

Quality for Competitiveness

Reducing Quality Gaps of Regional SMEs in Colombia

The Colombian experience of setting up new projects to address food safety in Colombia

Paris, Friday October 18th, 2019



Implementado por:



This is a Cooperation Project between the European Union and the Ministry of Trade, Industry, and Tourism of Colombia.

The main aim is to improve the metrological and quality capacities in SMEs from two value chains (cocoa and avocado).

The National German Metrology Institute (PTB), supported by INM and Icontec in Colombia, are responsible for the project implementation

Log Frame



To improve technical and metrological competencies of public and private entities (SME), with the aim to increase the level of compliance with standards and technical regulations associated with sustainable trade

5 actions lines which will be implemented in 21 months until 2021

Funding:
Close to €2 million

1 To identify the quality needs in two value chains of the prioritized regions

2 To transfer good practices for the use of standards and measurements to SME in the prioritized regions and value chains

3 To develop and to improve technical capacities of private and public calibration and testing laboratories that offer services to the prioritized regions

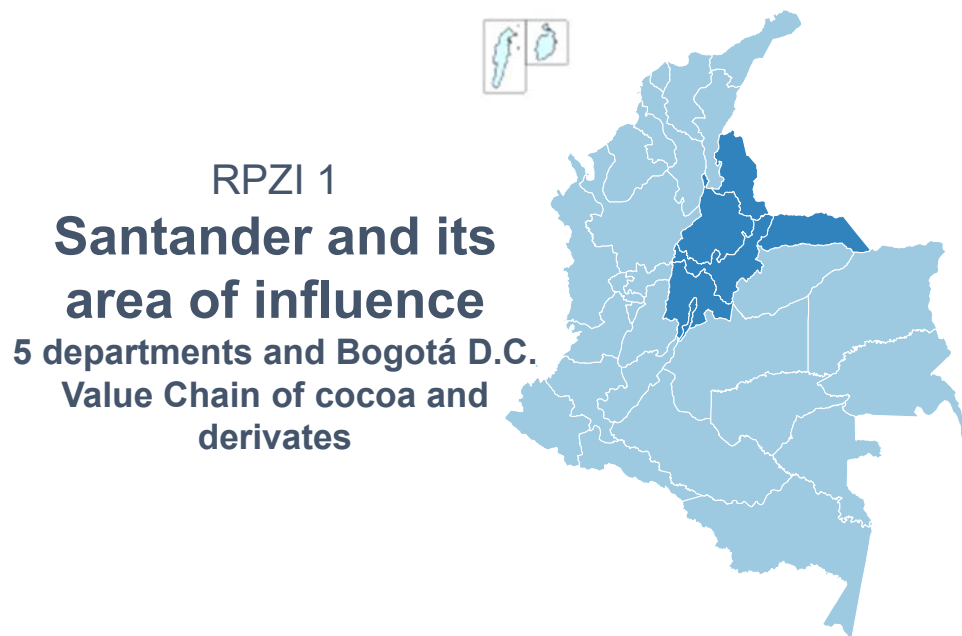
4 To develop and to improve the metrological capacities of the INM based on the needs of the prioritized regions and value chains

