

Guidelines to follow to obtain Halal certification

- **Separation of Halal and non-Halal products:** Halal certification may require that Halal products be stored, handled, and prepared separately from non-Halal products to ensure they do not come into contact with each other.
- **Production and processing:** Halal certification may require that production and processing facilities meet specific standards in terms of cleanliness, equipment, and handling practices.
- **Labeling and packaging:** Halal certification may require that Halal food products be labeled and packaged in a way that clearly indicates they are certified Halal with a Halal label.

Procedure to obtain Halal certification

Achieving Halal certification



Halal certification fees

These fees are of various types and vary considerably depending on the certifying body, the product to be certified, as well as the size of the company.

Type of fees	Frequency
Administration fees	Variable
Certification fees	Yearly or monthly
Audit fees	Variable
Supervision fees	Variable
Training fees	Yearly
Screening fees	Variable
Shipping fees	Variable
Refunds	Variable

What are the main benefits of Halal certification?

Reassure the consumer

Seize new opportunities

Open up to international markets

Assert ethical principles

Halal market



06.

Global GAP Certification



Global Gap – Global Good Agricultural Practice

GLOBAL GAP certification began in 1997 under the name EUREP G.A.P as an initiative by retailers belonging to the EURO-RETAILER production group. The initiators of this initiative aimed to address the growing consumer concern for food products meeting safety standards. In 2007, EUREP G.A.P changed its name to GLOBAL GAP to reflect the global scope its creators envisioned.

Currently, around 100,000 producers worldwide are certified by Global GAP, and more than 100 independent certification bodies are accredited to grant this certification.

Global GAP - Good Agricultural Practices

« GLOBAL G.A.P. covers a variety of agricultural production standards, encompassed within Integrated Farm Assurance (IFA) which includes Good Agricultural Practices (GAP) for agriculture, aquaculture, livestock, and horticulture. It addresses all stages of production, from pre-harvest activities to post-harvest production, including handling, packaging, and storage.» *Safetyculture*

GLOBAL GAP certification is particularly based on principles of risk prevention and analysis through integrated pest management methods, aiming to reassure consumers about the way food products are obtained. It also aims to minimize the impact of agricultural activities on the environment and ensure a responsible approach to worker health and safety, as well as animal welfare (Control Union Inspection, 2011).

Global Gap – Security-related themes

Food safety themes within GLOBAL G.A.P. solutions:

- Identification and mitigation of chemical, biological, and physical risks
- Residue monitoring for proper use of plant protection products
- Traceability through handling, separation, and product identification procedures
- Food contamination mitigation through effective waste management
- Controls on the use, storage, and quality of irrigation water
- Harvest and post-harvest rules regarding handling, packaging, and storage of products
- Supply, storage, and processing of materials for animal feed
- Documented food fraud plan to identify risks in the supply chain

Global Gap – Global GAP certification process



Examine the GlobalGAP standards



Evaluate the agricultural operation



Make an appointment with the accredited certification body Global GAP.



First on-site Global GAP audit with an accredited auditor



Once the operation successfully complies with the required standards, you will receive the Global GAP certificate.

SafetyCulture

Global Gap -Audit of Good Agricultural Practices (GAP) on a farm



<https://public-library.safetyculture.io/products/global-gap-v6-checklist-aiisgwkmbjgii3on>

Global Gap – Cost of certification



The fees and costs vary depending on the size of the operation and the elements covered by the certification. The latest rates outside North America are available at the following address:

https://documents.globalgap.org/documents/240618_GG_system_participation_fees_v8_0-1_Jun24_en.pdf

Global Gap – Benefits of Global GAP



Source: afetyculture

The GLOBAL GAP certification can help food producers sell their products worldwide. It provides them with the opportunity to reach global customers, markets, suppliers, and retailers that require Global GAP certification. They can also benefit from the following advantages:

- Sustainable and responsible farming practices;
- Reduced exposure to food and product safety reputation risks;
- Improved efficiency of agricultural processes and management;
- Ensuring the well-being of farmers, animals, and the environment.

07.

Fairtrade



Fairtrade – What is it exactly?



