



UNION FLEURS

INTERNATIONAL FLOWER TRADE ASSOCIATION

Industry role and emerging innovations in phytosanitary systems

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INTERNATIONAL YEAR OF
PLANT HEALTH
2020

**PROTECTING PLANTS,
PROTECTING LIFE**

3rd International Phytosanitary Conference – September 2021
“Enhancing phytosanitary systems for health plants, safe and sustainable trade”





Union Fleurs is the **international umbrella organization representing and promoting the worldwide interests of national associations and companies active in the floricultural trade** (cut flowers, foliage and pot plants).

Founded in 1959, it is based in Brussels and has nowadays members in **20 countries worldwide (in Europe, Africa, Middle-East, South and North America, and Asia)**.

Within its membership, Union Fleurs gathers **over 3.000 companies active in the trade of cut flowers and pot plants worldwide**. Members account for more than 80% of the total value of the worldwide trade of cut flowers and pot plants.

www.unionfleurs.org



Union Fleurs Members



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OUTLINE

- **Challenges & Opportunities**
- **Lessons learned**
- **Way forward / Recommendations**

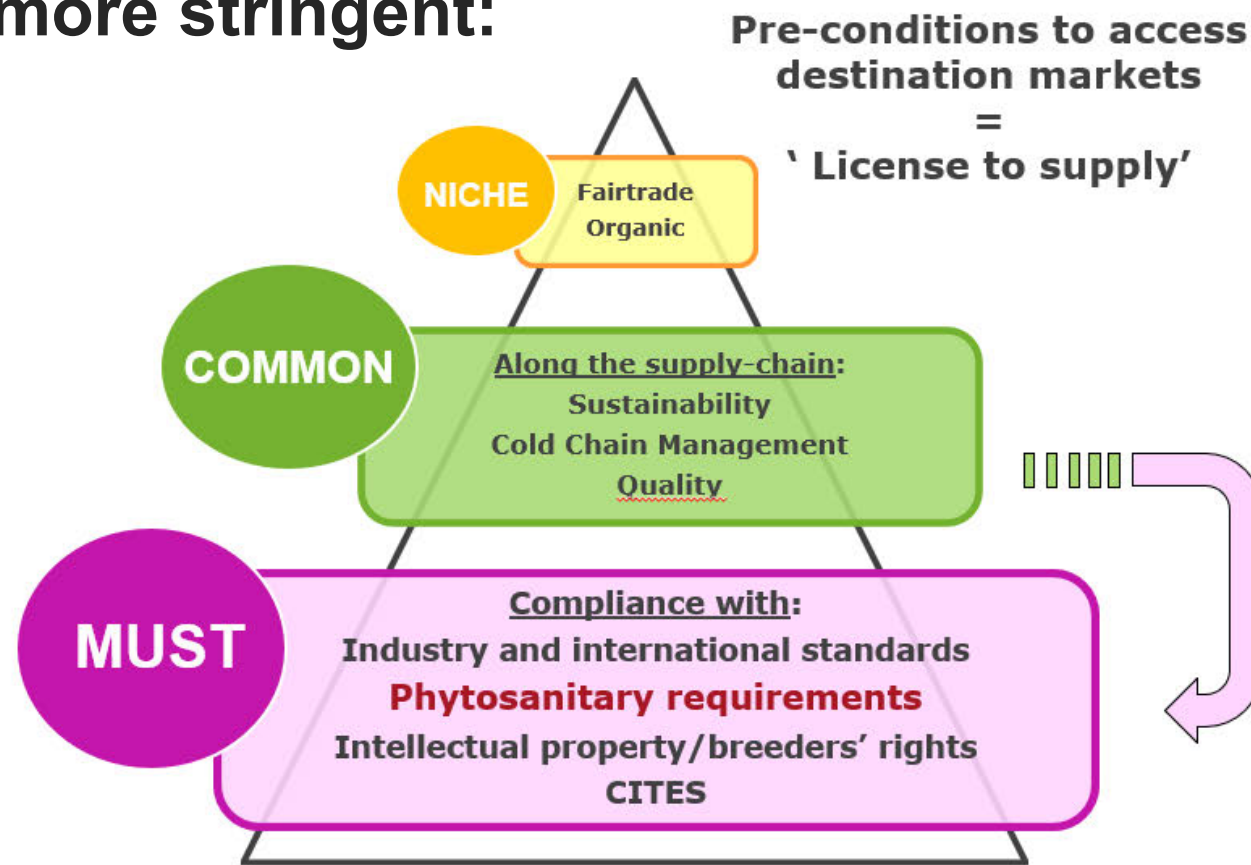


CHALLENGES & OPPORTUNITIES

