

# Delivering an Effective, Resilient and Sustainable EU-China Food Safety Partnership

# WP5: Confidence building and trade facilitation

#### **BACKGROUND**

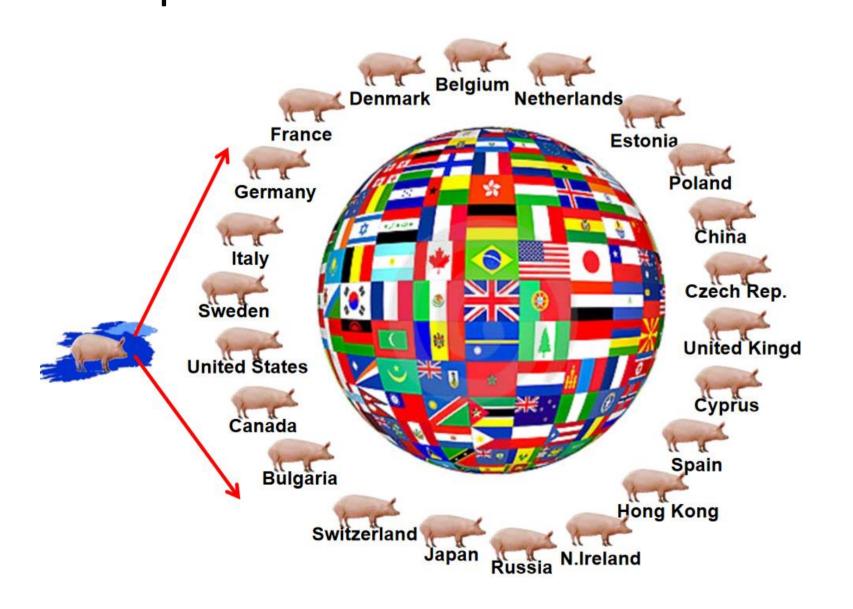
WP5 aims at building confidence in EU-China trade by improved understanding of consumer practices and regulatory frameworks, the latter by developing and demonstrating mutual recognition of laboratory standards and results

#### **CONSUMER CONFIDENCE**

- To change the attitudes of consumers and build trust following a food safety incident can take much effort
- Perception and choices may not be made on a purely rational or scientific basis
- Work is on-going to look at differences in consumer behaviours between Europe and China

#### **FOOD CHEMICAL INCIDENTS**

- There have been many Food Chemical incidents
- Due to the increasing global nature of food production and distribution, these increasingly can have a global impact

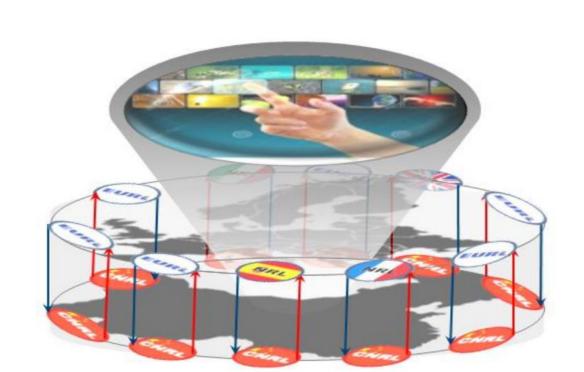


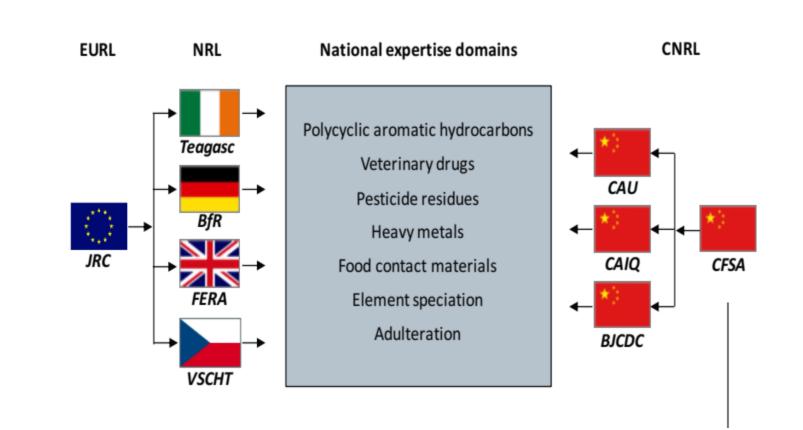


## **VIRTUAL LABORATORY - RL2020 – WHAT IS IT?**

RL2020 – A network of European and Chinese national reference laboratories (NRLs) for the analysis of food and animal feeds

**Virtual Laboratory** - A facility which allows for the verification of compliance with food and feed legislation in the EU and China. Also a hub for the exchange of knowledge



