



Food and Agriculture
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International
Plant Protection
Convention



Department
for Environment
Food & Rural Affairs

The Good Phytosanitary Practices Program

Confindustria Ceramica, the Italian Ceramic Manufacturers Association

London, 21 – 23 September 2022

International Plant Health Conference



Premise

From the World Trade Organization web site – “Overview”:

- The World Trade Organization — the WTO — is the international organization whose primary purpose is to **open trade for the benefit of all**
- The **opening** of national markets **to international trade**, with justifiable exceptions or with adequate flexibilities, will **encourage and contribute to sustainable development, raise people's welfare, reduce poverty, and foster peace and stability**



The Italian ceramic tile industry

- **Italian ceramic tiles** thanks to their recognized leadership in **quality, design, technical and aesthetic innovation, environmental sustainability**, have always received the greatest **appreciation all over the world**
- **Italy is also leader in ceramic technology** and the Italian ceramic companies are the first to benefit from technological developments
- Due to these characteristics, the Italian ceramic industry is the **reference point in the sector**, while accounting for 3% of world production



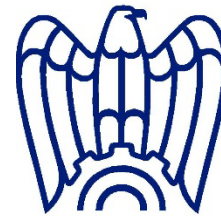
The Italian ceramic tile industry: some figures (2021)

- 131 manufacturing companies
- 222 manufacturing plants
- Yearly production: over 400 million square meters
(over 4,300 m. square feet)
- Export: around 350 million square meters (over 3,700
m. square feet)



Confindustria Ceramica

- **Confindustria Ceramica** is the Italian Association of Ceramics
- Our **mission** is to represent, support, inform, provide services and liaise the Italian companies of the following sectors:
- **Ceramic tiles**
- **Bricks**
- **Refractories**
- **Sanitaryware**
- **Tableware**
- **Technical ceramics**



CONFINDUSTRIA CERAMICA
The Italian Association of Ceramics



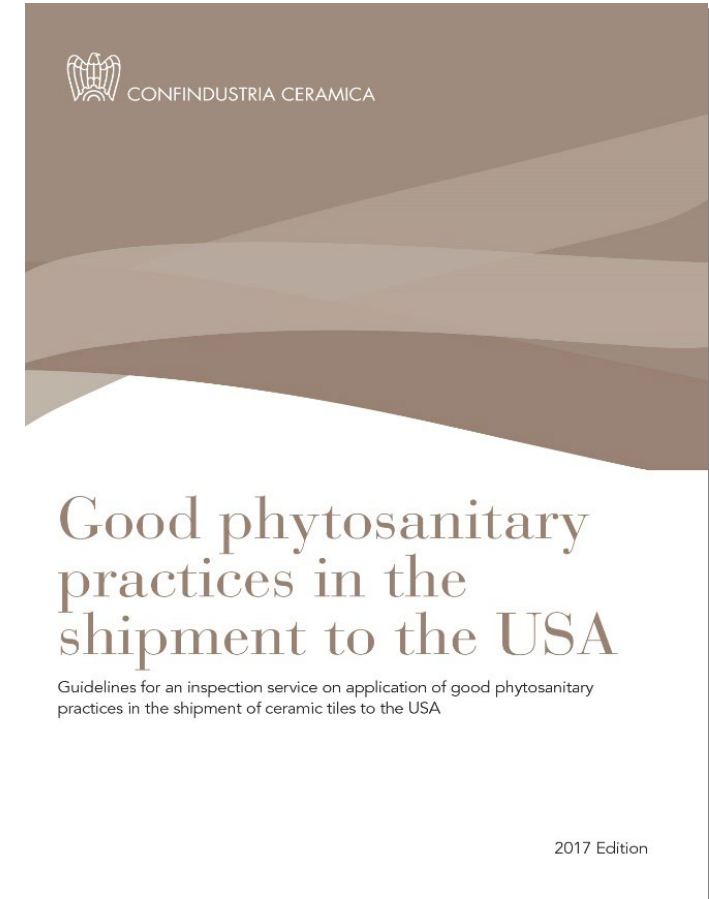
Some remarks

- **The world economy depends on the efficient and uninterrupted movement of trade**, a large part of which is facilitated by the **efficient movement of sea containers**
- On the other hand, the movement of goods from one country to another entails in itself the **risk of moving invasive species alien** to the ecosystems of the countries of destination
- **International trade**, essential for the economy and consumers, **cannot be stopped**, but the related **phytosanitary risks can be mitigated**