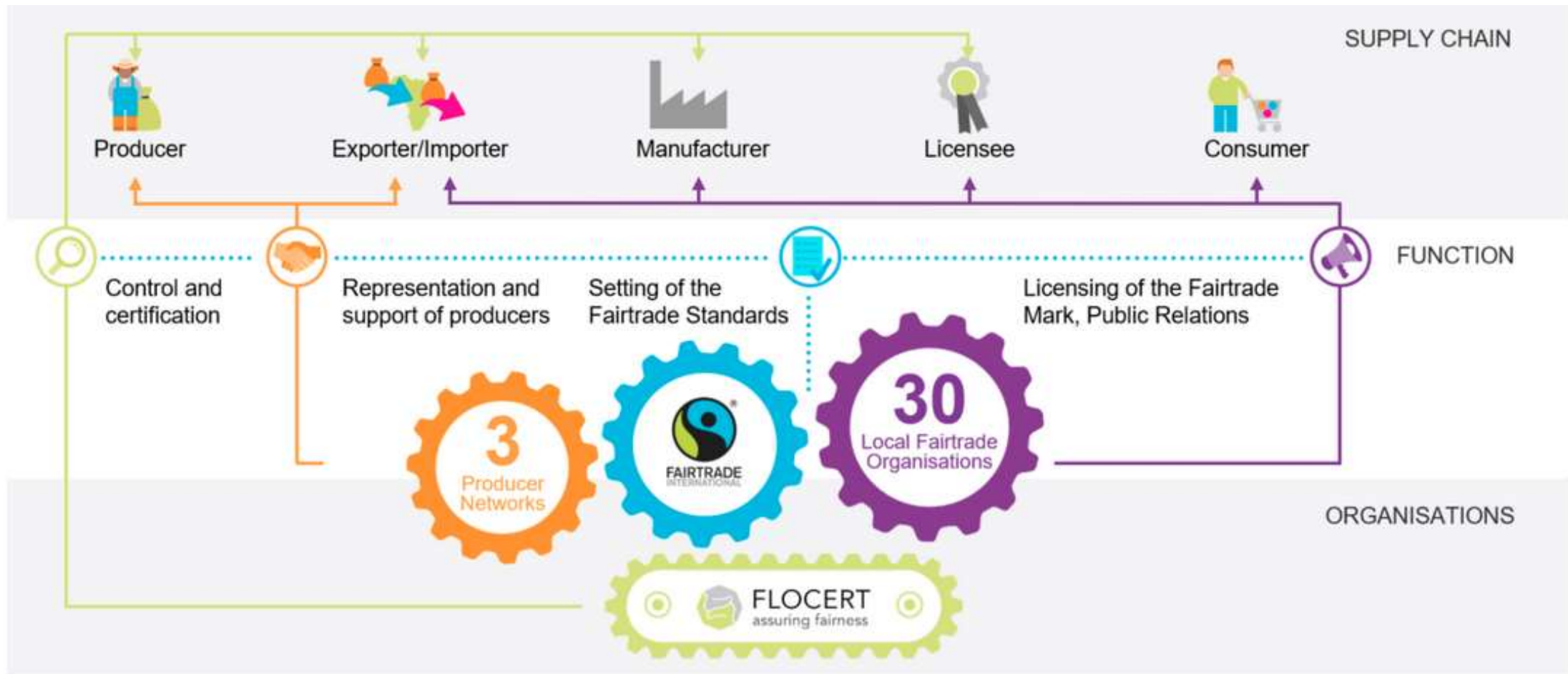
- "Fairtrade is an international label created in 1988 under the name 'Max Havelaar' for fair trade with Southern countries. This label appears on various products including food, textiles, and cosmetics.
- Fairtrade guarantees good working conditions and includes a range of ecological criteria. The label (financially) supports farmers and their communities through a minimum price and a premium."
- This label is managed by FLO International (Fairtrade Labelling Organization), an NGO with about 30 member organizations.

Fairtrade – What is it exactly?



- For textiles, the label only concerns natural fibers.
- Since 2016, the label is no longer limited to the agricultural phase and also examines subsequent stages of the chain, such as processing.
- Fairtrade is only partially an ecological label. It is primarily a social label.

How does it work?

