



IDENTIFICATION OF PACKAGING BARRIERS TO EXPORTING SPECIALTY CROPS TO THE EUROPEAN UNION

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PROJECT BACKGROUND

The U.S. is a significant exporter of specialty crops to the European Union (EU) and is directly affected by the new packaging regulatory regime. Sustainable packaging regulations are being established in the EU legislation without sufficient awareness of the technical challenges and the time needed to identify and implement new packaging solutions.

If U.S. exporters are unaware of these emerging regulations restricting single-use packaging for specialty crops, they risk having a shipment detained at port for non-compliance. If the exporters cannot implement new packaging requirements, they will lose access to lucrative European markets.

OBJECTIVES

This project aims to create a robust assessment of the packaging systems to export specialty crops to the European Union and develop a methodology to determine the risk of non-compliance for a packaging system to an export market to hinder the trade of specialty crops

1. Collection of information about the main packaging systems to export specialty crops and wine



2. Review and identification of the main packaging requirements



METHODOLOGY

Algorithm creation



3. Identification of the main package systems affected by the EU regulation



4. Recommendations for packaging systems to maintain and enhance export of the specialty crops and wine

LIST OF SPECIALTY CROPS BEING ASSESSED:

- Almonds
- Pistachios
- Pecans
- Walnuts
- Hazelnuts
- Sweet potato
- Asparagus
- Onion
- Mushroom
- Grapefruit
- Tangerines
- Mango
- Cranberry
- Peppers
- Cherries
- Oranges
- Blueberries
- Strawberries
- Apples
- Carrots

SPECIFIC OUTCOMES

- The creation of a methodology to assess the risk and thread possessed due to the current packaging systems to export specialty crops to the EU market and expandable to any market if needed
- A baseline assessment of the present risk and threads for trade for the main specialty crops
- A set of recommendations to overcome these constraints and a plan of action.

If your company would like to participate in this ongoing project and assess your packaging system for export of specialty crops, please get in touch with Dr. Rafael Auras at * aurasraf@msu.edu