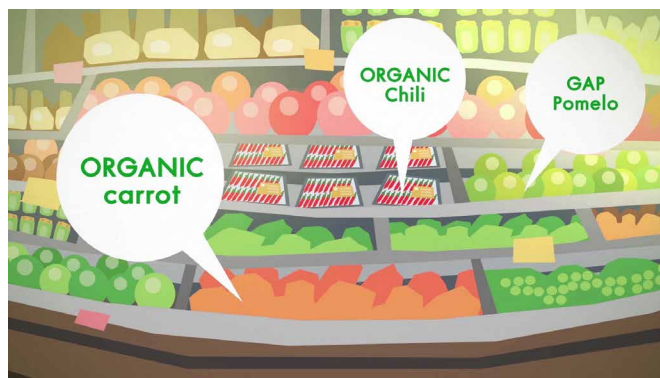
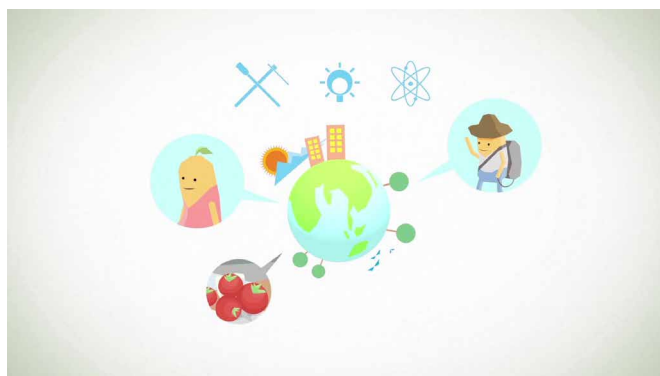


Visualising “Food Standards for ASEAN”

By Lisa Faust and Weerinpat Janewatanakul Standards in the Southeast Asian Food Trade



Overwhelmed by the many different kinds of food standards in today's world, consumers are increasingly demanding concise and accurate information and assurances about what they are eating.

The GIZ-supported project Standards in the Southeast Asian Food Trade (SAFT) has produced a short infographic video in cooperation with the ASEAN Member States (AMS) to describe different types of food standards and why they are important for the ASEAN region.

The video starts by shedding light on the key role of the agriculture and food sector in Southeast Asia, which accounts for a significant share of the Gross Domestic Product (GDP) in many AMS. The region produces a large

amount of food that is consumed by people all over the world, yet only a small percentage is currently certified to assure safety, quality and acceptable production procedures

The content looks at two standards; Good Agricultural Practices (GAP) and Organic. Whilst food safety lies at the heart of GAP, sustainable farming techniques take centre stage in organic agriculture. These two standards are particularly important for the region, as ASEAN is currently adapting these standards specifically to the Southeast Asian context – namely ASEAN Good Agricultural Practices (ASEAN GAP) and ASEAN Standard for Organic Agriculture (ASOA).



Emphasis is placed on the different benefits of the two regional standards. For **consumers**, ASEAN GAP and ASOA assure that the food is safe to eat regardless of where it was produced in Southeast Asia. For **retailers**, these standards will facilitate trade within the region by harmonising the process of importing and exporting. For **farmers**, it means that they can improve market access opportunities by expanding their markets. For the **environment**, they reduce the impact of agricultural practices. Last but not least, the video reminds viewers that their decision matters whether they decide to buy certified or uncertified food.

The infographic **“Food Standards for ASEAN”** was produced by SAFT as part of its objective in supporting the ASEAN Secretariat and its AMS in the development and implementation of ASEAN GAP and ASOA. It is used as a tool to increase awareness among stakeholders along the supply chain (farmers, processors, traders, retailers, etc.) as well as consumers on the importance of food standards. By demonstrating the benefits of food standards, the video hopes to inspire food producers, traders and related stakeholders to comply with food standards.

The video is now available English, but will also be translated into the other languages of the AMS. Watch it at: https://www.youtube.com/watch?v=_dy6qG0BV_U.

For questions or further information please contact SAFT project at weerinpat.janewatanakul@giz.de

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