RESPONDING OF THE CZECH REPUBLIC TO GLOBAL CHALLENGES IN AGRI – FOOD SECTOR

CZECH FOODSTUFF INDUSTRY AND TRADE IN EU CONDITIONS

FEDERATION OF THE FOOD AND DRINK INDUSTRIES OF THE CZECH REPUBLIC

Tomas Kreutzer, executive director of FFDI CR, kreutzer@foodnet.cz, Tel: +420 296 411 185, mobil: +420 602 660 898

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CONTENT OF PRESENTATION

• CZECH FOOD INDUSTRY – MAIN CHALLENGES
  PREPARATION FOR CHANGES (START IN 1997)

• MAIN PRIORITIES OF FOOD PRODUCTION
CZECH FOOD INDUSTRY – MAIN CHALLENGES
PREPARATION FOR CHANGES (START - 1997)

• HARMONISATION OF EU LEGISLATION

• TRANSFORMATION IN MARKET ECONOMY

• INSTITUTION BUILDING
HARMONISATION OF EU LEGISLATION

- WHITE LIST OF FOOD (ADOPTED BEFORE ACCESSION TO EU - 1st MAY 2004)
- FOOD LEGISLATION

- PLANED ECONOMY
  ALL ACTIONS *NOT ALLOWED* BY LAW ARE *FORBIDDEN*
  PRODUCTION ONLY IN ACCORDANCE WITH STANDARDS DEFINING
  PARAMETERS (NATIONAL STANDARDS, APPROVED COMPANY
  STANDARDS)

- MARKET ECONOMY
  ALL ACTIONS *NOT FORBIDDEN* BY LAW ARE *ALLOWED*
  LEGISLATION IS REGULATING ONLY SAFETY CRITERIA AND PROTECTING
  QUALITY LABELS
TRANSFORMATION IN MARKET ECONOMY

FOOD QUALITY

- PLANED ECONOMY
  QUALITY DEFINED BY AUTHORITY
  AVERAGE FOOD QUALITY
  CONSUMER IS PROTECTED BY THE WEAK SELECTION

- IN THE MARKET ECONOMY
  QUALITY DEFINED BY CONSUMER (MARKET)
  PRODUCTS AND PRICE DIFFERENTIATION (HIGH QUALITY – LOW END PRODUCTS)
  CONSUMER PROTECTED MAINLY BY TRUE LABELING
  (CONSUMER KNOWLEDGE IS NEEDED)
INSTITUTION BUILDING

COMPETENT AUTHORITY FOR ADMINISTRATION

STATE AGRICULTURE INTERVENTION FUND (MOA)

COMPETENT AUTHORITIES OF OFFICIAL CONTROLS - FOOD SAFETY

CZECH AGRICULTURAL AND FOOD INSPECTION AUTHORITY (MOA)

STATE VETERINARY ADMINISTRATION OF THE CR (MOA)

STATE PHYTOSANITARY ADMINISTRATION (MOA)

CENTRAL INSTITUTE FOR SUPERVISING AND TESTING IN AGRICULTURE (MOA)

BODIES OF PUBLIC HEALTH PROTECTION (MOH)

INSPECTION OF ENVIRONMENT (ME)
INSTITUTION BUILDING (ACCESS to FUNDS)

EAFRD (EUROPEAN AGRICULTURAL FUND FOR RURAL DEVELOPMENT)
ADMINISTRATION FOR MOA – STATE AGRICULTURE INTERVENTION FUND (SAIF), ESTABLISHED 1.5. 2004

OPEI (OPERATIONAL PROGRAMME ENTERPRISE AND INNOVATIONS – ADMINISTRATION MIT)

EFRD (EUROPEAN FUND FOR REGIONAL DEVELOPMENT – ADMINISTRATION MRD)

ESF (EUROPEAN SOCIAL FUND – ADMINISTRATION MLSA)
MAIN PRIORITIES OF FOOD PRODUCTION

• FOOD AND HEALTH
• FOOD AND CONSUMER
• PRODUCTION AND FOOD QUALITY
• FOOD SAFETY (EU Standards)
• ACCESS TO FUNDS (OP Ministry of Industry and Trade ERDF, ESF, EAFRD, State Aid)
• COMMUNICATION
• GENERAL FOODSTUFFS EXPORT OFFERS
FOOD and HEALTH

NUTRITION LABELLING SCHEME
• CURRENT DISCUSSION ABOUT THIS ITEM ACROSS ALL EU MEMBER STATES

GDA (Guideline Daily Amounts)
• PRESENT ENERGY AND NUTRIENTS IN A PORTION
• GDA LABEL MAKES EASIER ORIENTATION OF DAILY NUTRITION NEEDS FOR CONSUMERS

PROMOTION OF HEALTH LIVE STYLE
FOOD and CONSUMER

RETAIL CHAINS
• PROBLEM WITH SIGNIFICANT MARKET POWER
• UNBALANCED RELATIONS BETWEEN SUPPLIER AND CUSTOMER

MAINTENANCE OF EUROPEAN STANDARDS - MAIN ASPECT OF FOOD SAFETY OF THE EU
(IN CONTEXT OF GLOBAL LIBERALISATION OF WORLD TRADE)
FOOD QUALITY - COMPETITION GROWTH

EU LEVEL
• PGI (PROTECTED GEOGRAFICAL INDICATION)
• PDO (PROTECTED DESIGNATION OF ORIGIN)
• TSG (TRADITIONAL SPECIALITY GUARANTEED)

NATIONAL LEVEL
• BRAND OF QUALITY „KLASA“
• REGIONAL BRANDS OF QUALITY

PROMOTION
FOOD SAFETY

WHY TO PUT EMPHASIS ON FOOD SAFETY?

• IT CONCERNS EVERYONE
• 91% OF EU POPULATION EXPRESS INTEREST IN IT
• HAS DIRECT IMPACT ON:
  1. THE QUALITY AND LENGTH OF LIFE
  2. POPULATION HEALTH

REQUIRES GOOD COMMUNICATION

• AMONG MINISTRIES
• WITH FFDI AND THE OTHER NON-GOVERNMENT ORGANISATIONS
• WITH EXPERT AS WELL AS GENERAL PUBLIC

INFORMATION BASED ON SCIENTIFIC FINDINGS
COMMUNICATION

LOOKING FOR NEW MARKET DESTINATION
(PROMOTION ACTIVITIES)

LOOKING FOR NEW CONTACTS
(EXHIBITIONS, INTERNATIONAL TRADE FAIRS, VARIOUS KINDS OF PROMOTION, TRADE DEPARTMENTS OF EMBASIES, ETC.)
KEY CHALLENGES

- ENSURING THE HEALTHY CHOICE
- DEVELOPING A QUALITY FOOD PRODUCTS
- FOOD LABELING
- ASSURING SAFE FOODS FOR CONSUMERS
- ACHIEVING SUSTAINABLE FOOD PRODUCTION
- MANAGING THE FOOD CHAIN
- SUSTAINABLE ABILITY TO COMPETE
Thank you for your attention

Ing. Tomáš Kreutzer, executive director, Federation of the Food and Drink Industries of the CR

tel.: +420 296 411 185
mobil: +420 602 660 898
fax: +420 296 411 187
kreutzer@foodnet.cz
http://www.foodnet.cz