

## PROGRESS REPORT (June 2020)

### WP5: Confidence building and trade facilitation

#### BACKGROUND

WP5 aims at building confidence in EU-China trade by improved understanding of consumer practices and regulatory frameworks, the latter by developing and demonstrating mutual recognition of laboratory standards and results.

#### OBJECTIVES

- To build Consumer Confidence through i) the identification of communication needs; ii) the identification of EU and Chinese consumers to selected food products in terms of food authenticity, integrity and traceability; iii) the development of effective risk/benefit communication approaches, confidence building strategies and risk mitigation tools; and iv) the evaluation risk/benefit communication strategies.
- To analyse trade barriers through: i) the review of disruptions in the flow of food products between the EU and China; ii) the engagement of key industry and government stakeholders; iii) the review of global legislation and the scale of challenge in reaching the harmonisation of food safety standards; and iv) a standard approach for identification and mitigation of food trade impediments related to food safety measures / standards.
- To develop an EU-China Laboratory Network and to plan contingency response and economic impact analysis following a food incident through: i) knowledge transfer (two ways) between laboratories; ii) the harmonisation of laboratory procedures and mutual recognition of results; iii) the development of consistent laboratory testing regimes and food safety standards; iv) the establishment of virtual laboratory (RL2020); v) past incidents case studies; and vi) the planning of scenario planning for future food incidents - response to a crisis – laboratory analysis, communication and estimating economic impact.

#### PROGRESS ACHIEVED SO FAR

- QUB completed Deliverable 5.1 It examined impediments to EU-China agri-food trade that may be attributed to discrepancies in food safety standards (via a desk-based review and engagement with industry and government stakeholders within two supply chains of interest). In addition EU consumer perceptions, trust and purchase intentions towards food products made in China (via a consumer survey and engagement with industry and government stakeholders) were studied. Further work is underway that will result in a publication.
- Work is underway at CFSA in China to examine Chinese consumer perceptions, trust and purchase intentions towards food products made in China and EU using two consumer surveys, n=7000 n=3137).
- A system of food risk communication strategies was developed in China, and a manuscript is ready to submit to a journal.
- The effect of new communication strategies was also evaluated. An experiment to compare two communication strategies was completed and a manuscript has been prepared.
- A literature review has been started by QUB as the first stage to analyse the relevance of food safety measures underpinning impediments to food trade for a given food commodity traded between the PRC and the EU.
- The virtual lab, RL2020, continues to progress. Details of methods and regulations that are used for food control have been exchanged and been compiled in a shared area by Fera with support from VSCHT. A summary of competency and capacity among project participants is being prepared. Validation studies for the analysis of dioxins in food using GC-MS/MS in Fera, CFSA and CDC have progressed demonstrating good instrument performance. The results of the validation are being prepared for presentation.
- Work on case studies to examine the economic impact of food incidents is well underway at Fera. The case study on the dioxins incident is complete, and is due to be reported in Deliverable 5.2. Work on the melamine case study has progressed well, with good collaboration and data supplied by CFSA and other colleagues in China. This will also be reported in Deliverable 5.2. Planning for scenarios to use for future exercises had started. Previously agreed to use a veterinary medicine type incident (related to the method



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development work by Teagasc in WP4). Participating partners (Fera, VSCHT) agreed the second should be based on CBD products and information gathering and literature work is underway for this.

## SUCCESS STORY COMING SOON

- The analysis of consumer attitudes and barriers to trade arising from food safety incidents will enable action to be taken to reassure the consumer and to identify actions that may remove barriers to trade. Analysis of the impact of food safety measures on trade will also increase knowledge and understanding of real and perceived impediments in trade. This will result in publications in English language and Chinese literature.
- The virtual laboratory RL2020 will greatly assist within the field of harmonising food control in terms of analytical response. The dioxins method validation will be presented at a webinar to allow maximum dissemination to target audiences. It will be recorded so it can be retained in the RL2020 database as a training resource. RL2020 will not only support in terms of harmonisation, but also speed, cost and effectiveness of response. This will be trialled through the use of the RL2020 during the planned scenarios that will take place in the later stage of the project.
- The economic analysis of the case studies of the past incidents, in particular the comparison of different economic models, will move forward the understanding of the full economic cost of food safety incidents. A workshop to further explore this is also planned. Lessons learned on modelling the economic impact of incidents will be applied to the planned scenarios.
- Networks of collaboration will be established, helping to build trust, exchange information and ultimately achieve closer coordination and collaboration. Information on methods, quality standards and regulations from all partners and stakeholders is being collated within the RL2020 as a useful resource.



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