

# GUIDELINE FOR EXPORT

OF PROCESSED FRUIT AND VEGETABLE PRODUCTS  
FROM WESTERN BALKAN COUNTRIES TO THE EUROPEAN UNION



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## 1. INTRODUCTION

The aim of this guide is to introduce to potential exporters from the Western Balkan (WB6) countries, namely Albania, Bosnia and Herzegovina, Kosovo, Macedonia, Montenegro and Serbia, all necessary preconditions, as well as documents and other relevant information, for the export of processed fruit and vegetable products from WB countries to the European Union (EU). This Guide is prepared for processed fruit and vegetable products manufactured in Western Balkan countries.





Small and medium enterprises (SMEs) in the Western Balkans face difficulties in accessing new export markets. One prerequisite is the adaptation of product and quality standard to those of the target markets. Additionally, market information and distribution channels are necessary for successful export. Regional enterprises face both external and internal barriers. Often, due to mainly financial and internal limited capacities, SMEs lack export know-how (even basic information on the criteria, procedures and steps to export) and depend on external support, such as consultancy services.

Export markets, especially in European countries, are full of unknowns for exporters, as there are many requirements, such as (European) standards, certifications, quality requirements, packaging, etc. Additional problems for exporters from Western Balkan countries are constant changes in trends.

The international trade rules, EU's regulations and import procedures, private industry quality standards as well as additional performance or quality marks (that are not necessarily legally required, but become a de facto market access condition), can be a difficult hurdle for companies wishing to enter the EU, and other international, markets. In many cases, products must be tested and certified to ensure compliance with importer requirements - to prove that EU requirements and private industry quality standards are being met. As a consequence, exporters from West Balkan countries not only need appropriate production, processing, handling, trading, marketing technologies and know-how but also appropriate legal and institutional frameworks, competent control and auditing.



## 2. EXPORT OVERVIEW BY COUNTRY FROM THE SELECTED BALKAN COUNTRIES TO THE EU 28, FOR PROCESSED FRUIT AND VEGETABLE PRODUCTS

### 2.1. Introductory remarks

- Source: TradeMap.org and trade.ec.europa (data taken in November 2018)
- Focus on product group 20 (Preparations of vegetables, fruits, nuts or other parts of plants), and the following HS sub-groups:



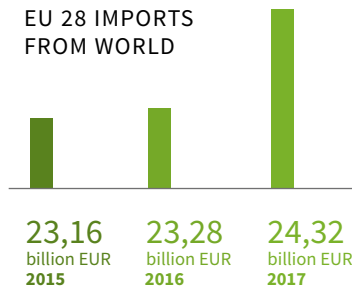




2001	Vegetables, fruit, nuts and other edible parts of plants, prepared or preserved by vinegar or acetic acid
2002	Tomatoes, prepared or preserved otherwise than by vinegar or acetic acid
2003	Mushrooms and truffles, prepared or preserved otherwise than by vinegar or acetic acid
2004	Vegetables prepared or preserved otherwise than by vinegar or acetic acid, frozen (excluding preserved by sugar, and tomatoes, mushrooms and truffles)
2005	Other vegetables prepared or preserved otherwise than by vinegar or acetic acid, not frozen (excluding preserved by sugar, and tomatoes, mushrooms and truffles)
2006	Vegetables, fruit, nuts, fruit-peel and other edible parts of plants, preserved by sugar “drained, glacé or crystallised”
2007	Jams, fruit jellies, marmalades, fruit or nut purée and fruit or nut pastes, obtained by cooking, whether or not containing added sugar or other sweetening matter
2008	Fruits, nuts and other edible parts of plants, prepared or preserved, whether or not containing added sugar or other sweetening matter or spirit (excluding prepared or preserved with vinegar, preserved with sugar but not laid in syrup, and jams, fruit jellies, marmalades, fruit purée and pastes, obtained by cooking)
2009	Fruit juices, incl. grape must, and vegetable juices, unfermented, not containing added spirit, whether or not containing added sugar or other sweetening matter



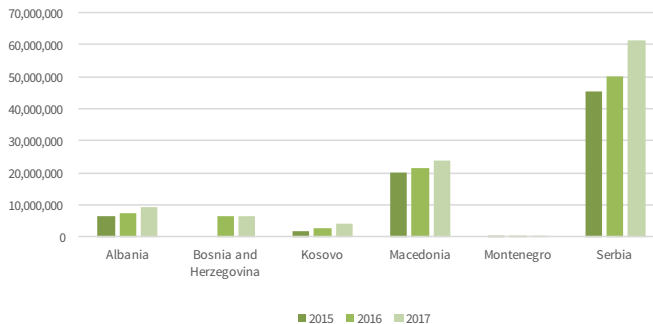
## 2.2. Imports of selected products to EU 28 from the world



EU 28 imports from the world in three years (2015, 2016, 2017) of processed fruit and vegetable products was between 23 – 24.5 billion euros from 226 countries with a 18% growth rate over these three years.

## 2.3. Export of processed fruit and vegetable products from Western Balkan countries to the EU

### EXPORT TO EU 28 FROM WEST BALKAN COUNTRIES



The six Western Balkan countries (Albania, Bosnia and Herzegovina, Kosovo, Macedonia, Montenegro and Serbia) together exported processed fruit and vegetable products in an amount exceeding 100 million euros to the EU, accounting for only 0,38% of total EU imports in this category.



### 3. GENERAL REQUIREMENTS FOR EXPORT TO EU – Trade documentation

The trade documentation follows the goods from the place of dispatch to the final destination and refers to the description of the goods.

This group of documents includes: customs value declaration, commercial invoice, specification of goods, certificate of quality, and certificate of origin of goods, consignment note and packing list.

#### 3.1. Customs Value Declaration

The Customs Value Declaration is a document, which must be presented to the customs authorities where the value of the imported goods exceeds EUR 20.000. The Customs Value Declaration must be drawn up in conformity with form DV 1, a specimen of which can be found in Annex 8 to Regulation (EU) 2016/341<sup>1</sup> (OJ L-69 15/03/2016) (CELEX 32016R0341) known as UCC Transitional Delegated Act. This form must be presented with the Single Administrative Document – SAD.

