

High Standards: Quality and Safety of Agri-Food Products in the EU – An Example with Apples and Kiwis

Discover the Highest Standards of Quality and Food Safety in the European Union!

JAKARTA, INDONESIA, September 30, 2024 /EINPresswire.com/ -- The European Union is renowned for its high standards in the production of agri-food products, exemplified by the rigorous quality and safety measures applied to apples and kiwis. This initiative highlights the EU's commitment to food safety and authenticity, ensuring that consumers receive premium products that meet the highest international standards.

How European apple and kiwi producers ensure quality and safety:

Certifications: EU apples and kiwis are certified under various quality

assurance programs, which set criteria for food safety, environmental management, and worker welfare. These certifications ensure compliance with strict standards at every stage of production. **Traceability Systems:** Advanced traceability systems monitor the journey of apples and kiwis from farm to table, ensuring transparency and accountability in the supply chain. **Regular Inspections:** Frequent inspections and audits by independent bodies verify that all safety and quality standards are consistently met. These inspections cover everything from farming practices to packaging and distribution. **Ensuring Safety and Authenticity:** The EU's dedication to high standards ensures that apples and kiwis are not only safe to consume but also authentic.

The "Garden of Europe" campaign (2024-2027), co-financed by the European Union, aims to boost the market presence and consumer awareness of European kiwis from Greece and European apples from Poland in Indonesia, India, and other countries. The primary goals are to



increase exports to these countries and highlight the high quality, safety standards, and nutritional benefits of these fruits.

Campaign beneficiaries: The Agricultural Cooperative of Neapoli Agrinio "AS NEAPOLIS" and the Association of Polish Fruit and Vegetables Distributors "FRUIT UNION".

Learn more about the quality and safety of EU agri-food products and the "Garden of Europe" campaign at www.appleandkiwi.eu.

About the European Union: The EU is a unique economic and political union between 27 European countries. The EU is committed to sustainable development, and its agricultural policies aim to ensure food security, environmental sustainability, and rural development.

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THE EUROPEAN UNION SUPPORTS CAMPAIGNS THAT PROMOTE HIGH QUALITY AGRICULTURAL PRODUCTS

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<https://www.youtube.com/channel/UCTJsEX3cLRGio2X4T-cxEow>

Campaign

"Garden of Europe"

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