

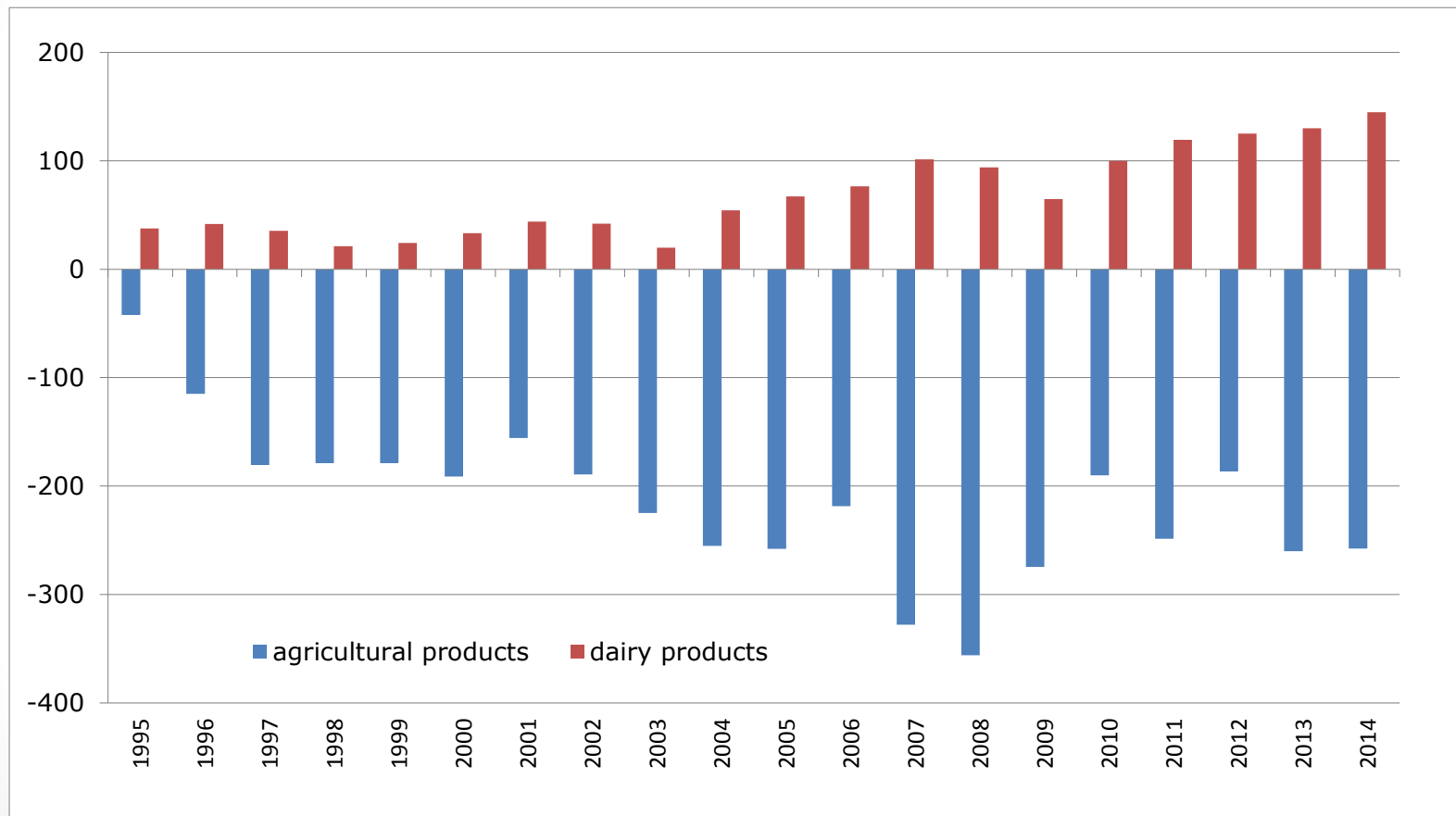
Estonian experience in the formation of export strategy for dairy products