The main purpose of this requirement is to assess the value of the transaction in order to establish the customs value (taxable value) to apply the tariff duties.



1 [http://trade.ec.europa.eu/services/reqs/public/v1/requirement/aux/eu/eu\\_gen\\_value-dec\\_dv1.pdf/](http://trade.ec.europa.eu/services/reqs/public/v1/requirement/aux/eu/eu_gen_value-dec_dv1.pdf/)



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*This declaration is prepared by companies (exporters) that export products to EU member countries.*

### 3.2. Commercial Invoice

The commercial invoice is a record or evidence of the transaction between the exporter and the importer. The commercial invoice contains the basic information on the transaction and it is always required for customs clearance.

The minimum data generally included are the following:

- Information on the exporter and the importer (name and address);
- Date of issue;
- Invoice number;
- Description of the goods (name, quality, etc.);
- Unit of measure;
- Quantity of goods;
- Unit value;
- Total item value;
- Total invoice value and currency payment. The equivalent amount must be indicated in a currency freely convertible to EUR or the legal tender in the importing Member State;
- The terms of payment (method and date of payment, discounts, etc.)
- The terms of delivery according to the appropriate incoterm;
- Means of transport.

No specific form is required. The commercial invoice is to be prepared by the exporter according to standard business practice and it must be submitted in the original along with at least one copy. In general, there is no need for the invoice to be signed. In practice, both the original and the copy of the commercial invoice are often signed. The commercial invoice can be prepared in any language. However, a translation in English is recommended.



### 3.3. Specification of goods

The document is issued by the seller and contains a description of the product that is the subject of the sale. This document is particularly important to the buyer because it determines whether the contract is complied with. Also, according to this document, the contracting parties contract the transport of the goods.

### 3.4. Certificate of Quality

Sometimes buyers or customs authorities require certificates of quality of goods being exported. These certificates are issued by the appropriate certification bodies. This document is needed for the buyers and it confirms that an authorized institution has checked the goods. The document should confirm that the goods examined are healthy or that they are not infected.

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*This certificate is issued by the organizations, laboratories accredited to perform the necessary analyses of processed fruit and vegetables products for export. The list of accredited laboratories in the Western Balkan countries is provided in chapter 8.*

### 3.5. Certificate of origin of goods

The Certificate of origin of goods, EUR.1 movement certificate (also known as *EUR.1 certificate, or EUR.1*) is a form used in international commodity traffic. The EUR.1 is most importantly recognized as a certificate of origin for external trade in a legal sense, especially within the framework of several bilateral and multilateral agreements of the Pan-European preference system (the European Union Association Agreement). The EUR.1 is used to certify the origin of a product and, if applicable, benefit from favorable trade terms (mainly tariffs) under a preferential trade policy of the EU. In order to benefit from the preferential rate during customs clearance, a valid EUR.1 movement certificate must be handed over to the competent authority (generally a customs office), in which the manufacturer certifies the origin of the goods. For example, *this document is obligatory for the acquisition of the right to duty-free imports of processed fruit and vegetable products from the Western Balkans countries.*

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*This certificate is issued by customs offices in the country of the exporters.*



### 3.6. Consignment note

This document is issued at the moment when the goods leave the warehouse. It is signed by the warehouse worker/driver/buyer and thus confirms that the goods are ready for transport. The basic elements that the consignment note contains are: customer data, registration number of vehicle in which the goods are loaded, driver's name and information on goods.

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*The Consignment note document is prepared and issued by the exporter.*

### 3.7. Packing List

The packing list (P/L) is a commercial document accompanying the commercial invoice and the transport documents. It provides information on the imported items and the packaging details of each shipment (weight, dimensions, handling issues, etc.)

It is required for customs clearance as an inventory of the incoming cargo.

It generally includes the following data:

- Information on the exporter, the importer and the transport company
- Date of issue
- Number of the freight invoice
- Type of packaging (drum, crate, carton, box, barrel, bag, etc.)
- Number of packages
- Content of each package (description of the goods and number of items per package)
- Marks and numbers
- Net weight, gross weight and measurement of the packages

No specific form is required. The packing list is to be prepared by the exporter according to standard business practice and the original together with at least one copy must be submitted. Generally, there is no need for it to be signed. However, in practice, the original and the copy of the packing list are often signed. The packing list may be prepared in any language. However, a translation in English is recommended.



## 4. FREIGHT DOCUMENTS (Transport Documentation)

Depending on the means of transport used, the following documents are to be filled in and presented to the customs authorities of the importing EU Member State upon importation in order for the goods to be cleared.

The documents most commonly used in the Western Balkan countries are as follows:

### 4.1. Road Waybill (CMR)

*This document is issued by the carrier.* The road waybill is a document containing the details of the international transportation of goods by road, set out by the Convention for the Contract of the International Carriage of Goods by Road 1956 (the CMR Convention). It enables the consignor to have the goods at his disposal during transportation. It must be issued in quadruplicate and signed by the consignor and the carrier. The

- first copy is intended for the consignor,
- the second remains in the possession of the carrier,
- the third accompanies the goods and is delivered to the consignee and the fourth one must be signed and stamped by the consignee and then returned to the consignor.

Usually, a CMR is issued for each vehicle. *The CMR note is not a document of title and is non-negotiable.*





## 4.2. Rail Waybill (CIM)

*The carrier also issues this document.* The rail waybill (CIM) is a document required for the transportation of goods by rail. It is regulated by the Convention concerning International Carriage by Rail 1980 (COTIF-CIM). The CIM is issued by the carrier in five copies, the original accompanies the goods, and the duplicate of the original is kept by the consignor and the three remaining copies by the carrier for internal purposes. It is considered the rail transport contract.

