



*Assistance à la Dynamisation de l'Agribusiness au Rwanda*

**RWANDA : PRE-INSPECTION PREPARATION  
FOR ORGANIC CERTIFICATION**

**AND**

**GERMANY: BIOFACH INTERNATIONAL  
ORGANIC TRADE FAIR**

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## TABLE OF CONTENTS

<b>1. INTRODUCTION.....</b>	<b>1</b>
<b>2. PREPARATION FOR ECOCERT INSPECTION .....</b>	<b>1</b>
2.1 VISITS TO PASSION FRUIT PLANTATIONS.....	1
2.2 DISCUSSION ON PREPARATION FOR ECOCERT INSPECTION (ADAR, 12 FEBRUARY) .....	3
<b>3. BIOFACH ORGANIC TRADE FAIR .....</b>	<b>5</b>
3.1 ADVICE ON HOW TO MAKE BEST USE OF THE BIOFACH ORGANIC TRADE FAIR .....	5
3.2 BIOFACH, NUREMBERG, GERMANY, 14-17 FEBRUARY 2002.....	5
<b>4. CONCLUSIONS.....</b>	<b>15</b>
<b>ANNEXES .....</b>	<b>17</b>
<b>ANNEX 1: PHOTOGRAPHS FROM SAMPLE PASSION FRUIT PLANTATIONS     (RWANDA) AND THE BIOFACH ORGANIC TRADE FAIR (NUREMBERG, GERMANY)</b> .....	18
<b>ANNEX 2: INFORMATION (EXTRACT FROM ECOCERT DOCUMENT “ORGANIC     PRODUCTION ACCORDING TO THE EC-REGULATION 2092/91: PLANT     PRODUCTION AND INSPECTION) HANDED OUT AT PRE-INSPECTION     DISCUSSION (ADAR, 12 FEBRUARY 2002).....</b>	26
<b>ANNEX 3: STANDARDS FOR FRESH FRUIT FOR SMALL FARMERS’ ORGANIZATIONS     FROM THE FAIRTRADE LABELING ORGANISATION INTERNATIONAL.....</b>	28
<b>ANNEX 4: INFORMATION ON KIJANI .....</b>	42
<b>ANNEX 5: PRODUCT SPECIFICATIONS (PASSION FRUIT AND PHYSALIS) FROM     UTOPIA UK LTD. ....</b>	45
<b>ANNEX 6: BUSINESS CARDS OF INDIVIDUALS/COMPANIES VISITED DURING     BIOFACH 2002 .....</b>	50

## LIST OF PHOTOGRAPHS

<b>Photograph 1:</b> An example of excellent erosion control provided by planting a vigorous grass along the bottom of the terrace of a plantation to stabilize the soil .....	19
<b>Photograph 2:</b> A young passion fruit plantation being established next to an older one .....	19
<b>Photograph 3:</b> The fruit display of AgroFair, a company marketing Fair Trade and Organic certified tropical fruit .....	20
<b>Photograph 4:</b> Organic bananas from AgroFair .....	20
<b>Photograph 5:</b> Attractave and creative display of organic tropical fruit .....	21
<b>Photographs 6:</b> Display of organic products from Madagascar, with à large mural-photograph of farming activities .....	22
<b>Photograph 7:</b> Display of samples of the products from Madagascar in traditional baskets .....	22
<b>Photograph 8:</b> Bag of organic dried peas as they are sold by Rapunzel, a German company .....	23
<b>Photograph 9:</b> Packet of dried bananas produced by one of Innotech’s fresh produce dehydrators.....	23
<b>Photograph 10:</b> Stackable plastic crates with ventilated sides .....	24
<b>Photograph 11:</b> “Reformhaus”, a German organic products chain store .....	25
<b>Photograph 12:</b> Organic dried fruits on display in front of the Reformhaus store .....	25

## LIST OF ANNEXES

<b>Annex 1:</b> Photographs from sample passion fruit plantations (Rwanda) and the Biofach Organic Trade Fair (Nurenberg, Germany .....	18
<b>Annex 2:</b> Information (extract from Ecocert document “Organic production according to the EC-Regulation 2092/91: Plant Production and Inspection) handed out at pre-inspection discussion (ADAR, 12 February 2002 .....	21
<b>Annex 3:</b> Standards for fresh fruit for small farmers’ organizations from the Fairtrade Labeling Organisation International.....	28
<b>Annex 4:</b> Information on Kijani .....	42
<b>Annex 5:</b> Product specifications (passion fruit and physalis) from Utopia UK Ltd.....	45
<b>Annex 6:</b> Business cards of individuals/companies visited during Biofach .....	50

## **EXECUTIVE SUMMARY**

The Chemonics/ADAR project in Rwanda has been assisting Rwandans who would like to enter into exporting certified organic fruit (especially passion fruit, physalis and apple banana) to countries in Europe. As a follow up to a consultancy in October-November 2001, I traveled to Rwanda in February 2002 to review the progress made and suggest further steps to be taken by three Rwandan exporting companies which had applied for organic certification.

We (representatives from the three companies and myself) then attended the Biofach international trade fair for organic products in Nuremberg, Germany, from 14-17 2002. As a result of their participation in Biofach, the three exporters gained exposure to what they must achieve if they are to enter into the international organic market place for fresh passion fruit, physalis and apple banana, along with insights into other organic products they might want to investigate exporting. They also made contact with several organizations providing financial, technical and/or marketing assistance to Africans involved in organic agriculture.

## **1. INTRODUCTION**

Following a visit in October-November 2001 to assess the potential for certified organic fruit production to become developed in Rwanda, I recommended that interested fruit exporters apply for Ecocert organic certification, in order to sell their fruit in the EU and other international organic markets. I also suggested that these exporters would benefit greatly from visiting the annual international organic trade fair, Biofach, held in Nuremberg, Germany, each February. The organization assisting Rwanda to develop its organic fruit exports, the USAID/Chemonics ADAR project, therefore engaged me to return to Rwanda in February 2002 to provide pre-inspection advice to those companies which had applied for Ecocert certification, namely Gaperi Fruits s.a.r.l. (Managing Director Alphonsine Abia), Urwibutso de Nyirangarama (Owner Gerard Sina) and Emballage Rwanda (Director General Evase Nsengimana). This was then followed by a trip to Biofach with the above three exporters to guide them through the exhibition and introduce them to individuals/companies in the organic sector whom I believed it would be useful for them to know.

## **2. PREPARATION FOR ECOCERT INSPECTION**

The three Rwandan exporters had submitted their applications Ecocert for organic certification, and therefore needed to prepare for the as yet unscheduled inspection. Given the high cost for inspection, regardless of whether or not certification is forthcoming, and the importance of having organic certification in order to enter the international organic market place, it is important that every effort be made that the inspection runs smoothly and is followed quickly by certification. Some pre-inspection activities were carried out in Rwanda therefore prior to departing for Germany.

### **2.1 Visits to Passion Fruit Plantations**

To assist the Rwandans anticipating the Ecocert inspection, I conducted two “mock” inspections of passion fruit plantings in the Kigali-Nord area.

The first plantation (listed as a supplier for Emballage Rwanda) was found to be following organic regulations insofar as the following items are concerned:

- No use of non-conform products (though only a verbal statement; affidavit will have to be drawn up to support this if land is to benefit from “reduced conversion period” or immediate

certification);

- History of the land over the past four years is known;
- Erosion control is practiced, which is important on the steep slopes where passion fruit is grown. In this case, the land was terraced, and a vigorous grass planted at the base of each terrace to hold the soil in place; and,
- Rotations are practiced, and include legume crops (peas and beans) which are important for soil fertility, sorghum (which would improve soil structure with its deep roots), along with fallow periods. Manure is applied to the soil prior to planting the next crop of passion fruit.

Issues which will need to be addressed prior to the inspection were observed to be the following:

- No contract has been drawn up between the producer and the exporter;<sup>1</sup>
- There is no labeling of fruit at any point along the chain from harvest to delivery to the collection point, and from there to the warehouse where it is packaged. In order to ensure traceability of the products, producers and others handling fruit along the chain will have to label the containers as being “Bio” (organic) and devise some sort of coding system which will enable the source (producer) of the fruit to be determined, even after shipping; and,
- Disease management needs to be improved, particularly simple practices such as better field hygiene (e.g. removing diseased fruit and plant parts from the plantation immediately rather than leaving this material in the field for some days) and selecting planting sites for new crops which are not in close proximity to older, infected plants.

Unrelated to the issue of certification, but of importance to improving post harvest handling of passion fruit, I advised the producer (and other members of the group) to cover the harvested fruit with a dampened sack of burlap (jute), which would provide evaporative cooling, rather than leaving it exposed to the sun’s heat. This seemed to be an acceptable recommendation – it will probably require follow-up training before it is adopted on any scale.

The second passion fruit plantation visited was one belonging to Gerard Sina. With respect to the upcoming inspection, he was informed that while no contract could be expected for his own plantation, he would need to have contracts with all the out-growers from whom he purchases fruit. Similar to the first plantation, history of the land was known, cultivation practices include rotations

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<sup>1</sup> A model contract designed by Ecocert was sent to all three exporters by e mail on 21 February 2002, with instructions for them to base theirs upon this.

with legumes and fallow periods, the land receives only manure for fertilization and was stated to have been treated with absolutely no non-conform products over at least the past 8 years. I informed Sina he would need to have an affidavit concerning the land's pesticide/fertilizer free status for the Ecocert inspector. Sina was also advised the inspector may request to see his stables (where he gets his manure for the plantation), along with his nursery, farm storage structures, or any other aspect of his enterprise. Unlike the first plantation, erosion control practices were not effective, and Sina was advised to improve the terracing and especially the planting of grass at the base of the terraces to stabilize the soil. Disease control also appeared to need improving (removing and destroying infected plant material, improving trellising to allow for better ventilation and penetration of sunlight). As with the first plantation, there is no labeling at all on the harvested fruit stating it is "organic" nor a coding system to allow traceability of the fruit from its ultimate point of sale.

