Lecture 1

What are Standards?

Standards are production and trade guidelines that provide consistent ‘protocols’ designed to reduce uncertainty, mange reputation ,enhance market reach, control quality and fuel innovation.

If you want to know how they can be used or why are they important, don’t miss this lecture!



Introduction to Standards

Standards are production and trade guidelines and provide consistent 'protocols' designed to reduce uncertainty, mange reputation, enhance market reach, control quality and fuel innovation.

How can standards be used?

Standards can be used to communicate complex information between buyers and sellers!

Do you recognize any of the following standards?

Fairtrade International is an independent, non-governmental, not-for-profit organization that promotes sustainable development and poverty alleviation and sets the Fairtrade standards.

The CE marking is the manufacturer's declaration that the product meets the requirements of the applicable EC directives.

Halal Certification is a recognition that the products are permissible under Islamic law. These products are thus edible, drinkable or usable by Muslims.

GLOBAL G.A.P is a private sector body that sets voluntary standards for the certification of Good Agricultural Practices around the globe.

The National Organic Program (run by the USDA) is in charge of the legal definition of "organic" in the United States and also performs organic certification.

Why are standards important?

1. ASSURANCE: Standards provide assurance on certain aspects of products to help consumers choose among a variety of seemingly similar products
2. COMMUNICATION: Allow for the exchange of products by facilitating communication and joint production and creating common expectations
3. HARMONIZATION: Eases the functioning of international markets by harmonizing requirements.