Ruve Schank, Ministry of Rural Affairs, Estonia

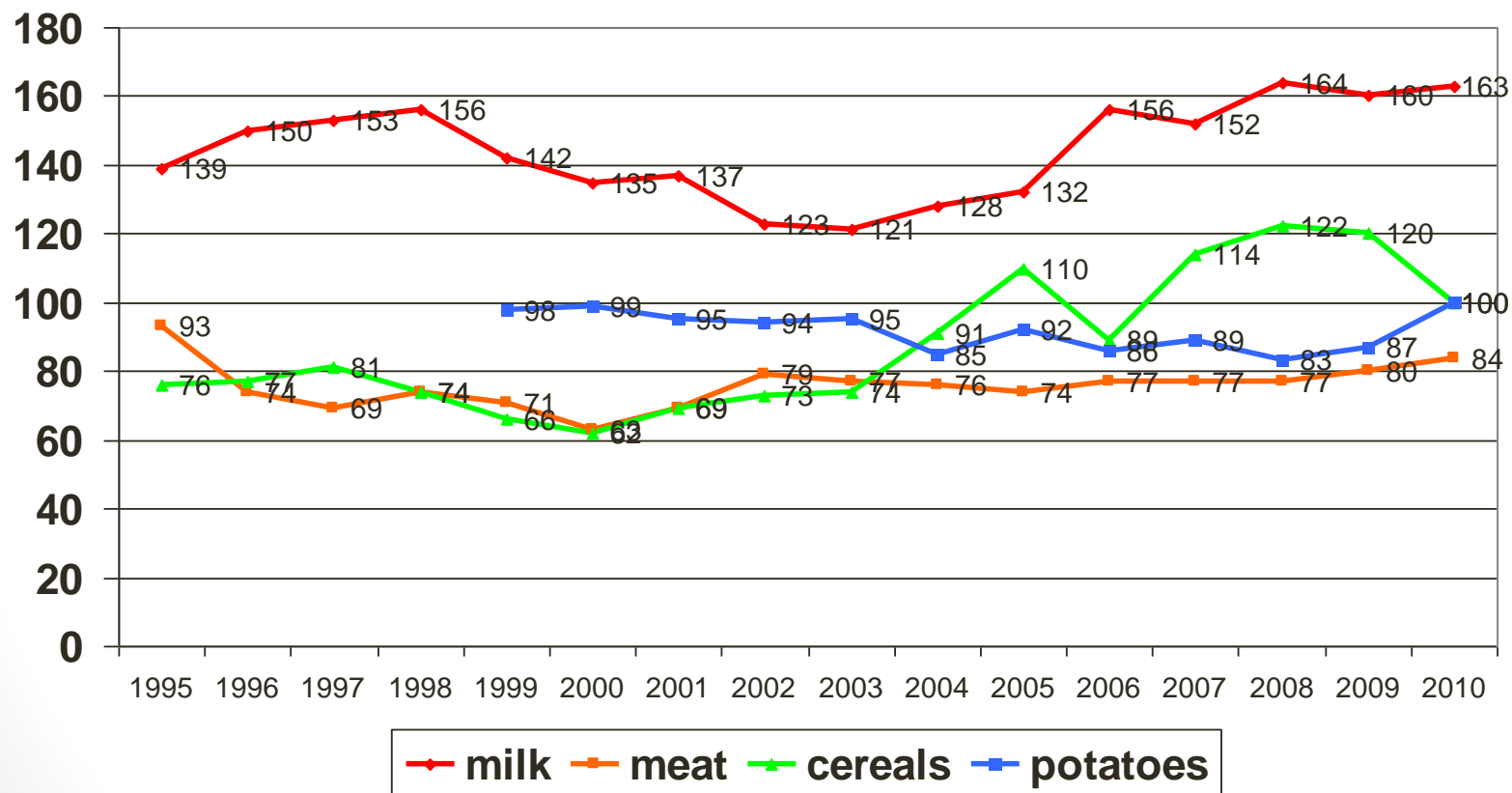
Tiina Saron, *MBA*

Estonian Dairy Association

Introduction. Foreign Trade Balance of agricultural products 1995-2014



Self-sufficiency by main products

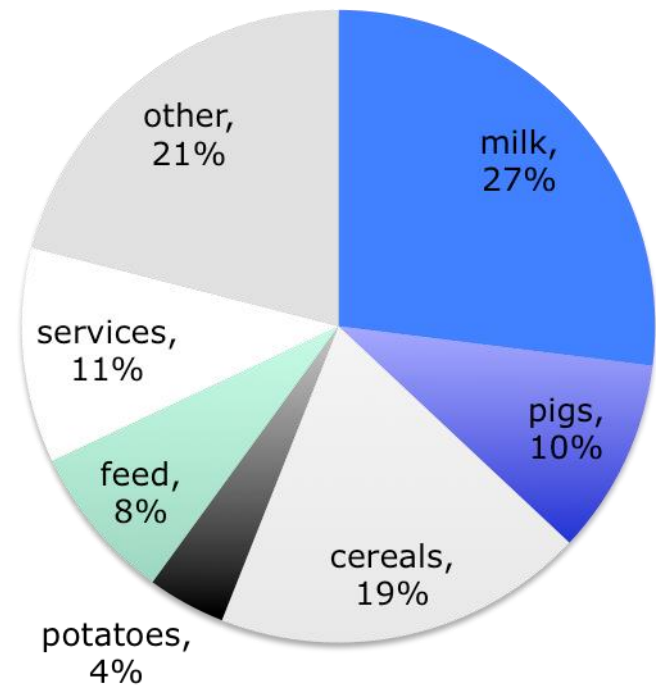
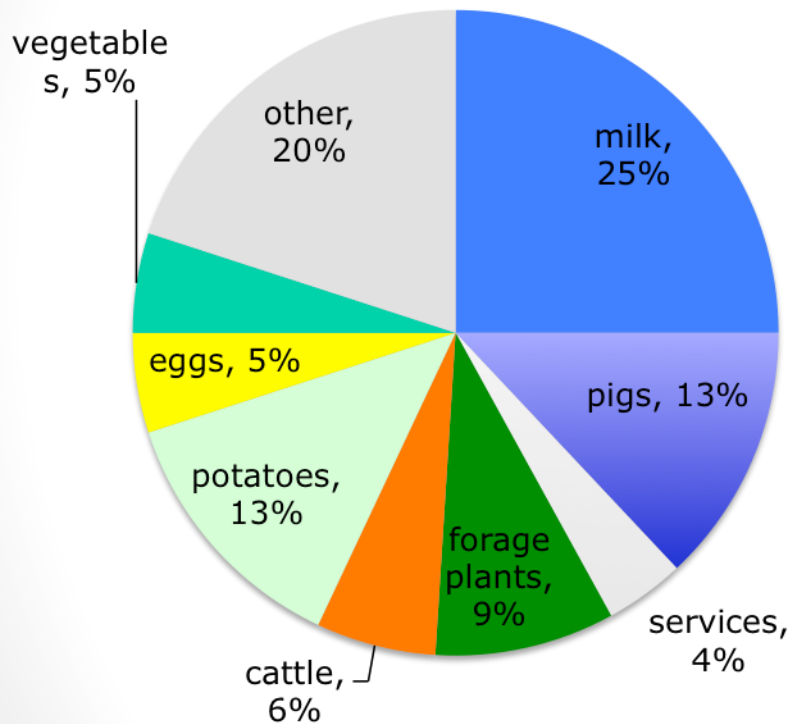