## **2.2 Discussion on preparation for Ecocert inspection (ADAR, 12 February)**

After having gone through the applications the three exporters had submitted to Ecocert, and from what had been learned during the "mock inspections", the following key issues were discussed as needing addressing prior to the inspector's visit:

- Have all maps clearly prepared<sup>2</sup> and records complete, up to date and on hand; need both history of the land prior to cultivation and all activities since cultivation began for at least the past three years (crops grown, varieties if possible, inputs applied including sources, quantities and dates, sowing dates, harvest dates and average yields, price received); applicants will likely be asked for affidavits supporting no application of any non-conform products over the past 3 years (it was suggested the government agronomists could sign these, at least this is what Nsegimana claimed had happened in the past).
- Bookkeeping: the inspector can demand to see books wherein all purchases (for inputs) and sales (volumes sold, volumes purchased from out-growers, when and at what price) are recorded. This is to confirm that no non-conform products are used, and that exporters don't cheat by purchasing extra fruit from producers who are not included in the certification.
- For out-grower schemes, they need to have contracts to show the inspector, including volumes to be purchased, price, and services provided. The contracts, which are most likely to be in the national language, will have to be translated into French if the inspector requests this (and since this is likely, it would be better to have it done ahead of time).

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<sup>2</sup> I commented that the map submitted by Nsegimana lacked sufficient detail, and he would most likely be asked to provide new maps showing the locations of the fruit plantations more clearly. Also required (at time of inspection) may be diagrams of sorting, packing and storage facilities for all exporters.

- Also required is an internal control system with one individual (whose name and contact details need to be provided to Ecocert) appointed to monitor groups of growers to ensure that they are adhering to organic standards. The applicants may be asked to explain how the internal control system is organized, and to show inspection documents, reports, and any other proof that the control system is in place and operating effectively. Ecocert also requires that all producers are informed about the principles of organic production, i.e. that it isn't simply "traditional agriculture" but that it includes measures to improve and protect the soil, achieve a balance in the agro-ecosystem, etc. It may be best to give this role to the individual appointed to monitor the internal control system.<sup>3</sup>
- Set up a system which will enable products to be traced back from their point of sale to the fields from which they are harvested; a coding system which is used at all points along the chain (from harvest to market) is highly recommended. The products, once harvested, must clearly be marked as "organic" or "bio" to prevent any mixing with non-certified produce.
- Be prepared to show where fruit are sorted, packed and stored – there must be absolutely NO risk that it comes into contact with non-conform products in the process, or that it might be mixed up with conventional fruit. In its documentation, Ecocert even states that "transported products have to be closed in a manner to prevent substitution", and the inspector will expect to see proof of this.
- If fruit is washed with water, it is required that the water is potable. Since the tap water in Rwanda is not potable (according to the Rwandans present), it should be treated with iodine, or chlorine at rates recommended for treating water intended for human consumption. For passion fruit, which are not washed, it is recommended those handling the fruit in the sorting and packing processes wash their hands first with some sort of disinfectant (e.g. "Dettol").
- The inspector can ask to be shown any part of the operation – any plantation, place where fruit are sorted/stored, nursery, stables or other source of manure. They may demand to see the seed used either for the crop of concern, or for those planted as part of the rotation (to ensure they are not treated with non-conform products). In short, those who applied to Ecocert should be prepared to show the inspector anything related to the production, packing or marketing of the produce from lands which are to be inspected for certification.

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<sup>3</sup> In discussions with Renaud Bluzat of Ecocert at Biofach, he asked that an effort be made to document in writing the content of the meetings where organic agriculture is explained to the producers; given that Ecocert seems to regard the ADAR-supported applicants with some suspicion, it is recommended that this request be complied with.

### **3. BIOFACH ORGANIC TRADE FAIR**

#### **3.1 Advice on how to make best use of the BIOFACH organic trade fair**

The Rwandan exporters were informed that the primary purpose in their attending Biofach was to learn about the international market place for fruit in general, and organic fruit (and other organic products) in particular. They were urged to note what products are in demand, in what form (fresh, processed), the packaging and quality of fruit, how products are displayed and, if possible, what the current prices are for the fruit they are involved with.

Another objective in attending Biofach was to meet the Ecocert staff and discuss the upcoming inspection for organic certification, learn what further information (if any) Ecocert needed from them prior to the inspection, and how to ensure they could maintain their Ecocert certification from one year to the next.

The Rwandans were also advised meetings had been or would be scheduled for them with individuals/organizations which could be useful in terms of providing information about marketing organic products and possible sources of support (technical and financial) for production and marketing of their products.

The final objective for the Rwandan exporters attending Biofach would be to meet with buyers of organic products. They were warned that they are not yet at a stage where they should try to enter into any contracts, and that to do so, and fail to deliver, would be highly detrimental to the reputation of all Rwandan exporters.<sup>4</sup> Instead, they were urged to learn what products the buyers are seeking, quality standards, and volumes of produce expected. The exporters were also informed they may find buyers looking for products manufactured from their fruit (e.g. oil expressed from seed of passion fruit, which may be sought by the cosmetics industry).

#### **3.2 BIOFACH, Nuremberg, Germany, 14-17 February 2002**

Along with viewing organic fresh produce on display, as well as other products they may at some point investigate producing, the Rwandan exporters had discussions with representatives of several different organizations. These included both those providing support (financial, technical and marketing) to organic

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<sup>4</sup> As things turned out, they quickly learned that none of the buyers were interested in discussing contracts until they had seen (a) proof of their organic certification and (b) samples of their product(s).

producers, as well as companies currently purchasing organic products. A number of products of potential interest to those involved in the fruit industry were also investigated by the Rwandans.

**Meeting with Ecocert (Renaud Bluzat, staff member handling certification in francophone countries – email: [renaud.bluzat@ecocert.de](mailto:renaud.bluzat@ecocert.de))**

M. Bluzat started the discussion by stating that the processing of the Rwandans' application forms had been delayed due to a couple of factors. Firstly, the strike in Madagascar, where the inspector is based had hindered the delivery of the application forms from Ecocert's head office in Germany to Madagascar. At the time of the meeting, the inspector had only just received the documents; however, for him to start processing them, another issue had to be resolved, namely the dispute between Evase Nsengimana of Emballage Rwanda, and Luc Blondiau of Tanganyika Nature, with whom Nsengimana had previously held a contract for the exportation of organic fruit. Bluzat informed Nsengimana that his application would not be processed as long as it contained the names of producers already certified under Tanganyika Nature's application. The reason for this is that having producers signed up with two different exporters makes it difficult to ensure the traceability of products, and the transparency of all transactions, according to Bluzat. Moreover, Blondiau had given a different account as to why he and Nsengimana had fallen out, and was insisting on retaining those producers he originally set up with organic certification. Ecocert could not jeopardize its relationship with an old client, and Bluzat informed Nsengimana he would have to submit new lists of producers before his application could be processed.<sup>5</sup> Nsengimana agreed to this, and said he had his office fax a new list to Ecocert before the end of Biofach.

Leaving aside the dispute between Nsengimana and Blondiau, Bluzat said he could not give an exact date when we could expect the inspection to take place in Rwanda, as the processing of the applicants' forms would require considerable time due to the large numbers of producers listed on each. The inspector already has a busy schedule, and Bluzat could not predict when he would be free. At the very latest, the inspection would take place in June; with any luck, it might be scheduled earlier (April – May).

When the applications have been processed, Ecocert will bill the applicants for 50% of the estimated cost; this amount must be paid (prior to the inspection) into Ecocert's bank account in France. Bluzat advised

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<sup>5</sup> I subsequently met with Bluzat, both together with Blondiau and later on my own to express concern that the applications of the other two Rwandan exporters, Gaperi Fruits and Urwibutso de Nyirangarama, might be held back by the complications arising from the dispute between Nsengimana and Blondiau. I indicated to Bluzat that it would be preferable for the inspection of those exporters not involved in the dispute to go ahead without that of Emballage Rwanda if this were to be the case, despite the greater expense (splitting the inspection costs two ways instead of three). I also informed him we did not want the inspection to be delayed until July, as per Blondiau's request, and hoped Ecocert would be able to arrange an earlier, if need be separate, inspection date for our applicants.

the cheque(s) be clearly marked “in payment for inspection of \_\_\_\_\_ enterprise” as they have had problems with cheques being deposited with no indication as to what they were in payment of. Hence, to minimize the risk of the payment not being duly accorded for the appropriate application, explicit instructions should be included with it when sent to France.

Bluzat stressed that, prior to the inspection, the applicants must have both contracts with all their producers (which can be shown to the inspector), and an internal control system in place and actively functioning (as discussed above in the pre-inspection meeting held at ADAR). It is my opinion that the Rwandans’ operations are going to be scrutinized more carefully during the inspection than would otherwise be the case if suspicion about their reliability had not been aroused by the dispute between Nsengimana and Blondiau. Hopefully my fears will prove to be unfounded, and the inspection will be conducted smoothly. In the interim, I believe the Rwandans who have applied for certification had best take every precaution to ensure they pass with the first inspection.

