

# Regional Expert Advisory Working Group on Market Standards on Fresh Fruits and Vegetables

**ALBANIA**

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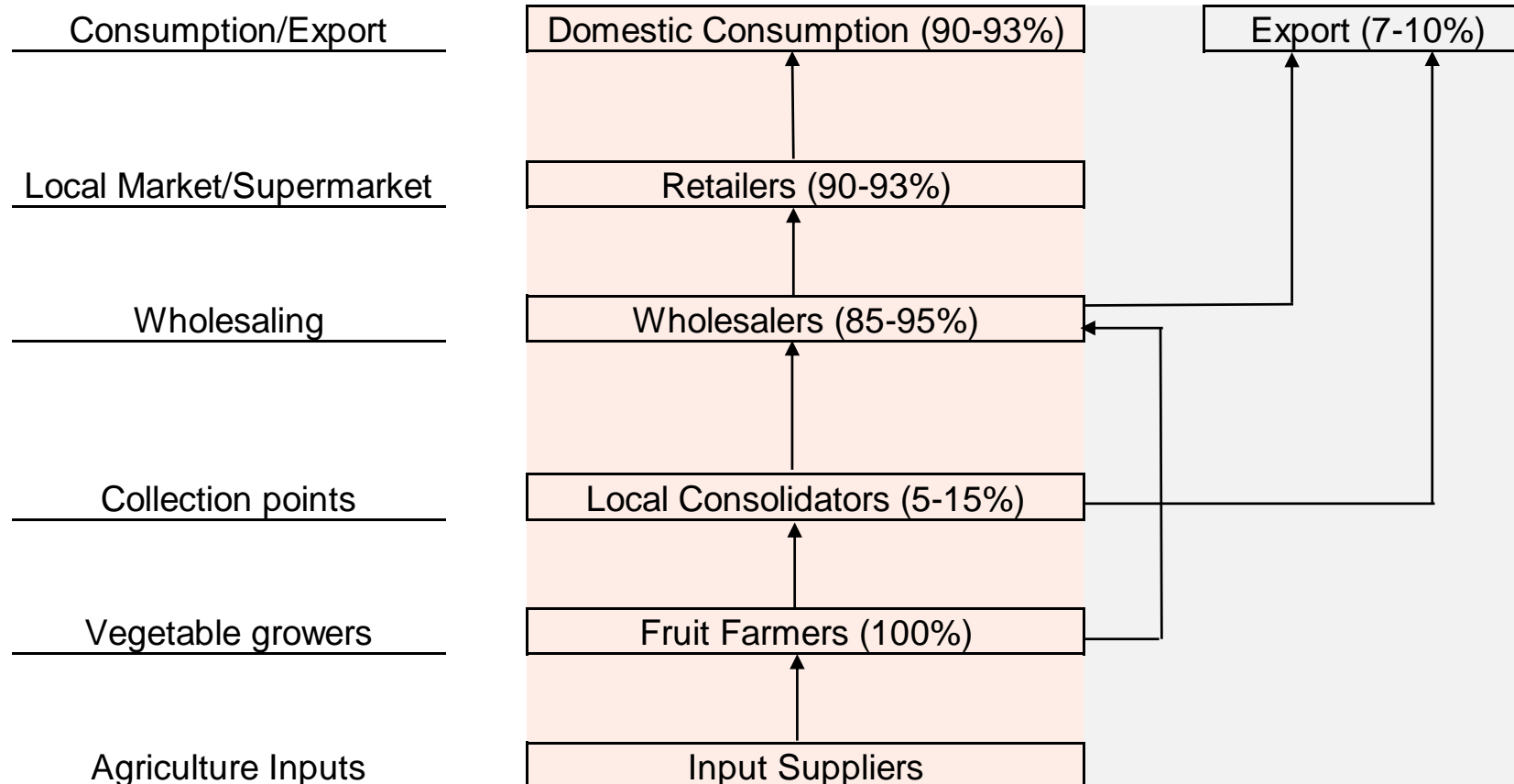
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# Marketing channels for the fresh fruit and vegetable