## 4.3. Air Waybill (AWB)

The air waybill is a document, which serves as a proof of the transport contract between the consignor and the carrier's company. *It is issued by the carrier's agent* and falls under the provisions of the Warsaw Convention (Convention for the Unification of Certain Rules relating to International Carriage by Air, 12 October 1929). A single air waybill may be used for multiple shipments of goods; it contains three originals and several extra copies. One original is kept by each of the parties involved in the transport (the consignor, the consignee and the carrier). The copies may be required at the airport of departure/destination, for the delivery and in some cases, for further freight carriers. The air waybill is a freight bill, which evidences a contract of carriage and proves receipt of goods.

A specific type of Air Waybill is the one used by all carriers belonging to the International Air Transport Association (IATA); a bill called the IATA Standard Air Waybill. It embodies standard conditions associated to those set out in the Warsaw Convention.

## 4.4. ATA Carnet<sup>2</sup>

ATA (Admission Temporary Admission) carnets are international customs documents *issued by the Chambers of Commerce* in the selected countries (West Balkan Countries) to allow the temporary importation of goods, free of customs duties and taxes. ATA carnets can be issued for the following categories of goods: commercial samples, professional equipment and goods for presentation or use at trade fairs, shows, exhibitions and the like.

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2 <https://iccwbo.org/resources-for-business/ata-carnet/>





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*This document is especially important for companies that participate in several trade fairs in EU member countries.*

**In addition to the above documents, there are also the following transport documents, which are not often used in the WB countries:**

### 4.5. Bill of Lading

The Bill of Lading is a document issued by the shipping company to the operating shipper and acknowledges that the goods have been received on board. In this way the Bill of Lading serves as a proof of receipt of the goods by the carrier obliging him to deliver the goods to the consignee. It contains the details of the goods, the vessel and the port of destination. It evidences the contract of carriage and conveys title of the goods, meaning that the bearer of the Bill of Lading is the owner of the goods/products.

### 4.6. FIATA Bill of Lading

The FIATA Bill of Lading is a document designed to be used as a multimodal or combined transport document with negotiable status, which has been developed by the International Federation of Freight Forwarders Associations.



## 5. SPECIFIC REQUIREMENTS FOR EXPORT



In order to be able to export to the EU, each country has to comply with the following legally binding requirements:

EU legislation contains a number of provisions to ensure food safety on the EU market. Food safety implies safe and healthy food throughout the entire chain “from farm to fork”. This includes: production, processing, storage, transport, distribution and sale of food in the market.

In the case that these preconditions are not fulfilled, processed fruit and vegetable products will not be able to enter the EU market.

As food safety is one of the top priorities in all EU food sectors, in practice it very often happens that most European buyers require additional guarantees in the form of certificates (standards) which demonstrate the implementation of the Food Safety Management based on Risk Analysis and Critical Control Points. Additional information on these standards is mentioned in Chapter 6.



## 5.1. Food Safety

The European Union constantly works to ensure that Europe's food supply, including processed fruits and vegetables is the safest in the world. The same standards of food safety apply to all food products, regardless of whether they are imported or produced in the EU. The General Food Law<sup>3</sup> is the legislative framework regulation for food safety in EU.

General objectives of food and feed law are:

- Guarantee a high level of protection of human life and health and the protection of consumers' interests. Also guarantee fair practices in food trade, taking into account animal health and welfare, plant health and the environment;
- Ensure free movement of food and feed manufactured and marketed in the Union, in accordance with the General Food Law Regulation;
- Facilitate global trade of safe food and feed, wholesome food by taking into account international standards and agreements when developing Union legislation, except where this might undermine the high level of consumer protection pursued by the Union.

## 5.2. General Food Law

The General Food Law Requirements are:

*Safety requirements* – safety of food is of critical importance. Consumers must have confidence and assurance that the food they buy will do them no harm or have an adverse effect.

*Traceability* – tracing food, processed fruit and vegetable products and feed throughout the food chain is very important for the protection of consumers, particularly when food and feed are found to be substandard.

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3 General Food Law: [https://ec.europa.eu/food/safety/general\\_food\\_law\\_en](https://ec.europa.eu/food/safety/general_food_law_en)



*Operators responsibilities* – primary responsibility for ensuring compliance with food law and in particular the safety of food, rests with the food (or feed) business operators.

*Implementation guidance* – guidance on the implementation of the General Food Law aims to assist all players in the food chain to better understand the Regulation and to apply it correctly and in a uniform way.



For more information about the guidance, please visit the following web site: [https://ec.europa.eu/food/sites/food/files/safety/docs/gfl\\_req\\_implementation-guidance\\_en.pdf](https://ec.europa.eu/food/sites/food/files/safety/docs/gfl_req_implementation-guidance_en.pdf)

The General Food Law Regulation sets out certain procedures relating to food safety. In particular, it provides four measures:

- The establishment of the Rapid Alert System for Food and Feed (RASFF);
- The establishment of the Standing Committee on Plants, Animals, Food and Feed (PAFF Committee);
- The adoption of emergency measures; and
- The establishment of a general plan for crisis management.



For more information about the General Food Law, please visit the following web site: [https://ec.europa.eu/food/safety/general\\_food\\_law\\_en](https://ec.europa.eu/food/safety/general_food_law_en)

The EU has developed an integrated “Farm to Fork” approach, covering all sectors of the food chain, including processed fruit and vegetable products. This specific approach means that all food must be traceable throughout the entire supply chain. In order to achieve this, all food producers need to implement the Hazard Analysis of Critical Control Points (HACCP) system. HACCP is a management system in which food safety is addressed through the analysis and control of biological, chemical, and physical hazards from raw material production, procurement and handling, to manufacturing, distribution and consumption of the finished product. More details about the HACCP system can be found in the following web site: <https://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CONSLEG:2004R0852:20090420:EN:PDF>



The EU importer is responsible for ensuring that all processed fruit and vegetable products imported into the EU comply with the requirements of EU food law. As a result, the EU importer is obliged to require third country suppliers to meet the requirements of EU food law.

