



CARIFORUM-EU EPA

A Partnership that Counts



Some Tips for Selling Sauces and Condiments in the European Union

Research undertaken by the Caribbean Export Development Agency (CEDA) in 2019, indicate that sauces, condiments and mixed seasonings are important exports from CARIFORUM States to Europe. Information from the Centre for Promotion of Imports of The Netherlands (CBI) indicates that the increasing demand in the EU for sustainably produced spices, the growing interest in the health benefits of spices and in international ethnic cuisines present opportunities for exporters from CARIFORUM States.

However, increasing buyer requirements and frequent legislative changes in Europe relating to labelling and processing of food can be challenging for CARIFORUM producers.

Exporters of sauces, condiments and mixed seasonings should keep abreast of policies implemented by the EU that affect how they conduct trade. **The following examples are worthy of note:** The European Green Deal which includes the Farm to Fork Strategy and the Biodiversity Strategy, the Unfair trading practices (europa.eu), the Late Payment Directive: https://single-market-economy.ec.europa.eu/smes/sme-strategy/late-payment-directive_en and mandatory legislation on due diligence in March 2021.

What should CARIFORUM producers do in response to changes in the EU market?

Producers should collaborate regularly with their distributors in the EU to ensure their products meet labelling and processing requirements, whilst being tasty and appealing to consumers. Investment in social media marketing to stimulate and sustain demand is recommended. For example, storytelling based on aspects of sustainability, quality and uniqueness can be used to attract the attention of consumers. Producers can consider sourcing from farmers who are utilising sustainable, organic agricultural practices including reduced use of pesticides. Use of sustainable packaging materials can be considered as well.

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