## Fruit Value Chain Map

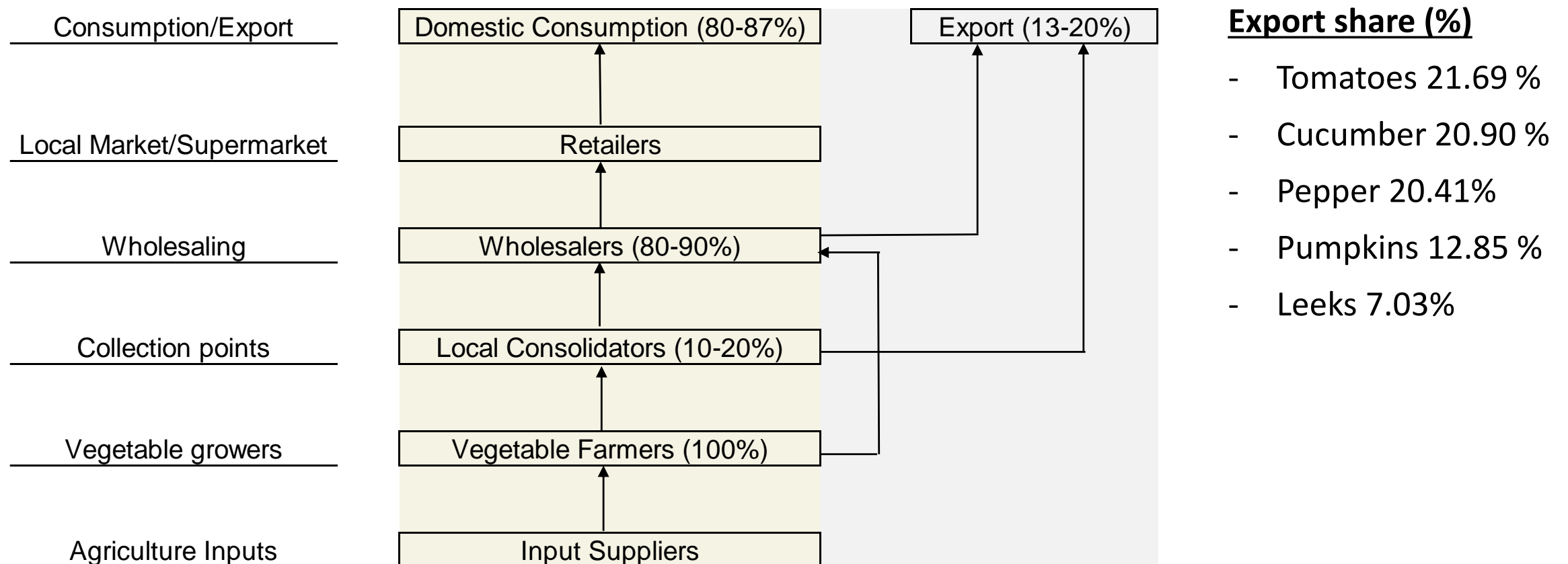


## Export share (%)

- Strawberries 32.46 %
- Mandarin 31.96 %
- Watermelon 16.65%
- Chestnuts 14.53 %
- Peaches, nectarines 5.86%

# Marketing channels for the fresh fruit and vegetable

## Vegetable Value Chain Map



## Supermarket requirements for marketing of fresh F-V

- Supply of supermarkets is decentralized;
- They operate based on contracts with suppliers;
- There is an increasing trend for domestic products;
- Increasing demand for high safety standards such as Global Gap;
- Requested standardize product such as labelling, packaging etc.



## Export data (main products) - 2020

Agriculture Sectors	Commodities	Country Production (Tons)		Exports	
		Quantity Ton	Value (USD)	Destination (main)	
F R U I T S	Apple	102,167	6,122	936,136	Serbia, Italy, Bosnia Herzegovina, Czech Rep., Montenegro, Germany, Hungary, North Macedonia, United States of America, Croatia, Poland
	Orange	12,436	56	18,748	
	Mandarin, tangarine	32,159	10,279	2,683,467	
	Lemon	4,590	0	0	
	Cherry	20,471	34	29,981	
	Plums	41,708	254	136,337	
	Grapes	199,069	245	228,368	
	Nuts	9,372	n/a	2,041,753	
	Chestnut	5,616	816	1,149,253	
	Bannane	0	0	0	
	Melon	50,164	1,448	853,594	
	Watermelom	248,724	41,401	7,473,368	
	Figs	21,889	213	313,729	
	Peaches, nectarine	20,392	1,195	786,815	
	Strawberries	5,446	1,768	2,682,171	
Others			7,256,280		
<b>TOTAL</b>				<b>26,590,000</b>	

