



UNION FLEURS

INTERNATIONAL FLOWER TRADE ASSOCIATION

Perspectives from the international cut flower supply-chain

Sylvie Mamias

UNION FLEURS Secretary General



INTERNATIONAL YEAR OF
PLANT HEALTH
2020

**PROTECTING PLANTS,
PROTECTING LIFE**

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CONTEXT

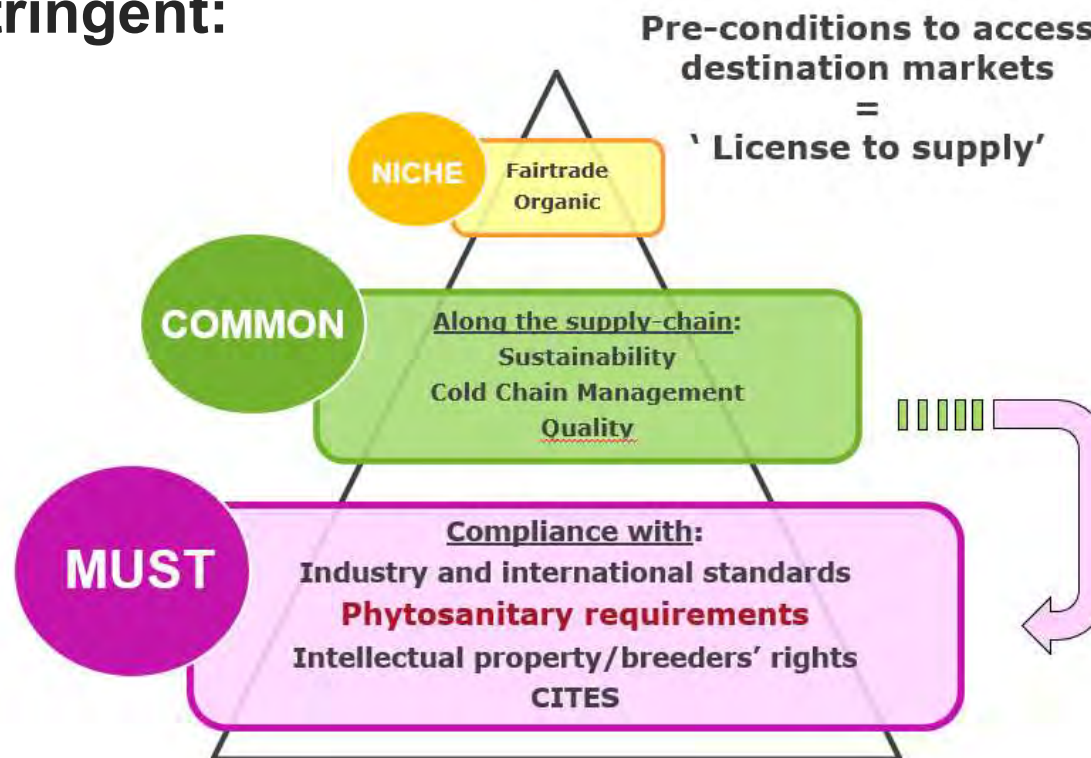
Key characteristics of the cut flower supply-chain:

- Global markets functioning along very dynamic flows and with very intensive cross-border movements
- Cut flowers : highly perishable products with a short life-cycle
- Wide assortment: a large number of flower varieties & species are being traded all over the world, depending on the season and trends
- Peak seasons: Valentine's day, Mothers' day
 - Huge volumes must reach destination markets on time
 - Extreme pressure on the supply-chain and logistics during a few days of the year
- Efficient logistics and processes are essential along the supply-chain, from origin to destination, to ensure on-time deliveries



