

Presentation 11

Certification labels & standards for agro-biodiversity

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Improving lives through biodiversity research

Labels, standards, certification agencies



OPPORTUNITY- CONSUMER TRENDS

- Consumers are showing **growing interest** in natural health products for cosmetic and food industries (functional ingredients like vitamins, anti-oxidants, minerals, e.g. Noni, Acai, Pomegranate).
Example: L'Oreal buys 'Body Shop' for 940 millions of Euros
- **Biodiversity products might become a mega trend in the future.** A recent study in Southern Africa shows that the natural product industry has the potential to generate US\$ 3.4 billion in exports, up from the US\$ 12 million it makes today (Source: Sustainable Investments for Conservation. The Business Case for Biodiversity. 2007, Price Waterhouse Coopers)
- Consumers are beginning to **value ethical business practices** and are **interested in novel and unknown products.**



CHALLENGES

- Agricultural biodiversity is a concept that is still relatively unknown, confusing and difficult to communicate with the public at large (fair trade, organic products).
- Consumer is not aware about ingredients of products such as which native variety or species is used
- Consumer does not feel responsible and is not willing to pay higher price for products to ensure conservation efforts
- It will therefore last some time before there is widespread consumer demand for agricultural biodiversity-friendly (and pro-poor) products as such.



Potential benefits of certification

- Successful compliance facilitates access to premium markets with higher price
- Transparency and build trust and linkages towards specific consumers groups
- Has the potential to improve livelihoods of small-scale producers, processors and traders



Potential negative aspects of certification

- Substantial investment costs to conform to standards
- Substantial annual costs to extend certification
- Concerns about standards being used as non-tariff barriers to trade
- Standards could further marginalize small-scale producers that cannot comply



Three type of certification

- One party – Producer group sets standards (Self-declaration and Participatory Guarantee System where farmer groups set-up documentation and check each other)
- Two party – Company sets standard and checks compliance by farmers
- Third party – External agency sets standard and checks compliance by farmers and companies



Nature & more



- Nature & More was created in response to consumer demand for healthy, organic and fairly traded food.
- Our aim is to communicate the commitment and effort that individual growers make towards the planet and its people.
- In this way we hope to empower you to make informed purchasing decisions.





'Click to see my personal sustainability flower in action!'



LANGUAGE



SITE SEARCH

enter keywords

CONNECT WITH US



NEWSLETTER



Hi, I am Zongo and I grow mango's in Burkina Faso



Tweet 3



About my farm



Video and interview

Hello, my name is Zongo Adama and I grow organic and fairtrade mangoes for Nature & More in Burkina Faso, Afrika. Thank you for buying our fruit!

I am the export manager here at Fruiteq, the exporting company. It was established in 2005 in order to give small mango producers from this country access to the European market. Today we work with five producer organizations representing 1200 farmers from 3 countries (Burkina Faso, Ivory Coast and Mali).

This area is one of the best places in the world to grow mango's. They grow everywhere, but of course not all the varieties are suitable for export. A typical organic mango is the Amelie variety, that has a distinctive citrus accent to the taste. Our mango farmers also cultivate cashew nuts, oranges and cereals. The mango is a forest product for us, which grows quite naturally.

At our warehouse (based near the town of Bobo-Dioulasso around 800 km from the coast) we collect, wash, sort and pack the mangoes. From there we transport them in a cooled container by train to the port of Abidjan (Ivory Coast) from where they are shipped to Europe.



Soil

Important practices used by Fruiteq growers to maintain and improve the health of the soil include using organic fertilisers which...



Freedom





Much of trade as we know it

Four options for certification strategy

- Develop new standard and label for agricultural biodiversity
- Lobby with existing standard setting organizations to include agricultural biodiversity conservation aspects into existing standards and labels
- Assist farmers in our project site to apply for existing standards and labels that seem most aligned with agricultural biodiversity conservation and assist them with conservation efforts
- Assist farmers with on-farm conservation efforts and use branding of products (self-declaration)



Comparison of Standards

Standards				
Application	Wild collected products + Fair	Biodiversity + social	Organic (incl. Wild) + Ethical	Organic Agric. + Fair
Standards used	FLO + SA8000 + ILO + Cost Calculation + ISSC-MAP + organic	ILO + Cost Calculation + CBD (Convent. of Biological Diversity)	FLO+ ILO + Organic (EU)	FLO + Organic (EU)
Schemes	Labelling+ Certification	Verification	Labelling+ Certification	Labelling+ Certification
Certified/verified	IMO	Union for Ethical Bio Trade (UEBT)	Soil Association	ECOCERT

