



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION



MINISTRY OF
ECONOMY
OF UKRAINE



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,
Education and Research EAER
State Secretariat for Economic Affairs SECO



GLOBAL QUALITY
AND STANDARDS PROGRAMME



BETTER TRADE FOR SMARTER RECOVERY

Elevating Quality and Standards in Berries and Nuts

UKRAINE





UKRAINE'S RISE IN THE GLOBAL BERRY AND NUT MARKET

Ukraine's berry and nut industry is emerging as a powerful player in the global market, offering a diverse range of high-quality products that align with the growing worldwide appetite for organic and sustainable foods. This sector, featuring an impressive variety from succulent strawberries and raspberries to nutritious walnuts and hazelnuts, holds significant potential to fuel Ukraine's economic recovery in the aftermath of conflict.

Ukraine's agricultural potential stems from its rich soil and favourable climate, which provide optimal conditions for cultivating a wide range of berries and nuts. The country's export reach is extensive, with Ukrainian berries finding their way to over 40 countries. This wide distribution network, including major markets in the EU, USA, and China, indicates significant growth opportunities for the sector. Despite recent challenges, the sector showed resilience, with frozen fruit exports increasing.

However, to fully harness its trade potential, Ukraine must address critical quality standards, international certification, and market compliance challenges. The United Nations Industrial Development Organization (UNIDO), and Switzerland, through its State Secretariat for Economic Affairs SECO, are committed to provide continuous support to strengthening Ukraine's industry, support smart recovery and better trade.

Set to run from December 2023 to November 2027, the Global Quality and Standards Programme (GQSP) Ukraine, Phase II, aims to unlock the export potential of Ukrainian products. The programme focuses on Ukraine's National Quality Infrastructure, empowering Small and Medium Enterprises to meet global market requirements, while promoting sustainable, climate-resilient business practices.



TRADE IS A COMPLEX FIELD

Trade is a complex field with numerous challenges requiring strategic solutions for optimal growth and efficiency. While quality and compliance are crucial, they are just part of a broader set of issues. This project aims to address three key barriers hindering market progress and competitiveness:



INADEQUATE INFRASTRUCTURE:

There is a significant lack of proper infrastructure to demonstrate compliance with market requirements. This particularly affects SMEs, limiting their ability to compete effectively and meet stringent market standards.



COMPLIANCE CAPACITY GAPS:

Many SMEs struggle with insufficient knowledge and capacity to adhere to standards and drive innovation. This impedes their ability to implement best practices, develop new products, and adapt to evolving market needs.



POLICY FRAMEWORKS AND AWARENESS:

The absence of robust policy frameworks, coupled with limited understanding of how quality and standards contribute to market success, restricts enterprises from fully appreciating and committing to these principles. This negatively impacts market performance and consumer trust.

UNIDO proposes a comprehensive approach to tackle these challenges, aiming to stimulate economic recovery, boost exports, and facilitate the integration of local businesses into global markets.



LEVERAGING QUALITY AND STANDARDS FOR SUSTAINABLE RECOVERY



Designed to tackle key challenges, GQSP Ukraine Phase II aims to strengthen Ukraine's National Quality Infrastructure (NQI) and boost the capabilities of Small and Medium Enterprises (SMEs) producing berries and nuts. By focusing on compliance with international standards and technical regulations, the initiative helps Ukrainian producers enhance market access and export potential of their products. This effort is integral to supporting Ukraine's broader economic recovery and development.

The programme's scope transcends economic objectives by integrating social and environmental sustainability. It promotes adopting climate-resilient and environmentally friendly business practices, thereby contributing to Ukraine's long-term economic viability. GQSP Ukraine Phase II also aims to foster organic production, women's empowerment, and sustainable livelihoods. Its facilitation of international standards compliance will create new opportunities for Ukrainian products in major export markets, particularly in the European Union and other regions with high demand for quality products.



KEY AREAS OF INTERVENTION



Ukraine's National QI System to provide state-of-the-art internationally recognized services and meet private sector needs in berry and nut production.



Enhancing to meet international standards, thereby boosting trade potential and job creation.

Raising awareness about the importance of quality and standards in driving sustainable development within the berry and nut value chains.

TRANSFORMATION WITH IMPACT

The GQSP Ukraine Phase II strategically incorporates key cross-cutting themes into its core activities towards a holistic approach to developing Ukraine's berries and nuts value chains. The integration capitalizes on emerging opportunities while addressing the current global challenges.

