



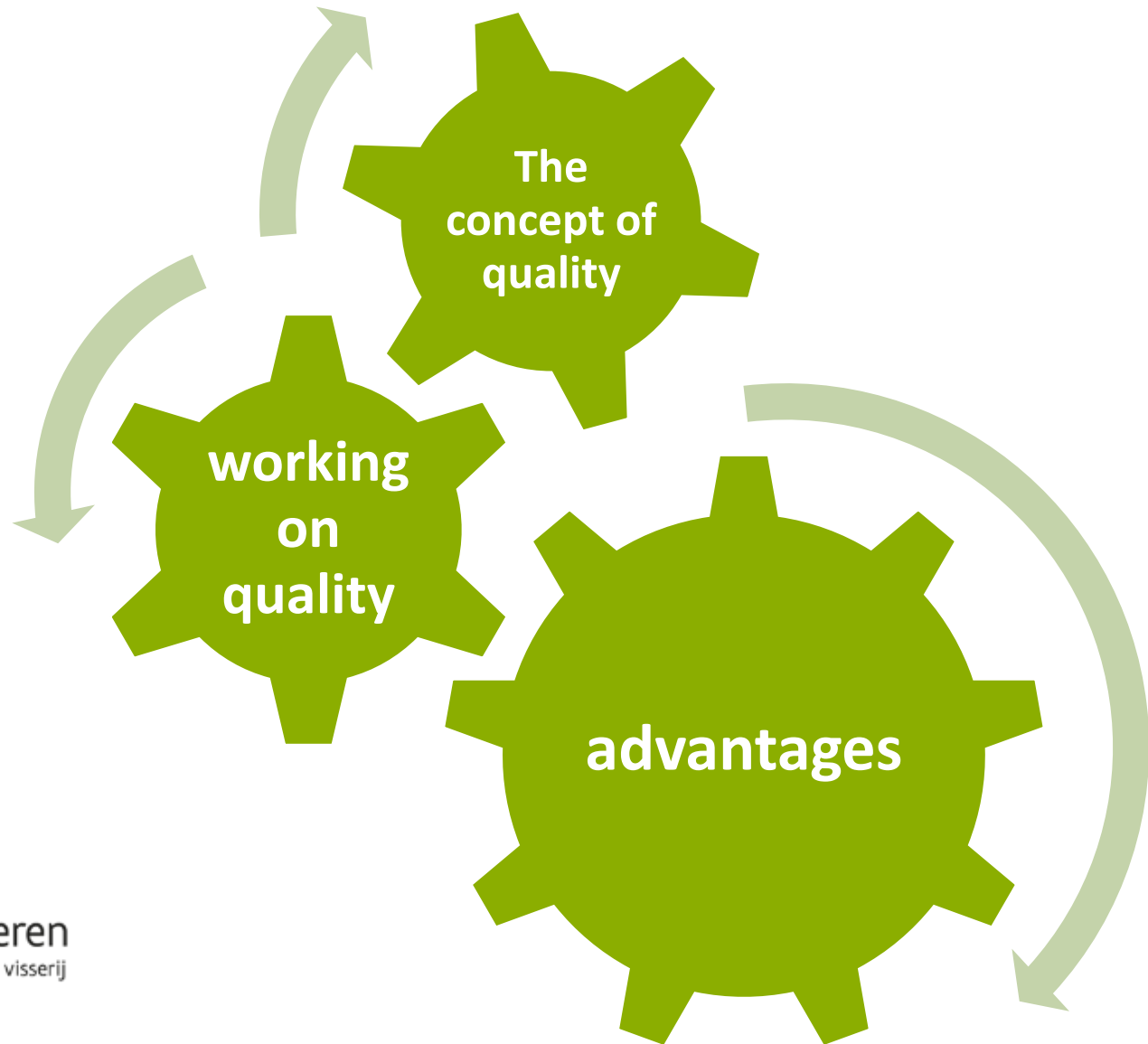
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# working on quality “from field to fork”

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# Outline of the presentation





