FARMERS PRIDE INTERNATIONAL
A subsidiary of Hunter's Global Network

Global Export Readiness Brief

Certification technology intelligence and partnerships for agricultural trade



Illustrative image created for this publication

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Practical guidance for producers, processors, export teams and Agriculture-Based Clusters

EXECUTIVE BRIEF

Build readiness around the transaction

A credible export offer connects four things: the right evidence, a traceable product, a costed commercial decision and a qualified counterparty. This brief explains how to assemble those capabilities for moringa, herbs, spices and other agricultural products.

We recommend starting with one defined product and one buyer route. Agree the specification, identify the legal and buyer requirements, test the records through a trial shipment, and expand when quality, delivery and payment performance are demonstrated. The framework is designed for Southern African supply development and international market entry.

Capability	Management question	Practical output
Certification Mastery	What evidence does this product and destination require?	A current requirement and certificate register
Supply Chain Tech	Can we prove what happened to each lot?	Linked production, quality and shipment records
Market Intelligence	Is this opportunity attractive on comparable terms?	A dated market file and costed offer
Global Networking	Can this counterparty deliver its promised role?	A qualified partner file and trial plan

How to use the brief

Read the four sections together. In an Agriculture-Based Cluster, shared drying, testing, storage and logistics can support many producers, while each lot retains its identity and each decision has a named owner. Use the templates as a starting point and adapt them to the actual product, facilities and destination.

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Source review date: 22 October 2026. This is a dated practical brief. Shipment requirements must be confirmed for the exact product, origin, intended use and destination. Management templates and examples are proposed operating tools.

01 STANDARDS AND EVIDENCE

Certification Mastery

Navigating global standards for reliable trade entry. Begin with the product: botanical identity, plant part, processing method, intended use, origin, packaging and target market. A food ingredient, supplement and medicinal product may follow different regulatory routes. Confirm the classification with the importer and relevant authority before commissioning audits or printing claims. [1,4]

Know what each document establishes

Evidence	Purpose	Verification focus
Entry permits and shipment documents	Meet applicable consignment procedures	Issuer, destination, product form, validity and conditions
Farm assurance certificate	Assess the covered production operation	Scheme, crop, sites, activities and buyer acceptance
Food safety management certificate	Assess a covered management system	Standard, processing site, activity scope and certification body
Organic evidence	Support the particular organic claim and route	Operator, product and activity scope plus consignment requirements
Laboratory report or COA	Report results for the identified sample	Lot linkage, sampling, method, units and agreed limits
Proof of origin	Support the applicable origin treatment	Origin rule, production records and accepted proof

Select a scheme for the customer and operation

GLOBALG.A.P. Integrated Farm Assurance addresses primary production and related handling within its covered scope. ISO 22000 addresses food safety management across the food chain. Confirm which scheme, edition, crop and activities the buyer accepts. Farm assurance and processing certification serve different purposes, and neither replaces the required shipment evidence. [5,6]

Maintain a usable register

For every requirement, record the responsible person, issuing body, reference number, covered site and product, expiry or review date, evidence location and next action. Use clear states such as **planned**, **under assessment**, **valid**, **expired** and **not applicable with reason**. Verify certificates through the issuer or recognised scheme channel before relying on them.

COA means certificate of analysis. A test result relates to the submitted sample and listed parameters; the sampling plan and lot linkage determine how it can support a release decision.