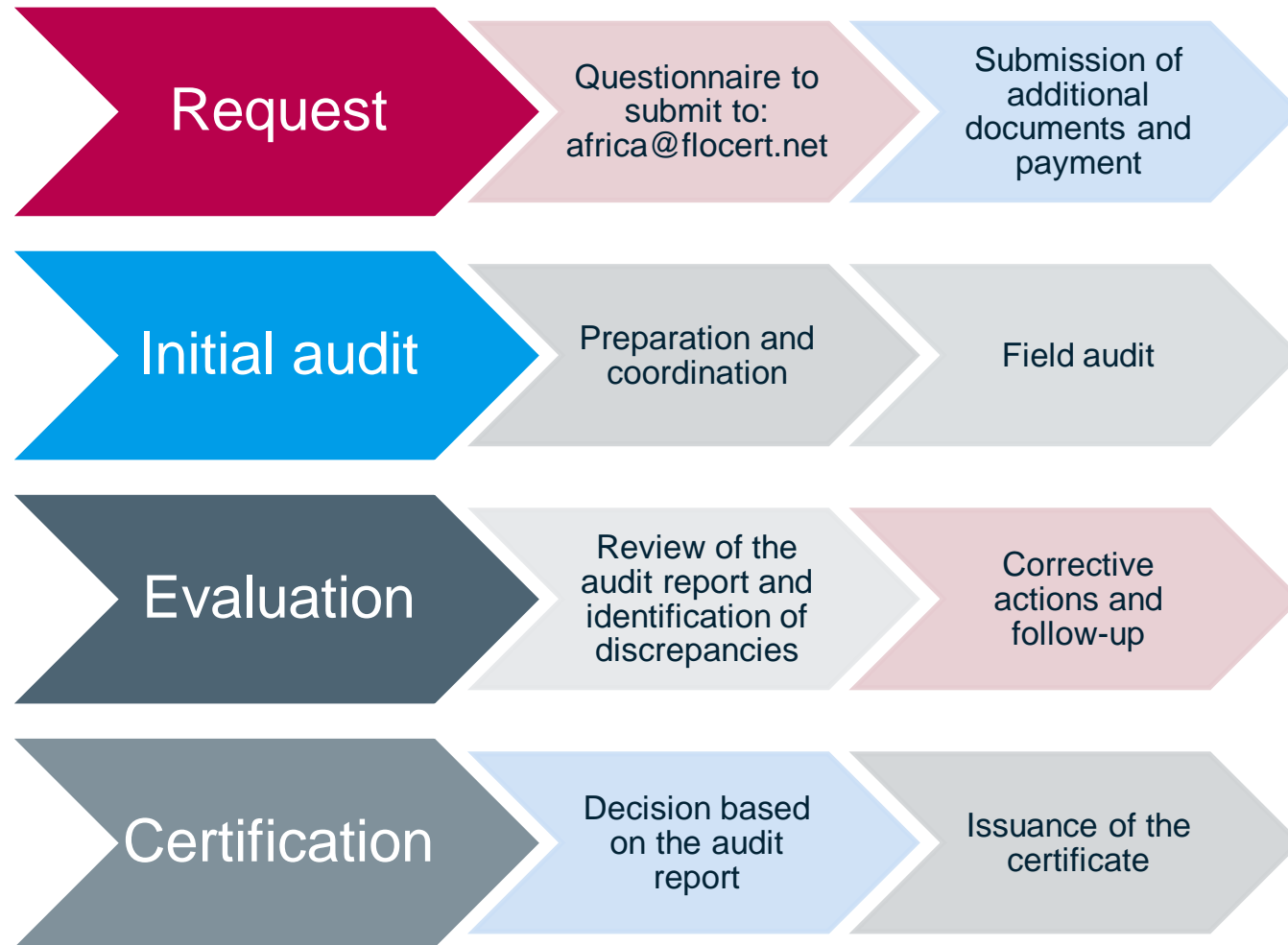


Products concerned



- Cereals
- Cocoa
- Coffee
- Fiber crops
- Flowers and plants
- Fresh fruits
- Gold and precious metals
- Teas, herbal teas, and spices
- Honey
- Nuts
- Etc. <https://www.fairtrade.net/standard/fairtrade-standards#scope>

Certification process



How much does Fairtrade certification cost?



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Fairtrade Fee Calculator

In line with Fairtrade's mission of supporting and empowering producers, FLOCERT's fee structure aims at enabling farmers and workers in producer organisations to participate in Fairtrade, regardless of their location and size.

FLOCERT applies an "all-in" fee model, with no extra charges for audits, travel or customer visits.

Which statement best describes the structure of your organisation or company?