Gross Agricultural Output,

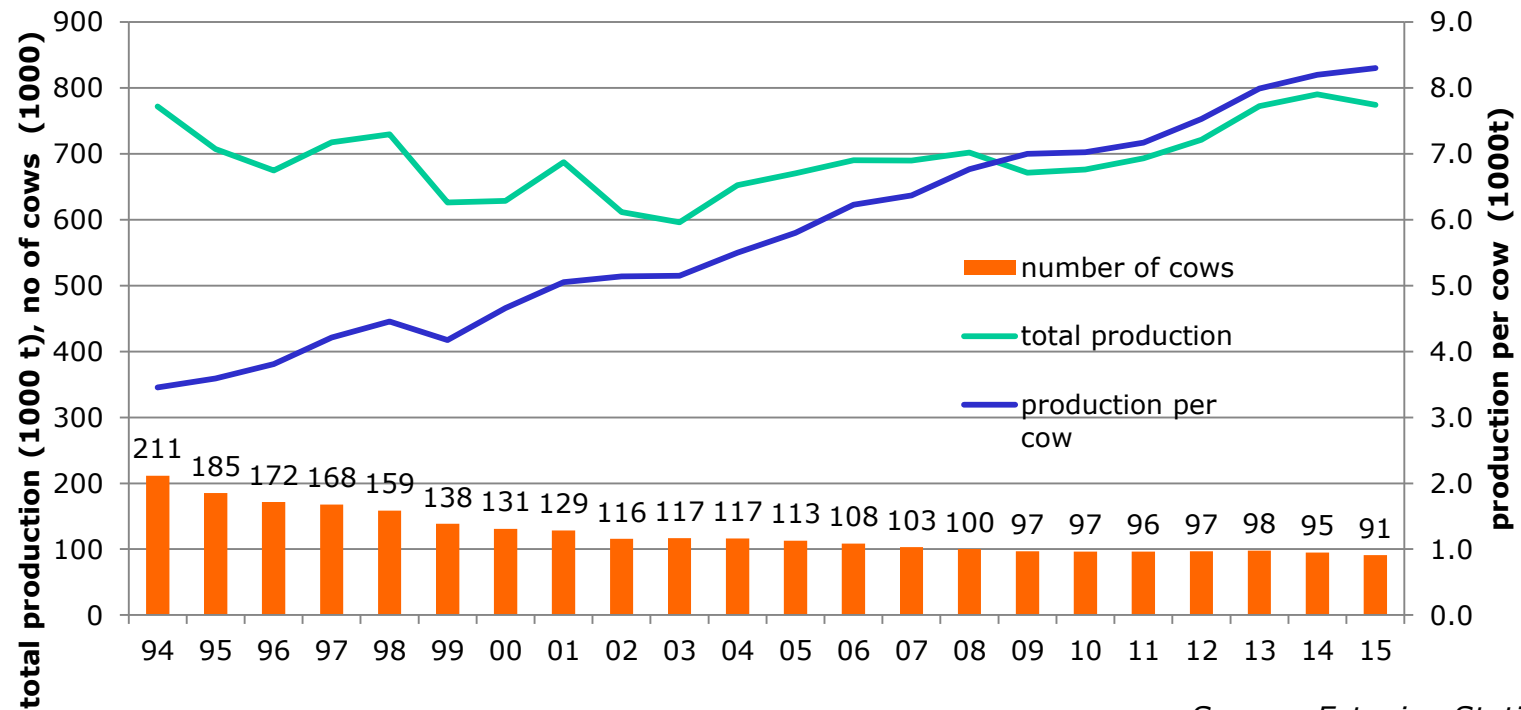
source:MoA

1995

2014

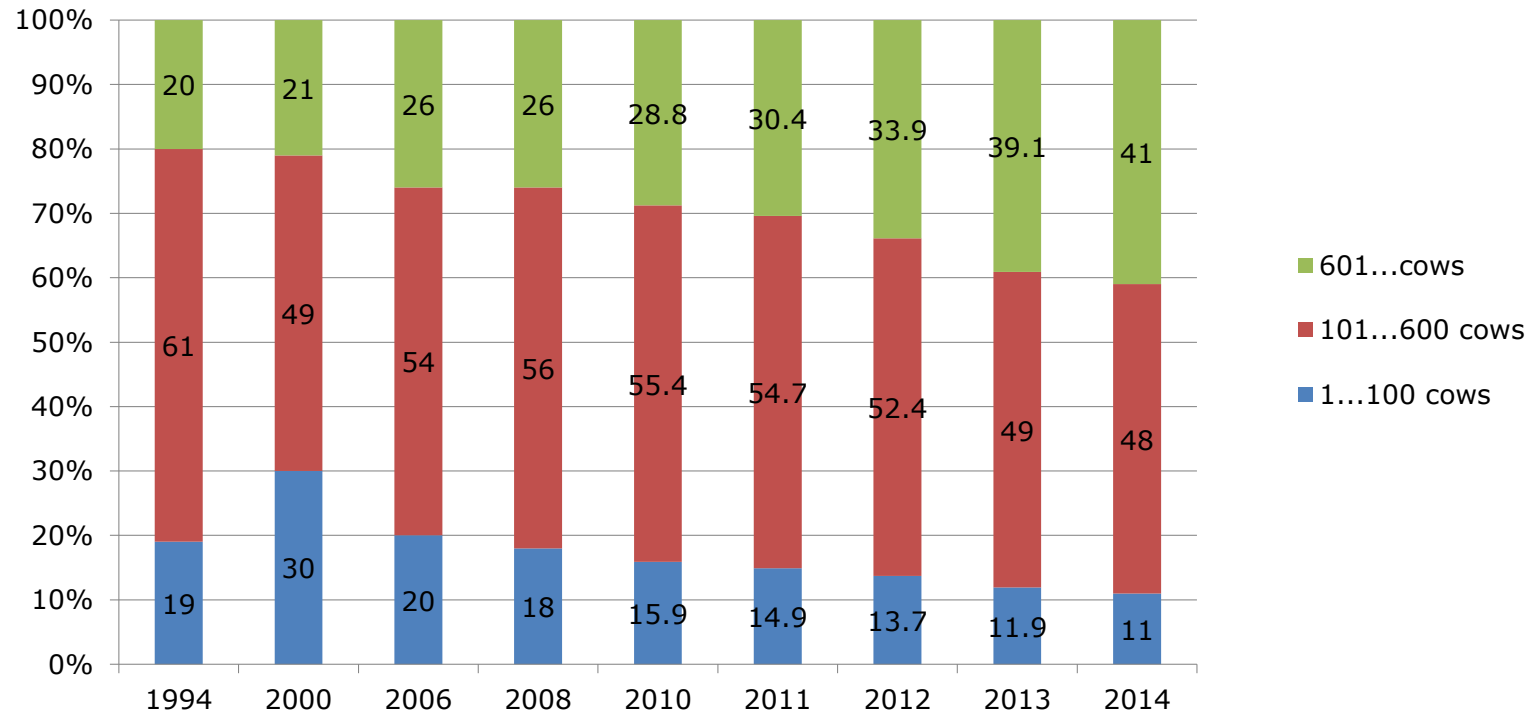


Milk production in Estonia, 1994-2015



Source: Estonian Statist

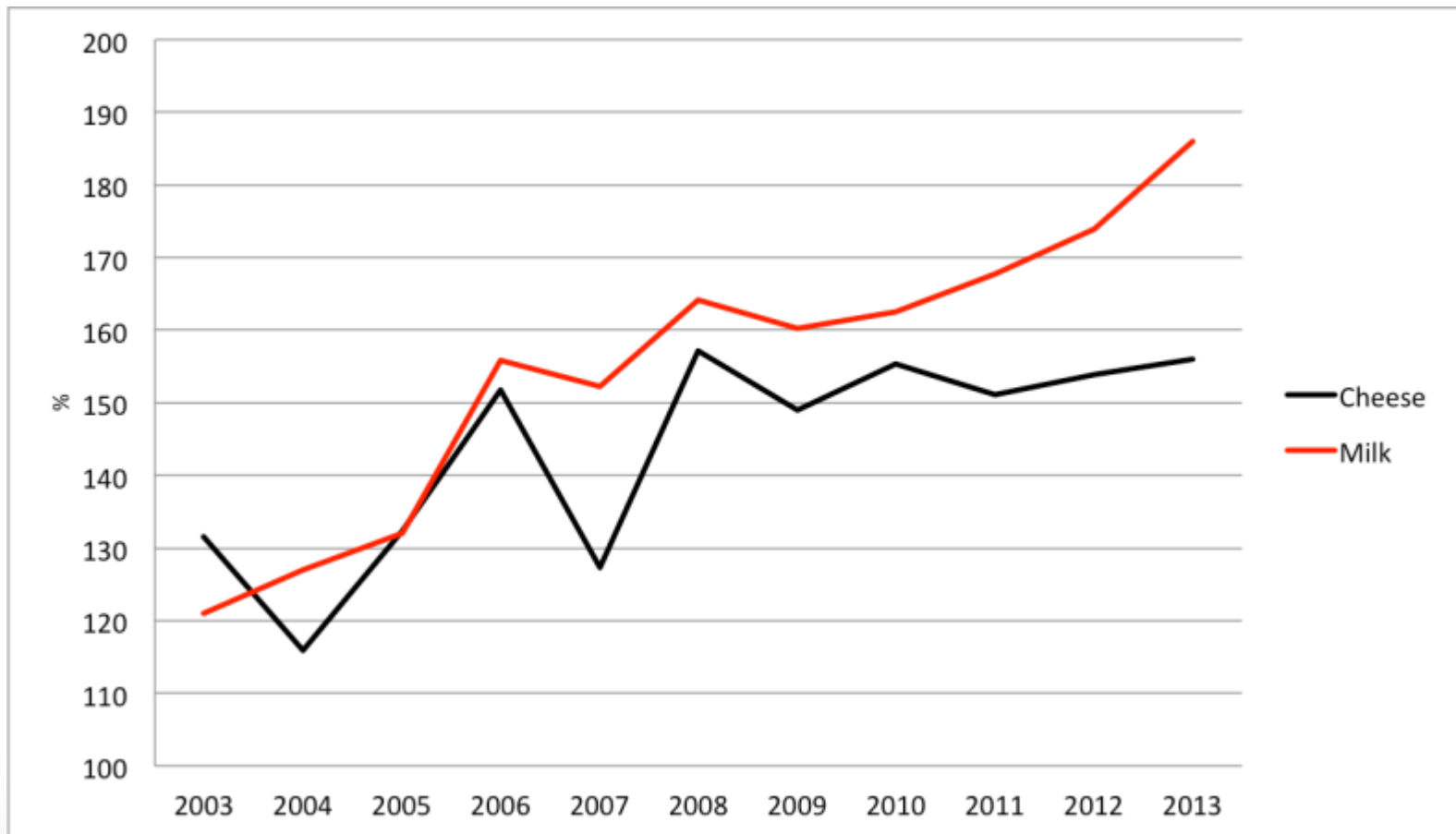
Structure of dairy herds by milk production, %



Dairy farm



Self-supply of milk and cheese, %



Estonian experience

- I 1991-1995 – restoration of independence, creation of own border regimes, reorientation of foreign trade from the east to the west
- II 1995-2004 – preparation for EU membership and fulfilling the preconditions, membership in international standard setting organizations (*Codex Alimentarius*, IPPC, OIE), WTO
- III from 2004 – today – EU membership, part of EU internal market, exports to third markets, application of EU export policies

I period: 1991 -1995

- The restoration of independence, opening of the borders, the abolition of restrictions in export and import, the reorientation of foreign trade from the east to the west.
- The reorientation of food standards and food inspection to international principles which was a basis for export, uniting with organisations that are relevant in international trade and set standards (*Codex Alimentarius*, OIE, IPPC)
- (Free) trade agreements, tariff quotas, search for importers in target countries.



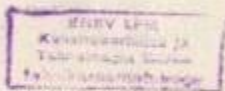
РЕСПУБЛИКАНСКИЙ СТАНДАРТ
ЭСТОНСКОЙ ССР

LINATÖÖSTUS. LIHA TOOTMINE. TARASAADUSED.
TERMINID JA MÄÄRATLUSED

МЯСНАЯ ПРОМЫШЛЕННОСТЬ. ПРОИЗВОДСТВО МЯСА.
ПРОДУКТЫ УБОЯ. ТЕРМИНЫ И ОПРЕДЕЛЕНИЯ

ENSV VST 336-76

ИЗДАНИЕ ОФИЦИАЛЬНОЕ



RIIGI KAITSE MINISTRI KANTS
RIIGI KAITSE MINISTRI KANTS
RIIGI KAITSE MINISTRI KANTS

EESTI STANDARD

MATOOTED. PROOVI VALIK
k products. Sampling by variables
олочные продукты. Выбор образцов

Jõus