The regulatory framework for sanitary and phytosanitary measures (SPS) is designed to protect human and plant health by ensuring that imported fruit and vegetables are not contaminated with harmful levels of pesticides or other chemical contaminants, micro-organisms capable of causing harm to human health and plant pests and diseases that could harm crops, ornamental or wild plants in Europe. As food safety measures within the EU are based on scientific assessment of the likely risk to health of a given hazard, for this reason products of animal origin that represent the greatest risk to health are subject to strict import controls including EU approval of exporting countries' national food control systems and EU approval and registration of food businesses wishing to export to the EU or involved in production and processing of food intended for export to the EU.

*Since February 2017, the following processed fruit and vegetables are on a stricter inspection list:*

➤ *Frozen raspberries from Serbia – increased control on norovirus*

### 5.3. Contaminants

Contaminants are substances that have not been intentionally added to food. These substances may be present in food as a result of the various stages of its production, packaging, transport or holding. They also might result from environmental contamination. Since contamination generally has a negative impact on the quality of food and may imply a risk to human health, the EU has taken measures to minimize contaminants in foodstuffs.

The EU Regulation on Contaminants<sup>4</sup> in Food sets maximum levels for certain contaminants in food products. The most common requirements for contaminants in processed fruit and vegetables are the following:

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<sup>4</sup> EU Regulation on Contaminants: <https://eur-lex.europa.eu/legal-content/EN/ALL/?uri=CELEX%3A32006R1881>



#### Limited use of Pesticides - MRLs<sup>5</sup>

Absence of mycotoxins (dried fruits) (Mycotoxins are toxic substances produced by fungi commonly known as moulds. It is important to recognise that, although it is primarily food commodities that become contaminated with aflatoxins via mould growth, these toxins are very stable and survive severe processes such as heat treatment.

The most common mycotoxin contaminations in the processed fruit and vegetables sector are aflatoxins, ochratoxin A and patulin.

#### Limited amount of heavy metals in food products (fruit juices, canned fruit and vegetables)

Reducing the risk of microbiological contaminants<sup>6</sup> (unpasteurized fruit and vegetable juices, frozen fruit and vegetables)

#### Chlorate concerns<sup>7</sup> (water)

Limited nitrate level (frozen spinach)

#### Concerns about glycidyl esters (vegetable oils)

Absence of foreign matters (contamination by foreign matter when food safety procedures are not carefully followed)

#### Limited levels of irradiation<sup>8</sup>

Product composition request<sup>9</sup> – undeclared, unauthorised or excessive levels of extraneous materials (fruit juices, jams, jellies, marmalade sweetened chestnut pure)

5 EU Directive on MRLs: <https://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=O-J:L:2005:070:0001:0016:en:PDF>

6 EU legislation: <https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:02005R2073-20140601&rid=1>

7 Standards for chlorate levels in food: <https://www.efsa.europa.eu/en/press/news/150624a>

8 EU radiation protection legislative: <https://ec.europa.eu/energy/en/overview-eu-radiation-protection-legislation>

9 Food Additives Regulation: <https://eur-lex.europa.eu/legal-content/EN/TXT/?-qid=1478597149803&uri=CELEX:02008R1333-20160525>



## 5.4. Packaging requirements

Export packaging must be in line with the European legislation on weight and be safe for consumer health as well as for the environment. Packaging made of wood or vegetable materials may be subjected to phytosanitary controls. The labelling of packed products must contain various items of information relevant to the consumer.

The first requirement is that the content in the packaging corresponds to the indicated quantity (in weight or volume) on the label. Importers will check the packaging size and weight to ensure that prepacked products are within the limits of tolerable errors<sup>10</sup>.

Some of the buyers frequently require use of recyclable packaging e.g. cartons. This requirement is especially relevant if the exporters aim to supply to European retail chains, which often require that packaging is made of 100% ecological and recyclable materials including lids and caps.

The new EU Regulation No.1169/2011<sup>11</sup> on the provision of food information to consumers entered into force on December 13, 2014. The obligation to provide nutritional information has applied from December 13, 2016.

## 5.5. Labelling requirements

In the member countries of the EU, the labelling rules<sup>12</sup> enable citizens to obtain comprehensive information about the content and composition of food products including processed fruit and vegetables. Labelling helps consumers to make an informed choice when purchasing their food products.

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10 <https://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CONSLEG:1976L0211:20090411:EN:PDF>

11 EU Regulation No.1169/2011: <https://eur-lex.europa.eu/legal-content/en/ALL/?uri=CELEX:32011R1169>

12 Labelling rules: [https://ec.europa.eu/food/safety/labelling\\_nutrition\\_en](https://ec.europa.eu/food/safety/labelling_nutrition_en)




The regulation on the provision of food information to consumers<sup>13</sup> defines these obligations, such as:


- labelling of the energy value and quantities of fat, saturates, carbohydrates, protein, sugars and salt;
- presentation of allergens (such as soya, nuts, gluten and lactose) for prepacked foods (emphasis on font, style or background colour) in the list of ingredients;
- mandatory allergen information for non-prepacked food, including food intended for restaurants and cafes;
- minimum font size for mandatory information of 1.2 mm

There is a possible extension of the regulation on the compulsory labelling of the country of origin for ingredients that represent more than 50% of a food, which means that when the product is made with more than 50% of imported ingredients, there is the possibility of extending the regulations on compulsory marking to the country of origin from which these ingredients were purchased. Some of the obligations (such as the minimum font size) relate to consumer-packed products only. However, as a supplier of bulk products, you will be asked to provide relevant information; for example, on allergens and composition.

**For fruit juices and berries products labelling requirements are slightly different from other products. Please see the product specific factsheet summarizing the EU import requirements:**

*Fruit juices: traceability, contaminants, pesticide residue, food labeling, packaging and specifics for the labeling of fruit juice, concentrated fruit juice and fruit nectar.*

 *This specific factsheet can be found at <http://trade.ec.europa.eu/tradehelp/fruit-juice>*

 *Berries: traceability, contaminants, pesticide residue, special rules for berry fruits, frozen berries and packaging. This specific factsheet can be found at <http://trade.ec.europa.eu/tradehelp/berries>*

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<sup>13</sup> Provision of food information to consumer: <https://eur-lex.europa.eu/legal-content/EN/ALL/?uri=CELEX:32011R1169>





## 6. ADDITIONAL REQUIREMENTS FOR EXPORT – Private standards

### Food Safety Certification

Although food safety certification is not obligatory under European legislation, it has become a must for almost all European food importers.

