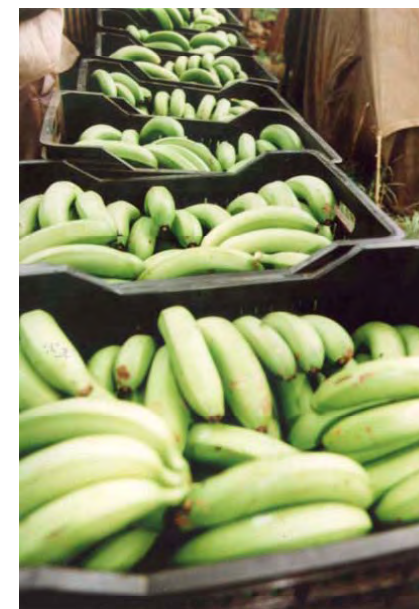




## Standards and Market Preferences: Opportunities and Constraints in Mozambique



**Eastern and Southern African Video  
Conference on High Value Horticulture**

# Background

- **2003/4 Strategic vision for Mozambique Horticulture**
- **Developments in the horticulture Industry**
  - Maputo Province banana production
  - Nampula Province banana production
  - Vegetables production in Vanduzi, Manica Province
- **Fruit Fly threat**
- **Very early stages of horticulture development**

# **Present Application of International and Domestic Standards**

## **International Standards**

- **Companies initiating own certification**
  - CITRUM, Bananalândia in maputo province
  - Companhia do Vanduzi in manica Province
- **Country/Companies initiating SPS compliance on Fruit Fly (*Batrocera invadens*)**
- **IPEX engaged in pilot projects for GLOBALGAP and HACCP certification**
- **IPEX involved in capacity building**

# **Present Application of International and Domestic Standards**

## **Domestic Standards**

- Very low knowledge of existing standards
- Applied empirical knowledge/experience of producers
- INNOQ (Mozambican Institute for Normalization and Quality) developed standards for the most important horticulture products: → Fruits and Vegetables
- Mainly Specifications, guidelines for transport, refrigeration and taxonomy

# **Opportunities and Constraints**

## **Opportunities**

- Horticulture is an emerging industry in Mozambique , therefore, in a position to educate producers and apply standards
- Good agro-ecological conditions
- Applying international standards = Positioning the country in the international market place.

# **Opportunities and Constraints**

## **Constraints**

- Very low knowledge of the horticulture industry
- Very low knowledge of the end markets,
  - to include these business plans
  - to consider strategies to reach (including certification)
- Lack of knowledge of the Domestic and International standards
- Lack of dissemination strategies
  - Standards
  - SPS

## **Recommendations**

- Reinforce INNOQ work as a lead to identify all related International standards on horticulture
- Develop a dissemination strategy among interested players
- Reinforce IPEX work on pilot projects of certifications
- Reinforce IPEX work on capacity building