



EVALUATION OF NECESSARY FRUIT STANDARDS: ETHIOPIA'S CASE

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ABSTRACT

'Standard' has become a commonly used word across all business sectors. The need for the highest quality of goods and services is steadily growing. Ethiopia can produce much fresh fruit and export it. However, trade standards are spreading around the world. It is become harder for developing countries to export goods to markets in developed nations. Fresh fruit export is a crucial industry with great potential for economic growth in the country. This study's primary goal is to assess the required fruit standards in the case of Ethiopia by looking at the country's fresh fruit exports. The information was collected from Ethiopian fresh fruit growers using a purposive sampling technique and a standardized questionnaire. Additionally, descriptive analysis and Pearson correlation were used to evaluate the data in SPSS. The study in Ethiopia's findings demonstrated that the quality requirements that producers adhere to and the quality standards that customers seek are not mutually exclusive. Producers believe they are maintaining the quality of fresh fruits by routine monitoring, using appropriate inputs, using best agricultural practices, and planting new fruit trees. The table indicates that fresh fruit growers have attempted to use the necessary inputs.

Keywords: - Ethiopia, fruit, Trade, Standard

INTRODUCTION

Western Balkan nations have enacted trade restrictions. Impede the anticipated growth of international trade through tariffs or non-tariff barriers (Jusufović & Bellaqa, 2019).

The word "standard" is now frequently used in the business world. The demand for products and services of the highest quality is continuously increasing. All participants in business endeavours concur that superior quality is crucial. Customers look for a good or service that lives up to their high standards. With the additional concern that consumers must be safeguarded from any potential harm resulting from the average consumption of products or services, transactions are also expected to satisfy both parties (Ahmed, 2010).

Fruit exports and production are crucial to Ethiopia's economy because they create jobs, bring in foreign cash, and give roughly five million farmers a source of income (Rachel Bickford, 2018).

Due to its favourable environment, all sub-tropical, tropical, and temperate horticulture crops may be cultivated in Ethiopia. Commercial export producers can grow and sell fresh fruits and vegetables to markets in the Middle East and Europe (Lubelo, 2010).

Growing fresh fruit is not novel; Ethiopia has been producing horticulture crops for many years. Large-scale farms provide fresh fruits for domestic and international markets in this industry. On the other hand, contemporary retail development is accelerating in Saudi Arabia and the UAE, bringing global business practices and norms with it. Regulations governing trade and food safety are becoming more critical (Joosten et al., 2011).

RESEARCH PROBLEMS

Fresh fruit exports are active segments of international horticultural exportable trade due to fruit growers' increase in revenue and customer demands for product diversity, freshness, convenience, and year-round availability (WORLD BANK, 2005). The issue of product standardization has spread to all corporate sectors. Standards for fresh fruit, in particular, are becoming a more significant factor in expanding agricultural commodities export markets globally (Liu, 2009).



The study evaluated the exporters of fresh fruit from Ethiopia concerning the environment of trade norms. Standards are spreading worldwide, and emerging nations like Ethiopia are having trouble selling their goods in affluent national markets (KAR, 2005).

RESEARCH GAP

One of the countries in development where agriculture is the backbone of the economy and the primary basis of income for roughly 84 percent of farmers in Ethiopia. Despite this, Ethiopian agriculture is still in its infancy, especially among small-scale farmers. Most farmers raise fruits and vegetables for their families consumption and then sell the extras on the home market (Abebaw, 2014).

The researcher is aware of very few publications that have been published on the topic of trade standards for fresh fruits. As a result, the study evaluated trade standards as a precursor to Ethiopia's desire to increase export income.

REVIEW OF RELATED LITERATURE

Producers and suppliers can learn about goods, services, and parts produced in other nations thanks to international commerce. Companies purchase them to reduce costs or learn about highly technical methods in other countries, such as lower production costs, lower prices and increased profit. Trade is another way for businesses to obtain resources that are not readily accessible locally. International trade provides consumers various goods and services while raising earnings and creating jobs (Seyoum, 2008).

Standards provide buyers and suppliers with the same understanding of what is expected of them, define what trades take place on the world market, establish preferred techniques, systematize accepted standard levels globally, and enable worldwide sourcing and production (Toomey, 2000).

"Standard is something established by authorities, custom or general consent as a model or criterion" or "... Something set up and established by authority as a rule for the measure of quantity, weight, extent, and value/quality." (Standards Definition & Meaning - Merriam-Webster, n.d.)