CONTEXT

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





CHALLENGES

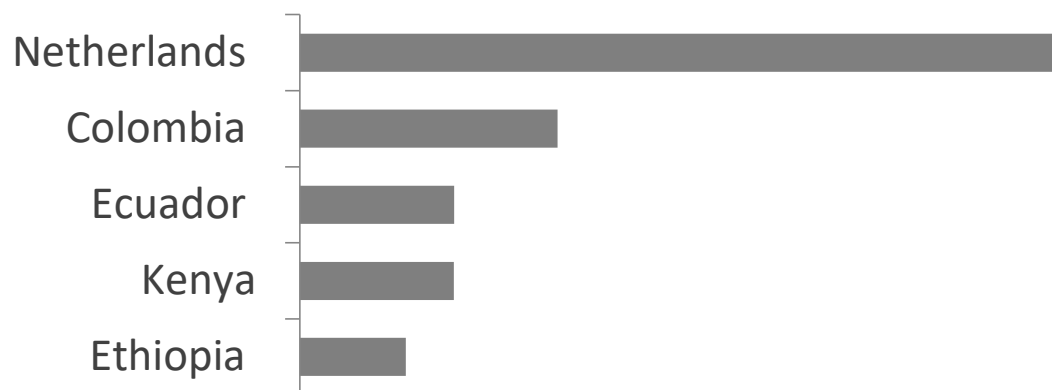
Existing and emerging plant health issues put pressure on official plant health systems:

- 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



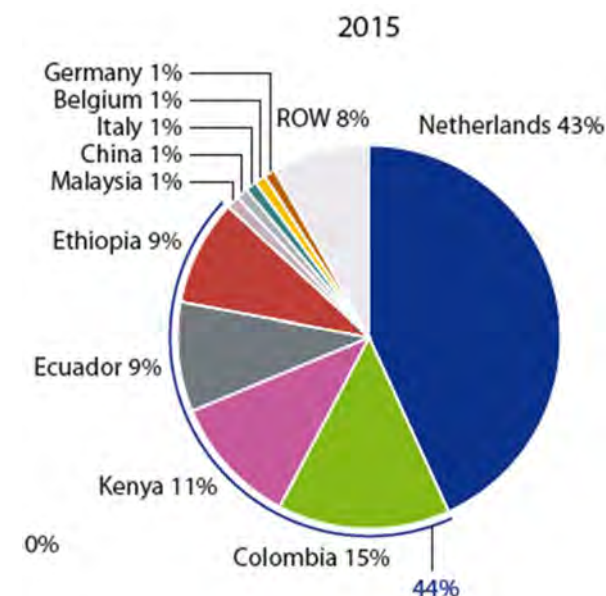
CHALLENGES

- **TOP 5 Flower exporting countries :**



5 countries = 80% of all exports

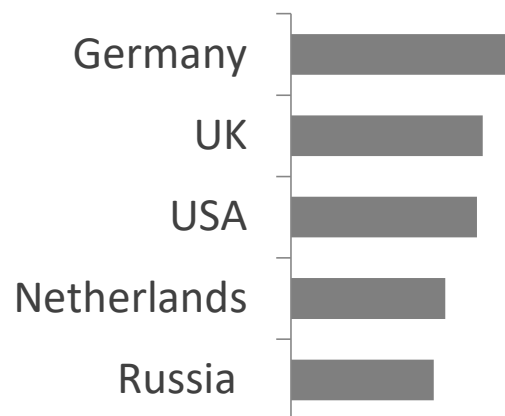
Heavy pressure on phytosanitary certification systems at a few key export points for large volumes & number of shipments



