



Buyer requirements for dried mangoes

Buyer requirements are all the requirements you can expect from your EU buyer. They can be divided into two groups: legislative and non-legislative requirements. GlobalGAP, Maximum Residue Levels (MRL) norms and increasingly social requirements are the non-legislative standards that should be met, especially in Western and Northern EU countries. In addition, quality requirements must be met during the first export trials, otherwise the business relationship can end abruptly.

This module gives an overview of the:

1. Legislative requirements in your country
2. Legislative requirements in the EU
3. Non-legislative requirements
4. Product packaging, labels and tags

1. Legislative requirements in your country

A *Phytosanitary Certificate* is issued to cover each consignment that is passed for export - see next section.

Other Checks by the Customs Division of your country will be conducted on the consignment to certify that it was produced in your country and that it complies with the origin requirements for those goods in the Generalised System of Preferences for goods to be exported. The checks include the following:

- Marks and numbers of packages
- Number and kind of packages; description of goods
- Origin criterion gross weight or other quantity
- Number and date of invoices.

A Generalised System of Preferences Certificate of Origin is issued to cover the consignment that is passed for export. See also [here](#).

2. Legislative requirements in the EU

When the dried mangoes arrive at the first port of entry, there are the following checks:

EU import checks. Dried mangoes are plant products that are imported from developing countries. Therefore, they must pass through designated Border Inspection Posts (BIPs) where they are subjected to a series of checks. If passed they are allowed access to circulate freely to other member states.

Phytosanitary Certificate. Compulsory plant health checks are carried out on all plants and plant products coming from non-EU countries in which mangoes are included. The certificate that was issued in your home country is double-checked to ensure the consignment is free from harmful organisms. A *Phytosanitary Certificate* is issued to cover each consignment that is passed for export. See further in [this downloadable document](#).

Legal requirements are to guarantee consumer safety preventing substances that are dangerous to health from entering the EU. If your dried mangoes do not meet these requirements they are not allowed on the EU market and you (or your trade partner) run the risk of getting a penalty (up to € 70,000) if consumers make an official complaint. Food scandals in Europe underline the importance of (legislative) requirements, so supermarkets, grocery retailers and particularly discounters are under strict control from Ministries of Health.

Consequently, legal requirements that focus on hygiene, traceability and maximum residue levels for certain pesticides and contaminants that can be present in your dried mangoes have been put in place to guarantee the safety of EU consumers.

EU food legislative requirements are:

- **The General Food Law** ([Regulation \(EC\) 178/2006](#)) which prohibits the introduction of unsafe food to the EU market. Food imported into the EU must comply with the relevant requirements of food law.
This regulation also defines **traceability** and the ability to trace and follow food, feed, and ingredients through all stages of production, processing and distribution. Importers are similarly affected as they will be required to identify from whom the product was exported in the country of origin.
- **Hygiene of foodstuffs** ([Regulations \(EC\) 852/2004](#); [853/2004](#); [854/2004](#)). being based on the HACCP principles.

EU legislation restricting pesticides and contaminants in EU food are:

- **Maximum residue levels (MRLs)** in foodstuffs (Regulation (EC) 396/2005) that limits the level of pesticides in all food, including dried mangoes.
In establishing an MRL, the EU takes into account GAP (good agricultural practices) recommendations, data on consumer residue intake and the physic-chemical and biological properties of the chemical.
- Contaminants in food ([Regulation \(EC\) 1881/2006](#)).
- Microbial contamination of foodstuffs ([Regulation \(EC\) 2073/2005](#)).

Legislation on the processed fruits and vegetables sector:

- Quality standards for the marketing of processed or dried fruits and vegetables ([Regulation \(EC\) No 2201/96 of 28](#))

More details can be found at <http://www.cbi.eu/marketinfo> - select 'Dried fruit and vegetables' and 'EU Buyer Requirements' or you can download the following document from [here](#). You can also look at the [EU Helpdesk](#)

European quality standards

What generally happens is that importers will expect that their suppliers meet the basic EU requirements in terms of quality standards. As far as dried exotic fruits are concerned, there are presently no specific EU quality standards.

Basically, the imported mangoes should be at least intact, clean and sound, practically free from pest damage, abnormal external moisture, internal browning and they should be in a condition to withstand transport and handling. Even if there is no specific EU regulation for dried mangoes, there exists an international quality standard:

- **The Codex quality standard for dried mangoes**, which is released in 2013 and is considered to be a 'world' standard. The interpretive brochure of the Norm CEE/ONU edited by "Le Regime de l'OECD" defines the types of defects that are tolerant. The brochure can be download from: http://www.unece.org/fileadmin/DAM/trade/agr/standard/dry/dry_e/DDP_25_DriedMangoes_2013_e.pdf or the French version:

http://www.unece.org/fileadmin/DAM/trade/agr/standard/dry/dry_f/25DriedMangoes_f_2013.pdf

See also - <http://www.codexalimentarius.org/standards/en/>

3. Non-legislative requirements

The scandals about food safety (e.g. pesticide residues) in the 1990s have forced EU supermarkets and distribution channels to develop various private standards that aim to echo their caution when sourcing and selling a product. Additional requirements or 'non-legislative' requirements are set by companies or organisations in order to address customer concerns and to enhance the company values.

As food safety, environmental and social issues are a growing concern among consumers and questionable practices of large exporting companies are more closely monitored by NGOs, activity groups and the media, non-legislative requirements are expected to become legislative in the near future. Non-legislative standards put a special emphasis on *traceability* so that consumers have a guarantee that everything has been done properly, thus avoiding risk.

Before investigating the different standards and certifications, discuss first with your trade partner which ones are necessary in which EU country and if you can regain the costs that are needed to comply with these standards.