Most established European importers will not work with you if you cannot provide some proof of food safety certification as the basis for cooperation.

As stated in the section of Chapter 5, food safety certification is very important in the export of products to EU member countries. Additional buyer requirements for certain standards are different. For export of fresh fruit and vegetables buyers very often require GlobalGAP standard, while the following standards may be required for processed fruit and vegetable products.

- IFS - International Featured Standard
- BRC - British Retail Consortium Global Standard for Food Safety
- SQF - Safe Quality Food Program
- FSSC 22000 - Food Safety System Certification





## 6.1. IFS

IFS<sup>14</sup> – This Food standard is one of the Standards belonging to the umbrella brand IFS (International Featured Standards). It is a Global Food Safety Initiative (GFSI) recognized standard for auditing food safety and quality of process and products of food producers. It concerns food processing companies or companies that pack loose food products. IFS food applies when products are “processed” or when there is a danger of product contamination during primary packing. The standard contains many requirements related to specifications compliance and it supports production and marketing efforts for brand safety and quality.



*A list of certification bodies, sorted by country and standard can be found at <https://www.ifs-certification.com/index.php/en/partners/certification-bodies>*

## 6.2. BRC

BRC<sup>15</sup> - The British Retail Consortium is a leading trade association representing the whole range of retailers, from the large multiples and department stores through to independents, selling a wide selection of products through town centre, out of town, rural and virtual stores. The BRC is the authoritative voice of retail, recognized for its powerful campaigning and influence within government and as a provider of excellent retail information.

The BRC Global Standard for Food Safety can be applied to any food processing or packing operation where open food is handled, processed or packed. The standard is divided into 7 chapters:

- I. Senior Management Commitment and Continual Improvement: For any food safety system to be effective it is essential that the factory senior management are fully committed to its application and continued development.
- II. The Food Safety Plan (HACCP): The basis for the Food Safety System is an effective HACCP program based on the requirements of the internationally recognized Codex Alimentarius system.

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<sup>14</sup> <http://www.standardsmap.org/review.aspx?standards=167>

<sup>15</sup> <http://www.standardsmap.org/review.aspx?standards=4>



- III. Food Safety and Quality Management System: This sets out requirements for the management of food safety and quality, building upon the principles of ISO 9000. This includes requirements for product specifications, supplier approval, traceability, and the management of incidents and product recalls.
- IV. Site Standards: These define expectations for the processing environment including the layout and maintenance of the buildings and equipment, cleaning, pest control and waste management. This includes a specific section on managing foreign body controls.
- V. Product Control: This includes requirements at the product design and development stage, Allergen management and the expectations of Laboratories and product testing.
- VI. Process Control: This covers the establishment and maintenance of safe process controls, weight/volume control and equipment calibration.
- VII. Personnel: This defines requirements for the training of staff and standards for protective clothing and personnel hygiene.



Additional information about the certification on BRC can be found on the following web site: <https://www.brcglobalstandards.com/partners/certification-bodies/overview/>

### 6.3. SQF

SQF<sup>16</sup> - The SQF Code is a site-specific, process and product certification standard with an emphasis on the systematic application of CODEX Alimentarius Commission HACCP principles and guidelines for control of food safety and food quality hazards. Certification of a site's SQF System by a Safe Quality Food Institute licensed certification body is not a statement of guarantee of the safety of the site's product, or that it meets all food safety regulations at all times. However, it is an assurance that the site's food safety plans have been implemented in accordance with the CODEX HACCP method as well as applicable regulatory requirements and that the System has been verified and determined effective to manage food safety. Furthermore, it is a statement of the site's commitment to: produce safe, quality food, comply with the requirements of the SQF Code and comply with applicable food legislation.

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<sup>16</sup> <http://www.standardsmap.org/review.aspx?standards=61>



SQF is administered by the Food Marketing Institute.

The Safe Quality Food Institute's (SQFI) SQF Code, edition 8 has been updated and redesigned in 2017 for use by all sectors of the food industry from primary production to storage and distribution and now includes a food safety code for retailers. It replaces the SQF Code, edition 7.

The SQF Code is a process and product certification standard that uses Hazard Analysis Critical Control Points (HACCP) as its foundation. HACCP is a food safety management system based on the principles defined in the CODEX Alimentarius Commission HACCP principles and guidelines.

The main feature of the SQF Code is its emphasis on the systematic application of HACCP to identify, monitor and control food quality threats in the process.



Certification bodies for the SQF standard can be found on the following web site: <https://www.sqfi.com/how-to-get-certified/find-a-certification-body/>

## 6.4. FSSC 22000

FSSC 22000 - contains a complete certification scheme for Food Safety Systems and is fully based on the international, independent standards: ISO 22000, ISO 22003 with sector specific technical specifications for PRP's and additional scheme requirements. FSSC 2200 is the only ISO based FSMS Certification Scheme that is recognized by the Global Food Safety Initiative (GFSI).


The FSSC 22000 certification scheme contains detailed requirements for food safety systems of organizations in the food chain, certification system of certification bodies, and accreditation by the accreditation bodies.

This standard for Food Manufacturing is fully based on the international, independent standards: ISO 22000, ISO 22003 with sector specific technical specifications for PRP's and additional scheme requirements

FSSC 22000 includes transportation and on-site storage if part of the operation (e.g. cheese ripening). It is applicable to all organizations in the food chain, regardless of size and complexity, profit-making or not, public or private.



ISO 22000 (Food Safety Management) certified manufacturers can obtain FSSC 22000 certification by meeting the requirements of technical specifications for sector prerequisite programs (PRPs) and the additional scheme requirements. Since 2015 FSSC 22000 and ISO 9001 can be assessed as an integrated management system called FSSC 22000-Q using Certification Bodies (CBs) proved by FSSC 22000. The importance of these standards is significant because they cover Food Safety Management and are needed for the export of food products to EU member countries.