Sources: UN-Comtrade, Royal FloraHolland, Rabobank

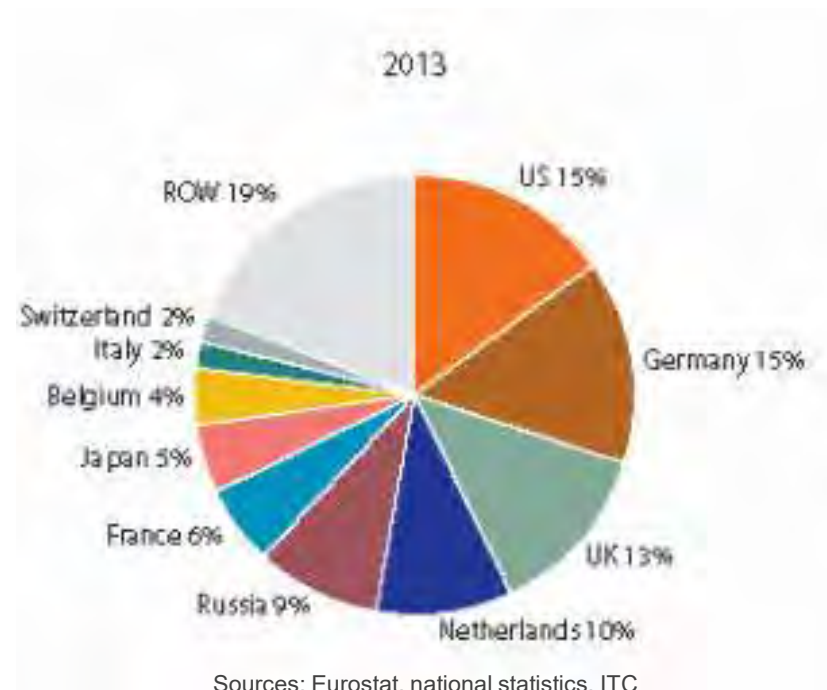
CHALLENGES

- **TOP 5 Flower importing countries :**



5 countries = 60% of all imports

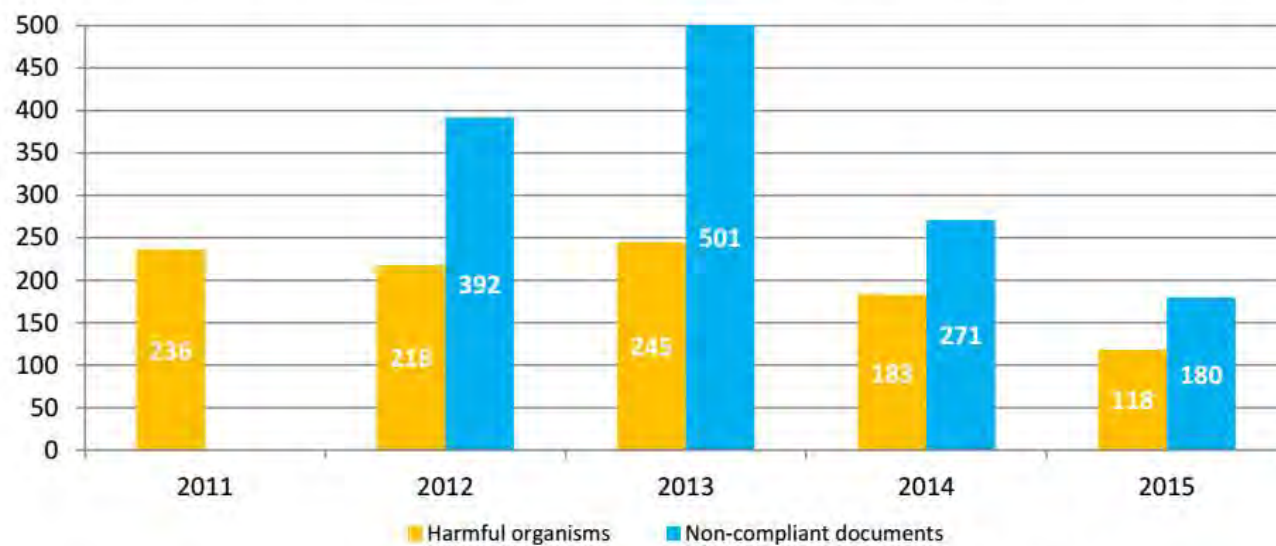
Heavy pressure on phytosanitary control systems at a few key import points for large volumes & number of shipments



CHALLENGES

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
A SUSTAINABLE FLOWER SUPPLY-CHAIN**



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 in **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 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.