Finally, Bluzat could not over-emphasize the importance of the applicants thoroughly reading through and understanding the inspection report, once they have received it. It is essential that the Rwandan applicants act on the recommendations given by the inspector in the report (e.g. to have separate storage facilities for organic and conventional products, to clearly label organic products, to have the Internal Control System properly monitoring all activities, etc.) if they are to hold Ecocert certification. It is important to note that many buyers of organic products request to see not just the proof of certification, but the inspection report; hence, it is crucial that the Rwandan exporters be able to prove they have acted upon Ecocert’s recommendations if they are to gain buyers’ confidence.

**AgroFair: Maarten Rijninks (e mail [marten.rijninks@agrofair.nl](mailto:marten.rijninks@agrofair.nl))**

AgroFair (based in the Netherlands, with branches in Italy and the UK) began as a fair trade company for bananas and other tropical fruit, and has included organically certified products over the past two years. Products are sold under one of three labels: Oke (Fair Trade certified), Eko (Organic certified) and Eko-Oke (Fair Trade and Organic certified). This company buys directly from producers, who must be first registered with the Fair Trade Labeling Organisation (FLO) International. The Rwandan exporters could not register their companies with FLO, however their producer-cooperatives would be eligible to apply (see Annex 3).

For those producers selling through AgroFair Fair Trade label, the company pays the farmers \$1.75 per box (8 kg) on top of the guaranteed price (which is set by FLO); this money is to be invested into social services and the environment. AgroFair sells the fruit to a range of retailers in the EU, and the latter are responsible for developing packaging for the product. The company also has a non-profit unit which provides assistance to the producers in terms of setting up quality control systems, organic certification, etc. (Rijninks is the Director of this unit).

Rijninks offered his perspective on the demand for the Rwandans' products in the EU market: the apple bananas he had seen, and believed to be of good quality, but felt they were not price-competitive unless they could be sold under a Fair Trade label. He was less than enthusiastic about the prospects for physalis, stating there was a low demand for this product, and primarily only around the Christmas period.<sup>6</sup> On passion fruit, Rijninks was more positive; there is a year round demand for these, he felt, though the quantities are not large.. He was interested in any pineapple that might be available from Rwanda, though noted this crop can be problematical in that (a) the high labour requirement for its production resulted in a higher market price, which is not as attractive to consumers and (b) for organic pineapple, use of ethylene to stimulate flowering is prohibited, and thus supply of the fruit limited to periods following natural flowering.

AgroFair does not deal with processed products at present, but may start to do so in two years time.

Rijninks final advice was for the Rwandans to send him samples of their products, and from these he could start work on determining whether there are markets for them. This is best held off until the organic certification has been granted; the fair trade certification (which may be possible for Abia to set up with her cooperatives) will probably require considerable time before it might be issued.

Literature on AgroFair can be found in the file of materials from Biofach 2002.

### **Fairtrade Labelling Organizations (FLO) International (e mail [coordination@fairtrade.net](mailto:coordination@fairtrade.net))**

We were given a cooler reception at the FLO exhibition than at AgroFair, and informed quickly that they do not work with exporters, only producers. After giving us one copy of their Fairtrade Standards for Fresh Fruit for Small Farmers' Organizations (see Annex 3), we were informed that any producer group

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<sup>6</sup> This view was not shared by Rolf Schmidt, a buyer with whom the group subsequently met.

which believes it meets these standards should contact the FLO Head Office to apply for certification. A parting remark made to us was that although they have been involved in fresh fruit products for some time, they are now more interested in processed (and therefore value added) products. A brochure on FLO International can be found in the file of materials from Biofach 2002.

**Agro Eco: Marg Leijdens, Training and Project Management (e mail [m.leijdens@agroeco.nl](mailto:m.leijdens@agroeco.nl))**

Agro Eco supports export of organic products from Africa through its EPOPA program, which is funded by the Swedish International Development Cooperation Agency (Sida). To date, this program has been involved with organic coffee, cocoa, sesame and cotton, primarily from Uganda and Tanzania. At present the program is being reviewed by Sida, and an announcement regarding whether or not another three years of funding will be granted is expected in April. If funding is approved, they will continue with the existing projects in Uganda and Tanzania, and would be interested in extending their East African activities to Rwanda if a suitable project is drawn up. Leijdens recommended that any of the Rwandans interested in starting an EPOPA project should submit the proposal to the Swedish Embassy in Kigali. She was quite positive in her assessment of the likelihood of such a project being supported (assuming EPOPA is funded for the next three years) after learning that the set up, for example with Abia's cooperatives, meets their criteria: high value products which are marketable in the EU, produced in sufficient volume in a pesticide-free area, and involving a motivated exporter, field staff and with an internal control system in place. A brochure on EPOPA can be found in the file of materials from Biofach 2002.

**International Trade Centre (ITC): Rudy Kortbech-Olesen (e mail [KORTBECH@intracen.org](mailto:KORTBECH@intracen.org))**

Kortbech-Olesen presented a paper on developments in the organic market place, including prospects for organic exports from developing countries. In addition to giving statistics on which countries have the largest sales of organic products, and the reasons behind the growing demand, Kortbech-Olesen cautioned that developing countries contemplating getting into organic exports need to be concerned that this increase in demand is going to eventually become stagnant or even decline. Reasons for this include market saturation and preference (in EU countries) for products of local or regional origin. He also warned that the price premiums on organic products are likely to become smaller in the future. Kortbech-Olesen's advice to developing countries was to enter into the organic market place now, while there still is growth, and to concentrate on 1) tropical products, 2) off-season products, 3) in-season products where

temporary or permanent shortages exist, and 4) on “novelty products”<sup>7</sup>. He also noted that in some cases, ITC can work with individual countries to assist them in developing markets for their organic products (examples given: coffee in Ethiopia, spices in India). Market information on conventional as well as organic products is available from the ITC’s web site [www.intracen.org/mds](http://www.intracen.org/mds).

**CBI (Center for the Promotion of Imports from developing countries): Ted Wesselius (e mail [cbi@cbi.nl](mailto:cbi@cbi.nl))**

CBI offers a range of services for countries which are part of its program, which (we learned) Rwanda unfortunately is not. Wesselius nevertheless suggested the Rwandan exporters could ask for marketing information from one of his colleagues (a Mr. Verhoeven, e mail address [H.VERHOEVEN@cbi.nl](mailto:H.VERHOEVEN@cbi.nl)). A copy of the CBI publication, *Exporting to the European Union* was given to us and can be found in the Biofach 2002 file.

**Kijani: Chris Grace (e mail [chris.grace@kijani.org](mailto:chris.grace@kijani.org))**

Mr. Grace heard of our group through one of the buyers we had met, and left his card with its representative along with a note for us to contact him via e mail. What I’ve learned from this e mail correspondence is that Kijani, which is an initiative of the World Conservation Union and the International Finance Corporation (based in Switzerland) aims to promote “biodiversity business in Africa”, including organic agriculture. From the information sent by Grace (see Annex 4), Kijani offers both technical and financial assistance to “biodiversity business projects”; this includes development of business plans, promoting market access for goods, provision of private equity and debt finance, along with stimulating investments in emerging biodiversity sectors in Africa. The information on Kijani has been forwarded to the Rwandan exporters, along with my suggestion that they consider submitting a proposal for support of their organic agriculture activities.

**ADVICE ServNet for Organics and Sustainability: Andrea Richert (e mail [info@ADVICE-Organics.com](mailto:info@ADVICE-Organics.com))**

A company which serves to bring together organic producers with processors and markets in the EU, ADVICE works both for producers and processors/buyers on a fee basis. Buyer-clients wishing to

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<sup>7</sup> I believe physalis and apple banana, and passion fruit to some extent fit this category.

procure specific items can contract ADVICE to find whatever organic product they are looking for; Richert noted that their clients deal with both conventional and organic products, with most wanting to increase the proportion of organic goods they trade in. Before they will undertake to market any of a producer's product, ADVICE requires background information on their production history, their experience in organic agriculture and their experience in trading. In addition to linking producers up with buyers, this company offers training on trade fair/exhibition preparation, technical information on certification, labeling, etc., sourcing potential funds for producers from international organizations and conducting market studies.

**Organic Trade Services: Neil Butler (e mail [info@organicTS.com](mailto:info@organicTS.com))**

Organic Trade Services offers a range of web and e mail services, mostly focused on marketing of organic products. In addition to a newsletter which gives a weekly summary of international organic news (at a price of Euro 38/month), one can become a member of the web marketplace (for Euro 180/year). They do offer one item free of charge, namely their monthly trade newsletter sent by e mail. While the connection was not made clear, Organic Trade Services appears to be working in conjunction with Greentrade Net, a web site dedicated to organic products (<http://www.Greentrade.net>). The latter is free of charge. Information on both Organic Trade Services and Greentrade Net can be found in the Biofach 2002 file.

**Utopia UK Ltd.: Lucy Crawford, Business Development Manager (e mail [lcrawford@utopiauk.com](mailto:lcrawford@utopiauk.com))**

Utopia is a company specializing in exotic fruits and vegetables for UK supermarkets. They would be interested in both conventional and organic passion fruit and physalis, and provide the packaging (for the retail product). Ms. Crawford gave us copies of Utopia's Specification Agreement for organic physalis and organic passion fruit (loose), as well as conventional passion fruit for use in pre-packs (see Annex 5). It was encouraging to note that she took the names and contact details of all three Rwandan exporters, and had already started communicating with them via e mail at the time this report was being compiled.

**Pro Natura: Alexandra Gay, Purchasing Sales Executive (e mail [Alexandra@pronatura.com](mailto:Alexandra@pronatura.com))**

Similar to many French importers of fresh produce, Pro Natura requires that the import permit be prepared several months in advance. Ms. Gay gave us a brochure on Pro Natura (in Biofax 2002 file), but little other information.