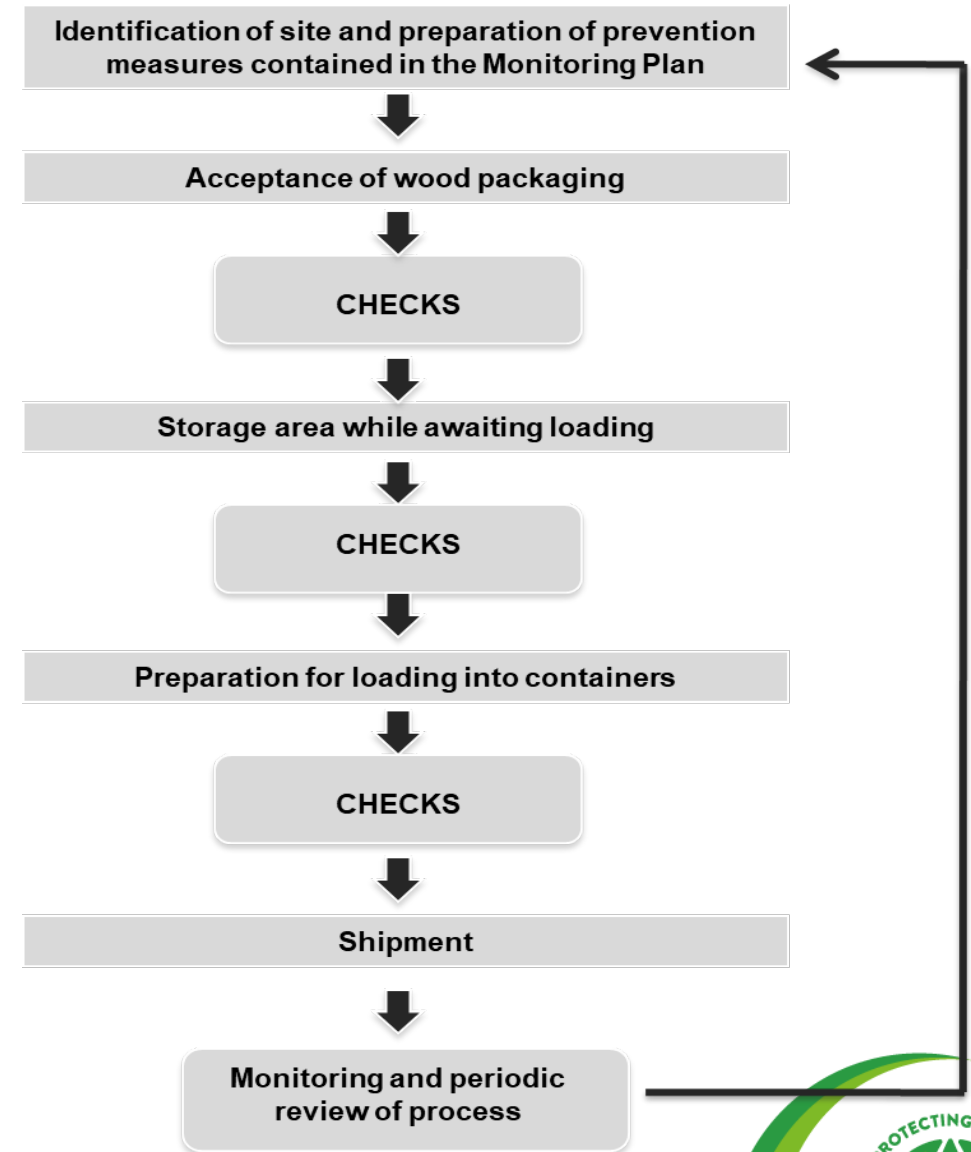
The Good Phytosanitary Practices Program (GPP)