- **Plant-based industries operate nowadays within increasingly global and cross-border supply-chains:**
 - Global markets function along very dynamic flows on a worldwide scale since major intensification and globalisation of trade started in the 1980s.
 - Continuous process and product innovation, as well as well-managed and efficient logistical chains, are key elements for the growth and competitiveness of industries.

CHALLENGES & OPPORTUNITIES

- Requirements to access destination markets are becoming more and more stringent:



CHALLENGES & OPPORTUNITIES



- **New market drivers & an increasingly complex operating environment for private operators:**
 - Global market conditions and routes to markets are changing (digitization, e-commerce)
 - Climate-change challenges and sustainability imperatives
 - Disruptive impact of COVID19 pandemic

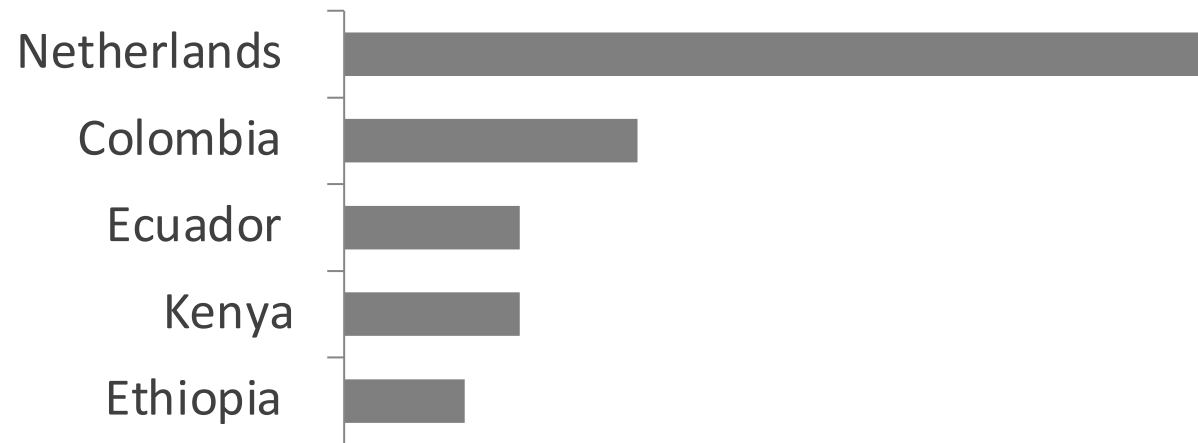


CHALLENGES & OPPORTUNITIES

- **Existing and emerging plant health issues put pressure on plant health systems and on supply-chains:**
 - Increased pressure on origin/exporting countries to tackle plant health issues at the earliest stage and before export
 - Increased pressure on importing / destination countries to clear shipments to enter the market
 - Limited resources and need for a targeted and optimized use of control capacity