**EOSTA Organic and Biodynamic Fruits and Vegetables: Azra Secerbegovic (e mail [azra@eosta.com](mailto:azra@eosta.com))**

EOSTA might be interested in both the fruits, and cut flowers (the latter produced on G. Sina's farm). The Rwandan exporters were advised to notify the company once they have their organic certification, and then arrange to send samples.

**Rapunzel Naturkost: Herbert Lulay, Managing Director for Raw Materials (e mail [Herbert.lulay@rapunzel.de](mailto:Herbert.lulay@rapunzel.de))**

Rapunzel does not deal in fresh fruit, however they would be interested in purchasing organically grown (dried) beans and peas, both of which are cultivated already on much of the land for which organic certification has been requested by the Rwandan exporters. They also have contact with a company in France which purchases organic soy beans for oil extraction. If dried organic herbs were available from Rwanda, Rapunzel might be interested in purchasing these provided the products meet HACCP standards. Before the company will start to negotiate any deals, however, they require (1) a copy of the exporter's organic certification, (2) a copy of the certification body's inspection report and (3) samples of the products. Lulay also asked if the exporters could provide him with a brief history of farming in Rwanda, along with photographs. A brochure on Rapunzel is in the Biofach 2002 file.

**R. Schmidt GMBH: Rolf Schmidt (e mail [roschbre@aol.com](mailto:roschbre@aol.com))**

Schmidt traveled to Nuremberg expressly to meet the Rwandan exporters. His primary interest is in conventional fresh produce, rather than organic. Schmidt has worked with Kenyan producers for the most part; his company deals with importing and marketing fresh fruits and vegetables to the EU, with a focus on Germany. They have only marketed conventional produce to date, and find organic products fit into a

small “niche market” (although for exotics such as physalis and passion fruit, the demand for organic forms of these products may be greater, he believes). Schmidt offered considerable advice on problems the exporters are likely to encounter in starting up and goals they should focus on initially and after becoming established. The sort of assistance he can provide is to advise on marketing (what is in demand, the standards in terms of size, shape/color, packaging). Important points:

- There is a demand for physalis and passion fruit throughout the year, although it fluctuates in response to what produce is available locally; when local produce is on the market (i.e. summer-autumn in Europe) consumers prefer to purchase it; during the winter months the exotics become more attractive as what little is available in terms of local produce is of poor quality. The major competition physalis faces is with Colombia; they have mastered packaging, meeting contracts, etc., and thus are a well-established source. Where African physalis has the advantage is in taste. He advised that ethnic packaging (such as baskets made of bamboo, traditional materials) would be a big marketing advantage (consumers do NOT like non-biodegradable plastic, especially the organic consumers).
- For passion fruit the major competition is Zimbabwe – still a force to be reckoned with, due to the aggressive marketing approach of its producers (who will sell at very low prices due to their desperate need to procure foreign exchange, and who often flood the market). The standards for passion fruit demanded by the market are: fully purple in color, fruit of the same size packed into one box, with a 2 kg box containing around 45 (loose) fruit per box. The idea of applying oil/wax on fruit to prevent wrinkling was discouraged as consumers do not want any “artificial” treatments of fruit.
- The exporters should NOT try to enter the market until they are certain they can deliver a high quality product, in the volumes demanded, and with all the logistics (transport, packaging, documentation for export into the country of interest, etc) fully mastered. The market is unforgiving, and if Rwanda starts out with delivery of lower quality products insofar as any of the above aspects, it will be difficult to erase the blemished reputation it will have earned. Moreover, unless the produce exported is first grade, the price it can command will not cover even the cost of air transport.
- The exporters may want to consider sending their produce to Kenya where it could be packaged and exported to start with (Schmidt said Kenyan companies could guarantee professional packaging and handling), given that Rwanda does not have its own packaging, and its lack of experience with grading, packing, along with its air transport problems (limited flights, which fly only to the Netherlands thus posing a problem and additional cost to get fruit to markets in other countries). He suggested James Cartwright (Veg-Pro, Kenya) could put them in touch with a company in Kenya with which they could enter a reliable deal. The transport to Kenya would have to be via air (e.g. Ken Cargo). The Rwandans

did not appear entirely happy with this idea; one or more of them may, however, investigate it further.

- Schmidt's company does not deal with bananas at this time due to the "quota" on this product (import quota in place throughout the EU which is expensive and difficult to obtain). For dealing with the small quantities such as what Emballage Rwanda would have on offer just it isn't economic, according to Schmidt. If the quota is lifted, then his company might possibly be interested in apple bananas.
- After enquiring as to volumes of first grade produce exporters could deliver (i.e. complete package – documentation, proper quality standards, transport worked out and packaging up to demand), Schmidt suggested the exporters may gain a greater advantage if they could offer additional products. We discussed the possibility of mange tout peas and fine beans (I expressed my concern about disease problems with mange tout peas in Rwanda, and perhaps even fine beans given heavy rainfall). The tree tomato (*Cymphomandra beteca*, also known as "tamarillo") was also mentioned as a possible product, along with avocado and pineapple.<sup>8</sup>
- Rwanda needs to "find a window" into which it can fit vis a vis the other countries with which it must compete; Schmidt suggested sending small quantities of high quality product, at the correct time (i.e. when the market is not flooded) as a good strategy to start with.

### **Products of interest seen at Biofach:**

- Solar tunnel drier developed by German company Innotech in conjunction with researchers from Hohenheim University in Germany: The drier (which has been purchased and is in use in numerous countries around the world) has a control unit which regulates the temperature and air flow such that the rate of drying remains constant, producing a high quality and uniform product. The drier is easily disassembled and moved, which offers the flexibility of its being transported from one production site to another (rather than all producers having to bring their fresh produce to a central point), and is fairly low in price (\$5000). Information sheets on this and other driers available from Innotech are in the Biofach 2002 file.<sup>9</sup>
- Plastic, stackable crates with ventilation, such as I had recommended for harvesting of passion fruit were on display from a German company, Ringoplast GmbH. None of their agents spoke English, so

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<sup>8</sup> In response to Schmidt's query Ms. Abia said she could have physalis ready in September, M. Sina said he could have 1 ton of first grade passion fruit ready in one month (if given a contract).

<sup>9</sup> One of the Hohenheim researchers discussed how the Rwandans might be able to use the drier at length with Ms. Abia, and agreed to run samples of her physalis through one of their units in order to determine what sort of product she could expect to produce, if she purchased one.

we were not able to get price information from them. I suspect the crates would be too expensive to be ordered from Germany, and hope that now that the Rwandan exporters have an idea of what to look for, they may be able to source similar crates from within the Eastern Africa region. A brochure on the crates is in the Biofach 2002 file.

- A German seed company, Das Buch vom EINKORN, had organic physalis seed for sale, and said they could take orders for same from Rwanda. Ms. Abia purchased some seeds, which she will plant in trials in Rwanda; should the berries produced from these seeds prove of good quality (and the plants adapted to Rwandan conditions), it could be valuable to have a certified organic seed supplier should the Ecocert regulations change to make this a requirement in the future. A brochure from the seed company (listing all products and prices, along with ordering information) is in the Biofach 2002 file.

#### 4. CONCLUSIONS

- ◆ The Ecocert inspector may well scrutinize and thoroughly question the Rwandan exporters who have applied for organic certification in order to be certain that none poses the risk of not conforming with organic standards, which, if discovered, would seriously harm Ecocert's reputation if certification had been granted. The three applicants must therefore make every effort to be certain they have complied with all the requirements prior to the inspection; activities they must ensure are complete include: having approved contracts with all their producers, having an Internal Control System in place and their producers instructed in organic agricultural practices they may tend to overlook (e.g. erosion control), having affidavits from a third party stating that no non-conform products have been used on the lands they wish certified for at least the past three years, and that all maps/diagrams are clear, records up to date, and staff and producers alike ready to have any aspect of the operations (from production to packaging) inspected.
- ◆ Regardless of whether they are aiming for the organic or conventional market place, the exporters need to focus on bringing the produce (fruit) up to export quality standards, and the processes they must follow to be able to guarantee delivery of the product, in the form required by European importers. In other words, they need to be certain the produce selected for export fits the importers' specifications (c.f. Utopia's documentation, Annex 5), which means it has got to be properly harvested, handled, sorted, packed and transported so that it arrives with minimal or no losses in quality in transit. All documentation required for exportation must be complete, in accordance with the regulations of the importing country.

- ◆ For products destined for the organic market place, it is essential to obtain organic certification. All suggestions contained in the inspection report must be followed up, and those exporters who are certified must continue to monitor the production and post harvest handling chain to ensure that there are no violations of organic standards. If only one Rwandan loses certification, the reputation of all is at risk.
- ◆ There is a possibility of marketing non-fruit products grown on the lands which are certified organic, for example dry beans and peas, and this option should be explored at some point in the future. Because these products fetch much lower prices than fresh produce, it is advisable to focus on the fruit, and consider the other products as a side line to the organic fruit production.
- ◆ Some exporters may find their producers qualify for Fair Trade certification; the benefits to procuring this status are (a) the even higher (than organic) price premiums products will be able to fetch and (b) the producers' communities will receive development assistance, which will boost their overall well-being.
- ◆ As a way of at least getting fruit exports off the ground, the Rwandan exporters may want to consider at least initially exporting their products through Kenya. In the interim, they can work on improving the quality of fruit harvested, their own packaging, grading and storage facilities, as well as investigating the EU market for a “niche” into which their exotic, and not so common products may fit.

## ANNEXES

**ANNEX 1: PHOTOGRAPHS FROM SAMPLE PASSION FRUIT PLANTATIONS (RWANDA)  
AND THE BIOFACH ORGANIC TRADE FAIR (NUREMBERG, GERMANY)**



**Photograph no. 1:** An example of excellent erosion control provided by planting a vigorous grass along the bottom of the terrace of a plantation to stabilize the soil.



