

Title SPS requirements with respect to the world pineapple markets
Author A. Arshad
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Abstract

Every member of World Trade Organization (WTO) recognized the importance of Sanitary and Phytosanitary (SPS) Agreement to help curb the spread of pest and disease through movements of human, animals and plants in international trade. Although the agreement recognize the sovereign right of a country to protect herself from such threat, the agreement specifically stipulate that no country shall impose any measures arbitrarily that could impede the flow of trade between nations. The SPS Agreement has a considerable effect on trade of horticultural produce. As the movement of fruits and vegetable are increasingly seen as a pipeline of introducing new pest into the importing country, more countries are strengthening their SPS regulations. It has now become more challenging in finding new market for strengthening their SPS regulations. It has now become more challenging in finding new market for Malaysian horticultural produce. Under the SPS Agreement, importing countries should recognize Pest Free Area (PFA) and Area of Low Pest Prevalence (ALPP) for unrestricted trade of horticultural produce. However, if such areas are not feasible to be created, a country is allowed to export by using quarantine treatment or systems approach as mitigating measures to ensure trade is not disrupted. Though many countries may adopt the latter option, establishment of quarantine treatment facilities and the need to provide pest free production infrastructure is financially and technically challenging for Malaysia. Adoption of Good Agricultural Practice (GAP) and adherence to *International Standards for Phytosanitary Measures* (ISPM) will ensure that farmers practice best farm management which incorporates elements of effective pest control and good post-harvest handling that are vital to meeting the SPS requirement.