5 To develop a policy dialogue in quality based on a network

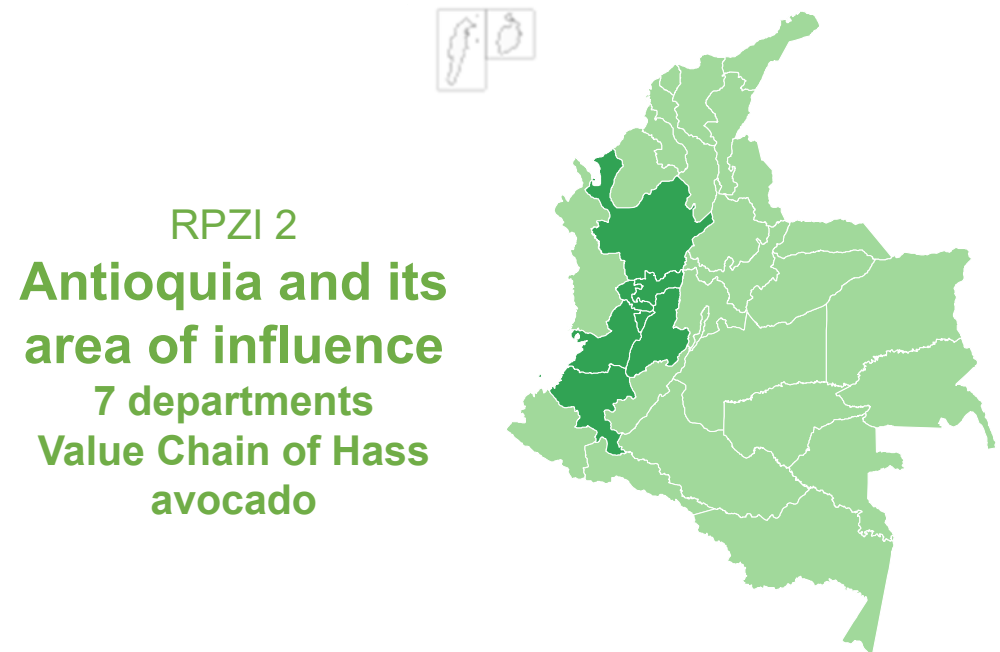


Purpose of the project: Improved technical and metrological competencies of public and private entities (SME), with the aim to increase the level of compliance with standards and technical regulations associated with sustainable trade

Two regions have been prioritized, taking into account their areas of influence (RPZI). In those regions, the Project will look at generating local capacity building related to quality, focused on metrology



The prioritized regions are related to the departments which contribute to the biggest rates of production of the product



Areas of influence are associated with the departments which produce and transform the product from the value chain prioritized

Why Cocoa?

- Colombia is the 3rd largest producer of fine and aromatic cocoa (Ecuador 1st and Peru 2nd) worldwide, and shares its biological center of origin.
- Colombian production is expected to grow in regions in which the Peace process took place
- The demand for cocoa is not satisfied worldwide.
- European Regulation reduced the maximum limit of cadmium in cocoa beans to be applied since January, 2019
- Experience in metrology in other products (milk, rice, wheat, liver) can be extended to Cocoa beans
 - Studies of homogeneity and stability
 - Method of measurement ICPMS and GFAA
 - Proficiency Test



Why Avocado (Hass)?

- Colombian second export fruit is Avocado (Banana is 1st and Physalis Peruviana 3rd) and production hectares and production growth is above average.
- Avocado is considered a superfood and demand is growing worldwide.
- Europe and North America have strict safety regulation
- Chemical metrology experience in other fruits can be extended to Avocado
 - Trained researcher in pesticides traces measurement
 - A comparison item produced in a passiflora fruit (gulupa)
 - Reference material produced in pineapple





Action line

4

To develop and to improve the metrological capacities of the INM based on the needs of the prioritized regions and value chains

New services initially considered by INM

Type of measurements	Cocoa and derivatives 	Avocado 
Physical metrology	<ol style="list-style-type: none"> 1. Mass (Improved): This is transversal for both value chains. The improvements are associated with the methods of measurement: Alternative method of calibration for low capacity weighing instruments 2. Temperature (Improved): measurement using Reference Materials (Indium Fixed Point Cell) 	<ol style="list-style-type: none"> 3. Hardness (New): Development of a method of measurement 4. Percentage moisture content (percentage of dry matter) (New): development of guidelines by consensus
Chemical metrology	<ol style="list-style-type: none"> 1. Cadmium (New): Implementation of primary method (isotope dilution) 2. Essential elements in cocoa (Iron, Zinc, Calcium) (New): Development of new reference material for proficiency Test 	<ol style="list-style-type: none"> 3. Pesticides (New): Development of a multi-residue method 4. Total fat (New): Development of a method of measurement

