

Economic Commission for Europe

Committee on Trade

Working Party on Agricultural Quality Standards

**Specialized Section on Standardization
of Fresh Fruit and Vegetables**

Fifty-eighth session

Geneva, 1-3 November 2010

Item 3 of the provisional agenda

2009 Standard Layout

This note presents the proposal by the delegation of the Netherlands to use in the standards the term "packages" only.

Proposal of the Netherlands for standards - UNECE meeting 1-3 November 2010.

Presentation on packages

Proposal of the Bureau to clarify/amend the Standard Layout 2009

(ECE/TRADE/C/WP.7/GE.1/2010/INF52)

The Netherlands would propose to use only one term in term package in the standards. In the Standard Layout the chapter `(C) presentation` of V. Provisions concerning presentations was deleted from the Standard Layout with the argumentation that the standards should not be too descriptive and should allow innovative ways of presenting the produce to the market. Standards are often following the developments on the market. The market is innovating and develops itself quickly, that's why a standard which is too prescriptive is always behind the market. The traders will sort out what is of interest and gives enough commercial value to invest in innovation.

We spend last year in Geneva a lot of time trying to define what the market wants in a specific type of package. The Netherlands propose to use **ONLY** the word **package** in the standards in all the various sections (sizing, provisions concerning presentation provisions concerning marking) for reasons of clarity and simplicity. For example, in the part of the standard of mixing of produce in one package, the most important part is the fact that the mixed varieties should be distinctly different. The requirement that the visible part of the content of the package should be representative for the entire content is sufficient to ensure transparency of the market. Depending on the business of the trader, operator, packer or seller, they might want to sell their produce to consumer, caterer, restaurant or another trader and use different type of packages, often depending on the prescriptions of the user.