**What is  
quality?**

# What you see as an inspector?



# Or what you don't want to see



# Poor or better marketing?



# Poor or better examples?



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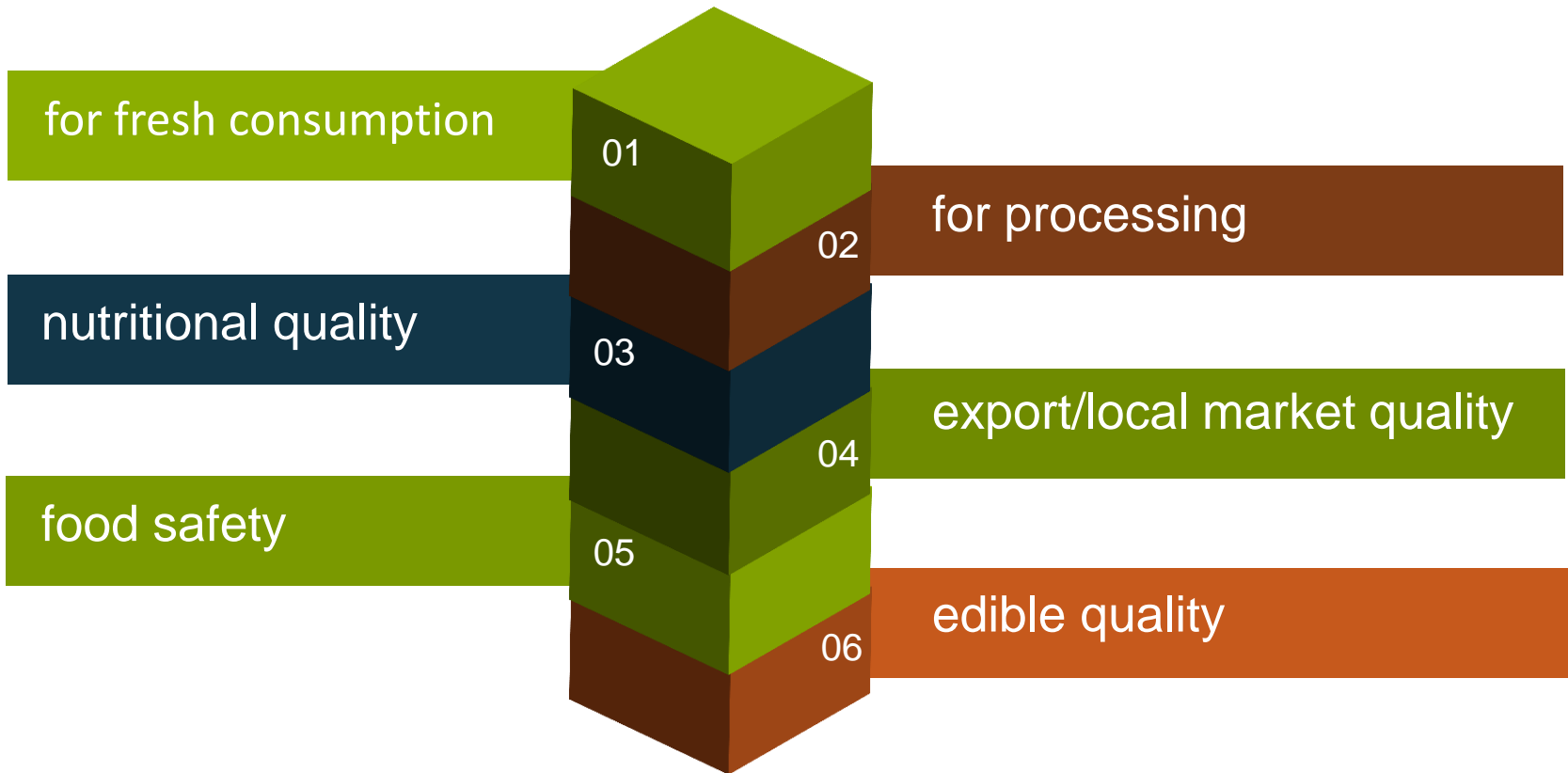
- **standards open markets**
  - guarantee minimum quality
  - guarantee market transparency
  - guarantee consumer satisfaction
- **inspection creates credit**



# Quality?

- **attribute, property or basic nature of an object.**
- **degree of excellence or superiority**
- **a product is of better quality when it is superior in one or several attributes that are objectively or subjectively valued.**
- **degree of fulfilment of a number of conditions that determine the satisfaction of the consumer**