**Photograph no. 2:** A young passion fruit plantation being established next to an older one – a practice which should be discouraged to prevent disease and insect infestations moving from the latter into the former.



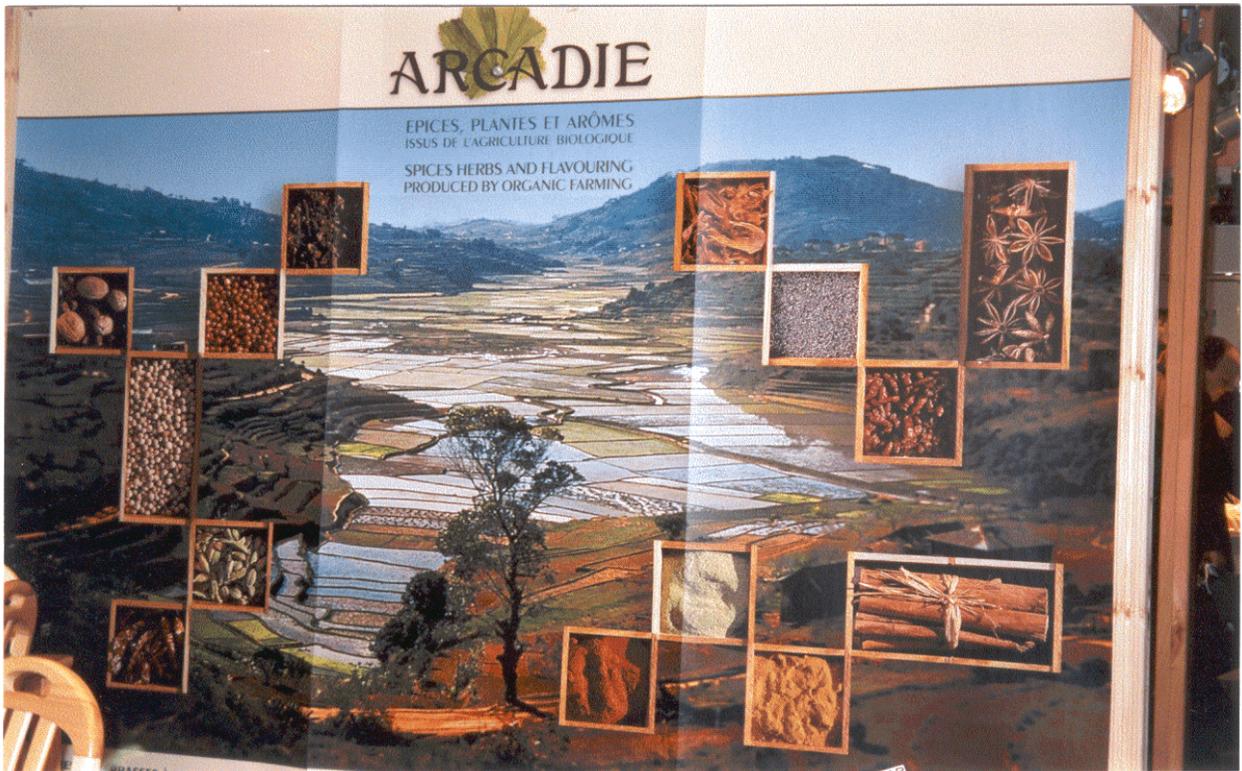
**Photograph no. 3:** The fruit display of AgroFair, a company marketing Fair Trade and Organic certified tropical fruit.



**Photograph no. 4:** Organic bananas from AgroFair; of interest are both the unmistakable organic label (“Oke”), and the way small numbers of fruit are put together in plastic bags.



**Photograph no. 5:** Attractive and creative display of organic tropical fruit.

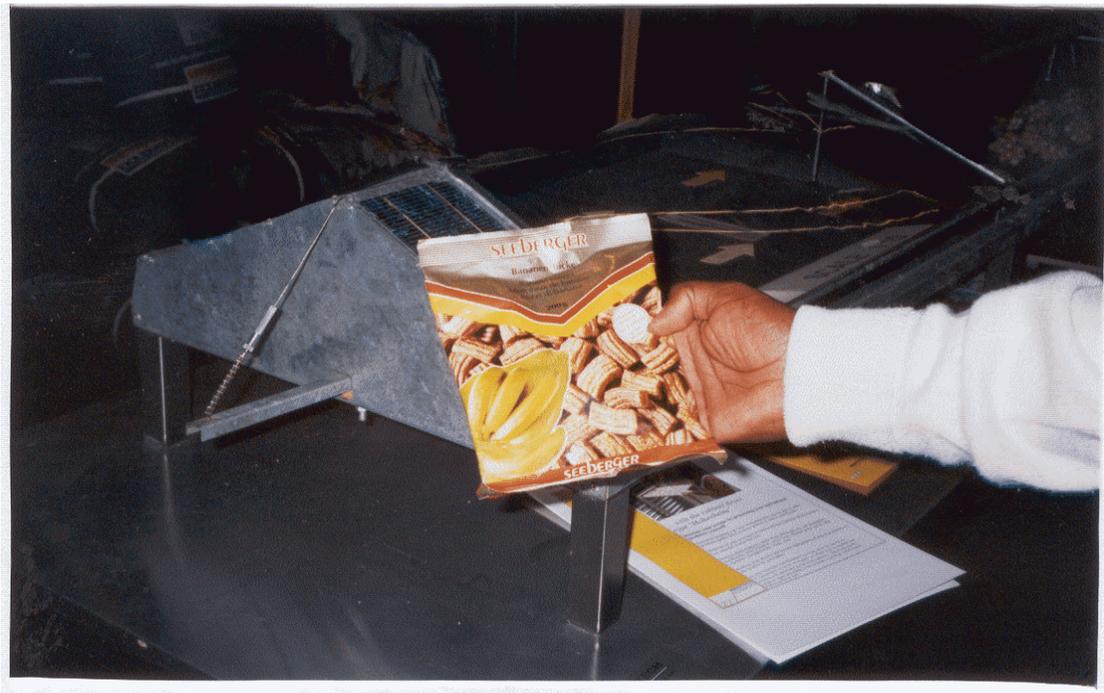


**Photographs no. 6 and 7:** Display of organic products from Madagascar, with a large mural-photograph of farming activities (above) and samples of the products in traditional baskets (below).





**Photograph no. 8:** Bag of organic dried peas as they are sold by Rapunzel, a German company which may be interested in purchasing organic dry beans and peas from Rwanda.



**Photograph no. 9:** Packet of dried bananas produced by one of Innotech's fresh produce dehydrators, with scaled down model of their solar drier in the background.



**Photograph no. 10:** Stackable plastic crates with ventilated sides; a similar product might prove a useful harvesting tool for passion fruit (combined with a moistened cover such as a burlap bag over the top to provide evaporative cooling).



Photograph no. 11: “Reformhaus”, a German organic products chain store.



Photograph no. 12: Organic dried fruits on display in front of the Reformhaus store.

**ANNEX 2: INFORMATION (EXTRACT FROM ECOCERT DOCUMENT “ORGANIC PRODUCTION ACCORDING TO THE EC-REGULATION 2092/91: PLANT PRODUCTION AND INSPECTION) HANDED OUT AT PRE-INSPECTION DISCUSSION**  
**(ADAR, 12 FEBRUARY 2002)**

### **3. Inspection requirements for organic production on farms or wild collection (annex III, A1)**

Every operator who produces or collects organic products has to submit his undertaking to the inspection system (as do processors and importers of organic products). For producers and if applicable for collectors, the following minimum inspection requirements apply:

#### ***3.1. Separated production unit (annex III A1, 1)***

The fields, production and storage locations have to be clearly separated from conventional units.

#### ***3.2. Description of the unit (annex III A1, 2 and 3)***

The production unit has to be clearly identified by maps of storage, production, processing and packaging facilities; maps showing all fields; lists of the fields indicating the last application of products not permitted by the regulation. Each year the producer must notify the inspection body of the schedule of production of crop products.

#### ***3.3. Bookkeeping (annex III A1, 4)***

Written and/or documentary accounts must be kept to trace the origin, nature and quantities of all raw materials purchased. The nature, quantities and consignees of all agricultural products sold have to also be recorded.

#### ***3.4. Packaging and labelling of organic products (annex III A1, 8)***

Transported products have to be closed in a manner preventing substitution of the content. Clear identification of the producer and the product must be assured by the label of the product.

#### ***3.5. Parallel production (annex III A1, 9)***

Where an operator runs organic and conventional production units in the same area all relevant data of the conventional unit (e.g. purchased inputs, cropping schedule) are subject to the inspection. The same varieties in organic and conventional production units may not be cultivated at the same time.

#### ***3.6. Frequency of inspections, sample taking (annex III A1, 6 and 7)***

The production unit has to be completely inspected at least once a year. Samples shall be taken where the use of unauthorized products is suspected. The producer shall provide the inspection body with any information deemed necessary for the purpose of the inspection.