 More about the certification bodies can be found at the <http://www.fssc22000.com/documents/accreditation-bodies.xml?lang=en>



## 7. REQUIREMENTS FOR ORGANIC PROCESSED FRUIT AND VEGETABLE PRODUCTS

Organic processed fruit and vegetables are produced and processed by natural techniques (such as crop rotation, biological crop protection, green manure or compost etc.).

The organic market in Europe continues to grow. In 2015, it increased by 13% to nearly € 30 billion. The largest European market, Germany, grew by nearly 10% in 2016 to €9.5 billion. Switzerland has the highest per capita consumption of organic food worldwide, followed by Denmark and Sweden. The fact that the number of processors and importers is growing more rapidly than the number of producers indicates that organic production is not keeping pace with demand. This fact offers opportunities to the Western Balkan Countries.

In order to export processed fruit and vegetables products as organic into the EU, they should be grown using organic production methods laid down in EU legislation<sup>17</sup>. Production and processing facilities must be audited by an accredited certifier before the EU organic logo, as well as the logo of the standard holder, can be put on your products.

<sup>17</sup> [https://ec.europa.eu/agriculture/organic/eu-policy/eu-legislation\\_en](https://ec.europa.eu/agriculture/organic/eu-policy/eu-legislation_en)





EU authorities can require increased control of imported organic products from non-EU members, including the Western Balkan countries.

Exporting organic processed fruit and vegetables products into EU is only possible with an electronic certificate<sup>18</sup>. A new system of electronic certificates for imports of organic products became applicable on 19 April 2017. It replaces the paper-based certificate of inspection that has been in effect since 2008.

*Inspection and certification bodies for organic production in Western Balkan countries are listed in table below:*

COUNTRY	NAME AND CONTACT DETAILS	REMARK
Albania	Albinspekt, Tirane <a href="http://albinspekt.com">http://albinspekt.com</a>	EU equivalent Regulation
Bosnia and Herzegovina	Organska kontrola OK, Sarajevo <a href="http://www.organskakontrola.ba">http://www.organskakontrola.ba</a>	EU equivalent Regulation
Kosovo	There are no certified inspection agencies.	
Macedonia	Balkan Biocert, Skopje <a href="http://www.balkanbiocert.mk">http://www.balkanbiocert.mk</a>	EU equivalent Regulation
Montenegro	Monteorganica, Podgorica <a href="https://orgcg.org/">https://orgcg.org/</a>	
Serbia	1. Centar za ispitivanje namirnica, Beograd <a href="https://www.cin.co.rs/">https://www.cin.co.rs/</a>	Serbian regulation
	2. Eco Cert Balkan, Beograd <a href="http://www.ecocert.com">http://www.ecocert.com</a>	EU equivalent Regulation
	3. Organic Control Systems, Subotica, <a href="http://www.organica.rs/">http://www.organica.rs/</a>	EU equivalent Regulation
	4. Ecovivendi, Beograd, <a href="http://ecovivendi.rs/">http://ecovivendi.rs/</a>	Serbian regulation
	5. TMS CEE, Beograd <a href="http://www.tms.rs">http://www.tms.rs</a>	Serbian regulation

<sup>18</sup> [https://ec.europa.eu/agriculture/organic/electronic-certificate\\_en](https://ec.europa.eu/agriculture/organic/electronic-certificate_en)



## 7.1. Labelling of organic produce

As well as the standard list of ingredients and nutritional value figures, organic product labels should bear the name of the producer, processor or distributor who last handled the item. The code number of the national certification authority should also be on the label. Moreover, the Regulation (EU) No 1169/2011 on the provision of food information to consumers gives the minimum requirements on nutrition.



More about the labelling of organic produce can be found at: [https://ec.europa.eu/agriculture/organic/organic-farming/what-is-organic-farming/organic-certification\\_en](https://ec.europa.eu/agriculture/organic/organic-farming/what-is-organic-farming/organic-certification_en)





## 8. LIST OF ACCREDITED LABORATORIES

Certification bodies must be accredited to attain international recognition.

Accreditation is the independent evaluation of conformity assessment bodies against recognized standards to carry out specific activities to ensure their impartiality and competence. Through the application of national and international standards, government, procurers and consumers can have confidence in the calibration and test results, inspection reports and certifications provided.

Accredited laboratories in the Western Balkans countries listed in the table below perform the necessary analyses for certain methods such as: pesticide analysis, heavy metals analysis, microbiological analysis and other analysis needed for export of processed fruit and vegetable products to the European Union. Most of them are not accredited for all the analyses that are needed for export to EU.

*For more information about exact analysis performed by individual laboratories, visit the websites listed in the table below.*