Standards and technical criteria are becoming more critical in discussions on international trade policy. Standards and rules and their potential impact on trade costs and opportunities for developing nations have been the subject of much debate (Chen et al., 2006)

Due to higher income and growing consumer demand for various products, freshness, convenience, and year-round availability, fresh fruit products have become one of the most dynamic global agricultural exportable trade categories (WORLD BANK, 2005). The standard has also started to cause issues in every aspect of the business. Expanding agricultural commodities export markets globally increasingly depend on standards (Liu, 2009).

The exporters of fresh fruit from Ethiopia's global trade trends regarding trade standards. Global standards are becoming more common, making it harder for underdeveloped countries to export their products to developed international markets (KAR, 2005).

In Ethiopia, a developing nation, agriculture serves as the economic backbone and the primary source of income for 84% of the population. Despite this, the business is still in its infancy, with most small-scale farmers producing products. Farmers grow food for their families and sell any extra at neighbourhood markets (Abebaw, 2014).

OBJECTIVES

Evaluation of Required Fruit Standards: The Case of Ethiopia

HYPOTHESIS

H₀: The quality standards customers demand has no significant relationship with the quality standards producers fulfilled.

H₁: The quality standards customers demand has a significant relationship with the quality standards producers fulfilled.

METHODOLOGY

A cross-sectional study design was used to carry out the investigation. The surveys, which were the main data source, were gathered during a brief period. Quantitative data were collected using a standard questionnaire. According to the Likert scale, 1 corresponded to strongly disagreeing, 2 to disagreeing, 3 to disagreeing naturally, 4 to agree, and 5 to strongly agree. Inferential statistical techniques, such as descriptive and Pearson Product-Moment analysis, were utilized to evaluate the study objectives used to analyze the data. Using SPSS's 26 accessible versions, correlations and descriptive statistics were employed for data generated via questionnaires.

ANALYSIS AND FINDINGS

Hypotheses

Table 1: Pearson Product-Moment Correlations and descriptive statistics of the quality standard producers fulfil and quality standards customer demand

	Mean	Std. Deviation	N	1. quality standards producers fulfil	2. quality standards customer demand
1. Quality standards producers fulfil	4.13	0.548	23	—	
2. Quality standards customer demand	4.13	0.344	23	-0.094	---

$p > 0.05$. Correlation is not significant at the 0.05 level (2-tailed).

The descriptive data and calculated Pearson product-moment correlation coefficient are shown in Table 1. Producers meet customers' demands for quality standards. Overall, there were 23 managers and quality assurance managers participants. Quality standards producers meet with quality standards customer demand negatively correlate with the two variables, $r = -0.094$, $N = 23$. Moreover, the relationship is not significant at 0.05 level and $p = 0.669$. Overall, the. Quality standards producers fulfil have no significant relationship with quality standards customer demand.

H_1 : The quality standards customers demand has a significant relationship with the quality standards producers fulfilled.

As a result, it shows H_1 has been rejected. The relationship between the quality standards of producers has not been significant with the quality standards that the customer demands in the international market.

To evaluate keeping the standard of the fruits in Ethiopia

Table 2: producers Keeping Standards of fresh fruits in Ethiopia	Responses		Percent of Cases	
	N	Percent		
keeping the standard of the fruits	Periodical follow up	22	19.8%	95.7%
	Application of necessary inputs (like fertilizer)	22	19.8%	95.7%
	Application of scientific practice	23	20.7%	100.0%
	Environmental protection like terracing	22	19.8%	95.7%
	Cultivation of new fruit trees	22	19.8%	95.7%
Total	111	100.0%	482.6%	

Table 2 shows that periodical follows up, application of necessary inputs (like fertilizer), Utilizing scientific methods, protecting of the environment by terracing, and planting new fruit trees are how Ethiopian fruit farmers maintain a high standard for their products.

Most producers answer and concur that they are maintaining the standard of fresh fruits by routine monitoring, using appropriate inputs, using scientific methods, and planting new fruit trees. The table indicates that fresh fruit growers have attempted to use the essential inputs.

CONCLUSION AND RECOMMENDATIONS

Conclusion: The analysis of Ethiopia's fresh fruit growers demonstrates that the quality standards that the producers adhere to and the quality standards that the customers seek have not been signed off on.

As a consequence, the majority of producers concur that they are maintaining the standard of fresh fruits through routine monitoring, the use of appropriate inputs, the implementation of scientific practice, and the planting of new fruit trees. The study indicates that fresh fruit growers have attempted to use the essential inputs.

Recommendations: It is highly recommended that other researchers working in the same area come up with an alternative approach to the issue of the nation's fresh fruit standard and the advantage of the standard for the international markets because there is a shortage of literature in the research domain. From a methodological perspective, we urge larger sample sizes and more diverse case study subjects. Government must establish an orderly database of fresh fruit exports and provide a more detailed explanation of the regulations for exporting fresh fruit.



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