

“Are quality standards necessary for sea buckthorn?” a business perspective



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“Where do you see the European Sea Buckthorn industry in ten years time?”

STANDARDS

EU CONSUMER

COMPETITION FROM ASIA

MARKET DEVELOPMENT

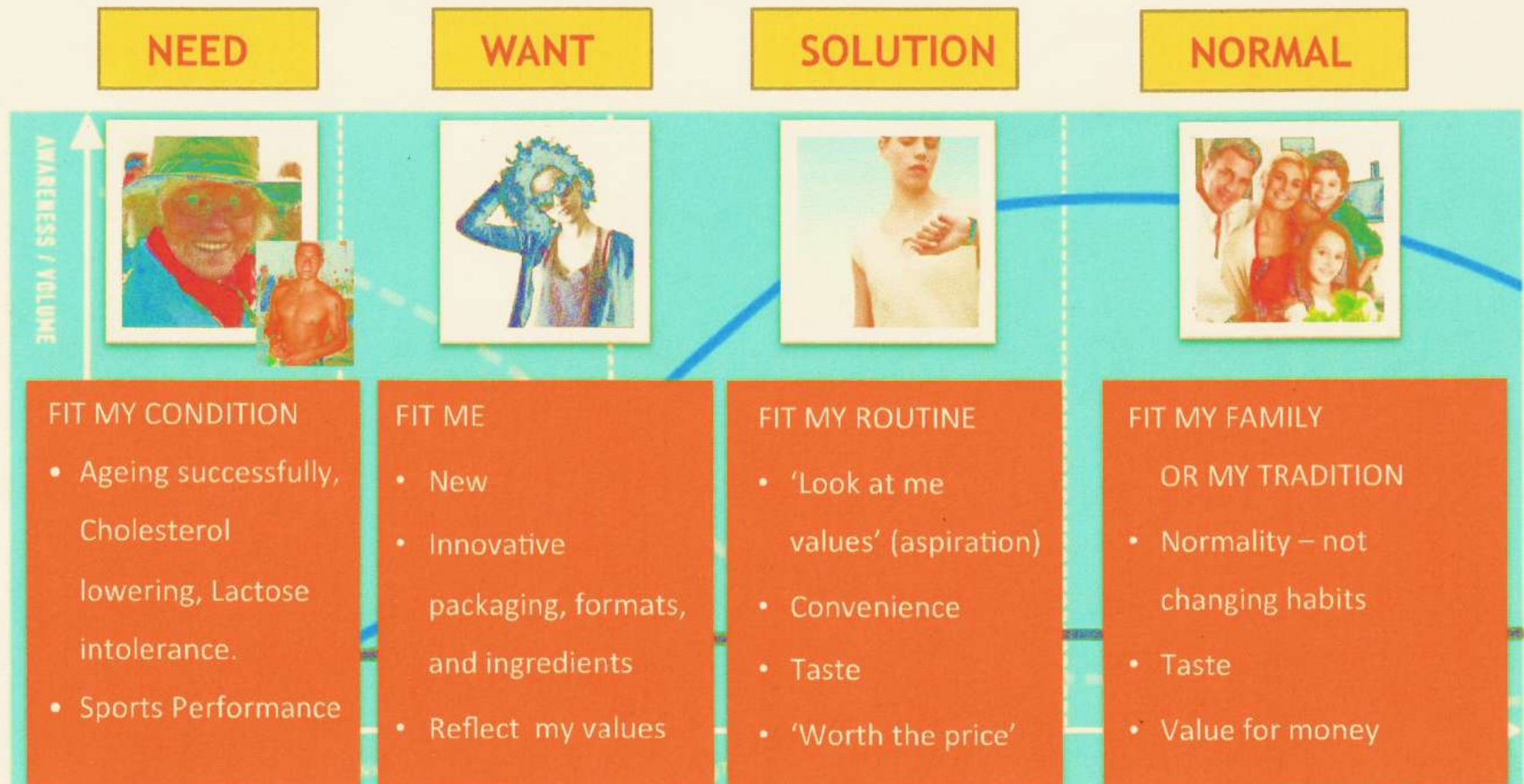
WHAT CAN SEABUCKTHORN DELIVER FOR THE CONSUMER?

“I think it is a good thing that you cannot use claims if they are not approved by EFSA. But I don’t think it is good that you can make a claim on a product that is not good quality”.