COUNTRY	NAME AND EMAIL/WEB ADDRESS
Albania <sup>19</sup>	<ol style="list-style-type: none"> <li>Institute of Food Safety and Veterinary, Tirane</li> <li>SCA Servizi Chimici Albanesi, Tirane</li> </ol>
Bosnia and Herzegovina <sup>20</sup>	<ol style="list-style-type: none"> <li>Institut za javno zdravstvo, Banja Luka, <a href="http://www.phi.rs.ba">www.phi.rs.ba</a></li> <li>Federalni agromediteranski zavod, Mostar, <a href="http://www.faz.ba">www.faz.ba</a></li> <li>Federalni zavod za poljoprivredu, Sarajevo, <a href="http://www.fzpp.ba">www.fzpp.ba</a></li> <li>Herkon laboratory, Mostar <a href="http://www.herkon.ba">www.herkon.ba</a></li> <li>Institut za vode, Bijeljina <a href="http://www.instituzavode.ba">www.instituzavode.ba</a></li> <li>Veterinarski fakultet, Sarajevo <a href="http://www.vfs.unsa.ba">www.vfs.unsa.ba</a></li> <li>Zavod za javno zdravstvo Federacije, Sarajevo/Mostar <a href="http://www.zzjzfbih.ba">www.zzjzfbih.ba</a></li> <li>JU Institut za zdravlje i sigurnost hrane, Zenica <a href="http://www.inz.ba">www.inz.ba</a></li> <li>Sistem Qualita S, Pale <a href="http://www.sistemqualitas.com">www.sistemqualitas.com</a></li> </ol>
Kosovo	<ol style="list-style-type: none"> <li>Agriculture Institution of Peja, <a href="mailto:instituti.bujgesor@rks-gov.net">instituti.bujgesor@rks-gov.net</a></li> <li>AGROVET Laboratory, <a href="mailto:xhelezi@hotmail.com">xhelezi@hotmail.com</a></li> </ol>
Macedonia <sup>21</sup>	<ol style="list-style-type: none"> <li>P.H.I. Institute for Public Health of the Republic of Macedonia - <a href="http://www.iph.mk">www.iph.mk</a></li> <li>University “ Ss. Cyril and Methodius” Faculty of Veterinary medicine, Skopje - <a href="http://www.fvm.ukim.edu.mk">www.fvm.ukim.edu.mk</a></li> <li>BIO engineering DOO, Skopje Research Center for Applied Microbiology and Biotechnology Dr. Kungulovsky - Microbiological Laboratory for Food and Water - <a href="http://www.bioengineering.com.mk">www.bioengineering.com.mk</a></li> <li>SLOGA VLATKO DOOEL Sveti Nikole SLOGA LAB</li> <li>KLANICA BDA COMPANY DOOEL Kumanovo Laboratory BDA Kumanovo</li> <li>Timko LAB, Skopje</li> </ol>
Montenegro <sup>22</sup>	<ol style="list-style-type: none"> <li>Biotechnical Faculty, Podgorica – <a href="mailto:jelenalat@ac.me">jelenalat@ac.me</a></li> <li>Institute of Public Health, Podgorica - <a href="mailto:boban.mugosa@ijzcg.me">boban.mugosa@ijzcg.me</a></li> <li>Center for Eco-Toxicological Researches, Podgorica – <a href="mailto:info@ceti.co.me">info@ceti.co.me</a></li> <li>Diagnostic Veterinary Laboratory, Podgorica – <a href="mailto:svl@t-com.me">svl@t-com.me</a></li> </ol>

<sup>19</sup> <http://www.dpa.gov.al/en/accredited-bodies>

<sup>20</sup> [http://www.bata.gov.ba/Akreditirana\\_tijela/Spisak-akreditiranih-tijela.pdf](http://www.bata.gov.ba/Akreditirana_tijela/Spisak-akreditiranih-tijela.pdf)

<sup>21</sup> <http://www.iarm.gov.mk>

<sup>22</sup> <http://transparency.cefta.int/sps/list-of-laboratories/Montenegro/>



Serbia<sup>23</sup>

1. DOO Jugoinspekt Novi Sad, central laboratory for testing agricultural food products, [www.juins.rs](http://www.juins.rs)
2. Ekolab doo, Novi Sad – [www.ekolab.rs](http://www.ekolab.rs)
3. Center for testing of foodstuff Belgrade, <http://www.cin.co.rs/>
4. Enološka stanica, Vršac, <http://www.enoloskastanica.com/>
5. SP Laboratory, Becej, <http://www.splaboratorija.rs/>
6. Institute for Public Health, Vranje, <http://www.zjzvranje.org.rs/>
7. Gradski zavod za javno zdravstvo, Belgrade, <http://www.zdravlje.org.rs/>
8. Eko-lab, Padinska Skela
9. Laboratorija za biotehnoška istraživanja i kontrolu bezbednosti i kvaliteta hrane, Belgrade, <http://www.inmes.rs/>
10. Zavod za javno zdravstvo Subotica, <http://www.zjzs.org.rs/>
11. Tehnološki fakultet, laboratorija za ispitivanje prehrambenih proizvoda, Novi Sad, <http://www.tf.uns.ac.rs/>
12. Zavod za javno zdravstvo Čačak, <http://www.zdravljecacak.org/>
13. Zavod za javno zdravlje, Zrenjanin, <http://www.zastitazdravlja.rs/>
14. Zavod za javno zdravlje, Kruševac, <http://www.zavodks.rs/>
15. Institut za javno zdravlje Srbije „Dr Milan Jovanović-Batut, Belgrade, <http://www.batut.org.rs/>
16. Institut za javno zdravlje Vojvodine, <http://www.izjzv.org.rs/>
17. Zavod za javno zdravlje, Pirot, <http://www.zjzpirot.org.rs/>
18. Zavod za javno zdravlje „Pomoravlje“, Čuprija <http://www.zjzcuprija.com/>

<sup>23</sup> <http://www.registar.ats.rs>



19. Institut za javno zdravlje Niš, <http://www.izjz-nis.org.rs/>
20. Zavod za javno zdravlje, Sremska Mitrovica, <http://www.zdravlje-sm.org.rs/>
21. SGS, Belgrade, <http://sgs.com/>
22. Zavod za javno zdravlje, Požarevac, <http://www.zzjzpo.rs/>
23. Institut za javno zdravlje Kragujevac, <http://www.izjzkg.rs/>
24. Zavod za javno zdravlje, Kraljevo, <http://www.zjzkv.org.rs/>
25. Zavod za javno zdravlje, Šabac, <http://www.zjz.org.rs/>
26. Naučni institut za prehrambene tehnologije, FINSLab, Novi Sad, <http://www.fins.uns.ac.rs/>
27. Zavod za javno zdravlje „Timok“, Zaječar, <http://www.zavodzajecar.rs/>
28. Zavod za javno zdravlje, Pančevo, <http://www.zjzpa.org.rs/>
29. Zavod za javno zdravlje, Valjevo, <http://www.zzjzvaljevo.co.rs/>
30. Zavod za javno zdravlje, Leskovac, <http://www.zzjzle.org.rs/>
31. Anahem laboratorija, Belgrade, <http://www.anahem.org/>
32. „Rea lab“, Belgrade, <http://www.realab.rs/>
33. Zavod za javno zdravlje, Sombor, <http://www.zzjzsombor.org/>
34. MP Lab, laboratorija za ispitivanje, Belgrade, <http://www.mpbio.com/>
35. In vitro lab, Šabac,
36. Miphem, Belgrade, <http://www.miphem.rs/>

The exporters usually select the laboratories that perform the necessary analyses, signing contract for control of products before exporting to the European Union.



