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Enhancing Phytosanitary Systems for Healthy Plants, Safe & Sustainable Trade"

INTERNATIONAL YEAR OF PLANT HEALTH 2020

Sub-theme:

Trade negotiations and communication in Phytosanitary systems

Title:

The case of market access of fresh blueberry fruits produced by Zambezi Berry Company in Zambia to China

Presented by:

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Introduction

- Blueberries belong to the genus *Vaccinium* and species *corymbosum*.
- Blueberries (*Vaccinium sp*.) have the highest antioxidant levels and are one of the healthiest fruits amongst the commonly consumed fruits and vegetables in the world.
- Blueberry production in Zambia is one of the emerging export sub sectors in the horticultural industry in the country.
- Zambezi Berry Company (ZBC) approached the NPPO of Zambia to engage People's Republic of China (PRC) on possibilities to export blueberry fruits.

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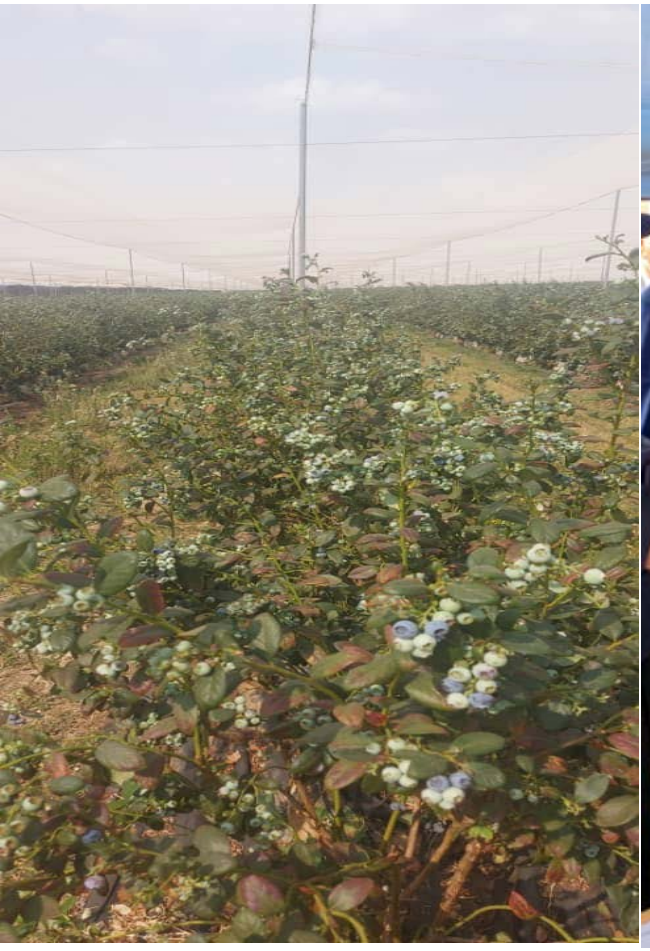
Introduction cont’



- This resulted in trade negotiation between Zambian NPPO and PRC NPPO.
- The trade negotiations led to the signing of a Memorandum of Understanding which granted Zambia market access for blueberries to PRC in 2019.
- Market access was achieved after a protracted three-year period of negotiations.
- To date, ZBC has exported 85,000kg of blueberries to China.

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Problem Statement

- Zambia has been a net importer of fruits against the quest to promote diversification of agricultural production and utilization as stipulated in Zambia's second National Development Policy.
- The country needs to produce a wider variety of crops in order to meet consumer needs both domestically and internationally. Therefore, Market access will lead to quick expansion of production.

