



INMETRO CONFORMITY ASSESSMENT PROGRAMS: THE CACHAÇA CASE

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CONFORMITY ASSESSMENT AS A COMPETITIVE STRATEGY

Objectives:

- ✓ To attend social concerns, by establishing a trust relationship with consumers that the product is in conformity with accepted standards and regulation.
- ✓ To inform the manufacturer how its product may meet national and international standards and regulation.

THE INMETRO CONFORMITY ASSESSMENT PROGRAMS

Conformity assessment instruments:

- ✓ Conformity assessment scheme (RAC)
- ✓ Technical quality regulation (RTQ)
- ✓ Technical standards

THE CACHAÇA INDUSTRY

General information:

- ✓ Installed capacity in 2007: 1.2 billion liters.
- ✓ Approximately 40,000 plants – 99% are micro and small businesses (*alambiques*).
- ✓ Nearly 650,000 direct and indirect jobs.

(source: Ibrac)

EXPORTS

	2006	2007	2008(*)
Volume [million liters]	11.3	9.5	5.5
Value [US\$ million]	14.4	13.8	8.36

Source: Ibrac

(*) January – June

Main importers: Germany, US, Portugal, Uruguay, Chile

Export firms: 140 (source: AliceWeb)

THE CACHAÇA CONFORMITY ASSESSMENT PROGRAM

RAC main characteristics:

- ✓ Social responsibility requirements – no child labor employed.
- ✓ Environmental requirements.
- ✓ Food security requirements – control of harmful substances (ethyl carbamate, methanol, copper, among others).

CERTIFIED CACHAÇA

General information:

- ✓ 10 manufacturers obtained product certification until 2007.
- ✓ 18 manufacturers applied for certification and 29 brands obtained certification until August 2008 (source: Dqual/Inmetro).

MAIN RESEARCH FINDINGS

Difficulties for obtaining certification:

- ✓ Keeping records of the productive process is difficult (informal procedure) (familiarity with ISO 9001:2000 helps).
- ✓ Difficult access to technical information on ethyl carbamate.
- ✓ Identifying accredited laboratories for testing ethyl carbamate may be difficult.

MAIN RESEARCH FINDINGS

Benefits conferred by certification:

- ✓ Allows product tracking.
- ✓ Provides evidence about satisfactory sanitary conditions in production and bottling.
- ✓ Provides evidence that good agricultural practices have been used.
- ✓ Certification is conducive to improvements in production environment.
- ✓ Provides evidence about food security.
- ✓ Certification is conducive to the introduction of methods for information management.

SOCIOECONOMIC IMPACTS

Aspects to be assessed:

- ✓ Consumer protection.
 - ✓ Consumer education – health implications, etc.
 - ✓ Impacts on sales.
 - ✓ Impacts on market share.
 - ✓ Impacts on new market strategies.
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THANK YOU!