The digital transformation of Ukraine's National Quality Infrastructure is a significant aspect of the project. By modernizing standardization processes, upgrading accreditation systems, and enhancing digital testing services, the GQSP Ukraine Phase II aims to streamline market access for Ukrainian SMEs. With their strengthened global competitiveness, the local producers will consequently thrive in international markets.

Women's empowerment is another key focus of GQSP Ukraine. By equipping them with the necessary skills, the project seeks to enable women to take leading roles in the economy and support the country's economic recovery. Programme-led initiatives like technical training, leadership mentoring, and entrepreneurship support will increase female participation in the industry and foster the overall inclusive economic growth.



Environmental sustainability also stands at the forefront of the project's objectives. Climate change directly affects the calibre of produce, while quality infrastructure underpins detecting and monitoring its effects. GQSP Ukraine builds the institutional capacities required for adopting climate-resilient farming methods and supports compliance with environmental standards. These efforts simultaneously help SMEs reduce their ecological footprints and enable Ukrainian producers to meet the growing international demand for sustainably produced goods.

To effectively overcome quality-related obstacles, a country must identify bottlenecks and pinpoint challenges by analyzing its national quality infrastructure from a broader perspective. Against this backdrop, the GQSP develops cross-cutting solutions to the shared challenges different countries face. These include unique resources as fundamental for bolstering quality infrastructure.

Through these integrated approaches, GQSP Ukraine aims to create a more resilient, inclusive, and sustainable industry and position the country as a leader in high-quality, environmentally friendly berry and nut production.



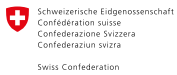
OUR PARTNERS



MINISTRY OF ECONOMY OF UKRAINE

Main National Counterpart

The Ministry of Economy of Ukraine is GQSP's primary partner in the country. This agency is crucial for strengthening the National Quality Infrastructure (NQI) and Ukraine's integration into global trade.



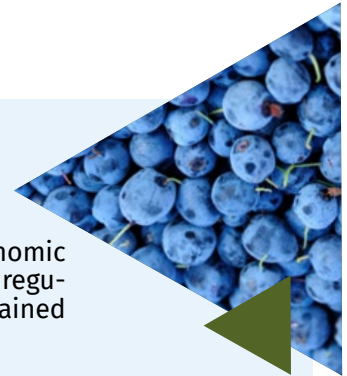
Federal Department of Economic Affairs,
Education and Research SAER
State Secretariat for Economic Affairs SECO

Swiss Confederation

Switzerland through SECO

Donor

SECO is the Swiss federal government's centre of excellence for all economic and labour market policy-related core issues. By creating the necessary regulatory, economic, and foreign policy framework, SECO contributes to sustained economic growth, high employment, and fair working conditions.



QUALITY INFRASTRUCTURE ENTITIES

National Technical Partners

GQSP Ukraine collaborates closely with Ukrainian Quality Infrastructure (QI) entities like the Ukraine Standardization Agency (UAS), the National Accreditation Agency of Ukraine (NAAU), and Ukrainian Metrology Institutes. These partners work to improve Ukraine's QI system and ready producers for international markets.



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION

UNIDO

Implementing Agency

Reflecting the SDG9, UNIDO, a specialized UN agency, promotes and accelerates industrial development. Its vision is a world where sustainable industry improves living standards, reduces poverty, and preserves the environment for posterity..





BOOSTING EXPORTS

Ukraine's berries and nuts industry plays a significant role in the country's exports, but has faced challenges in recent years. Despite recent challenges, the sector showed resilience, with frozen fruit exports increasing by 3%, walnut exports by 21%, and berry exports by 19% in terms of volume. The European Union remains a critical market, accounting for approximately 80% of Ukraine's horticultural product purchases. However, the industry faces ongoing challenges, including compliance bottlenecks, global price trends, market competition, and the need for diversification into new markets to counter potential financial impacts from impending EU restrictions.



Fruit and nuts global market value

2023: 1194,23 billion

2028 prediction: 1880,1 billion



Ukraine's berries and nuts exports

2018: 0,185 billion

2023: 0,257 billion



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION

United Nations Industrial Development Organization

Vienna International Centre

PO Box 300, 1400 Vienna, Austria

www.hub.unido.org

www.unido.org

©2024 UNIDO – All rights reserved.

This document has been produced without formal United Nations editing. While the information is considered to be true and correct at the date of publication, changes in circumstances after the time of publication may impact on the accuracy of the information. The information may change without notice and UNIDO is not in any way liable for the accuracy of any information printed and stored or in any way interpreted and used by a user.