01 CERTIFICATION MASTERY IN PRACTICE

Confirm the destination before dispatch

European Union

Use the importer and Access2Markets to confirm customs classification, product requirements, labelling, import formalities and origin rules. Preferential duty treatment requires the relevant origin conditions and accepted evidence. A quality certificate does not establish preferential origin. [1,14]

For an organic sale, confirm that the control arrangements cover the operator, products and activities. Organic imports into the EU require the appropriate electronic certificate of inspection, or e-COI, administered through TRACES. Arrange responsibilities and timing with the control body and importer before dispatch. [2]

South Africa

Ask the importer to confirm the applicable National Plant Protection Organisation of South Africa requirements for the precise product and processing form. Regulated products may require an import permit; exempt products must meet their exemption conditions. Where a phytosanitary certificate is required, the exporting country's plant protection authority verifies the destination conditions. [3]

United States

Confirm which food facility registration, prior notice, labelling and importer verification duties apply, including the relevant Foreign Supplier Verification Program requirements. FDA states that it does not approve or certify individual food importers, products, labels or shipments. Facility registration therefore cannot be advertised as an FDA product approval. [4]

A practical preparation sequence

Stage	Required management output
1 Define	Product and market sheet with the buyer's written specification
2 Map	Requirements register separating legal duties from buyer conditions
3 Prepare	Operational procedures, staff training and corrective action records
4 Verify	Current certificate scope and accepted test methods confirmed
5 Release	Lot results, labels, quantity and shipment documents reconciled
6 Maintain	Renewal calendar, buyer updates and periodic readiness review

The destination examples are starting points for enquiry. Product authorisation, residues, contaminants, microbiology, packaging and claims may require additional checks. Certification supports assurance within its scope; authorities retain their clearance responsibilities.

02 PRODUCT IDENTITY AND CONTROL

Supply Chain Tech

Use connected records to protect precision, quality and delivery. A useful system connects the physical lot to the decisions made about it. Start with a unique identifier and disciplined records, then add software and sensors where they solve an identified operational problem. GS1 organises traceability around identifying items, capturing events and sharing relevant information. [7]

Preserve identity through every transformation

Record the farm or supplier, field, harvest date, species, plant part, incoming quantity and processing batch. When material is mixed, split, dried, milled or repacked, link the input lots to every output lot. Keep fresh and dried quantities distinct and document rejects, samples and adjustments. This allows the team to explain both product history and stock movements.

Record	Minimum information to retain
Lot identity	Product, supplier, farm or field, date, lot ID and quantity unit
Transformation	Input IDs, output IDs, process date, quantities and adjustments
Quality decision	Specification version, sample ID, report, status, approver and date
Shipment	Customer, packed lots, pack count, net mass, vehicle or container and seal
Exception	Affected lots, containment action, owner, resolution and supporting evidence

Choose controls for the actual product

For dried food herbs and spices, manage contamination, moisture uptake and condensation. Low moisture does not remove every microbiological hazard. Select packaging, storage conditions and any monitoring against the product specification and risk assessment; refrigerated transport is not a universal requirement for dried botanicals. [10]

Make digital records usable across the chain

GS1 EPCIS provides a common structure for sharing movement, transformation and condition events. A QR label can retrieve a record, while the evidence behind that record still needs verification. Where phytosanitary certification is required, ask the authorities whether the route supports IPPC ePhyto exchange between national plant protection organisations. A private QR code is not an official phytosanitary certificate. [8,9]

02 WORKED TRACEABILITY EXAMPLE

Test the records before scaling

Illustrative case only. A processor receives 180 kg of dried moringa leaf from Lot A and 120 kg from Lot B. The two inputs form Processing Batch P01. All figures below refer to material at the stated dried processing stage; they are not a fresh-to-dried yield assumption.

Batch P01 material record	Mass in kg	Evidence
Lot A received	180	Supplier and receiving record
Lot B received	120	Supplier and receiving record
Total input	300	Both input lots linked to P01
Packed output Lot P01-A	200	Pack and label record
Packed output Lot P01-B	85	Pack and label record
Recorded processing removal	12	Waste or process record
Retained samples	3	Sample IDs and custody record
Total accounted output	300	285 + 12 + 3 = 300 kg

The mass balance reconciles, but it does not establish food safety. The quality lead must still review the specification, sampling and test evidence. If an input concern is discovered, both output lots are potentially affected until the investigation establishes the scope. Traceability should identify stock on hand and every customer who received affected material.

