

STANDARDS IN THE SOUTHEAST ASIAN FOOD TRADE (SAFT)

Background

The realization of the ASEAN Economic Community (AEC) - the vision of a single market and production base across the region, is a central objective of the Association of Southeast Asian Nations (ASEAN). A significant step towards achieving regional economic integration is the alignment of national policies and regulations. For the agriculture and food industry, which is the most important economic sector for many of the ten ASEAN member states, this requires the harmonisation of food standards.

The ASEAN Secretariat and its member states have developed two regional food standards for good agricultural practices (ASEAN GAP) and organic agriculture (ASOA). The purpose of these standards is to harmonize existing national GAP and organic programs, improve food safety and sustainability of produce, and facilitate regional and international trade.

About SAFT

SAFT is a GIZ supported project that cooperates with the ASEAN Secretariat on the development and implementation of ASEAN GAP and ASOA. The objective is to apply the standards in the ASEAN region, particularly to the production of fresh and processed fruits and vegetables.

At the regional level, SAFT supports the ASEAN Secretariat on strengthening regional cooperation, and creating an enabling environment for the implementation of regional standards.

Project name	Standards in the Southeast Asian Food Trade (SAFT)
Commissioned by	German Federal Ministry for Economic Cooperation and Development (BMZ)
Project region	Cambodia
Lead executing agency	Ministry of Agriculture Forestry and Fisheries

At the national level, SAFT assists the ministries of six ASEAN countries including Cambodia, Indonesia, Lao PDR, Myanmar, the Philippines and Vietnam in the process of preparing their national GAP and organic programmes to conform to the requirements of ASEAN GAP and ASOA.

Services

SAFT provides support on:

- 1. Market Linkages:** Matching suppliers with traders and retailers
- 2. Implementation and Controlling Structure:** Training inspectors, auditors and state supervisory bodies
- 3. Enabling Environment:** Encouraging suitable incentives, policy and legal environments by the public sector for successful implementation by the private sector
- 4. Monitoring and Learning Platform:** Enhancing peer to peer learning between each of the ASEAN Member States



Photo left: Selecting produce for SAFT's iPPP program in Phnom Penh, Cambodia

Photo right: Visiting farm land of potential iPPP partner in Bandung, Indonesia



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Group discussion during the National Activities Planning Workshop in Nay Pyi Taw, Myanmar

Market Place at Food Safety Workshop in Phnom Penh, Cambodia

SAFT Service Packages

After assessing the needs of each of SAFT's focus countries, the agreed activities with partners can be grouped into 14 standard modules, categorized according to each of the four thematic areas:

Market Linkages	Implementation and Controlling Structure	Enabling Environment	Monitoring & Learning Platform
1.1 iPPPs (selection agreement, implementation, market access)	2.1 Capacity building – training of inspectors (selection, implementation, commitments)	3.1 Roadmaps and national implementation strategies	4.1 Coaching on monitoring of national standard implementation
1.2 Training of farm operations, traders and officials	2.2 On the job training pre-assessments (iPPPs)	3.2 National public private dialogues (PPDs)	4.2 Regional exchange of best practices
1.3 Targeted technical advice according to specific private sector needs	2.3 Involvement of inspectors in iPPPs	3.3 Mutual recognition	4.3 Evaluation
		3.4 Marketing and communication of standards	4.4 Infographics and studies

Directly contributes to SAFT's indicators
Indirectly contributes to SAFT's indicators
Additional activities

Integrating Public Private Partnerships

With the help of its partners, SAFT has established eight integrated Public-Private Partnerships (iPPP) in five ASEAN countries, namely Cambodia, Indonesia, Lao PDR, Myanmar and the Philippines. Through these partnerships, SAFT assists companies with the GAP and organic certification of their fruit and vegetable products. The iPPPs also incorporate measures to fill the different gaps in each country, including creating market access, strengthening cluster networks and raising consumer awareness. Furthermore, each iPPP will showcase their experiences with GAP and organic certification, in order to make this process more approachable for other fruit and vegetable suppliers.

This activity illustrates the importance of cooperation between the public and private sectors in achieving development goals, and contributes directly to SAFT's overall objective to increase the implementation of food standards across ASEAN.

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