# Types of quality



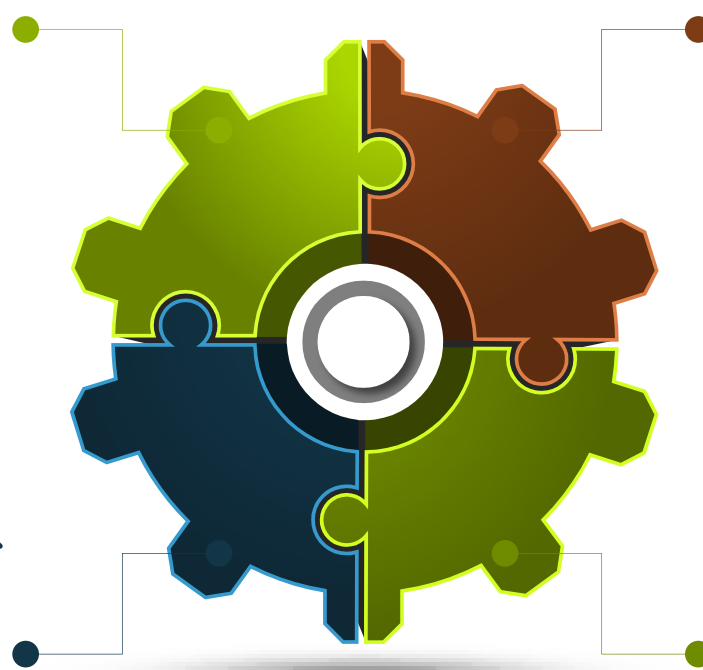
Quality is a complex perception of many attributes that are simultaneously evaluated either objectively or subjectively

# Total quality

each person or activity within the production process is committed



aiming at customer's complete satisfaction, even going beyond his/her expectations