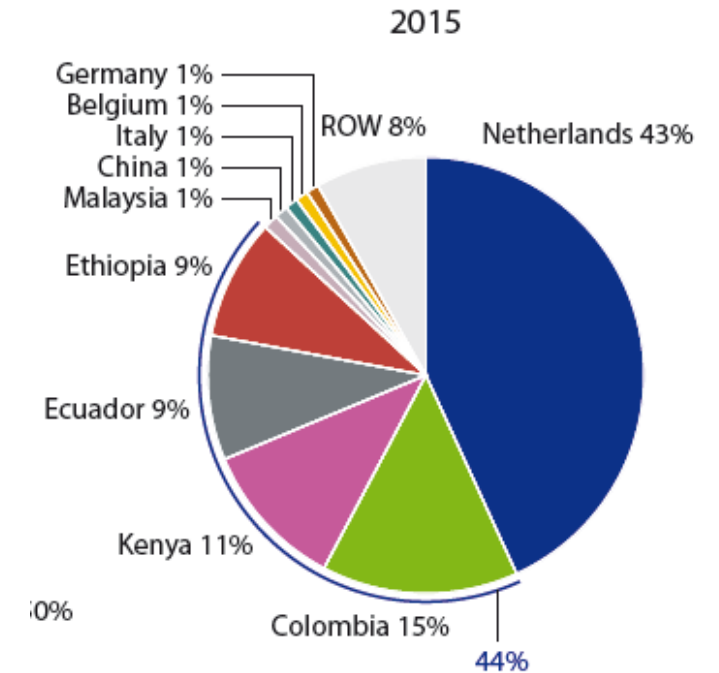


• **TOP 5 Flower exporting countries :**

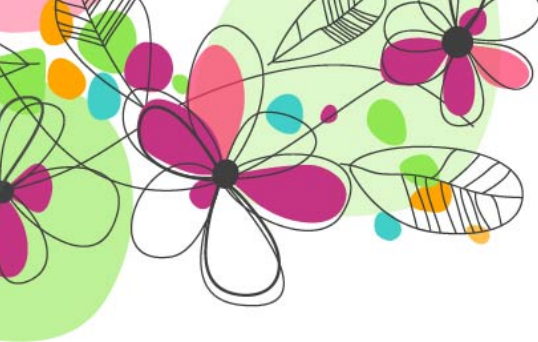


5 countries = 80% of all exports

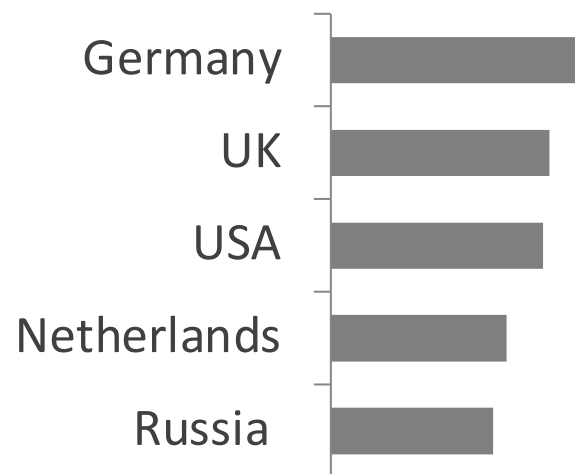
Heavy pressure on phytosanitary certification systems at a few key export points for large volumes & number of shipments