**ANNEX 3: STANDARDS FOR FRESH FRUIT FOR SMALL FARMERS' ORGANIZATIONS  
FROM THE FAIRTRADE LABELING ORGANISATION INTERNATIONAL**

# FAIRTRADE STANDARDS FOR FRESH FRUIT FOR SMALL FARMERS' ORGANISATIONS

Fairtrade, an Alternative for Small Farmers and Workers

## PART A. Generic Standards for small farmers' organisations

### 1. Social Development .

- 1.1. Fairtrade adds Development Potential
- 1.2. Members are Small Producers
- 1.3. Democracy, Participation and Transparency
- 1.4. Non-Discrimination

### 2. Economic Development

- 2.1. Fairtrade Premium
- 2.2. Export Ability
- 2.3. Economic Strengthening of the Organisation

### 3. Environmental Development

- 3.1. Environment Protection

### 4. Standards on Labour Conditions (applicable if the organisation employs a considerable amount of workers)

- 4.1. Forced Labour and Child Labour
- 4.2. Freedom of Association & Collective Bargaining
- 4.3. Conditions of Employment
- 4.4. Occupational Health and Safety

## PART B Product Specific Standards

- 1. Social Development
- 2. Economic Development
- 3. Environmental Development

## PART C Trade Standards

## **Fairtrade, an Alternative for Small Farmers and Workers**

Fairtrade is an initiative for small farmers and wage workers in the South, who have been restrained in their economical and / or social development by the conditions of trade. If fair access to markets under better conditions of trade can help to overcome the restraints of development, they can join Fairtrade.

**Small farmers** can join Fairtrade if they have formed organisations (in co-operatives, associations or other organisational forms<sup>10</sup>) which are able to contribute to the social and economic development of their members and their communities and are democratically controlled by their members. Organisations can be certified by FLO if they comply with the requirements in this document.

**Workers** can participate in Fairtrade if they are organised, normally in unions, and if the company they work for is prepared to promote workers' development and to pass on to the workers the additional revenues generated by Fairtrade. Such companies working with hired labour (farms, plantations, etc.), can be certified if they comply with the requirements in this document.

In setting its Standards FLO follows certain **internationally recognised standards and conventions**, especially those of the ILO (International Labour Organisation), as these form the basic labour rights most widely accepted throughout the world. In this document each Standard is formulated in general terms, and, where applicable, reference is made to external standards which FLO follows.

The Standard is then followed by the **requirements** against which producers will actually be inspected. The requirements are divided into:

- ◆ **minimum requirements**, which all producer organisations must meet from the moment they join Fairtrade, or within a specified period; and
- ◆ **process requirements**, on which producer organisations must show permanent improvement. .

Minimum in this sense is meant to ensure that:

1. Fairtrade benefits reach the small farmers and/or workers.
2. The small farmers' organisation and/or the workers has/have potential for development.

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<sup>10</sup> In the rest of the document, the term organization will be used, which should be read as to include all types of organizational forms.

3. Fairtrade instruments can take effect and lead to a development which cannot be achieved otherwise.

The degree of progress, which FLO requires from each producer organisation, depends on the level of economic benefits it receives from Fairtrade and on its specific context.

FLO also requires that producer organisations always abide by **national legislation**. Furthermore, national legislation prevails if it sets higher standards on particular issues than FLO.

The Standards laid out in this document apply **to small farmers' organisations ONLY**. For Standards related to hired labour situations please see the respective document.

## **1. Social Development**

### **1.1. Fairtrade adds Development Potential**

*Fairtrade should make a difference in development for certified producers,*

#### **1.1.1 Minimum Requirement**

1.1.1.1 The producer organisation needs the revenues of Fairtrade to be able to promote social and economical development of small farmers.

### **1.2. Members are Small Producers**

By small producers are understood those that are not structurally dependent on permanent hired labour, managing their farm mainly with their own and their family's labour-force,

#### **1.2.1 Minimum Requirement**

1.2.1.1. The majority of the members of the organisation are small producers providing more than 50% of the total production of the Fairtrade product.

1.2.1.2. The majority of the members must supply Fairtrade product(s).

### **1.3 Democracy, Participation and Transparency**

*In order to guarantee that the organisation is an instrument for the social and economical development of the members, and in particular to ensure that the benefits of Fairtrade come to the members and that they decide about their*

*application, the organisation must have a democratic structure and transparent administration which enables an effective control by the members and its Board over the management, Furthermore, there must be no discrimination regarding membership and participation,*

### **1.3.1 Minimum Requirements**

- 1.3.1.1. An organisational structure is in place which enables control by the members. There is a General Assembly with voting rights for all members as the supreme decision taking body and an elected Board. The staff answers through the Board to the General Assembly.
- 1.3.1.2. The organisation holds a ,General Assembly at least once a year .
- 1.3.1.3. The annual report and accounts are presented to and approved by the General Assembly. 1.3.1.4 Administration is in place.

### **1.3.2 Process Requirements**

- 1.3.2.1. The organisation works towards transparent planning of the business. Organisations are encouraged to make annual business plans, cash flow predictions and longer term strategic plans. Such plans will be approved by the General Assembly.
- 1.3.2.2. The participation of members in the organisation's administration and internal control is promoted through training and education -and improves as a result.
- 1.3.2.3. The organisation establishes or improves internal mechanisms of members' control over the administration, such as a control committee with rights to review the administration, external audit. etc. .
- 1.3.2.4. Increasingly, the organisation's policies are discussed in member meetings. Management actively encourages members' participation in meetings.
- 1.3.2.5. There is improvement of the flow of information from board to members about the business and the organisation's policies.
- 1.3.2.6 Measures will be taken to improve the members' commitment to the organization.

### **1.4. Non-Discrimination**

*FLO follows ILO Convention III on ending discrimination of worker!", The Convention rejects "any distinction, exclusion or preference made on the basis of race, colour, sex, religion, political opinion, national extraction or social*

*origin, which has the effect of nullifying or impairing equality of opportunity or treatment in employment or occupation*  
*" (art, I), As far a!" applicable, FLO extends these principles to members of organisations,*

#### **1.4.1. Minimum requirements**

1.4.1.1; If the organisation restricts new membership, the restriction may not contribute to the discrimination of particular social groups.

#### **1.4.2. Process requirements**

1.4.2.1. Programs related to disadvantaged/minority groups within the organisation are in place to improve the position of those groups in the organisation, particularly with respect to recruitment, staff and committee membership.

## **2. Economic Development**

### **2.1. Fairtrade Premium**

*The organisation has the commitment and capacity to administer the Fairtrade Premium in a way which is!" transparent for beneficiarie!" and FLO, Decisions on the use of the premium are taken democratically by the member!»*

#### **2.1.1 Minimum Requirements**

2.1.1.1. The organisation administrates and manages the premium transparently and uses it in line with the requirements outlined in these Standards.

2.1.1.2. The use of the Fairtrade premium is decided by the General Assembly and properly documented

#### **2.1.2 Process Requirements**

2.1.2.1. As soon as premium is available, there is a yearly premium plan and budget, preferably these are part of a general work plan and budget of the organisation.

### **2.2 Export Ability**

*The producers must have access to the logistical. administrative and technical means to bring a quality product to the market,*

### **2.2.1 Minimum requirements**

2.2.1.1. Logistics and communication equipment are in place.

2.2.1.2. The producer organisation proves that it meets current export quality standards, preferably through previously exported products which were accepted by importers. 2.2.1.3 Demand for the producers' Fairtrade product exists.

2.2.1.4 The organisation has experience in the commercialisation of a product as an organisation.

### **2.2.2. Process requirements**

2.2.2.1. The producer organisation increases efficiency in their exporting operations as well as in other operations and this way maximises the return to the members.

## **2.3. Economic Strengthening of the Organisation**

### **2.3.2 Process requirements**

2.3.2.1. Members will gradually take on more responsibility over the whole export process.

2.3.2.2. The organisation will work towards the strengthening of its business related operations. This could for example be through the building up of working capital, implementation of quality control, training/education and risk management systems, etc.

## **3. Environmental Development**

### **3.1. Environment protection**

*Producers are expected to protect the natural environment and to make environment protection a part of farm management.*

*Producers will implement a system of Integrated Crop Management (ICM), with the aim of establishing a balance between environment protection and business results. through the permanent monitoring of economic and environmental parameters, on the basis of which an integrated cultivation and protection plan is devised and permanently adapted. FLO encourages producers to work towards organic certification ICM minimises the use of fertilisers and pesticides, and partially and gradually replaces them with organic fertilisers*

*and biological disease control.*

### **3.1.1 Minimum requirements**

- 3.1.1.1. The producers live up to national and international legislation regarding the use of pesticides, handling pesticides (storing, filling, cleaning, administration, etc.), the protection of natural waters, virgin forest and other ecosystems of high ecological value, erosion and waste management.
- 3.1.1.2. Pesticides in WHO class 1 a+b, pesticides in the Pesticide Action Network's "dirty dozen" list and pesticides in FAO/UNEP's Prior Informed Consent Procedure list (respecting updates, see appendix) cannot be used.

### **3.1.2. Process requirements**

- 3.1.2.1. The producer organisation, will encourage its members to implement a system of Integrated Crop Management.

## **4. Standards on Labour Conditions**

*The following Standards on labour conditions apply only, if a significant part of the field or processing work carried out by the producer organisation itself is done through hired labour. Conversely, if members of organisations employ workers, the members are not strictly required to follow these Standards. However, the organisation is expected to encourage its members to share the benefits of Fairtrade with their workers and to improve the working conditions in line with these Standards.*

*The term "workers" refers to all those employed, including casual, seasonal and permanent workers.*

### **4.1 Forced Labour and Child Labour**

*FLO follows ILO Conventions 29, 105 and 138 on child labour and forced labour. Forced or bonded labour must not occur. Bonded labour can be the result of forms of indebtedness of workers to the company or middlemen. Children may only work if their education is not jeopardised. If children work, they must not execute tasks which are especially hazardous for them due to their age.*

#### **4.1.1 : Minimum requirements**

- 4.1.1.1. Forced labour, including bonded or involuntary prison labour, does not occur .