- The GPP is a **specific prevention program**, based on ad hoc **Guidelines**, developed in cooperation with **phytosanitary and quality systems experts** and supported by **CTDA** (U.S. Ceramic Tile Distributors Association)
- For the development of the GPP we involved mainly the **Emilia-Romagna Region PPS**, but also **entomologists of the University of Modena and Reggio Emilia**, other experts and a third party **Certification body: Certiquality**



The Good Phytosanitary Practices Program (GPP)

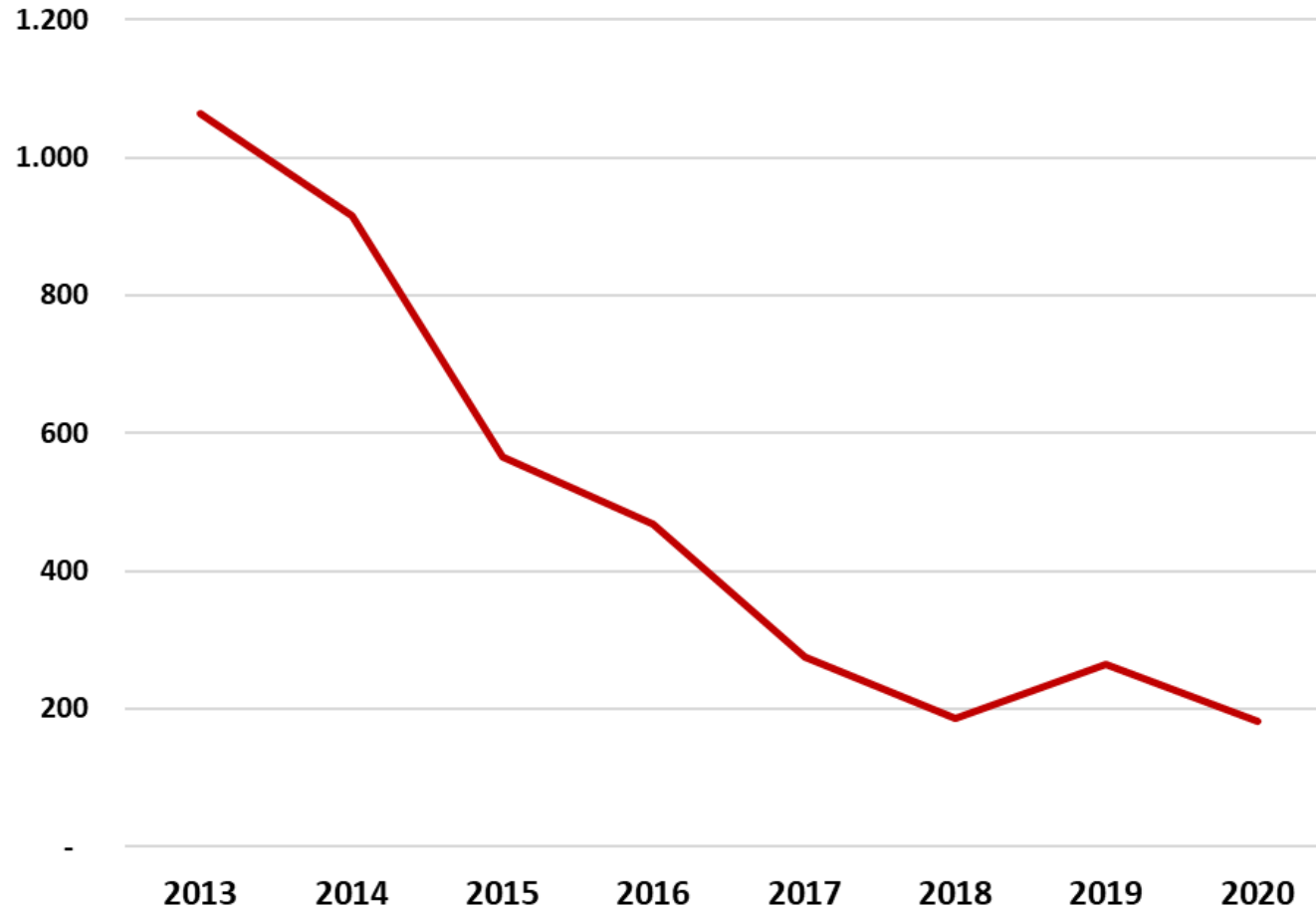
- Companies can join the GPP program on a **voluntary basis**.
- Participating companies must develop their own **monitoring plan**, taking into consideration the various process stages
- The proper application of the Guidelines is verified by an independent, accredited and specialized **quality certification body**, which conducts **audits** at participating companies.
- Participating companies must promptly **report** any phytosanitary issue found at shipping site upon arrival in the U.S. to **Confindustria Ceramica** and to the **Italian Plant Protection Organization**