Sources: UN-Comtrade, Royal FloraHolland, Rabobank

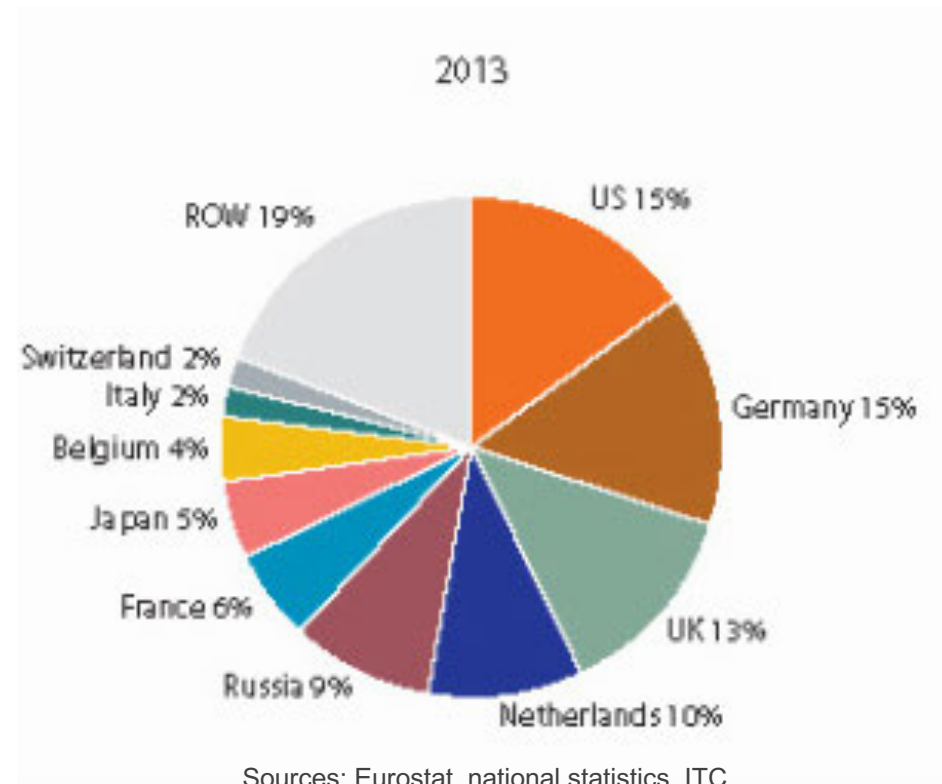


• **TOP 5 Flower importing countries :**



5 countries = 60% of all imports

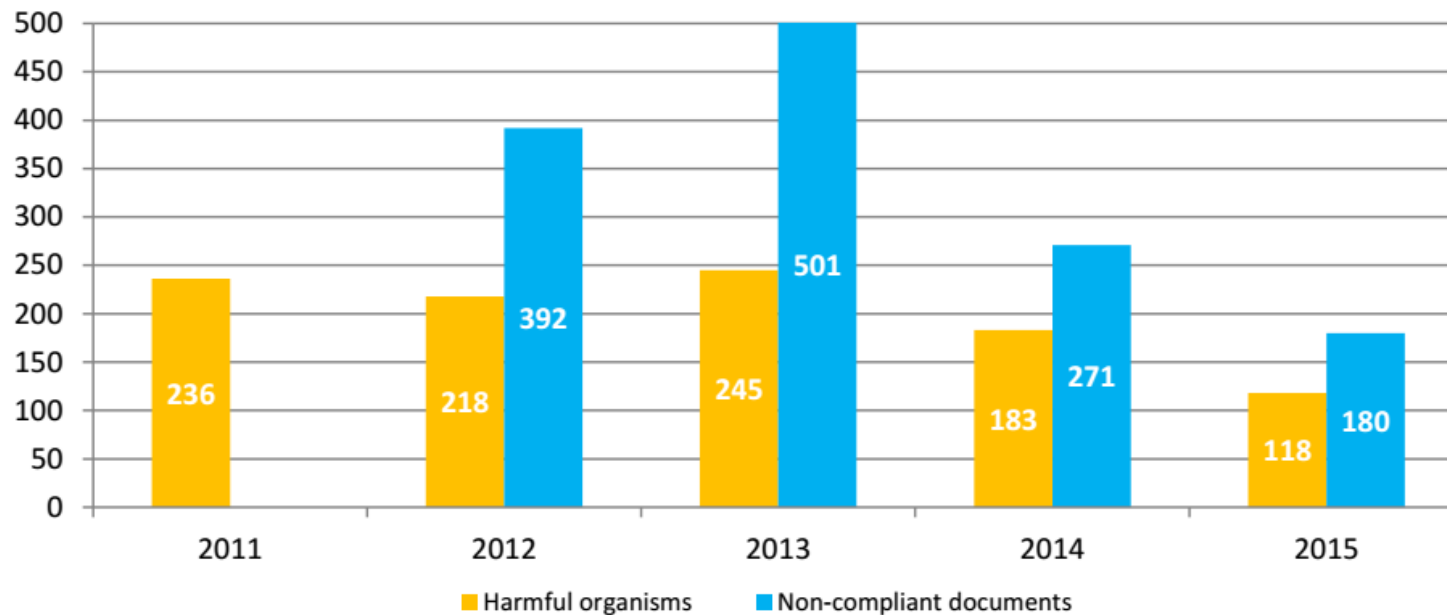
Heavy pressure on phytosanitary control systems at a few key import points for large volumes & number of shipments