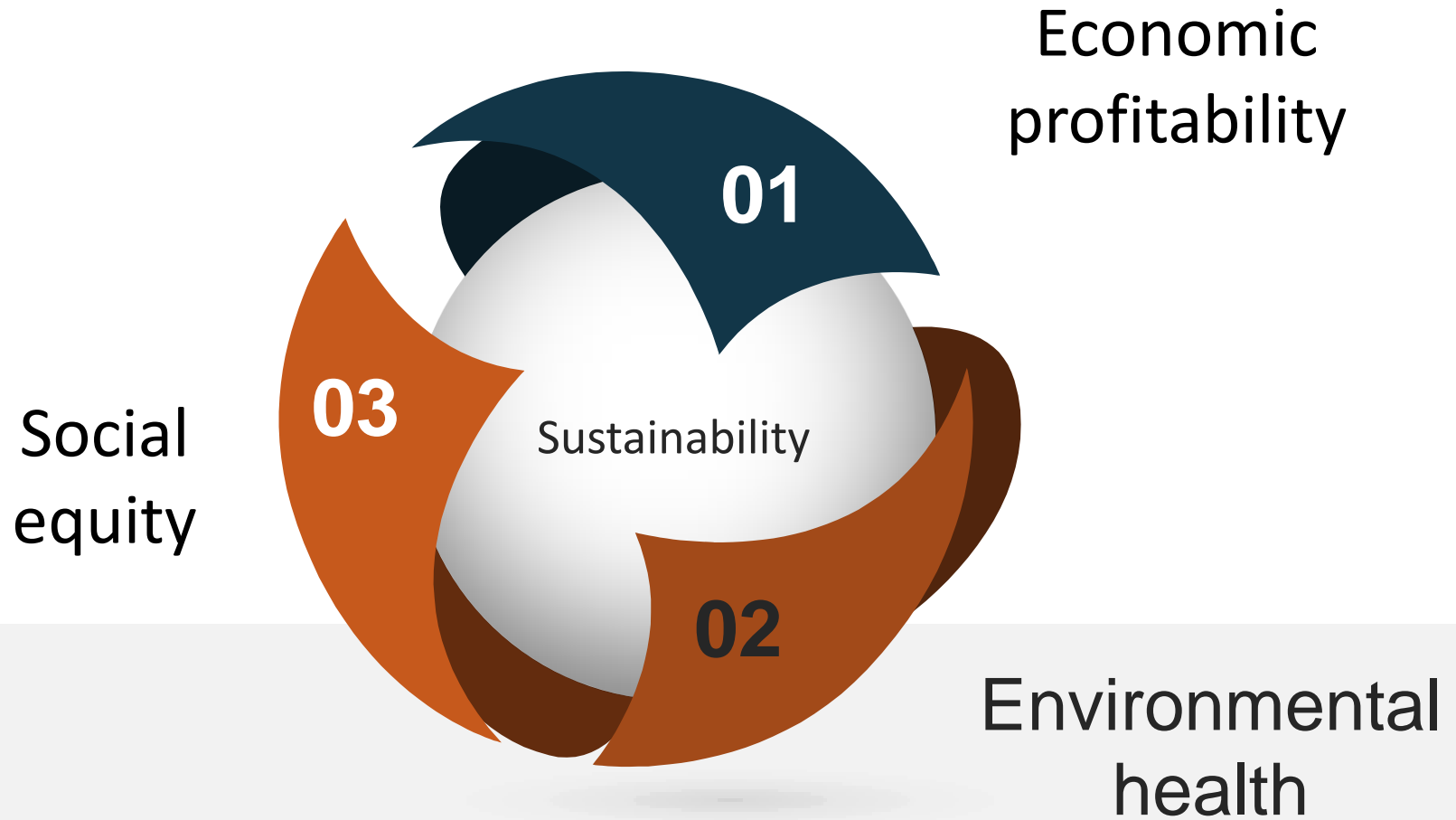


assure the quality.