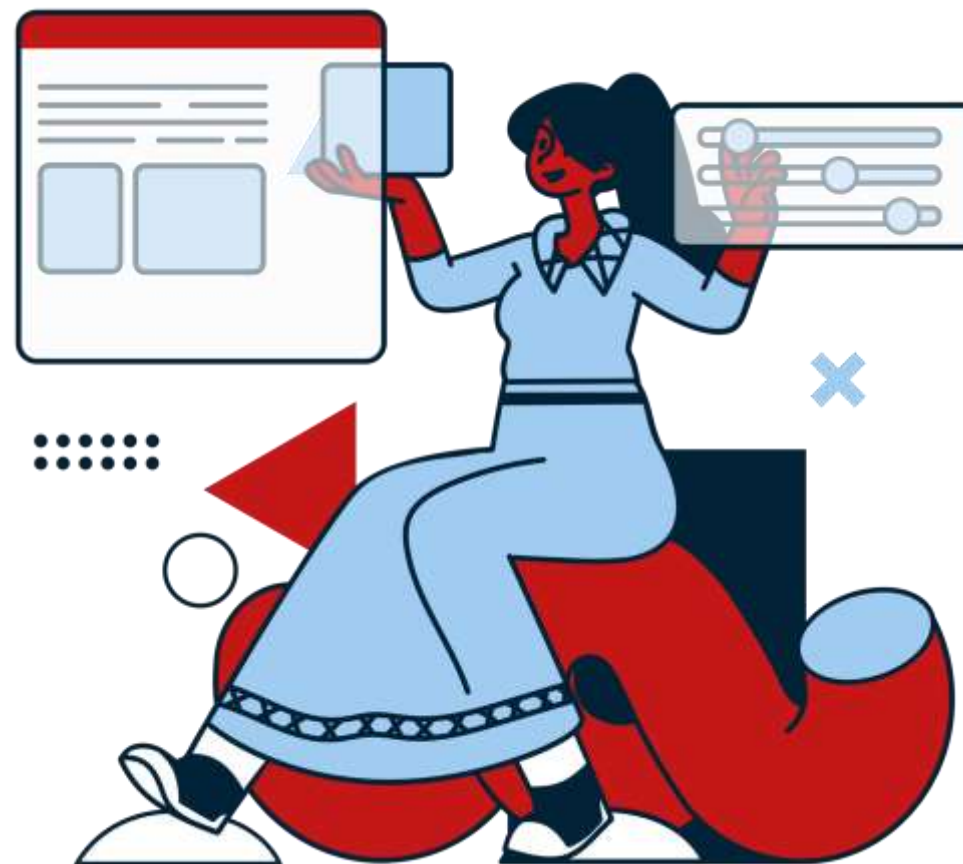
<https://www.flocert.net/fairtrade-fee-calculator/>

Benefits of fair trade



- Guaranteed minimum price to producers and improvement of their living conditions
- Encouragement of sustainable farming practices
- Access to an increasingly large consumer base that is sensitive to the social and environmental aspects of the products they purchase

08. EU Organic



Basic principle



« All producers, processors, or traders who wish to market their foodstuffs as organic products must be registered with an agency or control body. This organization is responsible for verifying that the operator adheres to the rules of organic agriculture. Public or private, depending on the EU country, it ensures compliance with European Union rules on organic production. » europa.eu

Conversion period

Candidates for EU Organic certification must undergo a "conversion" period during which organic production methods and seeds must be used, but the resulting product cannot be sold as organic. The duration of this period is:

- 3 years for perennial crops such as berries, tree fruits, and grapevines;
- 12 months for pastures for pigs and poultry;
- 2 years for annual crops and pastures for ruminants..



Activities concerned



EU Organic certification applies to the following activities:

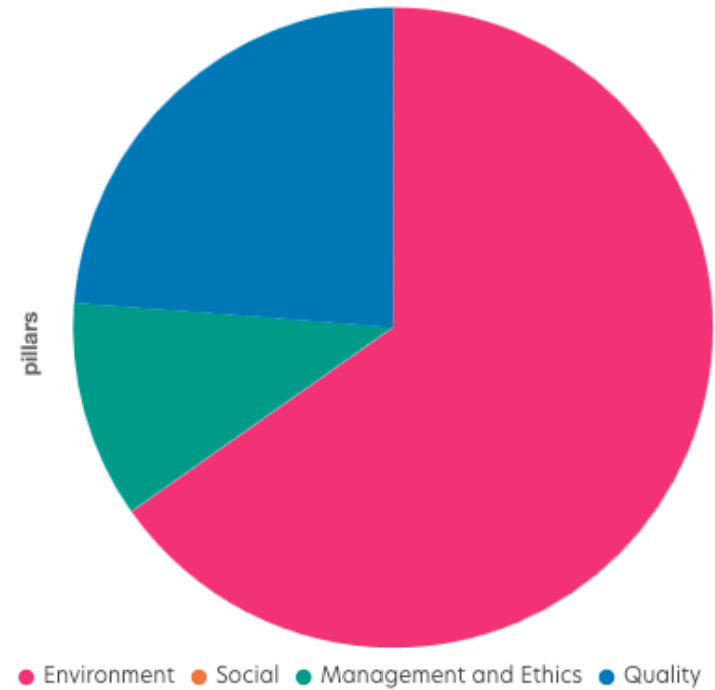
- Agriculture
- Fishing
- Floriculture and horticulture
- Livestock
- Manufactured products
- Processed foods

