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

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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.

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.

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

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.

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

*Any opinions, findings, conclusion, or recommendations expressed in this publication are those of the author(s) and do not necessarily reflect the view of the U.S. Department of Agriculture.