## 9. LIST OF RELEVANT TRADE FAIRS IN EUROPE

Fairs are marketing events of a precise duration that are held at intervals, i.e. places where a large number of economic entities represent a product or services assortment in order to provide information and improve sales.

Fairs are a place to get acquainted with existing trends, a place where you can see, compare, evaluate, and at the same time get feedback on the product, and directly see the position of strong entities in relation to competition.

In addition to the numerous fairs in the member countries of the European Union, the most important fairs for processed fruit and vegetable products are:

➔ ANUGA, Cologne/Germany – [www.anuga.com](http://www.anuga.com)

The Anuga is the world's leading trade fair for the food and beverage industry, with more than 7.400 exhibitors from more than 100 countries. The impressive trade fair concept of Anuga - 10 trade fairs under one roof – represents the diversity of the food and beverage industry. These 10 trade fairs are as follow:

- ➔ Anuga Fine Food
- ➔ Anuga Frozen Food
- ➔ Anuga Meat
- ➔ Anuga Chilled and Fresh Food
- ➔ Anuga Dairy
- ➔ Anuga Bread and Bakery





- Anuga Drinks
- Anuga Organic
- Anuga Hot Beverages and
- Anuga Culinary Concepts

Anuga trade fair is held every second year in October in Cologne

- ➔ SIAL, Paris/France – [www.sialparis.com](http://www.sialparis.com)

SIAL Trade Fair is also organized every second year in October, as well as Anuga.

The fair with more than 7,200 exhibitors from 119 countries who exhibit their products from the food industry. The real meeting place with business partners and customers who are involved in the production and trade of processed fruit and vegetable products. SIAL Paris highlights 20 sectors in the global food industry. Some of these are as follow:

- Beverage products
- Cured Meat products
- Tinned food products
- Seafood products
- Dairy products
- Frozen products
- Delicatessen and ready prepared dishes
- Meat products
- Wine and spirit products
- Poultry products
- Gourmet products
- Savory grocery products
- Sweet grocery and bakery products
- Equipment
- Fruit and Vegetables products
- Ingredient products
- Organic products



→ FRUIT LOGISTICA, Berlin/Germany – [www.fruitlogistica.com](http://www.fruitlogistica.com)

FRUIT LOGISTICA covers every single sector of the fresh produce business and provides a complete picture of the latest innovations, products and services at every link in the international supply chain. It thus offers superb networking and contact opportunities to the key decision-makers in every sector of the industry. More than 3.000 exhibitors present their products at this trade fair. Apart from fresh fruit and vegetables, this trade fair also covers **dried fruit and nuts** and could be very useful for companies from Western Balkan Countries who are involved in the production of processed fruit and vegetable products.

This trade fair is organized every year in February in Berlin/Germany.

→ BIOFACH, Nürnberg/Germany – [www.biofach.de](http://www.biofach.de)

The World ´s Leading Trade Fair for Organic Food with almost 3.000 exhibitors from more than 130 countries. The exhibition covers the fields of organic food, organic drinks and organic non-food products. On four exhibition days, exhibitors and visitors can discuss the latest developments within the organic industry.

Product range at BioFach Trade Fairs is:

- Fresh food
- Frozen food
- Grocery product cooking and baking
- Grocery products snacks and sweets
- Grocery products drinks
- Other grocery products
- Non-food
- Technology and equipment
- Raw materials, supplies

In this Guide we have made an effort to list only the largest EU Specialized Trade Fairs for processed fruit and vegetable products.



In addition to the listed trade fairs, there are many other fairs for the food industry, including processed fruit and vegetable products. The full list of these trade fairs, can be seen on the following link: <http://tofairs.com/>



## 10. MARKET INFORMATION

For exporters from the West Balkan Countries there are very interesting opportunities on the European processed fruit and vegetable market.

In this guide we have mentioned several web sites that could be helpful for companies from the WB countries in finding potential buyers, as well as companies who are involved in the production or/and trade of processed fruit and vegetable products from the European Union member countries.

- CBI, the Centre for the Promotion of Imports from developing countries, contributes to sustainable and inclusive economic development in developing countries through the expansion of exports from these countries to Europe - <https://www.cbi.eu/market-information/processed-fruit-vegetables-edible-nuts>
- Access to trade and market intelligence is critical for international business success - <http://www.intracen.org>
- The databases which offer fresh contacts every day and constant updates, and come with a super easy-to-use interface, for quick and productive work. BestFoodImporters gives you instant access to the latest information about thousands of companies, food importers and distributors from all over the world - <https://bestfoodimporters.com/products>
- Food Importers & Distributors Group. Largest European distribution chain of food products and beverages - <https://www.eurotradeconcept.eu/food>
- European Business Database is an innovative and fast developing interactive business platform committed to the goal of facilitating the connection and communication between companies, entrepreneurs and individuals both Europe wide and around the globe - <http://europeanbusinessdatabase.com/>







## USEFUL WEBSITES:

[www.cbi.eu](http://www.cbi.eu)

<http://trade.ec.europa.eu/tradehelp/>

<http://ask.rks-gov.net>

<http://transparency.cefta.int>

<http://www.akreditacija.me>

<http://www.registar.ats.rs>

<http://www.bata.gov.ba>

<http://www.dpa.gov.al>

<https://iccwbo.org>

<http://www.iarm.gov.mk/>

<http://www.pks.rs>

<http://komorabih.ba>

<http://www.privrednakomora.me>

[www.uccial.gov.al](http://www.uccial.gov.al)

[www.mchamber.mk](http://www.mchamber.mk)

[www.odaekonomike.org](http://www.odaekonomike.org)

[www.intracen.org](http://www.intracen.org)

[www.eurotradeconcept.eu](http://www.eurotradeconcept.eu)

[www.europeanbusinessdatabase.com](http://www.europeanbusinessdatabase.com)





