



## The Confluence of Trade and Development

Like the confluence of two rivers, the merger of trade and development enriches the world's markets with a

greater diversity of products. But, are the waters as rich and vibrant as they could be? During my several years participating with the STDF I have seen firsthand a call from developing countries wanting to become more active in trade, wanting to increase their contribution to the flow of products in the rivers of trade so their hardworking citizens can reap the rewards of expanded trade and share the wealth of their diversity.

A myriad of processes are involved in making trade work at both the local and international level which presents many potential obstacles. New or revised food safety, animal health, and plant health measures as well as labeling requirements, customs procedures, buyer's specifications and other similar actions are proposed or enacted each year to ensure safer trade, safer products and safer biological systems. Exporters of goods from all countries must know what is required of them from a regulatory aspect if they chose to export and they must understand customer needs and requirements as well if they expect to be competitive in the marketplace.

Add to trade concerns the breadth of developmental concerns of the world's developing countries, the range of needs, from a small grower of a specialized plant product or the need of a country to develop an animal health system, and the matrix of needs in the agricultural sector becomes even more vast.

If we, collectively, are to achieve the strategic aims of the STDF, to enhance the flow from rivers of trade and development, we need to utilize resources, both human and financial; we need to understand from countries what their needs are to address SPS obstacles or food safety concerns; and we need public and private sector alliances to make trade work.

Thomas Westcot  
Chairman of the STDF Working Group

The STDF is supported by:  
Australia; Canada; Denmark;  
the European Union;  
Finland; Germany; Ireland;  
Japan; the Netherlands;  
Norway; Sweden;  
Switzerland; Separate  
Customs Territory of Taiwan,  
PKM; and the United States.



## Contents:

STDF activities.....	2 - 4
Activities of STDF partners.....	5 - 7
Forthcoming SPS events and other news.....	8

The STDF is a joint initiative of the Food and Agriculture Organization (FAO) of the United Nations, the World Organisation for Animal Health (OIE), the World Bank, the World Health Organization (WHO) and the World Trade Organization (WTO). Other participating organizations include the International Trade Centre (ITC), the United Nations Conference on Trade and Development (UNCTAD) and the United Nations Industrial Development Organization (UNIDO).

# STDF ACTIVITIES

## Setting priorities for SPS Capacity Building - Regional workshop on the Use of Multi Criteria Decision Analysis

Many developing countries face several competing demands for SPS capacity building linked to domestic policy objectives, while resources available from national budgets and donors are generally insufficient to meet all the identified needs. In this context, the STDF initiated work to develop a framework, based on Multi Criteria Decision Analysis (MCDA), to help prioritize SPS capacity building options. The framework seeks to: (i) enhance the economic efficiency of SPS capacity building decisions; (ii) promote more transparent and accountable choices between multiple SPS capacity building options; and (iii) facilitate dialogue and more inclusive decision-making processes involving multiple stakeholders.



The STDF organized a regional workshop in Johannesburg, South Africa on 16-17 August to present the MCDA approach, share experiences from Mozambique and Zambia where the framework was used in the first half of 2011, and train selected SPS experts from Africa on this approach. A total of 41 experts responsible for food safety, animal health, plant health and/or trade within government departments, the African Union Commission, Regional Economic Communities (RECs), universities, international organizations and donors attended, including 26 mid- to high-level government officials funded by the STDF.

During the event, participants learned about the role and use of MCDA as a tool to inform SPS decision-making. Working in small groups, participants used MCDA to prioritize SPS capacity building needs for "Aflandia", a fictional country. There was general agreement that this framework presents a useful and powerful tool to guide and support SPS decision-making and is likely to work best in countries where there is an effective SPS coordination mechanism in place, but that the results generated need to be seen in terms of the reliability of, and confidence in, the data used.

Participants made a number of other observations, which will be useful to enhance future applications and further improve the draft MCDA tool, to be finalized in 2012. Particular issues discussed related to the importance of: (i) sufficient preparation to ensure participation of all the concerned stakeholders, as well as access to relevant data and information; (ii) sensitizing high-level

decision-makers on the role and value of the MCDA framework to ensure political buy-in; (iii) facilitating private sector involvement; and (iv) on-going attention to improve the collection and management of data.

Some participants expressed interest to apply the MCDA approach in their country or organization to help identify SPS priorities, including as part of future STDF project preparation grant applications. More information is available on the STDF website: <http://www.standardsfacility.org/en/TAecoAnalysis.htm>.



