

**REDESIGNING EU QUALITY**  
**SCHEMES-Opportunities for**  
**Agro – Food Sector.**

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**BEUC – TEST ACHATS.**

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# WHAT'S BEUC?

- ❖ **BEUC = Bureau Européen des Unions de Consommateurs (created in 1962 and funded by members and European Commission).**
- ❖ **43 members from 31 european countries.**
- ❖ **Main tasks : to represent the members and to promote and to defend the interests of all european consumers.**
- ❖ **In FOOD AREA, to ensure more food safety, more information, to facilitate informed and healthy choices, to prevent misleading information,...**

# EVOLUTION OF CONSUMERS ATTITUDE.

- **THE** consumer doesn't exist...but we'll consumer**S** with specific expectations, demands,...
- Evident evolution these 25 last years :
  - In the 80's...TELL ME!
  - In the 90's...SHOW ME!
  - In the 2000's...PROOF ME!

# QUALITY SCHEMES AND THE CONSUMERS.

- ❖ In 2007 a belgian survey (795 consumers 17 years and more): « Do you know... » :
- PDO : 27%
- TSG : 8%
- PGI : 6%
  
- ...ORGANIC : 71%.

# QUALITY SCHEMES AND THE CONSUMERS.

- ❖ PDO – TSG – PGI / ORGANIC / « DU TERROIR » / « FERMIER / FAIR TRADE / « REGIONAL » / ...other numerous private labels !
- ❖ Too much is too much!
- ❖ A lot of these schemes : no legislation – no control - ..
- ❖ Very different philosophies : ethical...quality.

# **OUR ANALYSIS.**

- ❖ We are NOT AGAINST Quality Schemes...but no TWO SPEED Food!
- ❖ Such Quality Schemes must answer to different criteria :
  - To bring an added value (more than the legislation).
  - To tell clearly to the consumers their specificity.

# *OUR ANALYSIS.*

- To be transparent and to answer to a book of loads (accessible to the consumers).
- To be delivered by an independent society.
- To be regularly controled and eventually punished (withdrawal) in case of malpractice. What frequency? What results? How to know as consumers?
- To be easily identified by the consumer.
- Not to be an argument for artificial additional cost.

# *THE EUROPEAN QUALITY SCHEMES.*

- ❖ Do we need these THREE schemes?
- ❖ Definitions too general! More specified criteria and more visible for the consumers.
- ❖ Voluntarist ? Is this efficient?

# **URGENT NEED OF OBJECTIVE INFORMATION.**

- ❖ **TEST ACHATS – May 2010.**
- ❖ **Analysis of packaging and labelling around the concept « AUTHENTICITY » (denomination vs composition – traditional – origin -...).**
- ❖ **In a lot of cases...the consumers are misled about these aspects and mean to buy something very different of the reality!(false origin – false recipes - ...).**