

## Actual tasks in seabuckthorn research and business

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The German Seabuckthorn Association is actually doing great effort on questions concerning the production and trade with seabuckthorn products and raw materials. We face a situation where trade with seabuckthorn products become out of a niche an important part of business. As usual in such a situation low quality products, adulterated materials, contamination and other quality question may compete producer of high quality products.

Seabuckthorn is only a small market and the main marketing argument is its high nutritional value. So concurrency from low quality segments of market is not only an economically important effect but also a danger to market and product in general.

In our opinion there are a series of question that should be solved in near future. First is a well-established standard on quality of seabuckthorn products. Not only focusing on fulfilment of legal requirements but also covering the high demands of consumers. Second question is a reliable system of tracing the origin of raw materials with the aim to make a safe chain from orchard to desk. This should not only be based on paper but in first order in traceability by objective analytical methods.

Last, but also important is a system of monitoring qualities and production volumes world-wide to ensure an overview on seabuckthorn market.

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