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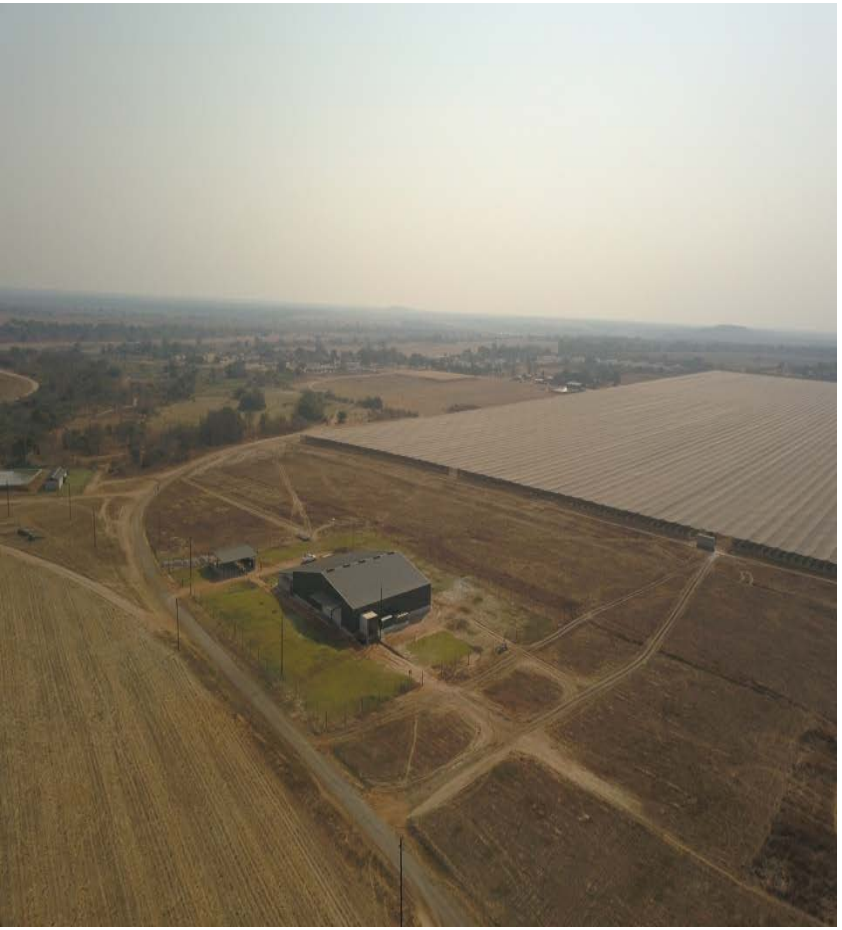
Justification



- Blueberry production in Zambia is one of the emerging export sub sectors in the horticultural industry in the country.
- Currently, Zambia has two major exporters of Blueberries namely ZBC and Scimitar with a total production area of 130 hectares. The total annual production stands at 560 tonnes of fresh Blueberry for the two producers.
- ZBC accounts for 90% production while Scimitar accounts for 10% total production.
- An increase in production calls for larger markets. The export destinations include; Malaysia, Singapore, United Arab Emirates, United kingdom and the European Union.
- The Chinese market was the next export target, because PRC is the world's largest consumer market making it an attractive target for exporters.

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Objectives

- The main objective of this study is to obtain market access for Blueberries from Zambia to China.

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Methodology

- A formal communication was made with PRC through their Embassy in Zambia to relay the request to General Administration of Customs of PRC formerly called the General Administration of Quality Supervision, Inspection and Quarantine (AQISQ).
- The PRC lodged a formal request to the Zambian NPPO through the Ministry of Agriculture on the status of pests of concern associated with blueberries in Zambia.
- The Zambian NPPO conducted detection surveys whose results were communicated to the PRC NPPO.
- The PRC NPPO sent a delegation to Zambia in order to appreciate the entire systems approach implemented at ZBC farm.

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Methodology cont’

- The status of eleven pests of concern for PRC NPPO namely: *Ceratitis capitata, Ceratitis rosa, Ceratiti punctata, Ceratitis cosyra, Ceroplastes rusci, Pseudococcus longispinus, Epidiaspis leperii, Ischnaspis longirostris, Ceroplastis destructed, Ectomyelois ceratoniae, Diaporthe vaccinii* were confirmed using literature review and detection survey.
- After literature review, a detection survey was conducted in order to determine whether the above pests were present or absent according to ISPM 6 (Guidelines for surveillance) at ZBC farm.
- Pheromone traps were placed in the field and production sites and these were checked on a daily basis. Insects collected were taken to the laboratory at for identification.

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Results

Common name	Scientific name	Present	Absent	Reference
capitata Ceratitis	Mediteranean Fruit Fly	YES		https://www.cabi.org/isc/datasheet/12367
Ceratitia rosa	Natal Fruit Fly		YES	https://gd.eppo.int/reporting/article-6485 https://www.cabi.org/isc/datasheet/12378#todistributionDatabaseTable
Ceratitia punctata	Cacao Fruit Fly	YES		https://www.cabi.org/isc/datasheet/12376#todistributionDatabaseTable
Ceratitis cosyra	Fruit Fly	YES		https://www.cabi.org/isc/datasheet/12370#E463C155-51C6-4D0C-A179-44025FFC142E
Ceroplastes rusci	Fig Scale		YES	https://www.cabi.org/isc/datasheet/12352#toDistributionMaps

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Results cont’

Common name	Scientific name	Present	Absent	references
Pseudoccocus longispinus	Mealy Bug or Long Tailed	YES		https://www.cabi.org/isc/datasheet/45079#toDistributionMaps
Epidiaspis leperii	Europen Pear Scale		YES	https://www.cabi.org/isc/datasheet/21320#toDistributionMaps
Ischnaspis longirostris	Thread Scale		YES	https://www.cabi.org/isc/datasheet/28914#toDistributionMaps
Ceroplastis destructor	Citrus Waxy Scale	YES		https://www.cabi.org/isc/datasheet/12345#toDistributionMaps
Ectomeilois ceratoniae	Blunt winged Knot horn		YES	https://www.cabi.org/isc/datasheet/10693#toDistributionMaps CABI CPC 2010
Diaporthe vaccinii	Twig Blight, Phomopsis Canker		YES	https://www.cabi.org/isc/datasheet/18747#toDistributionMaps CABI 2014.