Release requires a recorded decision

Use visible stock states such as received, on hold, approved and rejected. Keep held material physically and digitally controlled. A named quality officer records whether the lot meets the agreed release conditions. Capture deviations and corrective actions rather than silently changing a result or deleting a failed record.

Protect and rehearse the system

Use named user accounts, role-based access, change history and controlled document versions. Enable multi-factor authentication where available, keep software updated and protect and test backups. NIST recommends these basic safeguards for small organisations. [11]

Run a trace exercise: choose one finished lot, recover its input history and identify its recipients. Measure completion time and missing records. Assign a person and deadline to every gap before adding more suppliers or processing sites.

03 EVIDENCE FOR COMMERCIAL DECISIONS

Market Intelligence

Timely data for high value export decisions. Market intelligence connects demand, entry conditions, operational readiness and the buyer's commercial terms.



Illustrative dashboard scene. Graphics in the image are decorative and do not represent market measurements.

Use each source for the question it can answer

ITC Trade Map provides reported trade statistics and indicators for comparing destinations, supply patterns and competitors. Reporting periods and coverage vary. A broad commodity code may include several grades or forms, so an aggregate trade value cannot price a specific lot. Record the product definition and period before drawing a conclusion. [12]

ITC Market Access Map supports analysis of tariffs and other access measures. Access2Markets adds EU product requirements, customs procedures and origin guidance. These resources support market screening; the importer and competent authority confirm the shipment-specific position. [13,14]

Complete the market file with current written buyer and freight quotations. Confirm the accepted specification, quantity, price basis, named delivery place, offer validity and payment terms. Recheck the file whenever the product, destination or delivery obligation changes.

03 DASHBOARD AND QUOTATION DISCIPLINE

Keep intelligence current and comparable

Evidence type	Useful decision	Freshness control
Trade statistics	Compare market size, suppliers and reported trends	Show reporting period, source and update date
Regulatory information	Identify requirements for an origin and destination	Recheck before contract and dispatch
Buyer and freight offers	Cost a defined transaction	Record validity and refresh expired offers
Operational records	Confirm released stock and delivery readiness	Record event time and last successful sync
Connected data feeds	Monitor defined indicators where feeds operate	Display refresh interval and outage status

Compare quotations on the same basis

Bring competing offers to a common product specification, accepted quantity and currency. Record packaging, the agreed delivery term and named place, testing and documentation obligations, insurance, payment timing and the claims process. Where currencies differ, retain the original quote and identify the exchange-rate source, date and any bank charges used in the comparison.

Estimate the amount remaining after the seller's delivery costs, financing allowance and expected quality-related allowances. Then deduct variable production and packing costs to estimate contribution. To estimate net profit, also account for fixed overhead, other applicable expenses and tax. Compare working-capital exposure alongside the expected return.

Use a clear decision rule

Move an opportunity forward when the specification is accepted, evidence gaps have owners and dates, the offer is current, logistics are feasible and the projected return meets management's threshold. An attractive quoted price is insufficient if the shipment cannot meet the buyer's delivery window or acceptance conditions.

Make data status visible

Every indicator should show its source, reporting period, last successful update and responsible owner. Use **Data unavailable** where coverage is missing. Reserve **live** or **real time** for an operating feed with a stated refresh interval. A manually refreshed file should show its review date; a PDF remains a dated publication.

Recommended management practice: review active quotations weekly and again before commitment, and review shipment exceptions as they occur. These are suggested operating rhythms, not claims about an existing FPI monitoring service.

04 INTERNATIONAL REACH AND LOCAL CAPABILITY

Global Networking

Build qualified relationships across international trade markets. A useful network links producers with the buyers and service providers that fit their product, location and commercial stage.



Illustrative international business scene. The people and setting do not represent confirmed FPI partners.