# STDF ACTIVITIES

## Pure Ceylon Cinnamon: The \$1 Billion Trademark

The STDF, in collaboration with UNIDO and the Spice Council of Sri Lanka, organized a stakeholder workshop on the safety and quality of cinnamon, on 7-8 July in Colombo. Around 80 participants representing the private and public sector gathered to discuss constraints identified along the cinnamon value chain and agree on the best options to provide assistance to the sector to enhance the safety and quality of Sri Lankan cinnamon, and hence its export potential. Participants agreed on the need for structured and sustainable vocational training focusing on safety and quality issues and primarily targeting cinnamon peelers.

Global trade of cinnamon is composed of two varieties of cinnamon, true cinnamon, produced and exported mainly by Sri Lanka (subtle flavour, low content of coumarin, a naturally occurring toxicant, less available worldwide and higher price); and cassia cinnamon (less subtle flavour, lower price, frequently incriminated in coumarin toxicity alerts due to high content of coumarin), produced and exported by several countries and representing over 90% of market share. Introducing safety and quality practices along the production chain of Sri Lanka cinnamon will support the country's efforts to promote world demand of true cinnamon and to increase its market share. Government's endeavours in this regard are symbolized by the launch by the President of Sri Lanka in June 2011 of the Pure Ceylon Cinnamon trademark. The Government aims to achieve US\$ 1 billion export earnings from the spice sector.



## Beyond Compliance: Integrated Systems Approach for Pest Risk Management



A new STDF project "Beyond Compliance: Integrated systems approach for pest risk management in Southeast Asia" (STDF/PG/328) was launched in July. The project launch workshop was attended by senior staff of National Plant Protection Organizations (NPPOs) from Malaysia, Thailand, Vietnam, Philippines and Indonesia, as well as other project partners (Queensland University of Technology, CABI-SEA, Imperial College London, the International Plant Protection Convention Secretariat), and interested stakeholders.

The project will develop and test new decision-support tools focused on an integrated systems approach for pest risk management in the Southeast Asian sub-region. These tools are expected to directly support implementation of ISPM No. 14 (Use of integrated measures in a Systems Approach for pest risk management) by enabling exporting country's NPPOs to justify – and show the efficacy of – implementing a combination of phytosanitary measures as opposed to one single end-point treatment (normally based on pesticides or fumigants).

CABI-SEA, which is responsible for project management, has established a website and a blog to facilitate communications among the project's partners and with other interested persons. Information on the launch meeting is available on the blog. More news and updates on project activities and outputs will be added as the project progresses. To find out more and to view, or contribute to, the blog, visit: <http://beyondcompliance.wordpress.com/>.

# STDF ACTIVITIES

## Joint EIF/STDF training on project design in CAR

A joint EIF/STDF training on project identification and development was held in Bangui, Central African Republic (CAR), on 1-4 August 2011, in collaboration with the Centre for International Development and Training (CIDT) at the University of Wolverhampton, UK. This training is the third in a series of four training workshops aiming at pilot testing and enhancing a module to strengthen developing countries' capacity to identify and formulate projects using the logical framework approach. STDF engaged with the EIF in this initiative to support countries where SPS issues were identified as priorities to unleash export potential.

The workshop was attended by over thirty participants from various institutions including the Ministry of Commerce and Industry, the Ministry of Rural Development and Agriculture, the Ministry of Water, Forest, Fisheries and Hunting, as well as representatives from the private sector.



During the training, participants worked in groups to develop their own logical frameworks for selected project concepts. Three project concepts were identified, all in the agri-food sector. Agriculture is the mainstay of the CAR's economy and has the highest potential for export expansion. The project concepts developed will be further elaborated and submitted to the EIF, STDF and/or other donors.

## A Movement Control and Global Traceability System for cattle in Costa Rica

Through the activities of the project "Development and implementation of a traceability system for the livestock sector in Costa Rica" (STDF/PG/116), a traceability system for cattle was developed and implemented to track animals from the farm to the slaughterhouse, strengthening the national surveillance program and facilitating international trade. This project was implemented by the Inter-American Institute for Cooperation on Agriculture (IICA), through its office in Costa Rica, and the National Health Service of Costa Rica (SENASA) between 2009 and 2011.



A registry of primary production facilities, transportation, processing and national distribution was developed and implemented and the rules governing the movement of cattle in Costa Rica were modified. In addition, capacities of SENASA regional offices and checkpoints were upgraded and software applications to manage the information generated throughout the entire value chain were developed.

Today, any person moving animals in Costa Rica must be registered and carry the documentation declaring the origin and ownership of the animals. This information is required and collected at auctions, slaughterhouses and checkpoints.