Implementing process

2019



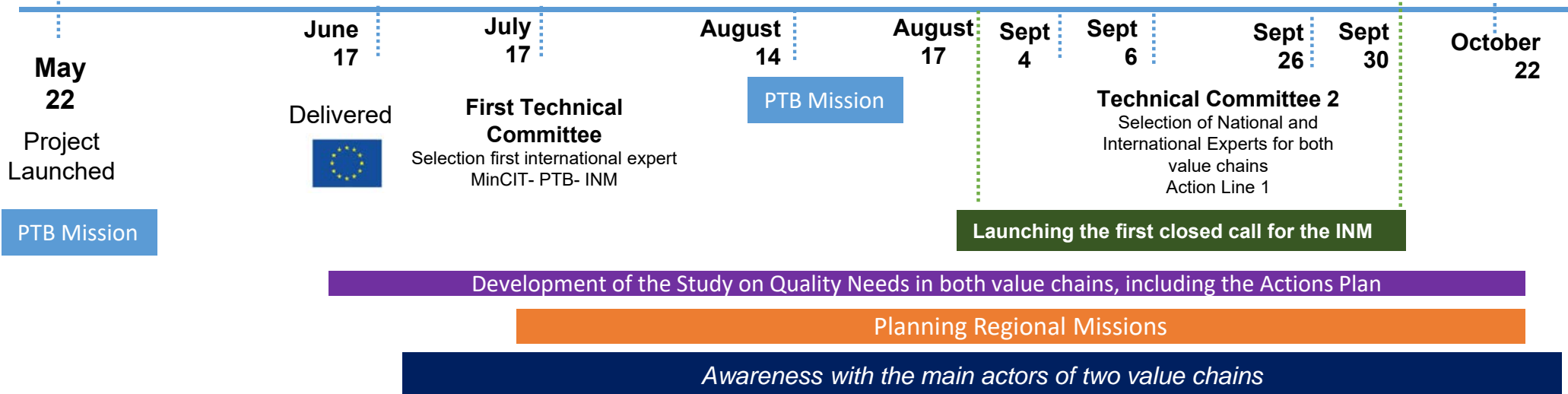
Making an *inception* report

First session Project Management Unit (PMU)

- Approved
- ✓ Operative Manual
 - ✓ Communication Plan
 - ✓ Working Plan First year

Publication of 20 candidates
First Bank of Evaluators in
Metrological Capacities in Colombia

First sesión
Directive Committee



El progreso es de todos Mincomercio

El campo es de todos Minagricultura

El conocimiento es de todos Colciencias

Gestores CRC

AGROSAVIA
Corporación colombiana de investigación agropecuaria

SICAT
SUBSISTEMA NACIONAL DE LA CALIDAD

Cámara de Comercio de Cali

QUINDIO SÍ PARA TI

Santander Competitivo
Comisión Regional de Competitividad

FEDECAJAL

GOBERNACIÓN DE ANTIOQUIA
PIENSA EN GRANDE

corpohass

CÁMARA DE COMERCIO DE SUZARAWANGA
Ciudad de Santander

CÁMARA DE COMERCIO DE MEDELLIN PARA ANTIOQUIA

CÁMARA DE COMERCIO DEL CAUCA

CÁMARA DE COMERCIO DE MEDELLIN PARA ANTIOQUIA


Camará De Comercio Del Sur y Oriente del Tolima

Challenges

- To maintain interest and confidence on the quality infrastructure by policy makers, producers and exporters.
- To extend the interest for metrology to locally consumed products.
- To implement primary methods for ensuring metrological traceability.
- To produce reference material for a Proficiency Test.
- To extend to other pesticides or metals.
- To complete studies of homogeneity and stability.
- To complete a method for preparing RM



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