Convert introductions into evidence

FPI's website describes participation across **48 countries**. This stated reach provides context for international relationship development. Commercial readiness is established through the individual buyer, service provider and trade route. Maintain a current register of the country, entity, role, verification date and relationship status. [16]

Move each opportunity through an introduction, identity check, specification discussion, sample review, trial order and performance review. A meeting creates a lead; an accepted sample supports a particular product assessment; an agreed purchase contract defines the transaction. Record the evidence supporting each stage.

Prepare a concise partner pack with product specifications, realistic capacity ranges, available certification evidence, sample procedures, delivery options and a named contact. Share confidential correspondence and sensitive commercial documents through the organisation's approved disclosure process.

04 PARTNER QUALIFICATION

Choose partners by role and performance

Before committing production, granting credit or signing an exclusive arrangement, establish who the counterparty is and what it can deliver. The International Trade Administration recommends due diligence on legitimacy and creditworthiness before export agreements, and cautions that general internet information can be outdated or inaccurate. [15]

Partner role	Evidence to request	Trial measure
Buyer or importer	Legal entity, authorised signatory, product specification, import capability and payment terms	Acceptance, deductions and payment performance
Processor or packer	Site capabilities, hygiene controls, product segregation, traceability and applicable certificates	Yield accounting, conformance and lead time
Laboratory	Relevant method capability, sample handling, reporting units and accepted scope	Usable results linked to the correct lot
Freight forwarder	Route, transit assumptions, cost inclusions, handling conditions and claims process	Delivery milestones and document accuracy
Finance or insurance provider	Eligibility, written terms, exclusions, security and fees	Funding availability and uncovered exposure
Market intermediary	Mandate, territory, contacts, commission basis and conflicts	Qualified introductions and documented progress

Select a trade hub for its function

Assess the hub's buyer concentration, processing needs, route reliability, storage conditions, customs handling and landed cost for the exact product. A port or conference location becomes commercially useful when it connects to a qualified customer and a workable service chain. Evaluate at least one alternative route before relying on a single provider.

Write responsibilities before the trial

Agree the specification, sample status, quantity, delivery term, named place, inspection and acceptance process, payment schedule and treatment of rejected goods. Define who arranges tests, permits, freight and insurance. An introduction or letter of intent should be recorded according to its actual obligations; it should not be counted automatically as a firm purchase.

Proposed partner file: entity and registration details; signatory authority; verified contact; role and territory; references; scope of certification where relevant; credit decision; agreement; trial results; next review date.

IMPLEMENTATION AND MANAGEMENT REVIEW

A practical 90 day implementation plan

Proposed plan. Begin with one product, one processing site and one buyer route. A commercial lead coordinates the file; the quality, logistics and finance leads approve the parts within their responsibilities. Expand only after the trial exposes and resolves material gaps.

Period	Work to complete	Decision evidence
Days 1-30	Define product and buyer specification; map requirements; verify prospective partners; assign lot IDs and record owners	Approved product sheet and documented gap list
Days 31-60	Close priority gaps; check certificate scope; link quality records; obtain comparable offers; rehearse traceability	Sample assessment, current costed offer and trace exercise results
Days 61-90	Confirm contract and cash exposure; complete the shipment file; conduct a trial where ready; review results	Acceptance, delivery and payment evidence with corrective actions

Review a small operating scorecard

Indicator	Definition	Owner
Evidence completeness	Applicable release requirements with accepted evidence divided by all applicable requirements	Quality lead
Traceability completeness	Lots traced to all inputs and to stock locations or recipients divided by lots checked	Operations lead
Quotation currency	Active opportunities with unexpired comparable offers divided by active opportunities	Commercial lead
Partner conversion	Trial orders completed from the qualified opportunities reviewed	Commercial lead
Delivery and cash	On-time accepted shipments, claims and overdue invoices reviewed together	Logistics and finance

The release meeting

Confirm the lot and specification; review evidence and open deviations; reconcile stock and documents; confirm delivery capacity and payment exposure; name the person authorising dispatch. Keep a short dated decision record. If a condition remains unresolved, record the hold and its owner instead of treating silence as approval.