4.1.1.2. Abuse of child labour is not allowed.

4.1.1.3. Working does not jeopardise schooling.

4.1.1.4. The minimum age of admission to any type of work which by its nature or the circumstances under which it is carried out, is likely to jeopardise the health, safety or morals of young people, shall not be less than 18 years.

4.1.1.5. Employment is not conditioned by employment of the spouse. Spouses have the right to off- farm employment.

#### **4.1.2 Process requirements**

4.1.1.2. Children are not employed below the age of 15.

### **4.2. Freedom of Association & Collective Bargaining**

*FLO follows ILO Conventions 87 and 98 on freedom of association and collective bargaining. Workers and employers shall have the right to establish and to join organisations of their own choosing, and to draw up their constitutions and rules, to elect their representatives and to formulate their programmes. Workers shall enjoy adequate protection against acts of anti-union discrimination in respect of their employment.*

#### **4.2.1 Minimum requirements**

4.2.1.1. The organisation recognises in writing the right of all employees to join an independent trade union, free of interference of the employer, the right to establish and join federations, and the right to collective bargaining.

#### **4.2.2. Process requirements**

4.2.2.2. The organisation allows trade union organisers to meet all the workers, and allows workers to hold meetings and organise themselves without the interference of the management.

4.2.2.3. The organisation does not discriminate against workers on the basis of union membership or union activities.

4.2.2.4. If one or more independent and active trade unions exist in the sector and the region, FLO expects

that the workers will be represented by (a) trade union(s) and that the workers will be covered by a Collective Bargaining Agreement (CBA).

4.2.2.5. If no independent and active union exists in the region and the sector, all the worker's will democratically elect a worker's committee, which represents them, discusses with the organisation and defends their interests. This committee negotiates with the organisation an agreement on the conditions of employment, covering all aspects normally covered by a Collective Bargaining Agreement (CBA).

4.2.2.6. The representation and participation of the workers is improved through training activities. These are also aimed at improving the workers' awareness of the principles of Fairtrade.

4.2.2.7. If no union is present, the organisation and the workers' committee gets into a process of consultation with the national union federation(s) and the International Union of Food, Agricultural, Hotel, Restaurant, Catering, Tobacco and Allied Workers' Associations (IUF) about improvement of the workers' representation and implementing a Collective Bargaining . Agreement (CBA).

### **4.3. Conditions of employment**

*FLO follows ILO Plantation Convention 110, ILO Conventions 100 on equal remuneration and 111 on discrimination. All employees must work under fair conditions of employment. The producer organization must pay wages in line with or exceeding national laws and agreements on minimum wages or the regional average.*

#### **4.3.2 Process requirements**

4.3.2.1. Salaries are in line with or exceeding regional average and official minimum wages for similar occupations. The employer will specify wages for all functions.

4.3.2.2. Payment must be made regularly and in legal tender and properly documented.

4.3.2.3. Regarding other conditions of employment like maternity leave, social security provisions, non-monetary benefits, etc. at least the provisions as laid out in the Collective Bargaining Agreement or the Agreement signed between the workers' committee must be fulfilled.

4.3.2.4. All workers are employed under legally binding labour contracts.

4.3.2.5. The organisation works towards all permanent workers having the benefits of a provident fund or

pension scheme.

4.3.2.6. An adequate sick leave regulation is put in place.

4.3.2.7. A working hours and overtime regulation is put in place.

4.3.2.8. Salaries are gradually increased to levels above the regional average and official minimum.

4.3.2.9. Differences in the conditions of employment for casual, seasonal and permanent workers are progressively diminished.

#### **4.4. Occupational Health & Safety**

*FLO follows ILO Convention 155 which aims "to prevent accidents and injury to health arising out of or occurring in the course of work, by minimizing, so far as is reasonably practicable, the causes of hazards inherent in the working environment.*

##### **4.4.2. Process requirements**

4.4.2.1. Workplaces, machinery and equipment are safe and without risk to health.

4.4.2.2. Among the workers' representatives, a person must be nominated who can be consulted and who can address health and safety issues with the organisation.

4.4.2.3. Those who are handling agrochemicals are adequately trained in storage, application and disposal of these. They are actively informed of all relevant information on the product they are handling by the producer organisation. This information is provided in the local language.

4.4.2.4. Adequate personal protective equipment of good quality is available and appropriate, especially for the use of agrochemicals. Workers handling agrochemicals must use it.

4.4.2.5. The following persons are not allowed to work with the application of pesticides: persons younger than 18 years, pregnant or nursing women, persons with incapacitated mental conditions; persons with chronic, hepatic or renal diseases, and persons with diseases in the respiratory ways.

4.4.2.6. In aerial spraying, the use of flag men is not allowed.

4.4.2.7. The following re-entry times after pesticide application are respected: nematicides 72 hours, insecticides 24 hours, fungicides 4 hours, or any longer period specified by the manufacturer .

4.4.2.8. The local community must be informed of the day and the time of pesticide spraying and the time

when re-entering of the area is allowed through display boards.

4.4.2.9. Workers' capability and awareness of the chemicals they are using, relevant health protection and first aid are improved through training.

4.4.2.10. Establishment of a occupational health and safety committee with the participation of workers.

4.4.2.11. Collective risk assessments are carried out regularly.

## **PART B Product Specific Standards**

### **1. Social Development**

There are no additional social standards specific to fresh fruit producers.

### **2. Economic Development**

There are no additional economic standards specific to fresh fruit producers.

### **3. Environmental Development**

There are no additional environmental standards specific to fresh fruit producers.

## **PART C Trade Standards**

*FLO requires fair and transparent trading conditions, regarding prices, payment conditions, quality claims procedures.*

### **1. Buying from Certified Producers**

1.1. All products which are sold with the Fairtrade label, must have been produced by FLO certified producers.

### **2. Pricing and Premium**

2.1. Buyers shall pay producer organizations at least the Fairtrade minimum price as set by FLO. 2.1 The minimum price is an FOB price defined per fruit and per country , as specified in appendix 2. It will at least cover costs of production.

2.2. If the market price is higher than the Fairtrade minimum price, the market price shall apply.

2.3. In addition to the Fairtrade minimum price the buyers shall pay a Fairtrade premium as set by

FLO for each fruit, as specified in appendix 2.

### **3. Long term trading relationship**

3.1. Buyers and importers (if these are not direct buyers) must use the following tools for establishing long term stable trade relationships:

- ◆ .Quarterly Sourcing Plan (in case of year round supply) or Seasonal Sourcing Plan specifying the volumes expected to be bought from every Fairtrade producer organisation. The sourcing plan is an indication for producers, not an obligation to buy.
- ◆ .Contract between buyer and producer organisation. Necessary elements are: minimum and maximum volumes, quality specifications, price and payment conditions.
- ◆ .Shipment Orders, specifying the FT volume per shipment. .

### **4. Payment**

4.1. Payment minimum requirements: 50% of Fairtrade minimum price paid at delivery in port of production country .Rest: 48 hours after reception of documents.

### **5. Quality definition and claims**

5.1. Producer organisation and buyer define quality requirements in their purchase contract. If it proves to be necessary FLO will define a regulation of the handling of quality claims.

### **6. Information rights and obligations**

6.1. FLO establishes a system of control of the flow of Fairtrade goods, which must allow to certify that Fairtrade products bought by consumers are actually produced by Fairtrade .- producer organisations, and traded under Fairtrade conditions. All producers and traders will supply FLO with periodic intonation about volumes bought and sold. All trading actors allow FLO to inspect their books. Normally an external audit is required.

## **Appendix 2 : Fresh Fruit Price Information**

Fruit	Country	Fairtrade minimum FOB price per kg	Fairtrade Premium per kg
<u>Mango</u>	Ecuador	US\$ 0.51	US\$ 0.07

## ANNEX 4: INFORMATION ON KIJANI



## Promoting Biodiversity in Africa

### Africa

The geographic focus of Kijani is Africa – from Madagascar to Morocco; from Cape Town to Cairo.

### Business

The sector focus of Kijani is business – commercially-viable, profit-seeking enterprise.

### Biodiversity

The environmental focus of Kijani is biodiversity – conservation of Africa's great ecosystems & species

### Investing

The Kijani Capital Fund will invest in businesses whose activities have a positive impact on African biodiversity.

### Developing

The Kijani Business Service will assist in developing biodiversity-benefiting business plans & accessing markets.

Kijani is a joint IUCN/IFC initiative to conserve biodiversity in Africa through catalysing the biodiversity business sector. The initiative plans to establish two entities which will develop and invest in sustainable biodiversity businesses.

The *Kijani Business Service* will provide technical assistance to entrepreneurs to develop biodiversity business plans. It will foster critical partnerships between the conservation and business communities and promote market access for African biodiversity goods and services.

The *Kijani Capital Fund* will provide private equity and debt finance to biodiversity business projects with capital requirements from US\$500,000 to \$10 million. It will stimulate new foreign and domestic direct investments in the emerging African biodiversity business sector.

The two entities will focus on investments in business sectors which are natural allies to biodiversity conservation including organic agriculture, ecotourism, sustainable forestry, non-timber forest products,

medicinal plants, sustainable fisheries, and aquaculture. Preliminary scoping indicates a solid project pipeline in the agribusiness and tourism sectors.

The key stakeholders involved in this initiative are African biodiversity business entrepreneurs, their local and foreign customers, government and non- government conservation agencies, and neighbouring communities. Other stakeholders include financial institutions, development agencies, and the international conservation community represented by the **IUCN** membership

The success of the initiative will be in demonstrating the ability of biodiversity. benefiting ventures to generate attractive returns to investors. This will enable the effective conservation of African biodiversity through sustainable commercial activity.