aiming at zero defects

# Sustainable horticulture



# quality policy?

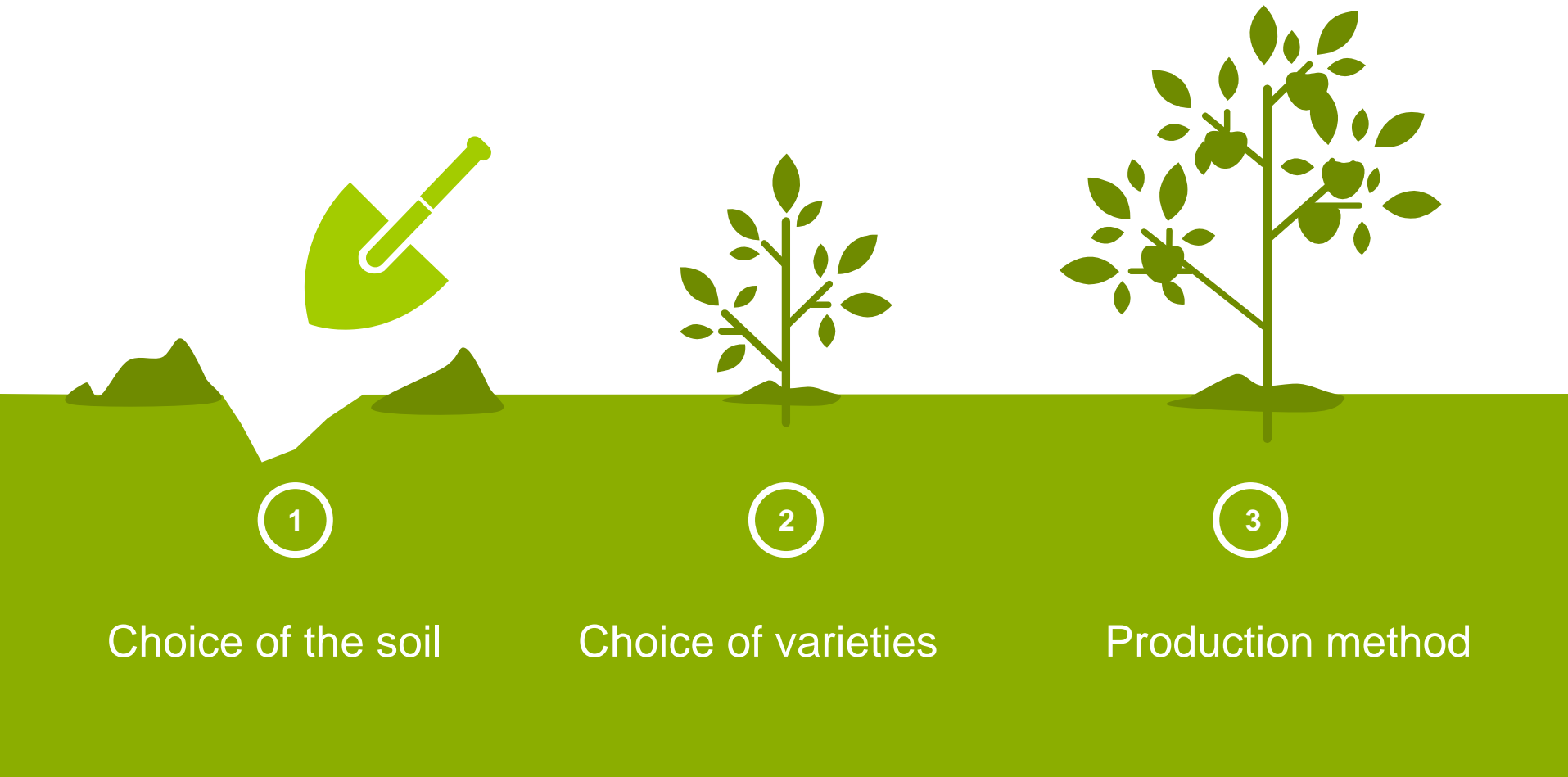
## ▶ **Quality:**

- ✓ starts with seeds and plants and is a whole process from farm to fork.
- ✓ is so much more than just marketing standards
- ✓ inspection is only a snapshot of the condition of the produce at a certain moment in the life cycle



**working on  
quality?**

# Important choices





Official quality inspection →



# On farm support (by PO)



- ▶ **Choice of varieties** → market oriented varieties, new club varieties
- ▶ **Crop diversification**
- ▶ **Investments on farm**  
→ Advantage of scale for producer organisations when procuring inputs



# Crisis prevention



## ► Hail nets

- protect the income of farmer
- protect the quality

# Crisis measures in EU horticulture

- ▶ **harvest insurance**
- ▶ **market withdrawal**
- ▶ **green harvesting or non-harvesting of fruit and vegetables**
- ▶ **investments making the management of the volumes placed on the market more efficient;**
- ▶ **training measures and exchanges of best practices**
- ▶ **promotion and communication**
- ▶ **Setting up mutual funds + financial contributions to replenish mutual funds**
- ▶ **replanting of orchards after grubbing up for health or phytosanitary reasons**

# Environmental actions

- ▶ Introduction environmentally friendly techniques
- ▶ integrated production
- ▶ creation organic product lines
- ▶ environmentally sound techniques
- ▶ reduce phytosanitary plant protection
- ▶ energy – water -waste management
- ▶ biodiversity
- ▶ reduction fertiliser use





Hives for wild bees



Bumblebees for pollination



drift reduction spray nozzles



Biogas

# Training of farmers, farmers wives, labourers

- ▶ **Training in handling fruit during harvest**
- ▶ **Investment in proper equipment**
- ▶ **Training in grading fruit and vegetables according to standards**
- ▶ **individual**
- ▶ **group**
- ▶ **consulting on**
  - quality policy (standards, grading, packaging)
  - programming production
  - growing techniques
  - market information





# Organise better transport and logistics



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# Centralised quality management

- **apply standards**
  - costs for quality control at entrance of PO
  - education and training for growers → better quality produce
- **Traceability (from farm to fork)**
  - Investment in hardware and software
- **residue analysis, soil analysis...**
- **certification (Global-gap, BRC, ISO, QS..)**
  - Costs of certification



Quality control and inspection







# Centralised quality management

## ▶ grading products

→ investment in

- × grading facilities
- × packaging facilities
- × labelling the product

- ▶ professional management and follow up
- ▶ more state of the art
- ▶ market differentiation of different qualities or sizes
- ▶ larger homogeneous quantities



