



United Fresh
New Zealand Incorporated

A Global Industry Perspective on Fresh Produce Sustainability Standards

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www.mgggroup.co.nz

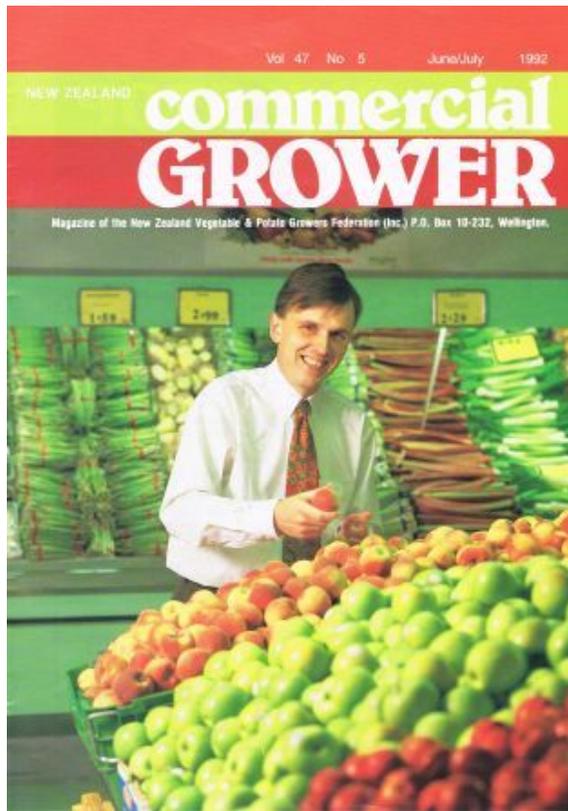
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www.unitedfresh.co.nz

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United Fresh



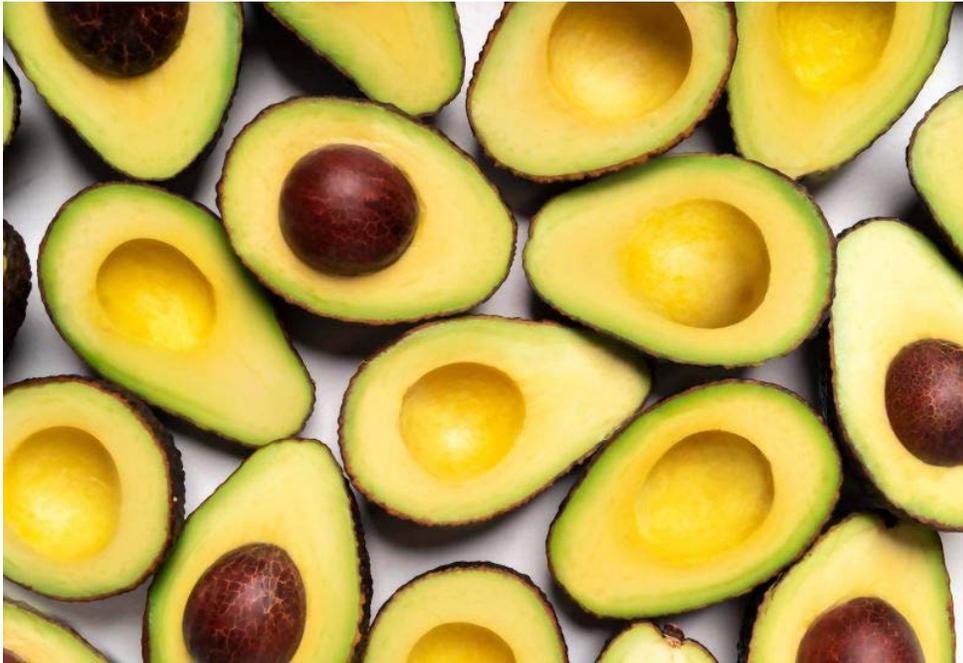
United Fresh
New Zealand Incorporated

www.unitedfresh.co.nz

Our Structure

- The only pan-produce industry organisation in New Zealand.
- Representing the produce value chain for 31 years.
- Sponsor of the 5+ A Day Charitable Trust for the same amount of years.
- Advisory Group for all things technical that could affect industry.
- 95 members, across the entire supply chain (seed merchants to retailers).
- Members include seed producers, growers, packers, wholesalers, marketers, importer/exporters, transporters, retailers, fresh cuts and service providers that integrate all segments of the fresh produce industry.

United Fresh Avocado Relevant Membership Sample



Our Members Include:

- New Zealand Avocado Growers Association & Industry Council
- Katikati Fruitgrowers Association
- Jenkins Freshpac Systems
- The New Zealand Institute for Plant & Food Research
- Seeka
- T&G Fresh
- MG New Zealand Fresh Produce Group
- Primor Produce
- Horticulture New Zealand Inc.
- GS1 New Zealand
- Nielsen New Zealand

IFPS



Our Members Include:

- Canadian Produce Marketing Association
- Fresh Produce Centre (The Netherlands)
- Fresh Produce Consortium (UK)
- Fruit and Vegetable Growers of Canada (FVGC)
- International Fresh Produce Association (US)
- Norges Frukt-og Gronnsaksgrossisters Forbund (Norway)
- United Fresh (New Zealand)

IFPS Standards Engagement

Product Identification

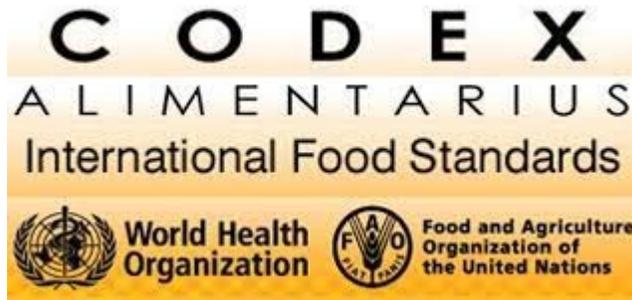


Standard Ownership

- The Global PLU Standard.
- Cooperating with GS1 on product identification.