Peter Liese, MEP Deutschland

4 Consumer Mindsets, 4 Responses to Change

Don't Pay Mega Money to Change Their Mind!
Understand and Match Their Mindset





food



drink

cosmetic



nutraceutical



The background of the slide is a dark blue field. In the center is a light blue map of Europe. Surrounding the map is a circle of twelve yellow five-pointed stars, similar to the European Union flag. The text "Regulation & Standards" is written in white, sans-serif font across the middle of the map.

Regulation & Standards

UNDERSTANDABLE

CREDIBLE

ACHIEVABLE

AFFORDABLE

FLEXIBLE

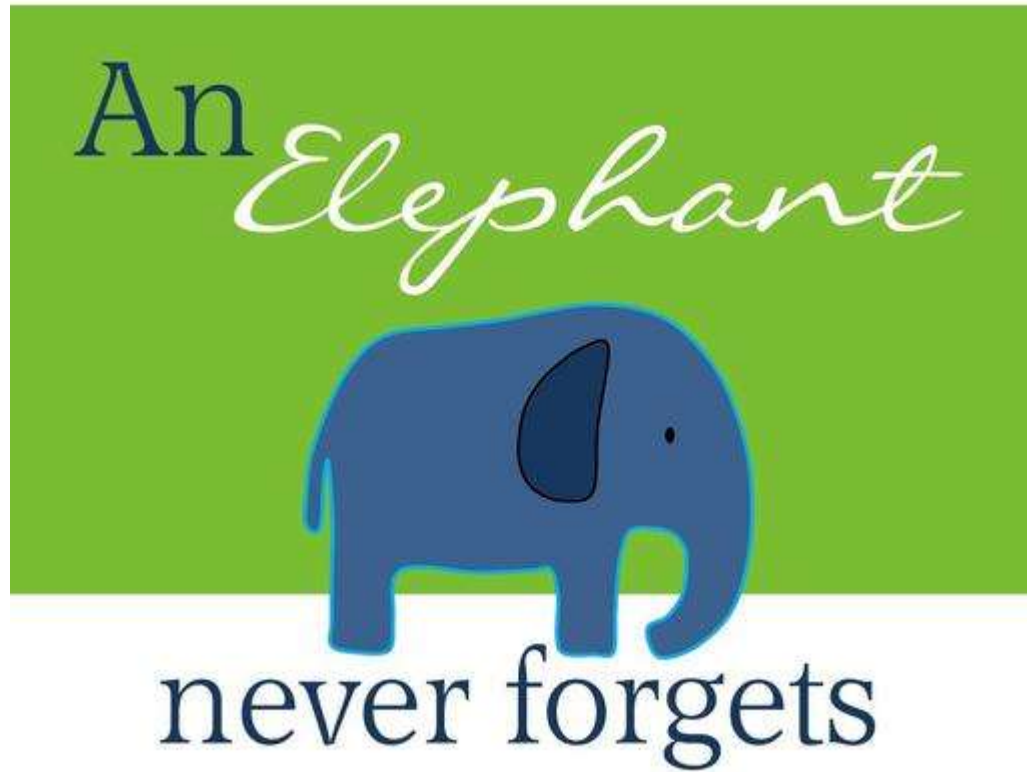


- Clear
- Believable
- Defines Difference



Information must be **relevant** for consumer needs

And...



...it must be **memorable.**

Standards defined in two ways...

QUANTITATIVE

- Objective
- Verifiable
- Conforms to international standards
- Credible
- BUT...it can end in a buyers' market.

QUALITATIVE

- Combines product & service value
- Encourages collaboration in quality delivery
- Encourages trust from consumers
- Greater transparency





Existing Quality Assurance Schemes



Food Safety
CODEX
HACCP
SAI GLOBAL



GLOBALG.A.P.
The Global Partnership for Good Agricultural Practice



Good standards are...

- Simple
 - Memorable
- Flexible
 - For diversity
- Targeted
 - To add value
- Credible
 - Confidence
- Relevant
 - To fulfil consumer needs
- Affordable
 - Inclusive
- Understandable
 - Trust
- Achievable
 - Commitment

1. One cannot standardise taste or national speciality.
2. We should remember the horse meat scandal.





Where do you see the European Sea buckthorn industry in ten years time?

Does this future include the guidance of quality standards?



Thank you

For further information contact...

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