



Ministry of Agriculture, Forestry and Rural  
Development



Implemented by:



The Kick off Meeting of the Regional Expert Advisory Working Group - REAWG on Quality Standards for Fresh Fruits and Vegetables within the title “Support to economic diversification of rural areas in Southeast Europe (SEDRA II)” Project

## **14:30 - 16:00 An overview of the existing/current legislation in the field of the agricultural quality/market standards**

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# Marketing standards in Kosovo as actual/1:

- The actual situation of Kosovo is completely different from the one that can be observed in the EU.
- Official marketing standards for fresh fruits and vegetables **do not exist in Kosovo.**
- There are examples of exporters adopting marketing standards defined by the buyers, in some cases with reference to UNECE (*United Nations Economic Commission for Europe*) standards.
- Supermarkets have started labelling fresh products (also fresh fruits and vegetables) in the shops with quality category and origin.



## Marketing standards in Kosovo as actual/2:

In practice, **standardisation of fresh fruits and vegetables** in Kosovo is implemented on at least three different levels:

- ❑ **Traditional channels:** most fresh fruits and vegetables sold throughout the traditional channels are not formally standardised, although a good portion of it *de facto* respect the relevant quality standards. However, labelling is not used in these channels.
- ❑ **Supermarkets:** the production offered for sale to the consumers is accompanied by a label with the indication of quality class and country of origin.
- ❑ **Export:** the exports are standardised according to marketing standards defined by the buyers and adopted by the Kosovo exporters.

There are horticultural companies that are improving quality, stimulating farmers to do it (*they pay them according to quality*) and implementing marketing standards in collaboration with their buyers.



## Legal situation in Kosovo regarding to marketing standards in general as actual/1:

- ❑ So far not many marketing standards have been realized, and despite the continuous initiatives, only some standards have been realized and some others are in procedure.
- With the Law No. 04 / L-191 on Livestock, Article 31 has set the legal basis for the preparation of standards for livestock products on the farm. According to this law, farm products are fresh milk, animals for slaughter, eggs, and honey.

### Inspection system in Kosovo as actual:

- ❑ At present, the Inspectorate of the Ministry of Trade and Industry has not sufficient experience in food inspections.
- ❑ The **Kosovo Food and Veterinary Agency** has agronomists who are specialised in phytosanitary controls and are experienced in food controls.



# Legal situation in Kosovo regarding marketing standards in general as actual/2:

- ❑ There is a strong need to implement European Union conform marketing standards for fresh fruits and vegetables in Kosovo, which will help to boost export and domestic trade capacity and have high relevance and coherence with the evolving conditions of Kosovo regarding agricultural production and marketing.
- ❑ At first to implement European Union conform marketing standards **in Kosovo, the recommended sectors are fresh fruits and vegetables, and potatoes.**
- ❑ This option gives good preconditions for the functioning of **producer organisations in the sectors of fresh fruits and vegetables, and potatoes.**
- ❑ There is a strong potential for increasing of fruit, vegetables, and potatoes production in Kosovo, and by adopting the marketing standards and introduction of the conformity checks followed by issuance of conformity certificates for fruit and vegetables achievement of the international acceptance with fruit and vegetables of Kosovo on the market will be much easier.



**Ju faleminderit për vëmendjen!  
Thank your for your attention!**