## New STDF PPGs and Projects

The STDF Working Group approved three projects and three project preparation grants (PPGs) in June 2011:

- STDF/PG/321: Building trade capacity of small-scale shrimp and prawn farmers in Bangladesh – Investing in the Bottom of the Pyramid Approach
- STDF/PG/329: Enhancing Sanitary and Phytosanitary capacity of Nepalese ginger exports through Public Private Partnerships
- STDF/PG/336: Enhancing the control of transboundary animal diseases in Cameroon
- STDF/PPG/346-347-348: Feasibility study on the concept of the COMESA Green Pass

## • Next deadline for STDF funding applications

- Monday, 2 January 2012

If you are interested in applying for STDF funding please read the Guidance Note for Applicants and complete the Application forms available at: <http://www.standardsfacility.org/FDAppForms.htm>.





# ACTIVITIES OF STDF PARTNERS

## The OIE Global Conference on Aquatic Animal Health Programmes



Held in Panama from 28 to 30 June 2011, the conference served to underpin efforts of the OIE and its partners in promoting early detection and rapid response to aquatic animal disease outbreaks, including the role and responsibilities of the public and private sector, including farmers, veterinarians

and other stakeholders. The event was successful in addressing a series of related key issues including: (i) raising awareness of OIE standards on disease control methods, surveillance, diagnostic tests and how to ensure safety of international trade in live aquatic animals and their products, through certification under governmental responsibility; (ii) raising awareness of OIE standards and recommendations on the use of veterinary products, including antimicrobial drugs, in aquatic animals; (iii) raising awareness of the need to improve the education of veterinarians and other aquatic animal health professionals on aquatic animal health, including disease surveillance, control and reporting; and (iv) brainstorming on the challenges and the tools needed to reinforce good governance in the aquatic animal production sector. Participants also identified practical steps to help manage the risks arising from aquaculture to public health, including food safety and the environment. For presentations, please visit: [http://www.oie.int/eng/A\\_aquatic/en\\_presentations.htm](http://www.oie.int/eng/A_aquatic/en_presentations.htm).

## 34<sup>th</sup> Session of the Codex Alimentarius Commission

The Codex Alimentarius Commission held its 34<sup>th</sup> Session in Geneva, Switzerland from 4 to 9 July 2011. The meeting was attended by more than 600 delegates from 145 countries, inter-governmental and non-governmental organizations. More than 30 issues were considered by the Commission. Among the most important are the adoption of: (i) guidelines on the use of antimicrobials, including antibiotics, in livestock production to mitigate the risk of the emergence and spread of resistant microorganisms in animals and humans; and (ii) guidelines on the control of *Campylobacter* and *Salmonella* in chicken meat that provide practical measures to control contamination in all stages from production to consumption. It was also decided



at the meeting that governments are free to decide on whether to label foods derived from modern biotechnology, including foods containing genetically-modified organisms, but that labelling should be carried out in conformity with the texts approved by the Codex Commission to avoid potential trade issues. No consensus was reached on the maximum residue limits for ractopamine, a drug used in some countries for growth promotion in pigs and cattle and the Commission will continue to discuss this issue in its next meeting. For more information, see the report of the meeting available at: [ftp://ftp.fao.org/codex/Reports\\_2011/REP11\\_CACe.pdf](ftp://ftp.fao.org/codex/Reports_2011/REP11_CACe.pdf).

## CODEx Veterinary Drug MRLs Online database



An updated version of the database of Codex Maximum Residue Limits (MRLs) for veterinary drugs up to the 34<sup>th</sup> Session of the Codex Commission is now available on the Codex website at: <http://www.codexalimentarius.net/vetdrugs/data/index.html>.

# ACTIVITIES OF STDF PARTNERS

## Regional Policy Dialogue on Meeting SPS Requirements in Africa

The Forum for Agricultural Research in Africa (FARA) organized a regional policy dialogue on “Meeting Requirements Relating to Technical Regulations and SPS Measures along the Agricultural Value Chain in Africa” in Nairobi, Kenya from 20 to 22 July 2011. The dialogue provided a forum for experts, stakeholders and policy makers to address trade-related SPS issues and identify policy options. The purpose of the workshop was to increase awareness about certification and labelling policy issues along agricultural value chain, promote dialogue among policymakers and key stakeholders on these issues, and to catalyse a consensus-building process toward SPS measures compliance policies. Key messages and recommendations emanating from the dialogue will be mainstreamed into the Comprehensive Africa Agriculture Development Programme (CAADP) agenda and presented at the next conference of Ministers of Agriculture, Science and Technology. For more information on this event, including a concept note and agenda, please visit the [AU-IBAR website](#).



