

ASIA REGIONAL FORUM 

Global Harmonisation of
Fresh Produce Standards

WELCOME
Chair Tom Stenzel



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Our Program 

- Welcome and Introduction
 - Tom Stenzel, IFPS Chairman
 - CEO, United Fresh Produce Association; USA
- Opportunities and Challenges in Fresh Produce Standardisation
 - Tom den Hertog, Chair, Frug I Com; The Netherlands
 - Past President, Ahold Asia Pacific
- Discussion and Questions

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About Us



FEDERATION

IFPS, the International Federation for Produce Standards (IFPS) is composed of national produce associations from around the globe.

Recognized as the international organization representing the produce sector by:

- ISO (ISO/TC 034/SC 17 "Management systems for food safety")
- Codex Alimentarius
- GS1
- GFSI

GOALS

The long term objective of the federation is to improve the supply chain efficiency of the fresh produce industry through developing, implementing and managing harmonised international standards.

IFPS and its committees are working on standards in the following areas:

- Food Safety
- Product Identification
- Supply Chain Information Management

The recognized international organization
for fresh produce standards

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Membership



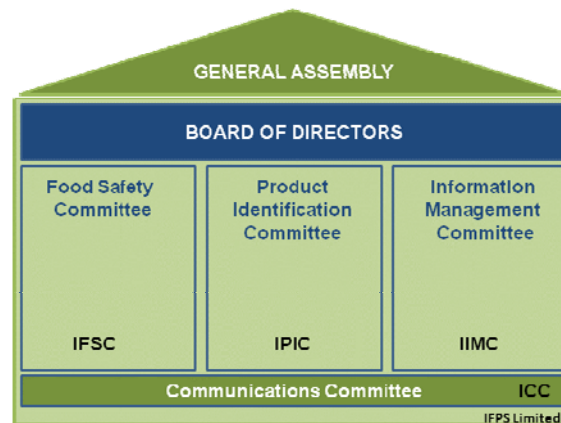
National produce associations are IFPS members:

- Asociacion de Exportadores de Chile
- Canadian Horticultural Council
- Canadian Produce Marketing Association
- Freshfel Europe
- Fresh Produce Consortium (UK)
- Frug I Com (Netherlands)
- Fruit South Africa
- Horticulture Australia Ltd
- Norges Frukt-og Gronnsaksgrossisters Forbund (Norway)
- Produce Marketing Association (US)
- United Fresh (New Zealand)
- United Fresh Produce Association (US)

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Structure



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Key Issues



- Food Safety
 - Harmonisation of GAP standards to allow global benchmarking of food safety programs
- Product Identification
 - Managing PLU codes and fresh produce role in GS1 data standards
- Chain Information Management
 - Working on standards for information exchange in traceability, E-commerce, etc.

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- **Opportunities and Challenges in Fresh Produce Standardisation**

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- Past President, Ahold Asia Pacific

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- **Discussion and Questions**

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Global harmonisation of fresh produce standards is important to worldwide efficiencies in supply chain management.

We invite you to join in our efforts today.

Thank You!

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ASIA FRUIT LOGISTICA
International Trade Fair for Fruit and Vegetable Marketing
Hong Kong, 7 - 9 September 2011

