



RESPONDING OF THE CZECH REPUBLIC TO GLOBAL CHALLENGES IN AGRI – FOOD SECTOR

CZECH FOODSTUFF INDUSTRY AND TRADE IN EU
CONDITIONS

FEDERATION OF THE FOOD AND DRINK INDUSTRIES OF THE
CZECH REPUBLIC

Tomas Kreutzer, executive director of FFDI CR,
kreutzer@foodnet.cz,

Tel: +420 296 411 185, mobil: +420 602 660 898

CONTENT OF PRESENTATION

- CZECH FOOD INDUSTRY – MAIN CHALLENGES
PREPARATION FOR CHANGES (START IN 1997)
- MAIN PRIORITIES OF FOOD PRODUCTION

CZECH FOOD INDUSTRY – MAIN CHALLENGES **PREPARATION FOR CHANGES (START - 1997)**

- HARMONISATION OF EU LEGISLATION
- TRANSFORMATION IN MARKET ECONOMY
- INSTITUTION BUILDING

HARMONISATION OF EU LEGISLATION

- WHITE LIST OF FOOD (ADOPTED BEFORE ACCESSION TO EU - 1st MAY 2004)
- FOOD LEGISLATION
 - PLANED ECONOMY
ALL ACTIONS *NOT ALLOWED BY LAW ARE FORBIDDEN*
PRODUCTION ONLY I ACCORDANCE WITH STANDARDS DEFINING PARAMETERS (NATIONAL STANDARDS, APPROVED COMPANY STANDARDS)
 - MARKET ECONOMY
ALL ACTIONS *NOT FORBIDDEN BY LAW ARE ALLOWED*
LEGISTATION IS REGULATING ONLY SAFETY CRITERIA AND PROTECTING QUALITY LABELS

TRANSFORMATION IN MARKET ECONOMY

FOOD QUALITY

- PLANNED ECONOMY

QUALITY DEFINED BY AUTHORITY

AVERAGE FOOD QUALITY

CONSUMER IS PROTECTED BY THE WEAK SELECTION

- IN THE MARKET ECONOMY

QUALITY DEFINED BY CONSUMER (MARKET)

PRODUCTS AND PRICE DIFFERENTIATION (HIGH QUALITY – LOW END PRODUCTS)

CONSUMER PROTECTED MAINLY BY TRUE LABELING

(CONSUMER KNOWLEDGE IS NEEDED)

INSTITUTION BUILDING

COMPETENT AUTHORITY FOR ADMINISTRATION

STATE AGRICULTURE INTERVENTION FUND (MOA)

COMPETENT AUTHORITIES OF OFFICIAL CONTROLS - FOOD SAFETY

CZECH AGRICULTURAL AND FOOD INSPECTION AUTHORITY (MOA)

STATE VETERINARY ADMINISTRATION OF THE CR (MOA)

STATE PHYTOSANITARY ADMINISTRATION (MOA)

CENTRAL INSTITUTE FOR SUPERVISING AND TESTING IN
AGRICULTURE (MOA)

BODIES OF PUBLIC HEALTH PROTECTION (MOH)

INSPECTION OF ENVIRONMENT (ME)

INSTITUTION BUILDING (ACCESS to FUNDS)

EAFRD (EUROPEAN AGRICULTURAL FUND FOR RURAL DEVELOPMENT)

ADMINISTRATION FOR MOA – STATE AGRICULTURE INTERVENTION FUND (SAIF), ESTABLISHED 1.5. 2004

OPEI (OPERATIONAL PROGRAMME ENTERPRISE AND INNOVATIONS – ADMINISTRATION MIT)

EFRD (EUROPEAN FUND FOR REGIONAL DEVELOPMENT – ADMINISTRATION MRD)

ESF (EUROPEAN SOCIAL FUND – ADMINISTRATION MLSA)

MAIN PRIORITIES OF FOOD PRODUCTION

- FOOD AND HEALTH
- FOOD AND CONSUMER
- PRODUCTION AND FOOD QUALITY
- FOOD SAFETY (EU Standards)
- ACCESS TO FUNDS (OP Ministry of Industry and Trade ERDF, ESF, EAFRD, State Aid)
- COMMUNICATION
- GENERAL FOODSTUFFS EXPORT OFFERS

FOOD and HEALTH

NUTRITION LABELLING SCHEME

- CURRENT DISCUSSION ABOUT THIS ITEM ACCROSS ALL EU MEMBER STATES

GDA (**Guideline Daily Amounts**)

- PRESENT ENERGY AND NUTRIENTS IN A PORTION
- GDA LABEL MAKES EASIER ORIENTATION OF DAILY NUTRITION NEEDS FOR CONSUMERS

PROMOTION OF HEALTH LIVE STYLE

FOOD and CONSUMER

RETAIL CHAINS

- PROBLEM WITH SIGNIFICANT MARKET POWER
- UNBALANCED RELATIONS BETWEEN SUPPLIER AND CUSTOMER

MAINTENANCE OF EUROPEAN STANDARDS - MAIN ASPECT OF FOOD SAFETY OF THE EU
(IN CONTEXT OF GLOBAL LIBERALISATION OF WORLDTRADE)

FOOD QUALITY - COMPETITION GROWTH

EU LEVEL

- **PGI (PROTECTED GEOGRAFICAL INDICATION)**
- **PDO (PROTECTED DESIGNATION OF ORIGIN)**
- **TSG (TRADITIONAL SPECIALITY GUARANTEED)**

NATIONAL LEVEL

- **BRAND OF QUALITY „KLASA“**
- **REGIONAL BRANDS OF QUALITY**



PROMOTION

FOOD SAFETY

WHY TO PUT EMPHASIS ON FOOD SAFETY?

- **IT CONCERNS EVERYONE**
- **91% OF EU POPULATION EXPRESS INTEREST IN IT**
- **HAS DIRECT IMPACT ON:**
 - 1. THE QUALITY AND LENGTH OF LIFE**
 - 2. POPULATION HEALTH**

REQUIRES GOOD COMMUNICATION

- **AMONG MINISTRIES**
- **WITH FFDI AND THE OTHER NON-GOVERNMENT ORGANISATIONS**
- **WITH EXPERT AS WELL AS GENERAL PUBLIC**

INFORMATION BASED ON SCIENTIFIC FINDINGS

COMMUNICATION

LOOKING FOR NEW MARKET DESTINATION
(PROMOTION ACTIVITIES)

LOOKING FOR NEW CONTACTS
**(EXIBITIONS, INTERNATIONAL TRADE FAIRS, VARIOUS KINDS
OF PROMOTION, TRADE DEPARTMENTS OF EMBASIES, ETC.)**

KEY CHALLENGES

- ENSURING THE HEALTHY CHOICE
- DEVELOPING A QUALITY FOOD PRODUCTS
- FOOD LABELING
- ASSURING SAFE FOODS FOR CONSUMERS
- ACHIEVING SUSTAINABLE FOOD PRODUCTION
- MANAGING THE FOOD CHAIN
- SUSTAINABLE ABILITY TO COMPETE

Thank you for your attention

Ing. Tomáš Kreutzer, executive director, Federation of the Food and Drink Industries of the CR

tel.: +420 296 411 185

mobil: +420 602 660 898

fax: +420 296 411 187

kreutzer@foodnet.cz

<http://www.foodnet.cz>