Non-compliant documents trigger a higher number of import rejections than actual plant health issues (harmful organisms)

Overview of EUROPHYT interceptions of cut flowers and foliage notified in 2011-2015:



Source: EUROPHYT & Union Fleurs databases

LESSONS LEARNED

- **RESPECTING PLANT HEALTH RULES IS VITAL FOR PRIVATE OPERATORS:**

Appropriate plant health rules and levels of controls must be enforced, at origin and at import into destination markets, to ensure adequate protection against pest outbreaks

**SAFE TRADE is an essential prerequisite for
SUSTAINABLE SUPPLY-CHAINS**

LESSONS LEARNED

- **Responsible and duly diligent supply-chains** are essential to safeguard plant health and help tackle threats & emerging issues:
 - ✓ Ensure appropriate **anticipation, prevention and management** of plant health issues at the earliest stage and along the whole supply chain
 - ✓ Fully integrate plant health issues in operators' **risk-management strategy** :
 - to limit costs of rejections at borders of destination markets
 - to optimize compliance costs
 - to ensure a stable access to export markets in the long-term and secure sustainable market growth

LESSONS LEARNED

- The efficient prevention & management of plant health issues at origin is evaluated and rewarded by destination markets **at country-level**, not at the level of individual operators.
- A **collective effort** across supply-chains is required to maximise efficiency, actively involving NPPOs at origin & at destination, operators and industry bodies.



WAY FORWARD / RECOMMENDATIONS

Striking the right balance between plant health imperatives to protect ecosystems and operational needs of supply-chains:

- No trade-offs on plant health but fast and efficient procedures are necessary:
 - ✓ Streamline processes and remove duplications along the supply-chain
 - ✓ Shift to paperless systems (ePhyto) to optimize processes and protect legitimate trade
 - ✓ Regularly review and update requirements





WAY FORWARD / RECOMMENDATIONS

- Focus resources, R&D and investment on **prevention strategies, surveillance & capacity-building** to tackle plant health issues at the earliest possible stage and avoid devastating outbreaks.
- Enforce **risk-based and proportionate plant health measures** at critical points along the supply-chain to target control capacity on actual issues and ensure level-playing field conditions for operators.
- **No ‘one – size – fits- all’ approach:** take account of product specificities, regional ecosystems and operational needs of each supply-chain.



WAY FORWARD / RECOMMENDATIONS

- Favour a **pragmatic & collaborative approach** to tackle existing and emerging plant health issues:
 - ✓ Promote a constant **dialogue between NPPOs and other border agencies** to align procedures and documentation requirements as much as possible and facilitate paperless trade.
 - ✓ Provide efficient **toolboxes to manage plant health issues via innovation and R&D AND appropriate regulatory frameworks** to use these tools (e.g. IPM, biocontrol, breeding techniques)
 - ✓ **Industry and NPPOs should keep challenging each other** in a productive manner: coordinated management of plant health risks via inclusive processes, partnership, innovation and trust-building exercises.