**For more information, please visit <http://kijani.org> or contact [info@kijani.org](mailto:info@kijani.org) .**



**ANNEX 5: PRODUCT SPECIFICATIONS (PASSION FRUIT AND PHYSALIS) FROM UTOPIA UK LTD.**

**UTOPIA UK Ltd**



**UTOPIA**  
UK LIMITED

**PRODUCT SPECIFICATION AGREEMENT**

**ORGANICALLY GROWN – PASSION FRUIT (LOOSE)**

**APPEARANCE:** FRUIT MUST BE INTACT, EVENLY SIZED AND GRADED, SOUND, CLEAN AND FREE FROM ALL TRACES OF SPRAYS APPLIED DURING PRODUCTION; ABNORMAL EXTERNAL MOISTURE, FOREIGN TASTE OR SMELL. THE FRUIT MUST BE CAREFULLY HAND PICKED AND SUFFICIENTLY DEVELOPED TO A STATE OF RIPENESS TO ALLOW THE FRUIT TO BE HANDLED AND TRANSPORTED WITHOUT DAMAGE.

**TASTE:** STRONG SWEET / SOUR FLAVOUR.

**TEXTURE:** FIRM AND BRITTLE OUTER SKIN WITH SOFT LIQUID FLESH AND CRUNCHY SEEDS. FRUIT MAY HAVE NATURAL DIMPLING ON THE SKIN.

**COLOUR:** EXTERNAL: DARK PURPLE  
INTERNAL: ORANGE WITH DARK SEEDS.

**SHAPE:** OVAL WITH GREEN STEM.

**MATURITY:** FRUIT SHOULD BE FIRM AND MUST BE BRIGHT WITH NO SIGNS OF DEHYDRATION.

**HARVESTING:** FRUIT MUST BE PICKED BY HAND

**DEFECTS:** UNACCEPTABLE: PESTS; DISEASES; SOILING; SPLITS TO SIDE OF FRUIT.  
MAJOR: HEAVY THICKENED SCARRING GREATER THAN 10% OF SURFACE AREA. DIMPLING IN EXCESS OF 50% OF THE SURFACE AREA. (MAX = 10% FRUIT BY COUNT)

MINOR: MINOR SKIN MARKS, SCARRING TO THE RIBS, RUB MARKS AND BRUISING THAT DOES NOT PROGRESS INTO THE FLESH IS ACCEPTABLE PROVIDED THAT IT DOES NOT DETRACT FROM THE OVERALL APPEARANCE OF THE FRUIT.

Signature of supplier/grower .....
Company name and Packhouse address: .....
Issued by: ..... On behalf of UTOPIA UK Limited
Date: .....



**UTOPIA**  
UK LIMITED

**UTOPIA UK Ltd**

**PRODUCT SPECIFICATION AGREEMENT**

**ORGANICALLY GROWN PHYSALIS**

**PRODUCT SIZE:** 17-22 mm DIAMETERWEIGHT:

**PRODUCT WEIGHT:** 75 g or 50 g BAGS PRE-PACKED AT SOURCE (WEIGHT TO BE AGREED WITH BUYER)

**REQUIREMENTS:** FRUIT MUST BE INTACT, EVENLY SIZED AND GRADED, SOUND, CLEAN. FREE FROM ALL EVIDENCE OF EXCESSIVE EXTERNAL MOISTURE, ABNORMAL TAINTS OR SMELLS. THE FRUIT MUST BE CAREFULLY HAND PICKED AND SUFFICIENTLY DEVELOPED TO A STATE OF RIPENESS TO ALLOW THE FRUIT TO BE HANDLED WITHOUT DAMAGE.

**TASTE:** **DISTINCTIVE SWEET / SOUR FLAVOUR**

**TEXTURE:** FIRM OUTER SKIN (TO EDIBLE PART) SOFTER SEEDED CENTRE

**COLOUR :** **INTERNAL:** PALE ORANGE WITH GREEN / ORANGE SEEDS  
**EXTERNAL:** PALE BROWN PAPERY CALYX SURROUNDING ORANGE FRUIT

**SHAPE:** ROUND FRUIT WITH LANTERN LIKE HUSK

**MATURITY:** FRUIT SHOULD BE ORANGE, NO GREEN FRUIT ALLOWED.

**DEFECTS:** UNACCEPTABLE: PEST AND DISEASE, SDILING, GREEN AND DEFORMED FRUIT

MINOR: HEAVY SCARRING / CRAKING TO NOT MORE THAN 10% OF SURFACE AREA.– 10% FRUIT BY ACCUMULATION.

**TOTAL MINOR DEFECTS NOT MORE THAN 10% BY COUNT**

Signature of supplier/grower .....	
Company name and Packhouse address: .....	
Issued by: .....	On behalf of UTOPIA UK Limited
Date: .....	

Utopia UK Ltd .Enterprise Way. Pinchbeck. Spalding .Lincolnshire .PE11 3YR .England. Tel: +44 (0) 1775716800 .Fax +44 (0) 1775716808



**UTOPIA UK Ltd**

**UTOPIA**  
UK LIMITED

**PRODUCT SPECIFICATION AGREEMENT**

**PASSION FRUIT (FOR USE IN PRE-PACKS)**

**APPEARANCE:** FRUIT MUST BE INTACT, EVENLY SIZED AND GRADED, SOUND, CLEAN AND FREE FROM ALL TRACES OF SPRAYS APPLIED DURING PRODUCTION; ABNORMAL EXTERNAL MOISTURE, FOREIGN TAIN T OR SMELL AND EXCESSIVELY GREEN FRUIT.

**TASTE:** STRONG SWEET / SOUR FLAVOUR.

**TEXTURE:** FIRM AND BRITTLE OUTER SKIN WITH SOFT LIQUID FLESH AND CRUNCHY SEEDS. FRUIT MAY HAVE NATURAL DIMPLING ON THE SKIN.

**COLOUR:** EXTERNAL: DARK PURPLE.  
INTERNAL: ORANGE WITH DARK SEEDS.

**SHAPE:** OVAL WITH GREEN STALK

**MATURITY:** FRUIT SHOULD BE FIRM AND MUST BE BRIGHT WITH NO SIGNS OF DEHYDRATION.

**HARVESTING:** FRUIT MUST BE PICKED BY HAND

**DEFECTS:** UNACCEPTABLE: PESTS; DISEASES; SOILING; SPLITS TO SIDE OF FRUIT.

MAJOR: HEAVY THICKENED SCARRING GREATER THAN 10% OF SURFACE AREA. DIMPLING IN EXCESS OF 50% OF THE SURFACE AREA. (MAX -10% FRUIT BY COUNT)

MINOR: MINOR SKIN MARKS, SCARRING TO THE RIBS, RUB MARKS AND BRUISING THAT DOES NOT PROGRESS INTO THE FLESH IS ACCEPTABLE PROVIDED THAT IT DOES NOT DETRACT FROM THE OVERALL APPEARANCE OF THE FRUIT

Signature of supplier/grower .....	
Company name and Packhouse address: .....	
.....	
Issued by: .....	On behalf of UTOPIA UK Limited
Date: .....	



**UTOPIA**  
UK LIMITED

## UTOPIA ORGANIC PROCUREMENT PRIORITIES

Organic Priority	1 = High Priority	Customer preferred format	3 = Low Priority	Weekly volume (trays of preferred format)	Specification
Product	Organic Priority (1-3)				
Artichoke	2	6 units per tray		300	
Asparagus	1	6 x 250 g		250	Green
Baby Queen Pineapple	2	6 units per 30 x 40 tray		260	
Beans (Bobby)	1	8 x 250 g		250	
Beans Bobby	1	X 4 kg loose		100	
Caecambola	2	6 units per 30 x 40 tray		250	
Cherry	1	8 x 300 g		500 ex USA, 1000 ex Europe, 300 winter	Bing preferred
Chestnut	1 at Christmas	8 x 500 g		300 – 500	60 – 70's preferred
Coconut	3	6 units per 30 x 40 tray		30	
Custard Apple	2	6 units per 30 x 40		250	
Dragon Fruit	2	6 units per 2.5 kg		150	
Fig	1	6 x 4 per 30 x 40 tray		300 winter, 700 summer	Purple preferred
Granadilla	3	6 units per 30 x 40 tray		100	
Guava	3	6 units per 30 x 40 tray		100	
Kiwano	3	6 units per 30 x 40 tray		60	
Kumquat	2	8 x 115 g tray		200	
Lime	1	6 x 4 per 30 x 40 tray		550	Min 45 mm diameter
Lychee	1	8 x 180 g		400	
Mango	1	Counts 6, 8, 9/4 kg carton		300	Kent and Keit
Nashi Pear	2	Count 12 per 60 x 40		200	
Papaya	1	Count 9 per 4 kg carton		200	Solo preferred
Passion Fruit	1	6 x4 per 30 x 40 tray		500	Purple
Pea	2	12 x 250 g		300	
Pesimmon	1	6 x 4 per 30 x 40 tray		450	
Physalis	2	6 x 75 g		150	
Pineapple	1	Count 10/count 6 per 11-12 kg		800	
Pomegranate	2	Count 12 per 60 x 40		400	
Raspberry	2	10 x 113 g		50	
Rainer Cherry	2	8 x 300 g		300	
Strawberry	2	8 x 227 g		125	
Sweet potato	1	6 x 500 g		250	
Yam	3	4 kg		80	

**ANNEX 6: BUSINESS CARDS OF INDIVIDUALS/COMPANIES VISITED DURING  
BIOFACH 2002**

Organic Agriculture Agriculture Biologique Ökologischer Landbau



**Renaud Bluzat**  
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THE BETTER FRUIT COMPANY





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