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Results cont’

- According to literature review, the presence of 5 pests namely: *Ceratitis capitata, Ceratiti punctata, Ceratitis cosyra, Ceroplastes rusci, Pseudococcus longispinus* was confirmed.
- while the 6 of the pests were absent namely: *Ceratitis rosa, Epidiaspis leperii, Ischnaspis longirostris, Ceroplastis destructed, Ectomyelois ceratoniae and Diaporthe vaccinii.*
- Detection surveys at the production site indicated absence of all the pests of concern. The NPPO of PRC conducted a verification visit to Zambia.

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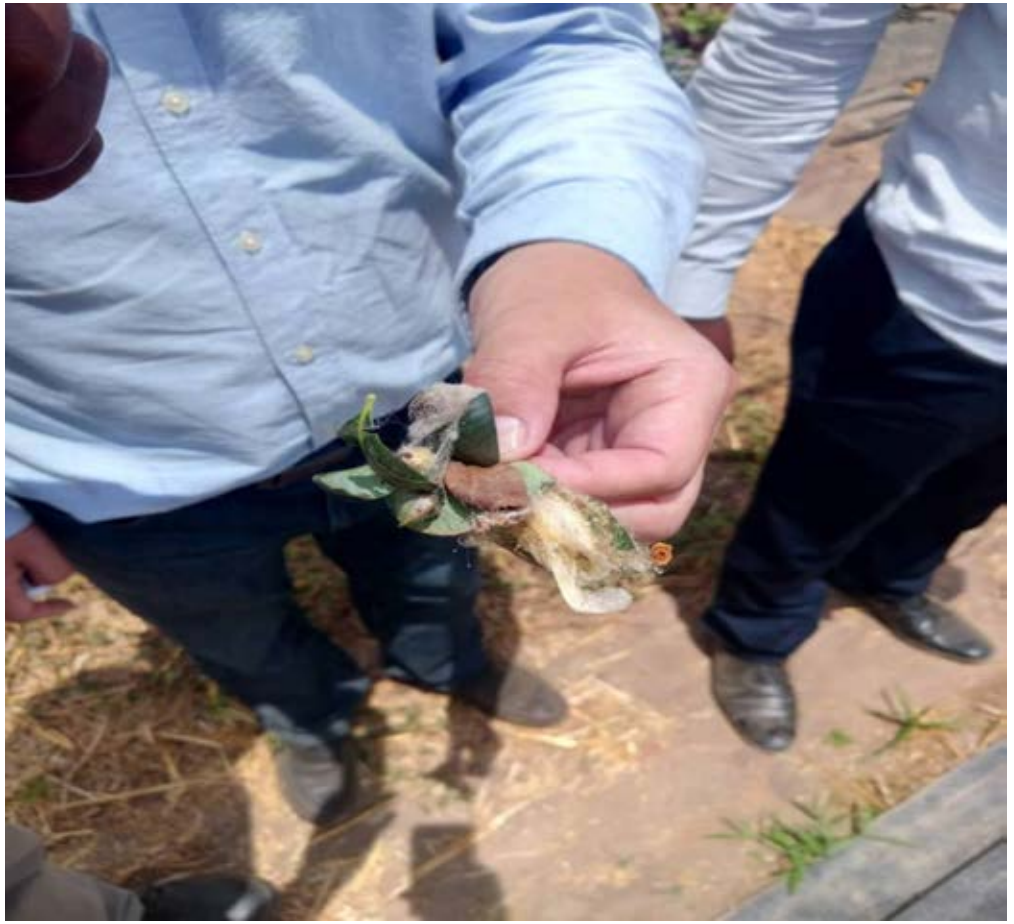
Results cont’



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Conclusion

- A memorandum of understanding was signed between Zambian NPPO and PRC NPPO following the back and forth negotiations.
- Market access for blueberries was granted to ZBC in Zambia by PRC after trade negotiations involving the two NPPOs.
- The granting of market access is an important success story for Zambia.

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Recommendations

- Lures to be placed at the pack house and production sites and these are to be monitored by the NPPO of Zambia.
- Producers to monitor and maintain fruit temperatures as required by China.
- Producers to provide cold room temperature print out for the period the blue berries are in the cold room.
- The Zambian NPPO should ensure that there is compliance to the protocol by producers.
- The Zambian NPPO to increase farm and pack house inspections at ZBC to ensure compliance.

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Acknowledgements

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