Products concerned

EU Organic certification applies to the following products:

- Aquaculture,
- Bananas,
- Cereals,
- Cocoa,
- Coconut (fresh),
- Coffee, tea, spices
- Cosmetics,
- Cotton and fibers,
- Floriculture products,
- Flowers
- Food and beverages,
- Fruits, vegetables
- Health,
- Honey,
- Nuts,
- Other products,
- Palm oil,
- Plants,
- Rice,
- Soy,
- Sugar,
- Wild fish

Criteria taken into consideration



Généré par la Standards Map de l'ITC [Source :](#)

Products concerned

Minimum level of conformity assessment for the standard	Third party.
Verification cycle	1 year or less.
What is verified	Factory, farm, production unit (including office visit and documentation review).
How often are operators subjected to a full recertification audit process?	1 year or less.
Unannounced visits	Allowed.

Organic farming continues to grow



- The global certified organic agricultural area has increased from 15 to 96.4 million ha between 2000 and 2022.
- In 2022, there were 4.5 million organic producers compared to 200,000 in 1999. Most of these organic producers are based in India (2.5 million).
- The global organic market has seen significant growth, rising from €15.1 billion in 2000 to €135 bln in 2022. The USA leads with €58.6 bln, followed by Germany (€15.3 bln) and China (€12.4 bln).

09.

Which labels or certifications to choose and why - Simulations



Which labels or certifications to choose and why?

Main selection criteria :

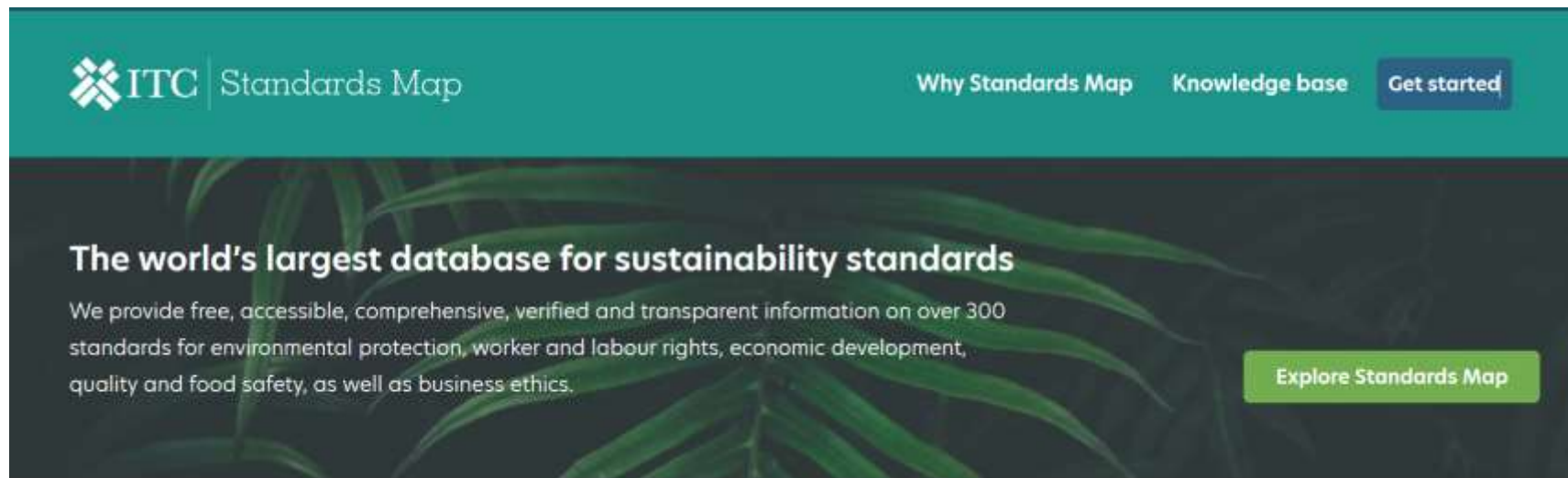
- The product you plan to export
- The target market and the requirements of buyers and consumers regarding the products purchased
- Your vision, and your marketing, and commercial objectives
- Your cost-benefit analysis and budget
- Your ability to comply with the certification requirements
- The certifications held by your competitors



WHICH LABELS OR CERTIFICATIONS TO CHOOSE AND WHY

Which labels or certifications to choose and why?