GPP: main actions

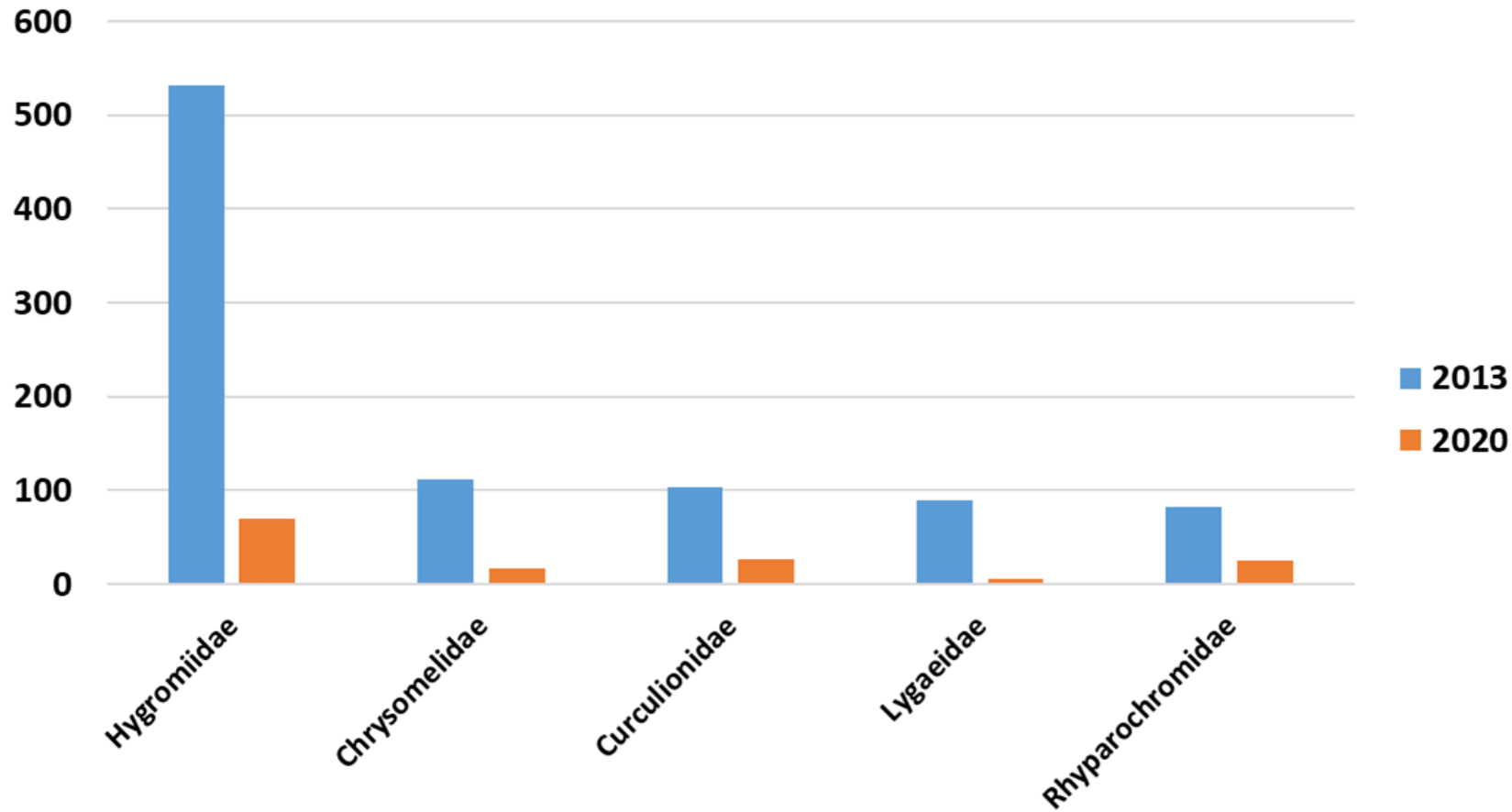


GPP: treated containers



Year	2013	2020	% change
Treated container	1.064	181	-83%

GPP: pests



Pest	% change, year 2013/2020
Hygromiidae	-87%
Chrysomelidae	-85%
Curculionidae	-75%
Lygaeidae	-93%
Rhyparochromidae	-70%

GPP: main results and achievements

- **140 Italian brands qualified**
- **Reduction** of treated containers **by 83%** from 2013 to 2020
- **Education** and **information** shared among all the participant companies and beyond
- Preventive actions carried out at **company and sectoral level**
- **Cooperation** among the ceramic companies
- **Confindustria Ceramica** as reference point and coordinator of the initiative



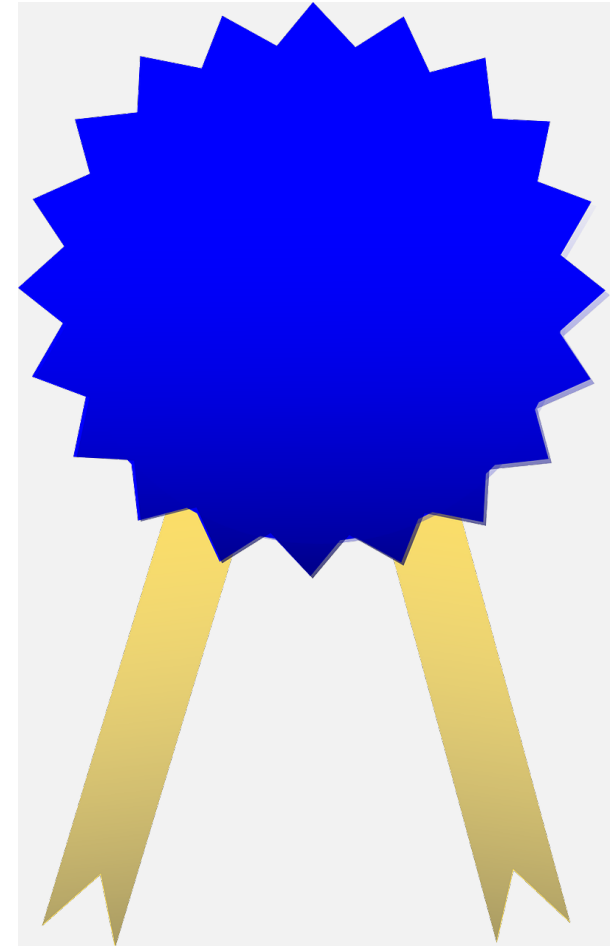
GPP: items for improvement

- **Cooperation** among companies in the supply chain, institutions and stakeholders
- **Empowering each of supply chain actors**, based on their role
- Prompt **exchange of information** on existing/emerging problems
- **Endorsement** of the program **by authorities**
- **Reward policies** that foster participation



Conclusions

- The **Italian ceramic industry** with great **efforts and costs** has developed and brought to success the **Good Phytosanitary Practices (GPP)** Program
- The **GPP** represents a new way to **safeguard** both the **ecosystem** and **international trade** and its model can be extended to ceramic companies around the world and to other sectors
- In order to **further enhance the GPP** and its results, encouraging the implementation of sectorial **phytosanitary prevention programs by other countries/sectors**, the introduction of **rewarding policies** for participants **is strongly advisable**





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Thank you

Enrico Lupi
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