## Export data (main products) - 2020

Agriculture Sectors	Commodities	Country Production (Tons)		Exports	
		Quantity T on	Value (USD)	Destination (main)	
<b>V E G E T A B L E S</b>	Tomatoes	313,109	67,907	37,477,144	Serbia, Bosnia Herzegovina, N. Macedonia, Italy, Croatia, Montenegro, Romania, Czech Rep. Austria, etc.
	Cucumber	113,685	23,761	11,772,332	
	Pepper	103,056	21,035	16,560,405	
	Cabbage, cauliflowers, broccoli	72,157	n/a	5,609,362	
	Patotoes	254,886	n/a	784,080	
	Onion	104,333	n/a	1,825,522	
	Leeks	36,422	2,561	748,897	
	Pumkins	22,315	2,867	1,961,731	
	Eggplants	34,680	73	52,162	
	Others			4,596,365	
<b>TOTAL</b>				<b>81,388,000</b>	

## State of the art legislation / Strategy

Albania does not have marketing standards for Fruits and Vegetables required by EU.

The General Directorate of Standards has adopted by the relevant Technical Committee several standards for fruits and vegetables for various chemical determinations, analyses, and test methods.

However, they are not harmonized with EU requirements.

Meanwhile, Albania has fulfilled and continues to fulfill the criteria required by the EU regarding food safety legislation.



## State of the art legislation / Strategy

EU Legislation	Deadline for Harmonization
<p>Regulation (EU) no. 1308/2013 of the European Parliament and of the Council, dated December 17, 2013 “On the establishment and common organization of agricultural product markets and the repeal of Council Regulations (EEC) no. 922/72, (EEC) No. 234/79, (EC) no. 1037/2001 and (EC) no. 1234/2007</p>	<p>2025</p>
<p>Council Regulation (EC) no. 1234/2007 regarding fruit &amp; vegetable and processed fruit &amp; vegetable sectors  and processed fruit &amp; vegetable sectors</p>	<p>2026</p>

## System of Control

The legislation for the control of fruits and vegetables consists of two basic laws and the by-laws issued in their implementation: law no. 9863, dated 28.1.2008 "On Food", as amended and law 105/2016 "On plant protection services", as amended.

Every year, the national plan for the risk-based official controls, and the annual monitoring plan of pesticide residues in fruits and vegetables are drawn up, which are approved by the Minister.

The export of fruits and vegetables is done mainly through the collection centers. In the fruit and vegetable collection centers, National Food Authority exercises official control regarding the fulfillment of the hygienic conditions, storage and transport of fruits and vegetables, traceability, fulfillment of labeling and packaging requirements.

# Conclusion

Nr.	Interventions	Source of information
1	Preparation of the new catalog for the marketing standard of fruits and vegetables, but also other agricultural and livestock products, similar to EU standards.	Ministry of Agriculture General Directorate of Standardization
2	Lack information or awareness related to standards. Small producers are facing organization and standardization problems required from European markets. Meanwhile, producers should unify the production standards with export requirements.	Ministry of Agriculture Agriculture Export Association
3	Proper use of agricultural inputs (chemicals and pesticides) in the right way. Farmers are not market oriented because they choose the seeds and fertilizers according to input distributor's advice.	Ministry of Agriculture Farmer Association AKU AKVMB
4	Training on "Establishing relationship between farmers and buyers/exporters under "Contract Farming" methodology.	Ministry of Agriculture Agriculture Export Association
5	Supporting the strengthening of laboratories for the diagnosis of plant pests and accreditation, quality assurance and control practices, applicable domestic and international standards (new tests requested by Global Gap certification) etc.	Ministry of Agriculture ISUV AKVMB



**THANK YOU !**