



**Activity Title and Number:** Technical Standards and authenticity of agricultural products A332-C3

**Beneficiary:** National Standardization Center of Food & Fermentation Industry

**Location and Date:** Beijing and Changsha, 7-9 May 2014

**Stakeholders:** Wine, Spirits and Beverages Industry, Academic institutions

## Brief Activity Report

### Relevance and Impact

Under the auspices of the EU-China Agriculture Dialogue and underlined in the EU-China Working Group on Alcoholic Beverages there is general consensus on the need to cooperate in the area of networking and laboratory capacity building. In this context, a series of activities were organised: a seminar (activity [A150-C3](#)), a conference (activity [A239-C3](#)) and a roundtable (activity [A318-C3](#)) to prevent the trade of counterfeited alcoholic beverages and associated fraudulent practices.

In May 2014, EUCTP II organised a conference on **Technical Standards and Authenticity of Agricultural Products** to increase the capacity of the Chinese National Standardization Center of Food & Fermentation Industry (CNRIFFI) in respect to the development of Not-From-Concentrate (NFC) fruit juices production standards and authenticating procedures. Building on the previous series of activities on networking and laboratory capacity building, this study focused on technical standards and authenticity of juice.

### Activity Description

About 80 participants from National Standardization Center of Food & Fermentation Industry, DG AGRI, DG TRADE, DG SANCO, wine and spirits and beverages industry and academic institutions attended the conference to discuss specific methods to ensure the authenticity, safety and traceability of NFC and other beverages traded between China and the EU. To further explore cooperation in the area of fighting counterfeiting on alcoholic beverages, experts visited the National Standardization Center of Food & Fermentation Industry.

Chinese and EU experts discussed the following topics:

- NFC Juice Authentication Technologies
- Stable Isotope Technologies
- Food Quality and Safety
- Juice Industry Technology Standard



Participants at the conference in Changsha

### Results and Dissemination

- ✓ Enhanced the capacity of National Standardization Center of Food & Fermentation Industry on fruit juice standards production and authentication.
- ✓ Enhanced institutional cooperation between Chinese and EU researchers and laboratories currently involved in the development of specific methods to ensure the authenticity, safety and traceability of NFC and other beverages traded between China and the EU.