Centralised calibration and packaging

# Centralised quality management

- Investment in cold storage and cooling
- professional management of cooling
  - less risk for failure
  - lower cost



short and long term storage, cooling



Hydro cooling



Vacuum cooling

# Centralised quality management

- **packaging products**
  - protect the produce
  - prolong the shelf life
  - turn packaging into promotion
  - procurement by PO = cheaper
  - introduce reusable packaging









# Local – city - export market?



# Local market - export market?



# Collective promotion

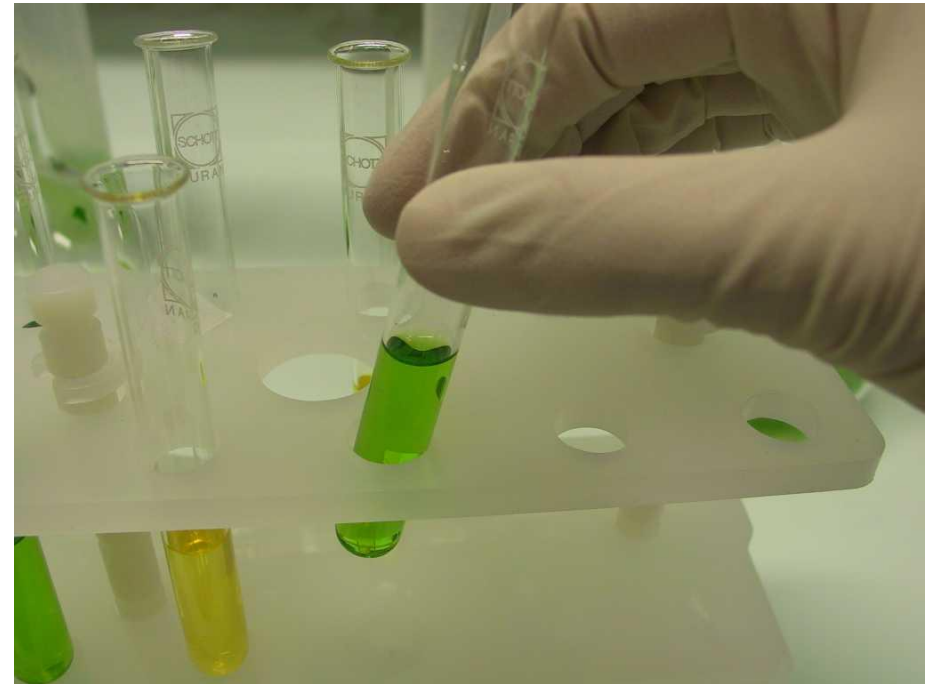
- Develop brands of quality labels
- Quality insurance system





# Collective research

- **New varieties**
- **Growing techniques**
- **Economic studies and market prospection**
- **Storage conditions**
- **Shelf life**
- **New packaging materials**
- **Soil and tissue analysis**



