



# Economic and Social Council

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## Economic Commission for Europe

Steering Committee on Trade Capacity and Standards

Working Party on Agricultural Quality Standards

Specialized Section on Standardization  
of Fresh Fruit and Vegetables

Seventy-first session

Geneva, 9–11 May 2023

Item 7 (b) of the provisional agenda

**Review of existing standards:**

**New proposals**

### Proposal by the delegation of Germany to amend the standard for kiwifruit

#### Submitted by the delegation of Germany

The following proposal was submitted to the Specialized Section for consideration.

#### I. Proposal

Germany proposes the following changes to the United Nations Economic Commission for Europe (UNECE) Standard FFV-46 concerning the marketing and commercial quality control of kiwifruit.

##### Under section V. Provisions concerning presentation A. Uniformity:

“The contents of each package must be uniform and contain only kiwifruit of the same origin, variety, quality and size.

However, a mixture of kiwifruit of distinctly different flesh colours may be packed together in a sales package, provided they are uniform in quality, size and, for each flesh colour concerned, in origin.

The visible part of the contents of the package must be representative of the entire contents.”

##### Under section VI. Provisions concerning marking B. Nature of produce:

- “Kiwifruit” and/or “Actinidia” if the contents are not visible from the outside
- Name of the variety (optional)
- Flesh colour or equivalent indication, if not green. In the case of a mixture of kiwifruit of distinctly different flesh colours, the colours of the different kiwifruit.”



**Under section VI. Provisions concerning marking C. Origin of produce:**

- “Country of origin<sup>3</sup> and, optionally, district where grown, or national, regional or local place name-
- In the case of a mixture of distinctly different flesh colours of kiwifruit of different origins, the indication of each country of origin shall appear next to the name of the flesh colour concerned.”

## **II. Justification**

There is an increasing interest in marketing kiwifruit of different and new flesh colours as mixtures. With appropriate marking consumers can also differentiate between the different flesh colours. Especially with the development of new flesh colours of kiwifruit (e.g. red) and the possibility of marketing kiwifruit in different flesh colour sales packages, the standard should be amended to allow for such mixtures.

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