



MARKET ACCESS GUIDELINES: EUROPEAN UNION



FLORICULTURE SECTOR

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CONTENTS

01. About Market Access 3
02. Non tariff barriers 3
03. Tariff barriers 6

01. About Market Access

Market access requirements could be divided in to two main categories.

1. Tariffs
2. Non Tariff barriers
 - **Legislations:**
All producers for the EU market must adhere to product requirements that are established by law. EU legislation set the basis for what requirements products marketed in the EU must meet. Products that fail to meet these requirements are not allowed in the EU Market. EU consists of 27 member states and there can be country specific legal requirements in addition to the legislation set at EU level.
 - **Additional requirements :**
The main categories of additional requirements are environmental requirements and social (labour) requirements

02. Non Tariff Barriers

Legislations

- **Product Quality Management**
- **Consumer Health and Safety management**

Following Legislations have been imposed to control the product quality and entering of unauthorised & infected products to the EU Market.

Legislation	Source	Brief Description
Organisms harmful to plant products	Directive 2000/29/EC	Certain plants and plant products originated in certain areas are not allowed to be imported in the EU. Likewise, certain plants or plant products which are contaminated by specific harmful organisms are not allowed to be imported.
Phytosanitary certificate	Directive 2000/29/EC	All phytosanitary requirements for plants & plant products listed in Annex V part B of the directive must be accompanied by a phytosanitary certificate upon EU entry. Steps to be followed by Exporters <ul style="list-style-type: none"> ▪ Check with the relevant National Plant Protection Organization (NPPO) or your EU importer whether there is an EU restriction applying to your product. ▪ Check with the NPPO or your importer if the EU member state you want to export to has set any additional /particular requirements. ▪ Check whether a phytosanitary certificate is needed to be allowed EU entry & arrange one with your NIPPO or ask your EU importer to arrange one.
Endangered species CITES	Regulation (EC) 338/97	<ul style="list-style-type: none"> ▪ Regulation (EC) 338/97 regulates the trade in species and gives a dedicated list of species of which trade is prohibited, restricted or

		bound to certain rules.
	Regulation (EC) 865/2006	<ul style="list-style-type: none"> Regulation (EC) 865/2006 stipulates administration & technical details to regulate trade of endangered species.(design, use of permits and certificates)
Packaging & Packaging waste	Directive 94/62/EC	Regulates all packaging placed on the EU Market and all packaging waste.
Wood packaging material used for transport (including dunnage)	Directive 2000/29/EC	The EU sets requirements for wood packaging materials such as packing cases, boxes, crates drums, pallets, box pallets and dunnage (wood used to wedge & support non- wood cargo.)

Additional Requirements

- Retail chain/ supply chain management
- Environmental Management
- Social Accountability and Fair trade Management

Overview sustainability initiatives for floricultural products

Name	Scope	Applies to	Market
ICC	Initially cut flowers but in practice applicable to all floriculture products	International growers	Flower trading organizations
Global GAP	Flowers & ornamentals	International Growers	European super market chains
MPS	Floriculture products, bulbs and trees	The whole supply chain	Traders & retailers
FFP	Flowers & Plants	Growers, Traders and importers	Traders
FLP	Cut Flowers, plants, ferns and foliage	Growers in developing countries	Florists especially in Germany.
Fair trade	Flowers & Plants	Growers in developing countries	European supermarkets

a. International Code of Conduct (ICC) for the production of cut flowers.

The ICC is a set of standards for sustainable production of cut flowers and better working conditions for workers in the flower industry. The Standards are internationally valid and incorporated in worldwide recognized certification schemes (Eg. MPS, FFP, FLP) as the absolute minimum requirements to be met by floricultural producers before plantations can be certified.

b. International guidelines: ISO 26000 on Social Responsibility

ISO 26000 offers guidance on socially responsible behavior in companies and possible actions to be taken.

c. Sustainability initiatives for floriculture products

EU is one of the largest consumer markets with nearly 500 Mn consumers. EU consumers are increasingly expressing their concerns about the environmental & social impact of floriculture production and several certification programmes have been introduced to assure them certain standards are taken into account. Sustainable products have to be produced according to a set of agreed environmental and social standards. At present between 15-20% floriculture products marketed in the EU are produced under the umbrella of a certain sustainable schemes.

A. Business to Business certification schemes

- Milieu Project Sierteelt (MPS)
- Global Good Agricultural Practices (Global GAP)

B Consumer Labels

- Fair Flowers & Plants (FFP)
- Flower Labeling Programme (FLP)
- Fair Trade Label (Max Havelaar)

d. Fair-trade label and other Fair Trade initiatives

The Fair-trade label is committed to the payment of minimum guaranteed prices and price premiums to southern producers, directs long term trading relationships and ensures environmental and social responsibility of the production process. Fair Trade products have a fast growing market share (for example, the market share of Fair-trade products increased by 43% in the Netherlands in 2009, and 15% globally).

e. Social Accountability (SA 8000)

The SA 8000 standard spans industry and corporate codes to create a common language for measuring social compliance. Those seeking to comply with SA 8000 have to adopt policies and procedures that protect the basic human rights of workers. The management system supports sustainable implementation of the principles of SA8000 child labor, forced and compulsory labor, health and safety, freedom of association and right to collective bargaining, discrimination, disciplinary practices, working hours, remuneration.

03. Tariff Barriers

Tariff line for potential products in the European Union.

HS CODE	PRODUCT	Applied Tariff	Preferential Tariff for GSP
0602101000	Un rooted cuttings & slips	4.0%	0.0%
0602904100	Live Forest Trees	8.3%	4.8%
0602904500	Out door rooted cuttings and young plants of trees ,shrubs and bushes	6.5%	2.2%
0602905090 0602905010 0602904900	Out door trees, shrubs & bushes including their roots.	8.3%	4.8%
0602907000	Indoor rooted cuttings & young plants (excluding Cacti)	6.5%	3.0%
0602909110	Indoor flowering plants with buds or flowers (potted plants not exceeding 1m height)	6.5%	3.0%
0603110000	Fresh cut Roses	8.5%	5.0%
0603130000	Fresh cut Orchids	8.5%	5.0%
0603120000	Fresh cut Carnations	8.5%	5.0%
0603150000	Fresh cut Chrysanthemums	8.5%	5.0%
0603190000	Fresh cut Flowers (Other)	8.5%	5.0%
0603900000	Dried Flowers	10.0%	6.5%
0604209090	Foliage, branches and other parts of plants, without flowers or flower buds, and grasses, fresh, suitable for bouquets or ornamental purposes (excluding Christmas trees & conifer branches)	2.0%	0.0%

Source: <http://www.macmap.org>

Sri Lankan exporters are able to export floriculture products to the European Union utilizing tariff preferences given under the EU GSP scheme

Sources

CBI Website:	www.cbi.eu
(EU legislation)	www.europa.eu.int/eur-lex/en/index.html
MRLs, pesticides	http://ec.europa.eu/sanco_pesticides/public/index.cfm
GLOBALGAP:	www.globalgap.org
EU Export Helpdesk:	http://exporthelp.europa.eu (requirements, taxes, VAT)
BRC (UK standard):	www.brc.org.uk
SA 8000:	www.sa-intl.org
ISO quality mgmt	www.iso.ch
Organic:	www.intracen.org/organics www.fao.org/organic
Fair Trade:	www.fairtrade.net www.fairtrade.org.uk