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Guaranteeing integrity of organic products from China




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About IMO







- Certification of eco-friendly products, organic agriculture and management systems
- Quality assurance in more than 90 countries worldwide with local offices & representatives in about 30 countries
- about 350 highly qualified staff members, more than 1.000 organic projects are certified by IMO



IMO's Main Services

<p>Organic Agriculture according to</p> <ul style="list-style-type: none"> • national regulations • private guidelines 	 <p>etc.</p>
<p>Management Systems Food safety</p>	<p>ISO 22000, HACCP, BRC EUREPGAP[®]</p>
<p>Aquatic Products</p>	<p>MSC, Naturland, organic, FairFish</p> 
<p>Social Accountability & Fair Trade</p>	<p>IMO Social & FairTrade Programme</p> 

IMO's Main Services

<p>Sustainable Forest Management and Timber Products</p>	  
<p>Eco-Textiles</p>	<p>Global Organic Textile Standards (GOTS)</p> 
<p>Natural Cosmetics</p>	
<p>Regional Labels Restaurant Certification Etc.</p>	

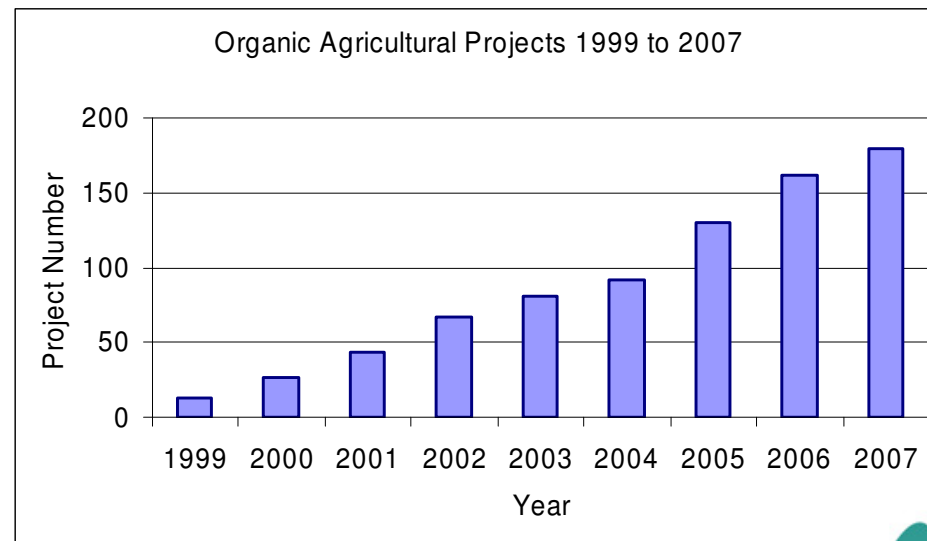
IMO China

- Established in 1999
- Located in Nanjing and active in almost all Chinese provinces
- Certification activities in farm, processing, export, smallholder, wild collection companies and as well in textile business, FSC and social & fair-trade projects
- Inspections done in China, evaluation and certification in Switzerland



IMO China

- During past years noticeable increase of clients
- Increasing demand caused mainly by importers in Europe, USA and Japan
- Noticeable increasing variety of offered products
- Approximately 1/3 of all IMO China clients never export their products



Difficulties to meet organic quality

1. Vast structural change in China

- Companies have usually a rather short-term orientation
- Well trained, highly educated people change to more lucrative sectors
- Income of the rural population is low, the pressure to the land is rather high
- Organic price premiums are usually not handed over to farmers
- Organic advisory services are usually not existent

Difficulties to meet organic quality

2. Environment & Society

- Depending on the region diffuse pollution may lead to contaminated products
- Environmental awareness comes only now into begin
- Awareness for food safety issues increases



Difficulties to meet organic quality

3. Competition

- The pressure on the market because of price is rather high and the awareness that quality has its price is rather low
- The best prices for high quality tea are usually achieved on the domestic market
- Western importers are buying cheaper organic tea
- The competition between certifiers increases



Guarantee the integrity of organic products

- Staff
Highly motivated professionals which are reliable and trustworthy experts are key factors to achieve the goal
- Traceability
Domestic transaction certificates from farm to processor to exporter are demanded by IMO before international transaction certificates are issued.

→ abolishing the transaction certificate system in view of the revision of the EU regulation will demand new traceability control mechanisms ←

Guarantee the integrity of organic products

- Quality of service
After inspection the clients should understand the importance of quality management and recognise the value he gains through a competent inspection and certification service

- Sampling & Analysis
Besides the legal sampling rate additional samples are taken through IMO China

IMO is informed by several importers in
Increase quality awareness case residues are detected even if they are below threshold values

Guarantee the integrity of organic products

- Adding values Besides organic certification IMO develops additional services which aim to ensure the quality and integrity of the product and lead to an increased value of the product

Guarantee the integrity of organic products

Adding values

Examples

- S&FT Program Motivated employees are more reliable and able to produce high quality products. Social responsibility and fair trade are big issues in China
- ConCert Program Container Certification Program with the aim to establish an export quality surveillance system. Sampling and analysis of each lot before shipping
- WorldTrace WorldTrace is an IMO administrated online program for complete in-house traceability with inbuilt plausibility checks and traceability certificates for each consignment.

Thank You!

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Quality control and certification