Food safety requirements

GlobalGAP is the most important non-legal requirement for entering the EU market. It is an initiative or a management system from the industry to promote *good production practices* in the agricultural sector to ensure food safety.

GLOBALG.A.P.

GlobalGAP combined with the EU norm regarding allowed MRLs is a standard requirement by the big EU food retailers (supermarkets, hypermarkets and discounters). Some retailers set standards that are more stringent by requiring their suppliers to comply with residue levels that are sometimes much lower than the EU regulations (Germany and UK). See further at www.globalgap.org

Additional safety standards and certificates (hygiene protocols)

There are different additional standards that are used in the UK, Germany and some other Western EU countries, which are:

- **HACCP – certificate.** HACCP is globally recognized and lets your customers know that your products are safe for consumption. Having a functional HACCP system and certificate can enhance the marketability of your products in the international marketplace. See further at <http://asq.org/cert/haccp-auditor>
- **BRC.** In the UK, buyers are likely to ask you to meet the British Retail Consortium (BRC) standard, which is a widely applied safety and quality standard. See further at www.brcglobalstandards.com/
- **SQF.** On the European mainland, buyers may want you to comply with the Safe Quality Food Program (SQF) from the SQF Institute (www.sqfi.com).
- **IFS.** The International Food Standard (IFS), specifically for German and UK retailers. See further www.ifs-certification.com/index.php/fr/



Social requirements

In addition to GlobalGAP and MRL norms, supermarkets increasingly will ask you how your company can comply with social requirements and your ethical credentials (see next section). The main standards here are:

BSCI (Business Social Compliance Initiative) works with rules according to their own Code of Conduct for social responsibility that you must implement in your value chain in order to use their logo. Examples of rules are: no discrimination, fair remuneration, workers health and safety, no child labour, protection of the environment and ethical business behaviour. Requirements about social compliance will present a challenge when exporting to the EU market. Please note that there are variations between different parts of Europe.



ETI. In the UK, there is the Ethical Trading Initiative (ETI), which is an alliance of companies, trade unions and voluntary organisations. They work in partnership to improve the lives of poor and vulnerable workers across the globe who grow food or make consumer goods.



Ethical Trading Initiative
Respect for workers worldwide

Other social standards

These requirements often relate to the basic standards of the International Labour Organization (ILO). It lays down principles on what is perceived as the most important labour issues including basic safety conditions for workers and no use of child labour or forced labour.

Examples of social requirements:

- **ILO standards** dealing with the right to union membership and to negotiate; non-discrimination; forced labour; minimum age; working hours; equal remuneration; minimum wages; and occupational health and safety (required by most (large) companies e.g. Univac, Dole).
- **Fair Trade** companies, with special attention to workers' rights and benefits (required by companies focusing on the fair trade niche market). Fair trade is a strong brand in the EU market. You can also have a look at the Fair for Life scheme (www.fairforlife.org). Your company and vision must comply with the principles of fair pricing, no middlemen, transparency, good registration of company processes and good care for labour conditions.



Sustainable standard

Rainforest Alliance is an international non-profit organization that works with certified farms to conserve biodiversity, to ensure the long-term economic health of forest communities and to ensure sustainable livelihoods.

In order to achieve Rainforest Alliance certification (green frog seal), you must meet rigorous standards designed to protect ecosystems, safeguard the well-being of local communities and improve productivity. In this respect, your production methods have to be audited by an accredited auditor who should assure that your product, process or service conforms with their standards. See further at www.rainforest-alliance.org



Ethical credentials

Compliance to any of these private standards and their related certificate gives you as an exporter more credibility to buyers. However, it can be costly. On the other hand, it increases your chance to supply to importers or wholesalers selling to supermarkets or to a wider distribution network. It also gives you a competitive advantage to dried mangoes from Asian countries.

Requirements for organic dried mangoes

Organic certification according to the EU Regulations is a prerequisite for any producer wishing to export organic produce to the EU market. Organic certification requires you as a producer to adopt certain environmental standards. For organic dried mangoes, the fresh mangoes used must be cultivated and grown according to certain production methods, which are laid down in [EU legislation \(EC\) 834/2007 and \(EC\) 889/2008](#). You must refrain from using synthetic inputs and for certified dried mangoes, you can ask higher prices, but you will also have to incur certification costs. The organic market is changing rapidly with high price volatility and the yield will be lower.



4. Product packaging, labels and tags

Important packaging requirements for the different mango varieties were already mentioned in the Module 'Product characteristics for dried mangoes'.

Boxes used for transport of the dried mango packs (bulk) are made of cardboard. There is still a very small volume of dried mangoes in consumer bags/pouches that is done in West African countries.

Each box must have a minimum of information related to the fruits and their origin. The minimum requirements to be mentioned on the box are:

- Name and address of the exporter
- Name of the product if the content is not visible
- Name of the variety
- Origin of the produce
- Size expressed in weight (net and/or gross).

Labelling. In addition, any certification logo (if applicable) and/or retailer logo (in the case of private label products) should be on the label.



Bulk package - bags packed in boxes



Front side - Label of on bags
(Burkina Faso)

On the consumer package for dried fruit, the following is mandatory:

- Ingredients and the quantity of each
- Net quantity of dried mango (in gram)
- Nutritional value per 100 gram
- Best before date
- Bar code
- Special storage conditions
- Name of the packer or importer
- Country of origin.



Consumer package

A promotional message or catchy phrase on the cover can be added. However, be careful with strong health claims e.g. 100% natural as there is a risk that any such claim should meet certain standards. You may even be held responsible for what others say about your product whether it is intended or not. If it comes to cases in court, the costs will be high.



Mango - cholesterol free

This survey was compiled for CBI by **Source**

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