Simulation on <https://standardsmap.org/fr/>



Standards Map free toolkit

Our free tools help you to find trusted and neutral information about voluntary sustainability standards (VSS), codes of conduct, audit protocols, reporting frameworks and company programs on sustainability. [Download two pager](#)

How this works →

WHICH LABELS OR CERTIFICATIONS TO CHOOSE AND WHY

Which labels or certifications to choose and why?

Simulation on <https://www.labelinfo.be/fr>

The screenshot shows the LABELINFO website interface. At the top left is the LABELINFO logo. A navigation bar at the top right contains links for HOME, WHO ARE WE?, HOW DOES LABELINFO WORK?, and CONTACT, along with language options for NL and FR. The main content area displays "106 labels" and a prompt to click on a label for a detailed description or choose a category in the left column. On the left side, there is a search filter box and a list of categories: BIO-FAIR, NUTRITION, and PACKAGING. The main area features three prominent labels: 1. AGRICULTURE BIOLOGIQUE (AB), a green label with a leaf icon. 2. ASC (FARMED RESPONSIBLY CERTIFIED ASC-AQUA.ORG), a blue label with a fish icon. 3. BETER LEVEN (BETTER LIFE), a green label with a hand icon and three stars.

Cost of certifications

The costs of obtaining a certification vary greatly from one company to another based on the following criteria:

- Location of the company
- Nature of the certification requested and the availability of the certifier and auditors locally
- Whether the company is already engaged in a quality process at the time of the request
- Size of the company requesting certification, measured by relevant criteria: number of employees, size of the operation, number of products, scope of activities, etc.
- Duration of the certification audit and its preparation
- Involvement of supervisors
- Etc.



Validity period of certifications

Certifications	Validity
HACCP	3 years
Global Gap	1 year
Organic	USDA organic : 5 years / EU organic : 1,5 years
BRC	1 year
FSSC 22000	3 years
IFS	1 year
Halal	Malaysia: 2 years / Singapore: 1 or 2 years / Indonesia: 4 years / Philippines: 1 year
ISO 9001	3 years
Kasher	1 year
ISO 22000	3 years
SQF (Safe Quality Food Certificate)	1 year
SMETA	1 year
Fairtrade	3 years
Rainforest Alliance	3 years

CONCLUSION

How can I prove the quality of my products to buyers?

Pre-harvest and harvest phases

- 1) Product certification (Global Gap, Organic, retailers' private standards)
- 2) Maximum Residue Limits (MRLs) test

Post-harvest phases

- 1) Certification of packing plants
- 2) Growing demand for food safety and hygiene protocols such as HACCP, BRC, and others

Additional certifications (Social)

- 1) SMETA, Fair Trade, Fair for Life, etc.



CONCLUSION

Conclusion



- Certification is both **proof of compliance** with specific requirements and a form of communication to **inform** and **reassure** buyers of said compliance.
- Many certifications are **mandatory**, while others are **optional**, aiming to demonstrate the company's commitment to meeting buyers' expectations and concerns.
- The **choice of certifications** is determined by the **type of market** targeted, as well as the expectations and requirements of the customer segment aimed.
- Beyond obtaining the certificate, engaging in the certification process is an excellent opportunity **to improve** the company's situation.

Key references

- <https://www.halaloffice.com/fr/quest-ce-quun-produit-certifie-halal/>
- <https://eeat-haccp.io/guide-haccp/haccp/definition-haccp/>
- https://www.keyence.fr/ss/products/marketing/traceability/law_food.jsp
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- <https://www.imanor.gov.ma/informations-generales/>
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- <http://www.qualiteonline.com/question-154-quel-est-le-co-t-moyen-d-une-demarche-de-certification-iso.html#:~:text=Pour%20ces%20diff%C3%A9rentes%20prestations%20il,d'implication%20du%20responsable%20qualit%C3%A9>
- <https://www.reussir.fr/lesmarches/bio-dans-le-monde-trois-chiffres-connaître>



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Any questions ?

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