## WTO-IDB/INTAL Regional Workshop on the WTO-SPS Agreement for the Caribbean

The WTO, in collaboration with the Inter-American Development Bank (IDB), organized a four-day regional workshop on the SPS Agreement in St Philip, Barbados, from 26 to 29 July 2011. More than 32 government officials from 11 Caribbean countries attended the meeting. This regional activity placed emphasis on the sharing of knowledge and experiences among participants with a focus on regional issues. Special attention



was given to the establishment of the Caribbean Agricultural Health and Food Safety Agency (CAHFSA), a regional initiative whose overall objective is to provide regional and national support to its member states to manage and oversee the operation of its agricultural health and food safety programmes. An important outcome from the discussions was the recognition that it will be important for SPS experts from member states to discuss the proposed CAHFSA strategy and work plan in more detail to ensure ownership and guarantee its long-term sustainability. For more information on this event, including presentations and background documentation, please see: <http://events.iadb.org/calendar/eventDetail.aspx?lang=En&id=2974>.

## Support for the AU-led Partnership for Aflatoxin Control in Africa

Additional resources have been committed by the Bill & Melinda Gates Foundation to support the establishment of the Partnership for Aflatoxin Control in Africa (PACA), endorsed by a broad range of stakeholders from across Africa at the 7th CAADP Partnership Platform meeting in Yaoundé, Cameroon on 23 March 2011. These additional resources will: (i) contribute to the establishment of the PACA within an existing African institution; (ii) fund specific cost-effective aflatoxin control measures and technologies which are non-controversial and ready to go while a more inclusive decision-making structure is being developed; (iii) assess the prevalence and controls on aflatoxin on a country-by-country basis; (iv) build evidence and understanding of the extent and cost (in both health and economic terms) of aflatoxin contamination in Africa; and (v) solicit support from other donors and technical partners. For more information on the PACA, please visit: <http://www.merid.org/aflatoxinpartnership.aspx>.

BILL & MELINDA  
GATES foundation

# ACTIVITIES OF STDF PARTNERS

## PAN-SPSO Fifth Steering Committee meeting

The STDF participated in the 5th PAN-SPSO (Participation of African Nations in Sanitary and Phytosanitary Standards-Setting Organizations) Steering Committee Meeting held on 12 August 2011 in Bamako, Mali. The meeting developed a series of recommendations to guide the completion of project activities before the end of the implementation period of the PAN-SPSO project in December 2011. A second phase of the PAN-SPSO project will begin in 2012. The findings of two draft evaluation reports of the PAN-SPSO project were presented to the Committee: (i) internal monitoring and evaluation undertaken by AU-IBAR (African Union Inter-African Bureau for Animal Resources); and (ii) external evaluation prepared by a team of consultants.



The meeting was preceded by the 2nd Technical Coordination Meeting of the implementing partners of the PAN-SPSO Project on 11 August 2011. Presentations were made by the attending RECs providing updates on activities implemented under the PAN-SPSO project. The STDF also presented its activities, focusing on its ongoing work on the development of the MCDA framework to prioritize SPS capacity building needs (see page 2). Interest was expressed by participants in applying this type of methodology to project activities within the region. For more information on the meetings and PAN-SPSO activities, please visit: <http://www.au-ibar.org>.

## Non-Tariff Measures in Food and Agriculture: which road ahead?



The OECD and the International Food & Agricultural Trade Policy Council (IPC) organized an international seminar on Non-Tariff Measures (NTMs) in Food and Agriculture, including SPS standards, in Paris, France, on 13 September 2011. Discussion among high-

level experts from governments, international organizations, the private sector, academic institutions and civil society organizations focused on: (i) what elements are of greatest interest to policymakers, businesses and other stakeholders and how these could be most usefully and most efficiently captured to improve the design of NTMs; (ii) how does new innovative work improve the ability to track and measure the impact of NTMs; and (iii) how can greater transparency and improved policy coherence for development on both existing and planned NTMs be achieved. For more information please see: [http://www.oecd.org/document/t/36/0,3343,en\\_2649\\_36251006\\_48333668\\_1\\_1\\_1\\_1,00.html](http://www.oecd.org/document/t/36/0,3343,en_2649_36251006_48333668_1_1_1_1,00.html).