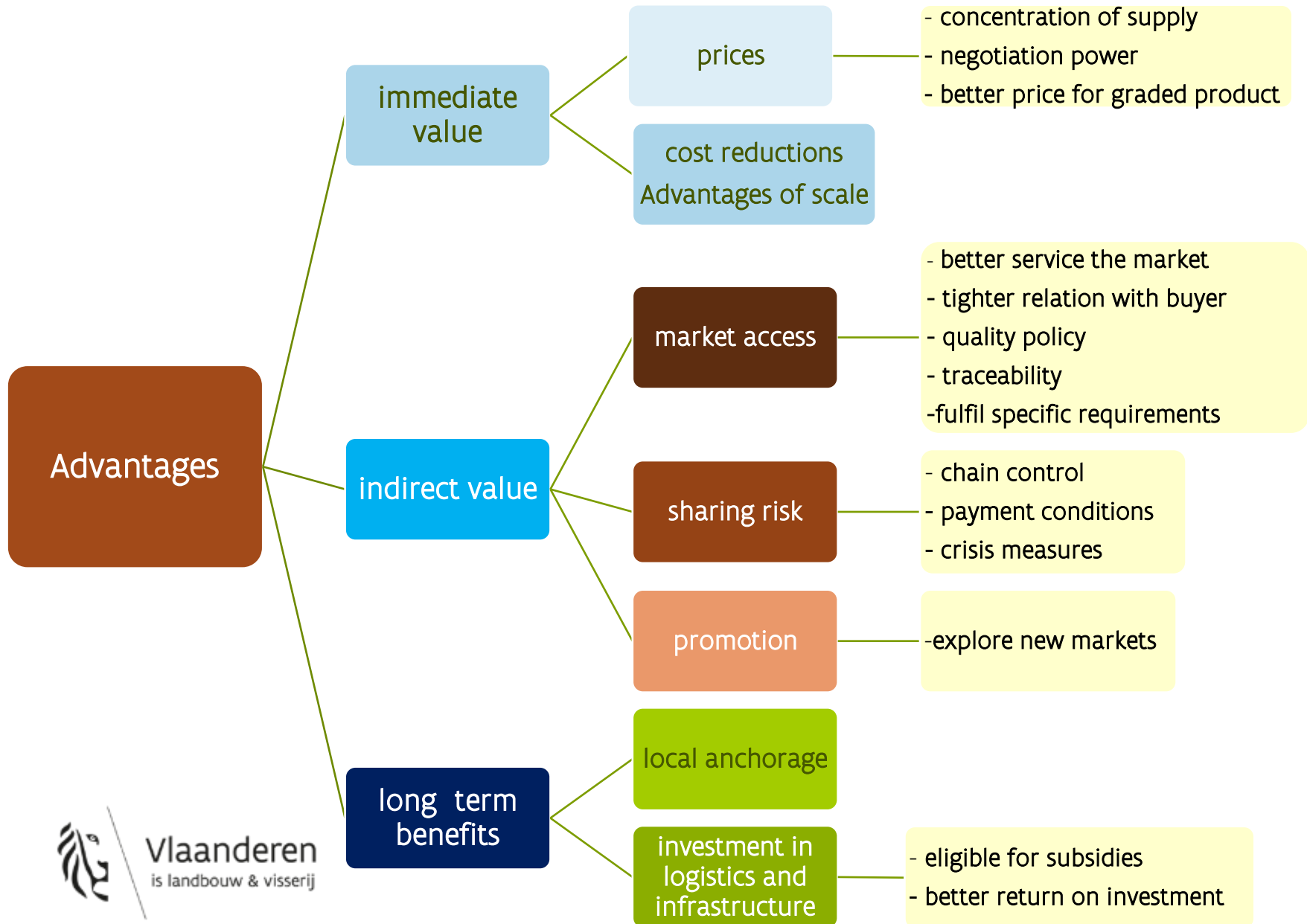


PREMIUM BANANAS  
Dole  
BANANAS

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# Personal, economical and strategic advantages producer organisations



# Conclusions?

# The Iceberg Illusion

Success is an iceberg

SUCCESS!

WHAT PEOPLE SEE

WHAT PEOPLE DON'T SEE

Persistence



Failure



Sacrifice



Disappointment



Dedication



Hard work



Good habits

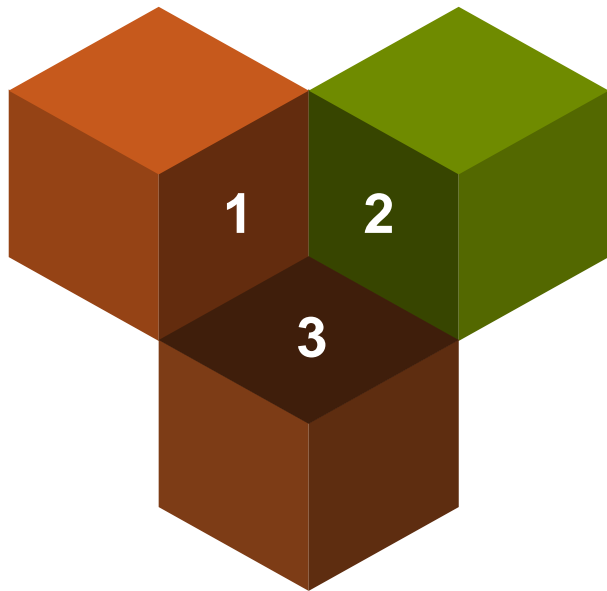


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**It needs a little effort!**







- 1** Knowledge is not power
- 2** Knowledge is potential power
- 3** Knowledge + action = power

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