Set targets after the initial baseline review. The 90-day schedule is a planning framework, not a promise that audits, permits, production or buyer approval will finish within that period.

SOURCE REGISTER

Sources for standards and traceability

All sources accessed on 22 October 2026. Bracketed references in the text refer to the numbered entries below. Use the links to open the issuing organisation or official platform.

[1] European Commission

Guide for import of goods. Product requirements, customs formalities and proof of origin.

Open source

[2] European Commission

Trade in organic products. Organic import controls and electronic certificates of inspection through TRACES.

Open source

[3] Government of South Africa

Apply for a plant import permit. NPPOZA procedures, permit exemptions and phytosanitary evidence.

Open source

[4] US Food and Drug Administration

Importing Food Products into the United States. Importer responsibilities, registration, prior notice and the limits of FDA approval claims. Content dated 11 December 2024.

Open source

[5] GLOBALG.A.P.

Integrated Farm Assurance for fruit and vegetables. Scope of primary production assurance and certification verification. Confirm crop and activity coverage.

Open source

[6] International Organization for Standardization

ISO 22000 Food safety management. Food safety management system purpose. The page identifies ISO 22000:2018.

Open source

[7] GS1

Global Traceability Standard. Identification, event capture, information sharing and traceability design.

Open source

[8] GS1

EPCIS Standard. Movement, transformation and sensor event structures. Release 2.0, ratified June 2022.

Open source

How the evidence is used

Official sources establish the scope of the cited rules, standards and tools. The brief converts those principles into proposed management records and decisions. A scheme name or standard reference does not state that FPI, a supplier, a facility or a shipment holds that certification.

SOURCE REGISTER AND PUBLICATION NOTES

Sources for market and partner decisions

[9] International Plant Protection Convention

IPPC ePhyto Solution. Electronic phytosanitary certificate exchange between national plant protection organisations.

Open source

[10] Codex Alimentarius

Code of Hygienic Practice for Low Moisture Foods. CXC 75-2015. General hygiene principles in the 2015 adopted text. The current Codex index records a 2018 update.

Open source | Current Codex text index

[11] US National Institute of Standards and Technology

Cybersecurity Basics. Small-business safeguards including multi-factor authentication, updates and backups.

Open source

[12] International Trade Centre

Trade Map. International trade statistics, indicators and reporting-period context.

Open source

[13] International Trade Centre

Market Access Map. Tariffs, tariff-rate quotas, trade remedies and other access measures.

Open source

[14] European Commission

About Access2Markets. Product-specific tariffs, origin rules, import formalities and requirements.

Open source

[15] US International Trade Administration

Company and Partner Risk. Due diligence, legitimacy, creditworthiness and source reliability. US-specific support programmes are not assumed available to other exporters.

Open source

[16] Farmers Pride International

Organisational homepage. Organisation-published statement of 48 participating countries; participation is distinct from verified export access.

Open source

Publication notes

This edition contains a proposed operating framework and one illustrative traceability calculation. It does not provide live prices, transaction offers or a complete product-specific legal assessment. Regulatory and buyer requirements should be checked at the time of the decision.

The three photographic-style and illustrated scenes were generated for this publication. They depict illustrative settings and do not identify FPI personnel, offices, systems or counterparties. Decorative dashboard graphics are not data.

FARMERS PRIDE INTERNATIONAL

From preparation to repeatable trade

A practical brief for producers, processors, export teams and Agriculture-Based Clusters seeking to turn an international opportunity into a controlled commercial operation.

Certification Mastery

Identify the requirements that apply, verify the evidence and keep the scope of every claim clear.

Supply Chain Tech

Keep product identity intact through production, processing, quality decisions and delivery.

Market Intelligence

Use dated, comparable evidence to choose markets, assess offers and plan commitments.

Global Networking

Develop qualified relationships and measure their value through acceptance, payment and repeat business.

The recommended starting point is one defined product and one verified buyer route. Build the evidence, complete a controlled trial and use the results to improve the next transaction.

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