andard kehtestab toote ühikute valiku korra proovi
stavast piimast ning realiseeritavast piimast ja piimatoo

1 KASUTATUD STANDARDID

Г 26809-86 Молоко и молочные продукты. П
ра и подготовка проб к анализу

- 1.1 ГОСТ 26809-86 Молоко и молочные продукты. Правила приемки, методы отбора и подготовка проб к анализу
- 1.2 ГОСТ 13928-84 Молоко и сливки заготавливаемые. Правила приемки, методы отбора и подготовка проб к анализу

Estonian standards 1994

International standards



• EVS-EN 13804:2002

• Foodsuffs - Determination of trace elements - Performance criteria and general considerations

• EVS-EN 15851:2010

• Foodstuffs - Determination of aflatoxin B1 in cereal based foods for infants and young children - HPLC method with immunoaffinity column cleanup and fluorescence detection

1 KASUTATUD STANDARDID

1.1 IDF Standard 100B:1991 Milk and milk products. Enumeration of microorganisms. Colony count technique at 30 °C

1.2 IDF Standard 122B:1992 Milk and milk products. Preparation of samples and dilutions for microbiological examination

Development of legislative process

Acts	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003
Veterinary Service Act	Yellow							Orange				Grey
Plant Protection Act			Yellow						Orange			Grey
Food Act				Yellow				Orange				Green
hygiene requirements for food of animal								Yellow				Green
hygiene requirements for food								Yellow				Grey
food additives						Yellow			Orange			Grey
labelling				Yellow				Orange				Green
residues and contaminants							Yellow		Orange			Grey
Animal Breeding Act				Yellow					Orange			Grey
Act of GMO-s				Yellow				Orange				Grey
Animal Treatment Act								Yellow				Orange
Animal Welfare Act	Yellow											Orange
Feed Act							Yellow					Orange
Intra-community Trade Act												Yellow