IFPS Standards Engagement

Food Safety



Standard Monitoring and Cooperation

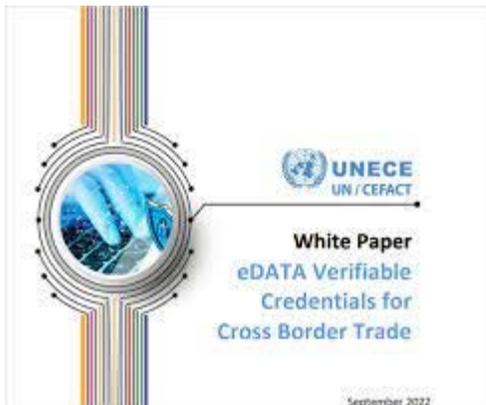
- ISO/TC 34/SC 17
Management Systems for Food Safety.
Observer Status.
- CODEX Alimentarius.
Observer Status.

IFPS Standards Engagement

Information Management & Standardization



Trust
Alliance
New Zealand



Standards Evolution

- UNECE Report on eDATA Verifiable Credentials for Cross Border Trade.
https://unece.org/sites/default/files/2022-07/WhitePaper_VerifiableCredentials-CBT.pdf
- Digital Product Passport: the ticket to achieving a climate neutral and circular European economy? University of Cambridge & the Wuppertal Institute. (2022).
<https://www.corporateleadersgroup.com/digital-product-passport-ticket-achieving-climate-neutral-and-circular-european-economy>
- Trust Alliance New Zealand.
A non-profit membership organisation for New Zealand producers, growers, exporters, retailers & consumers to easily share trusted data.
<https://trustalliance.co.nz/>

IFPS Standards Engagement

Sustainability



<https://www.thepacker.com/news/industry/2022-2-year-produce-sustainability>

Standard Influence

- The global produce industry is increasing its sustainability commitment.
- The IFPS role is to effectively engage with organisations capable and intending to influence how sustainability is delivered by our industry.

Fresh Produce Sustainability Standards

We are not starting from square one!

UN Sustainable Development Goals

- International Federation for Produce Standards (IFPS) adopted the UN Sustainable Development Goals (SDGs) in 2017.
- Since then, IFPS and its member associations have worked on how to integrate SDGs into fresh produce industry activities.
- The 17 SDGs are part of the 2030 Agenda for Sustainable Development. They come with 169 Targets and 232 Unique Indicators.
- Governments relatively easily commit to such initiatives but often fail to engage with industry on realistic achievement of such goals, despite wanting to hold industry accountable for the achievement from a certain date onwards!



https://unstats.un.org/sdgs/indicators/Global%20Indicator%20Framework%20after%20refinement_Eng.pdf

IFPS Standards Engagement

Sustainability



Key Concerns

- The lack of a common sustainability standard.
- The potential for further proliferation of grower audit schemes.
- The increasing demand for sustainability information and its measurement, verification and reporting requirements, which can generate confusion and added costs.

IFPS Standards Engagement

Sustainability – Position Paper



<https://unitedfresh.co.nz/assets/site/assets/resources/Position-Paper-Sustainability-as-an-Industry-Goal-July-2022.pdf>

IFPS Virtual Sustainability Symposium

- IFPS commissioned a position paper on sustainability from the Global produce industry perspective.
- The Symposium was held in November 2022
- The symposium was of 3.5 hours duration and consisted of an opening plenary session, a panel discussion, breakout sessions and polling questions.
- 203 participants attended the Symposium from 10 countries.
- The focus was on starting the journey to find a common global produce industry approach to Sustainability.

IFPS Virtual Sustainability Symposium

Key Findings



www.ifpsglobal.com

- Industry does not view sustainability as a pre-competitive issue, but if considered, it is seen as a competitive marketing position.
- Consensus is lacking on whether a Triple P Model should be applied by the industry, or whether a higher-level general approach, with a more specific produce industry focus criteria, should be adopted.
- Industry appears to view sustainability not as one homogenous mass, but as a concept that separates into strategic, tactical, and operational segments. Of those, the operational challenges (the here and now) are more important to most, compared to the tactical or strategic considerations.
- The already existing sustainability related standards are, according to symposium participants, not sufficiently focused on whole-of-supply-chain matters, all production methodologies, or future facing factors.
- Industry participants appear to be seeking support from an industry advocacy body to achieve a harmonised standards approach that is practical and enduring.

Fresh Produce Sustainability Standards

IFPS Global Sustainability Symposium - Summary Report

Summary

IFPS Sustainability Symposium

Held November 10, 2022



<https://unitedfresh.co.nz/assets/site/assets/resources/Summary-Report-Fresh-Fruit-Vegetable-Industry-Virtual-Global-Sustainability-Symposium-Jan-2023.pdf>

Our Suggestion to You:

- As a global single product interest group, determine what the SDGs mean for the global avocado industry.
- At a national level, seek to understand how your country's peak horticultural industry body is connecting to the SDGs.
- In the same vein, seek to understand what your government has committed your industry to delivering within the SDG framework by 2030.
- **Handy hint:** don't just check the SDG agendas, but also look at your country's level of participation in/contribution to the Food Systems Summit in 2021.

<https://www.un.org/en/food-systems-summit>

Not the “Hans and Jerry” Show!



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Thank You.



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