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 due to high perishability of floricultural products:
 - ✓ 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





RECOMMENDATIONS

- Focus on **prevention strategies & 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.



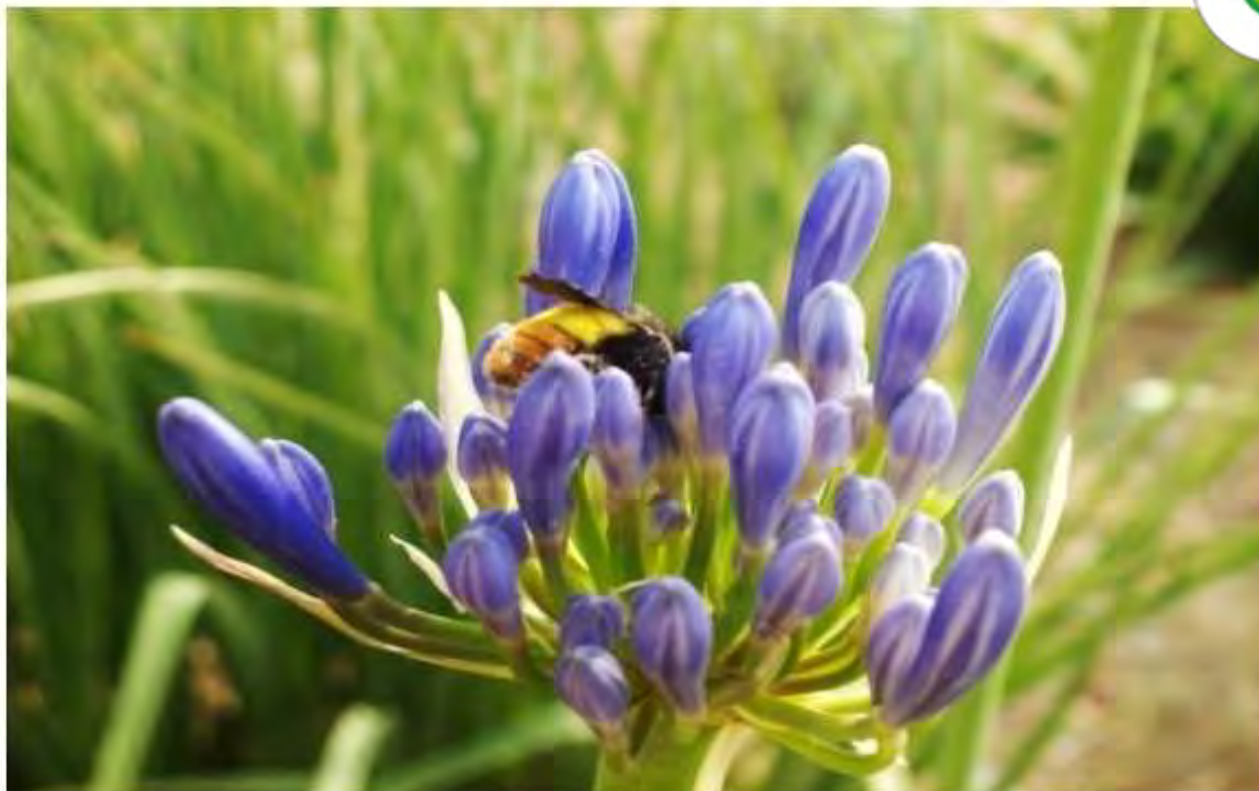
RECOMMENDATIONS

- 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** and appropriate regulatory frameworks to use these tools (e.g. IPM)
 - ✓ **Industry and NPPOs should keep challenging each other** in a productive manner: coordinated management of plant health risks via inclusive processes, partnership and trust-building exercises.



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**STRONGER
TOGETHER**

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



Thanks for your attention!

info@unionfleurs.org

www.unionfleurs.org