Yellow	first release of act
Orange	second release of act
Green	third release of act

...cont

- Formation of the Estonian Export Agency and Export Credit Fund
- Formation the Estonian Chamber of Agriculture and Commerce
- Quality labels “Approved Taste”
- The contest “The Best Estonian Food Product”

Quality labels

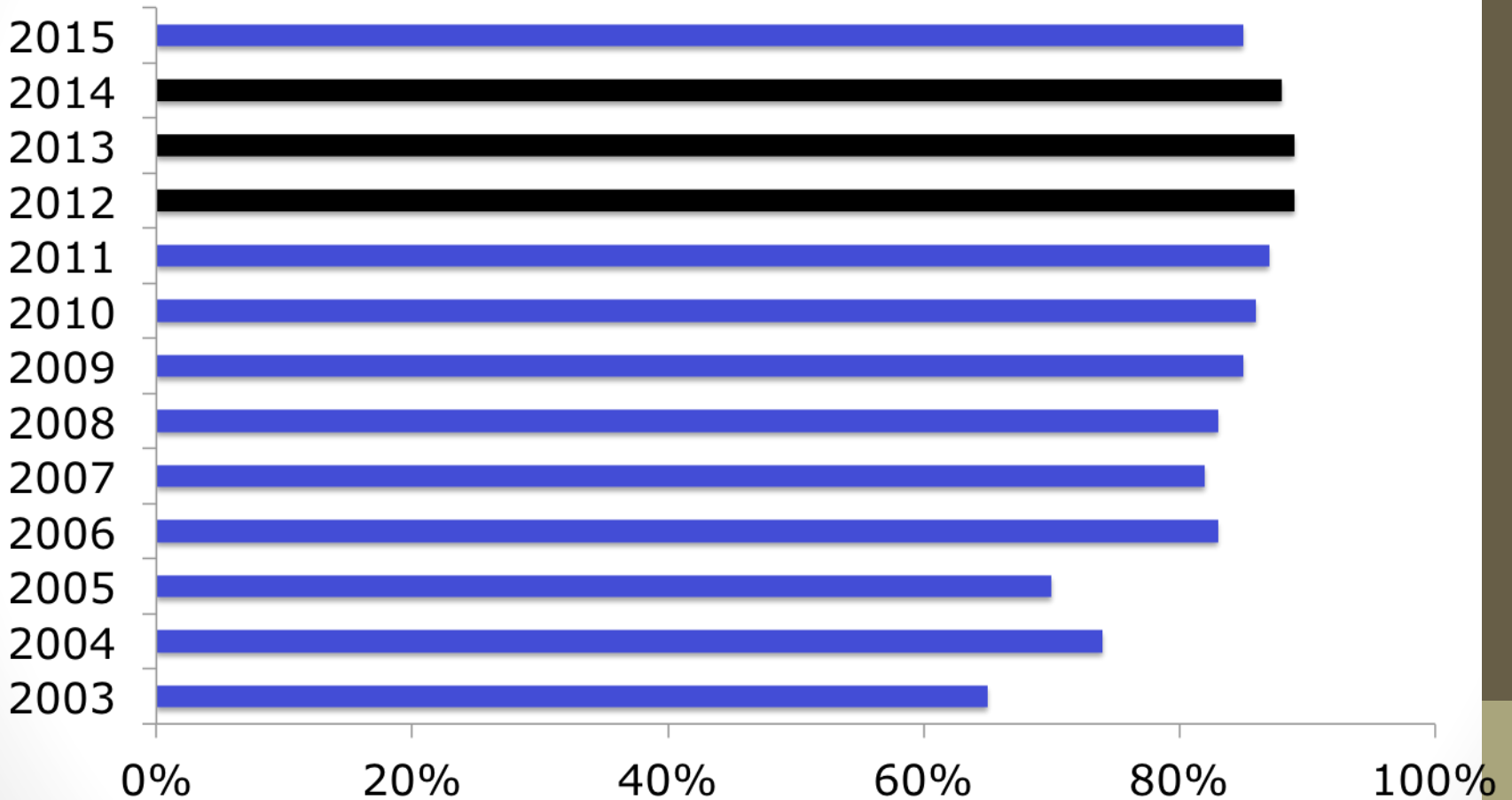
Approved taste



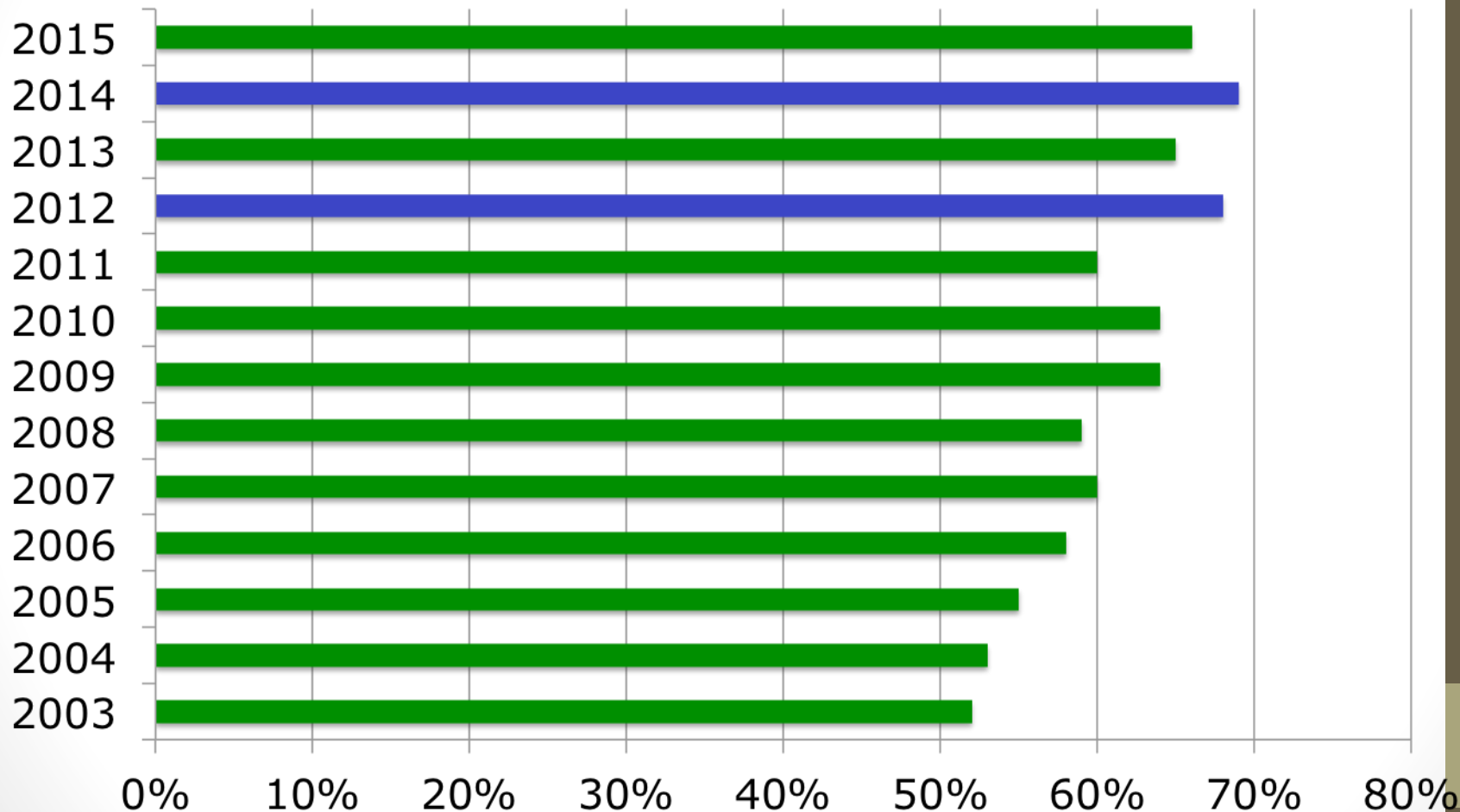
Approved Estonian taste



Perception of Swallow-label, source TNS Emor, % respondents



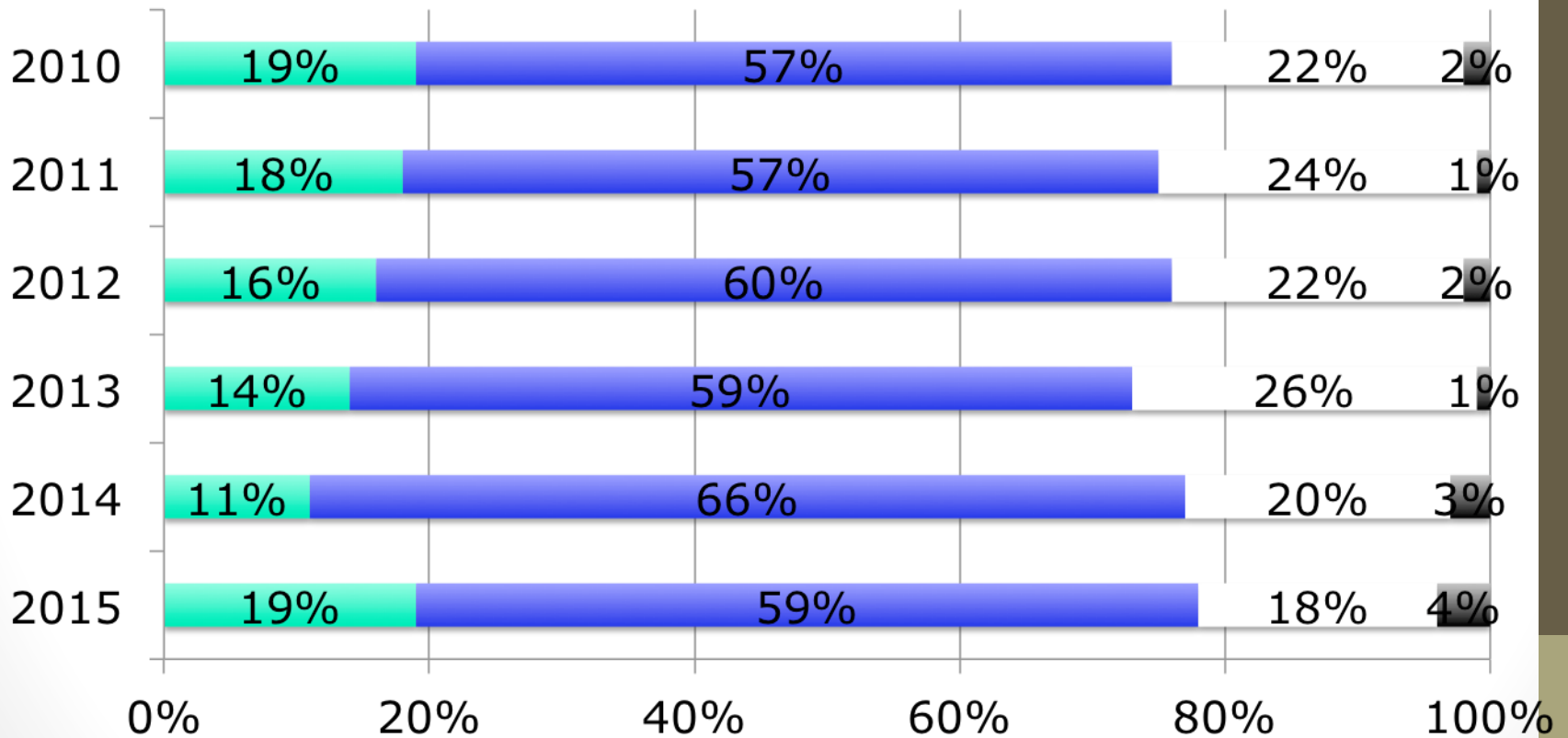
Perception of clover-label, source TNS Emor , % respondents





