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**FAO Geneva Agriculture Trade Talks:
Agri-food Global Value Chains & Sustainability Certification**

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How Standards, Technologies & Certification Can Advance Responsible Production & Consumption



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To realize the SDGs, the global agriculture system needs to be reshaped to be more productive, more inclusive & more sustainable.

Sustainability is also tool for risk management on the business side & for responsible choices on the consumer side.

Certification, transparency & traceability are key enablers, as they help build trust around sustainability claims.



Three examples of leveraging digitalization to make supply chains more sustainable

Traceability of
Cotton

Certification for Trade in
Endangered Species

Identification of
Food Loss

Example 1: Using Blockchain to Create Supply Chain Traceability – the Case of Cotton



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What:

- Blockchain technology & physical markers in cotton value chain
- Plus: UN/CEFACT Recommendation, Standards, Call to Action

How:

- Enhance traceability & due diligence in cotton value chains (farmer – consumer)
- Disclose sustainability claims of all supply chain partners

Why:

- Make textiles & garments supply chains more sustainable & circular

Example 2: Tapping eCITES for End-to-End Control of Trade in Endangered Species



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What:

- Electronic exchange of CITES permits that certify the sustainability & legality of the trade transaction

How: Allow government agencies to:

- Have end-to-end control of CITES trade
- Follow & control trade in real-time

Why:

- Facilitate legal trade in wildlife while squeezing out illegal trade





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Example 3: Leveraging Digitalization to Reduce Food Loss



What:

- FeedUP@UN, a blockchain-based, centralized online marketplace

How:

- Identify, quantify & trace food that is lost & wasted along the food supply chain
- Make “invisible” food “visible”

Why:

- 14% of food is lost before retail; combat food loss & promote circularity

Progress Using Digitalization Builds on Long Lasting Commitment to Agriculture Standards



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Examples are the fruit of UNECE's long standing work on agricultural & trade facilitation standards

- Agricultural quality standards (e.g. more than 100 standards, e.g. fresh & dried fruit, vegetables, nuts, meat, eggs and seed potatoes)
- Trade facilitation standards (e.g. eCERT standard for electronic sanitary & phytosanitary certificates)

Today:

- Harness the power of (sustainability) standards & digitization for making agricultural trade more sustainable
- Leave no one behind (digitalization & inclusivity)





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Agri-food Global Value Chains & Sustainability Certification

THANK YOU!