## Two new IPC Policy Focus briefs about SPS standards

To gather information about the use of international SPS standards, assess their economic impacts and to promote greater transparency on SPS measures, the International Food & Agriculture Trade Policy Council (IPC) has issued two new publications: "Measuring the Impact of SPS Standards on Market Access" and "Tracking the Implementation of Internationally Agreed Standards in Food and Agricultural Production". These papers are available at: <http://agritrade.org/Publications/SPSandNonTariffMeasures.html>.



## Making the Grade: Smallholder Farmers, Emerging Standards, and Development Assistance Programs in Africa



This report, recently published by the Agriculture and Rural Development Department of the World Bank, provides various insights, perspectives and empirical evidence related to the challenges and opportunities facing African smallholders and supply chain entities in high value agri-food markets, in relation to compliance with pertinent standards. It highlights both opportunities and challenges associated with smallholders accessing markets characterized by varying specificity and stringency of standards, and is available at the [World Bank website](http://www.worldbank.org).

# FORTHCOMING SPS EVENTS & OTHER NEWS

## November 2011

7-10 November, Geneva, Switzerland: OIE Working Group for Wildlife Diseases

14-18 November, Bad Soden am Taunus, Germany: Codex Committee on Nutrition and Foods for Special Dietary Uses

15-17 November, Geneva, Switzerland: OIE Working Group on Animal Production Food Safety

19-23 November, Tehran, Iran: 27th Conference of the OIE Regional Commission for Asia, the Far East and Oceania

21-24 November, Mar del Plata, Argentina: 2nd World Conference on Biological Invasions and Ecosystem Functioning

30 November-1 December, Washington DC, USA: TSPN Conference: Standards in South-South Trade and Opportunities for Advancing the Sustainability Agenda

## December 2011

5-9 December, Miami, USA: Codex Committee on Food Hygiene

## February 2012

6-10 February, Geneva, Switzerland: OIE Scientific Commission for Animal Diseases

7-10 February, Geneva, Switzerland: 66th Session of the Executive Committee of the Codex Alimentarius Commission

15-17 February, Orlando, USA: Global Food Safety Conference – Advancing Food Safety Through Collaboration

## March 2012

5-9 March, Budapest, Hungary: Codex Committee on Methods of Analysis and Sampling

12-16 March, Beijing, China: Codex Committee on Food Additives

26-30 March, Maastricht, Netherlands: Codex Committee on Contaminants in Foods

26 March, Geneva, Switzerland: STDF Working Group Meeting

28-29 March, Geneva, Switzerland: WTO-SPS Committee Meeting

## If you like this newsletter, you may also want to subscribe to:

### Codex Newsletter

<http://www.codexalimentarius.net/web/newsletter.jsp>

### EC DG Trade's SPS News

[http://trade.ec.europa.eu/doclib/cfm/doclib\\_results.cfm?key=sps%20newsletter](http://trade.ec.europa.eu/doclib/cfm/doclib_results.cfm?key=sps%20newsletter)

### FAO's Food Safety and Quality Update eNewsletter

[www.fao.org/ag/agn/agns/news\\_en.asp](http://www.fao.org/ag/agn/agns/news_en.asp)

### FAO-BiotechNews

[www.fao.org/biotech/](http://www.fao.org/biotech/)

### IPC's Agritrade Forum Newsletter

[www.agritrade.org/Publications/#newsletter](http://www.agritrade.org/Publications/#newsletter)

### ISEAL Gazette

[www.isealalliance.org](http://www.isealalliance.org)

### ITC Competitiveness Newsletter

[www.intracen.org](http://www.intracen.org)

### OIE bulletin

<http://www.oie.int/publications-and-documentation/bulletins-online/>

### PiP Programme newsletter

<http://pip.coleacp.org/en/pip/pip-magazine>

### UNIDO Trade Capacity Building Briefings

To subscribe, e-mail: [tcb@unido.org](mailto:tcb@unido.org)

### WHO Food Safety Newsletter

[www.who.int/foodsafety/publications/newsletter/en/](http://www.who.int/foodsafety/publications/newsletter/en/)

### FishFiles Lite

<http://www.megapesca.com/aboutfishfiles.asp>

### Fruit Fly Newsletter

[www.coleacp.org](http://www.coleacp.org)

### STDF e-list

If you would like to receive information on STDF publications, activities, etc. via the STDF electronic mailing list, please visit: <http://icd.wto.org/member/register.aspx?l=e>.

For further information, contact the STDF at:

Fax: +41 22 739 57 60

e-mail: [STDFSecretariat@wto.org](mailto:STDFSecretariat@wto.org)