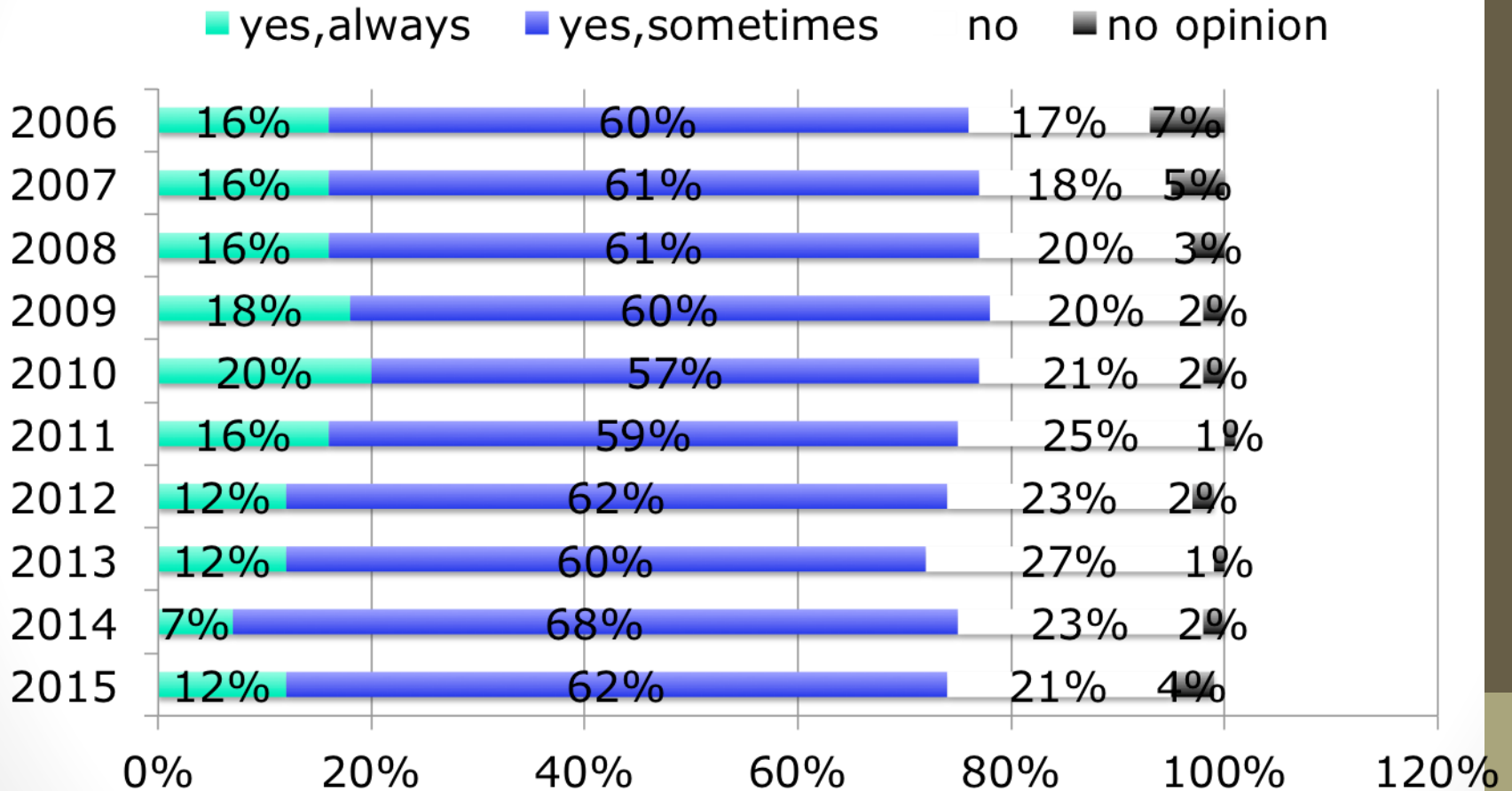
Preference of swallow-label,
% out of respondents
who have noticed that label, source TNS Emor

■ yes, always ■ yes, sometimes ■ no ■ no clear opinion

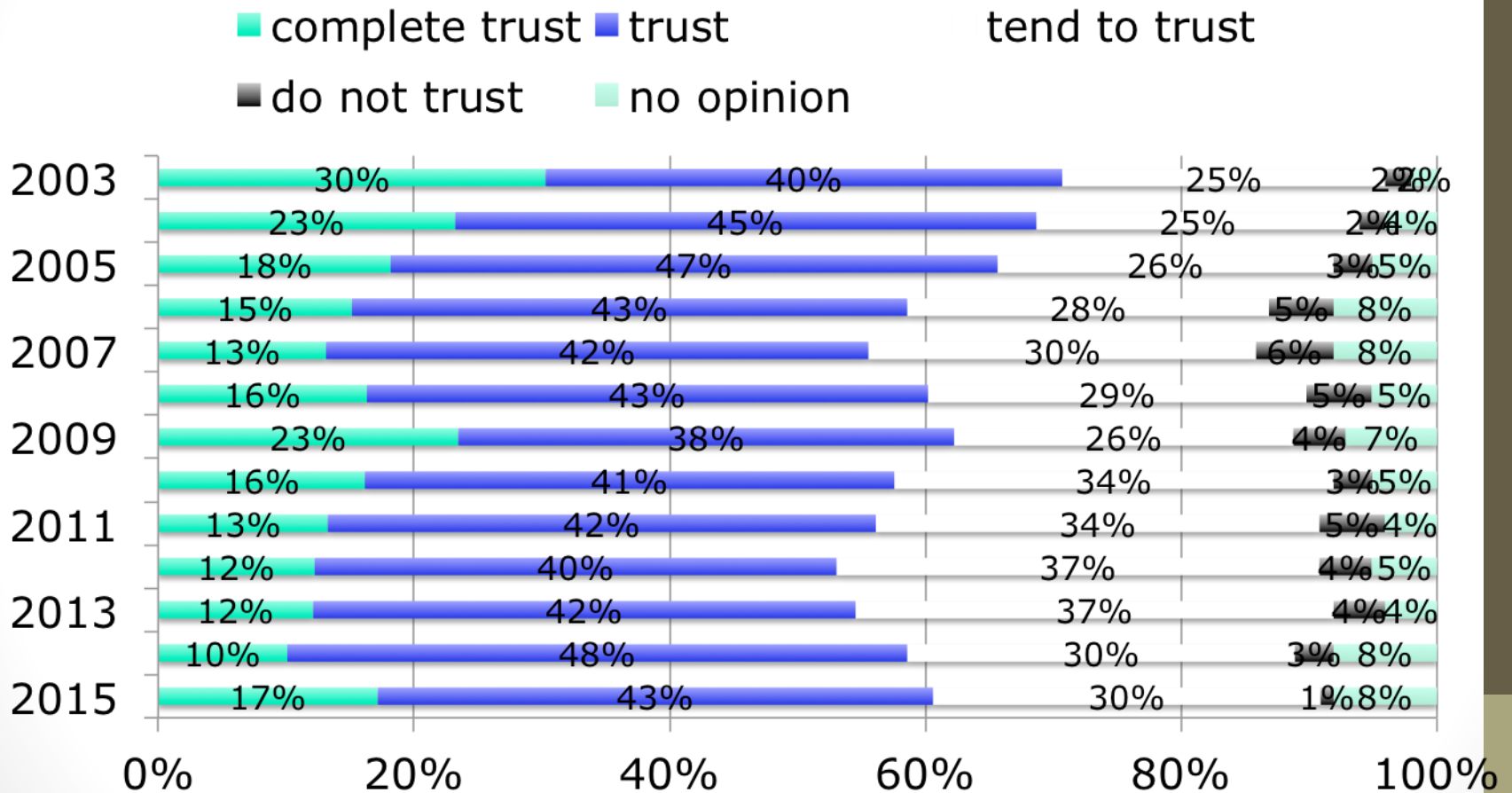




Preference of clover-label,
% out of respondents
who have noticed that label, source TNS Emor