CONCLUSIONS

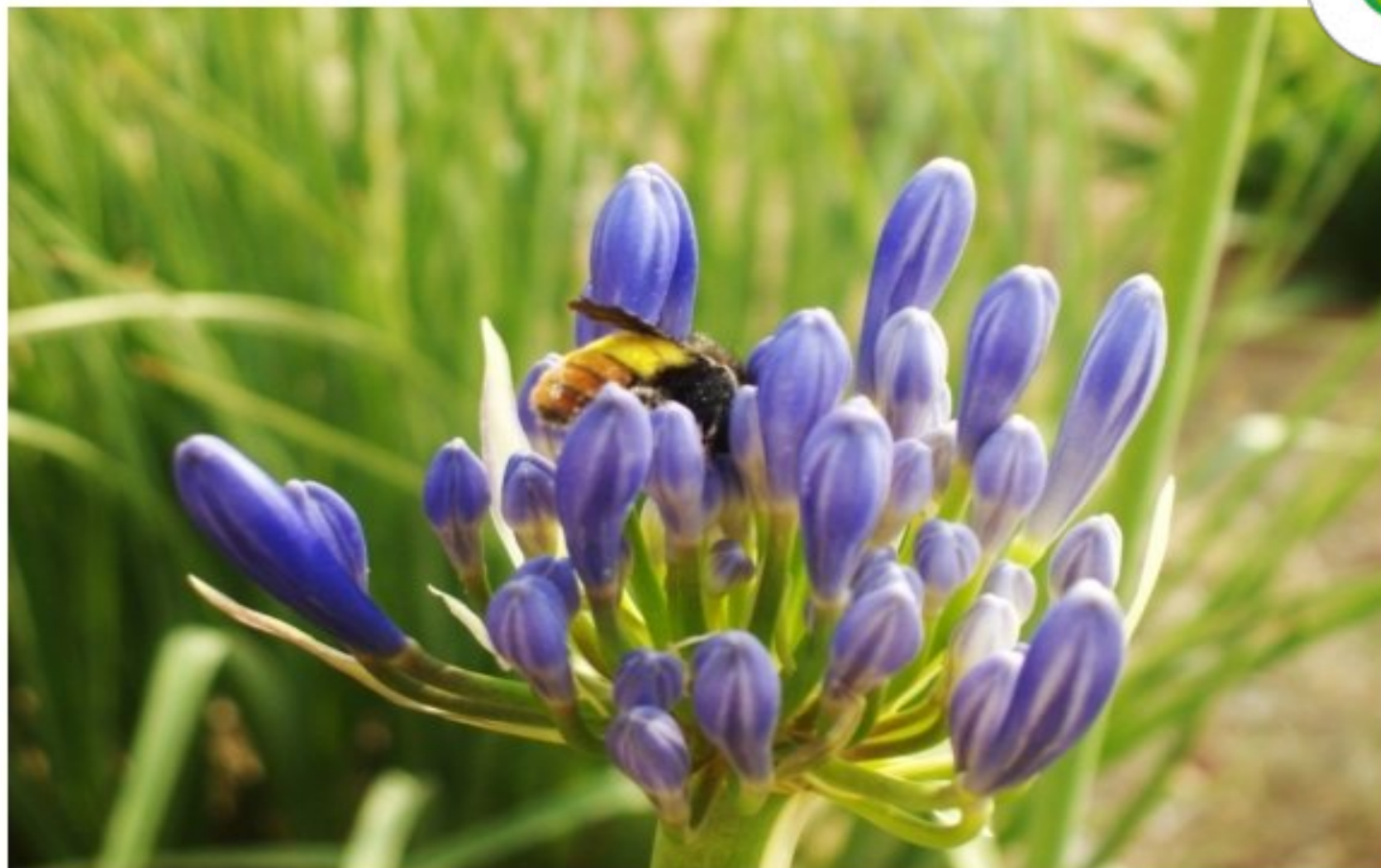
WHAT IS NEEDED:

- Awareness and continuous innovation and improvement at each step along supply-chains (both processes and procedures)
- Investment in research & innovation, in data collection and in capacity-building for better prevention and management of plant health risks
- Smart and fit-for-purpose policies & regulations to ensure an enabling environment and a level-playing field
- Phytosanitary systems are only as strong as their weakest link: efficient and coordinated Public-Private cooperation is absolutely essential to succeed



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The flowers provide nectar whereas the bees help in pollination.
A beautiful example of symbiosis or teamwork in nature.

**STRONGER
TOGETHER**





Thanks for your attention!

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