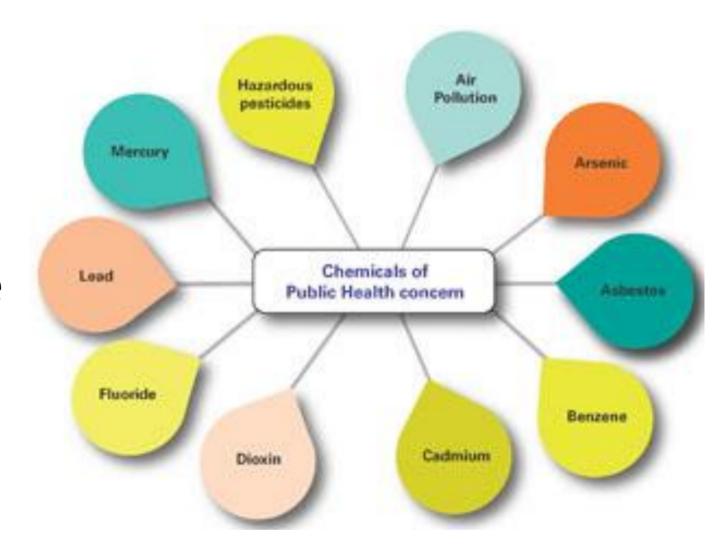


#### **BARRIERS TO TRADE**

- Tariffs, import bans and other measures have an impact on trade
- Other specifications such as unfeasible limits that are imposed with no real value in terms of food safety may also have an impact
- Regulations should relate to consumer safety and food quality, and should not be imposed to give an unfair competitive advantage

# **IMPACT OF FOOD CHEMICAL INCIDENTS**

- Health
- Economic
- Consumer confidence
- Food choice



### **ECONOMIC COST OF A FOOD CHEMICAL INCIDENT**

- easy to estimate
  - removing food from the market and destroying it,analytical laboratory testing,
- more difficult to estimate
  - Damage to brand reputation,
  - consumer changes in food choices and behaviour etc..

Associated costs can be considerably higher and longer lasting than the immediate direct financial impact

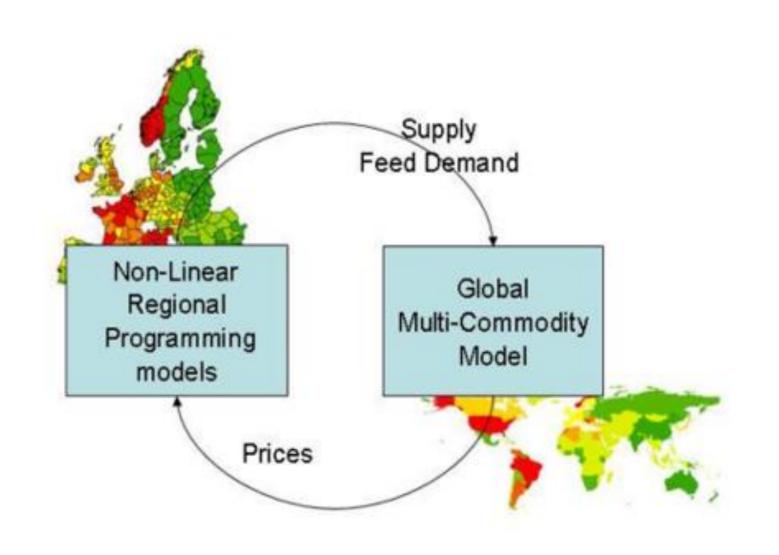


Figure 1: Framework of the Common Agricultural Policy Regional Impact Model (CAPRI)<sup>1</sup>

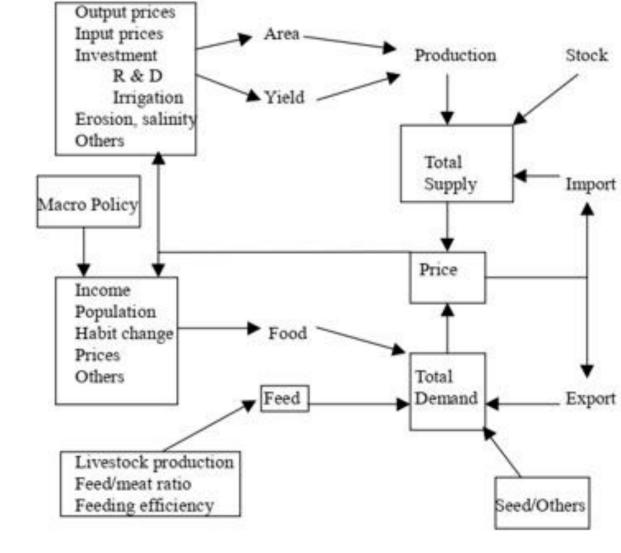


Figure 2: Framework of China's Agricultural Policy Simulation and Projection Model (CAPSIM)<sup>8</sup>