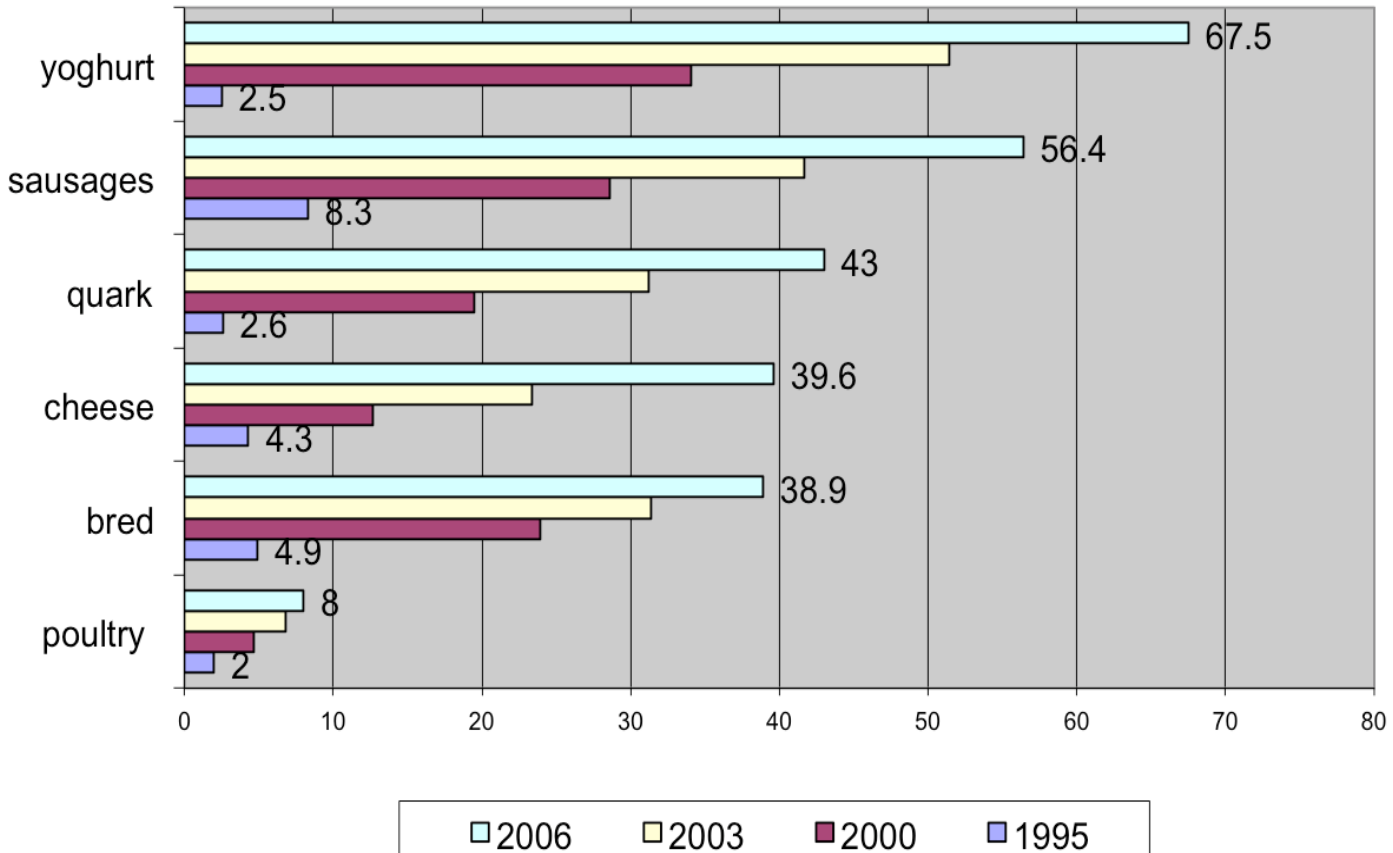
Reliability of quality labels (swallow or clover), % out of respondents who have noticed the labels, source TNS Emor





**EESTI
PARIM
TOIDUAININE**

Product development



II period: 1995-2004

- Preparations for joining the EU
-
- (Free) trade agreements, tariff quotas
- Joining with professional organizations, the exchange of information (EDA, ECOLAIT)
-
- A national program „Milk“
-
- Participation in foreign fairs (Grüne Woche, Sial, Anuga,)
-
- Foundation of Enterprise Estonia in 2000

Estonian stand in Green Week



Estonian stand in Green Week



III period: 2004...

- The joining with the EU - new possibilities
- Since 2005 state budget funded Market Development Grant:
 - ✓ promotional projects “Milk for Life”, etc.
 - ✓ Funding for taking part in international fairs.
- KREDEX – export crediting
- Taking part in EU-s promotion measures
- Estonian Dairy Sector Strategy 2020
- Development program “Estonian Food” 2015-2020

Conclusions and recommendations

(1)

1. There is no general national economic strategy and general agricultural strategy in Estonia.
1. There is no separate strategic export promotion strategy but export of goods and services as a main priority is one of the main priorities in almost all strategic documents and development programs.
1. In order to develop and increase export appropriate measures and support schemes must be implemented.
2. Corresponding institutions must be created.
1. Schemes must be as simple as possible.

Conclusions and recommendations

(2)

- 6. Gaining access to the export markets compliance of veterinary, phytosanitary and food safety requirements are essential (SPS-measures)
- 7. State institutions hold a vital role in the process of accessing new markets.
- 8. The export of agricultural products is a competition. The majority of the countries support their producers, a lack of support or the absence of support will leave producers in an unequally difficult situation.

Conclusions and recommendations

(3)

- 9. The main role of the state is the development of export is creating a legislative framework that allows the development of enterprises and commerce.
- 10. When developing international trade relations the image of the state as a reliable partner is important.
- 11. Dialogue between the producers and state is needed.

Thank you for your attention!

HALLE, 2016