

Promising Elements in Alternative Systems

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Seventh Framework
Programme

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 **CERTCOST**

economic analysis of certification
systems in organic food and farming

Content

- ☞ Analysis of alternative certification systems
- ☞ Brief presentation of selected 3 promising elements to improve EU control system
- ☞ The social network approach

Analysis of Promising Elements

☉ Various schemes analysed:

☉ NOP, JAS, IFOAM

☉ ICS, PGS

☉ UTZ, ISEAL Alliance, MSC, FSC, PDO/PGI

☉ GLOBALG.A.P, HACCP

☉ FLO, WFTO, Social Accountability International

☉ Selection of 3 promising Elements

☉ Analysis by literature review, expert interview, expert workshops

Elements in Risk Based Inspection

- ☞ Harmonised guidelines for risk based inspections
- ☞ Reduced control for very low risk operators
- ☞ Options for additional controls

Promising Elements Operator Training

- ☞ Explanation / Implementation guides for EU-Regulation
- ☞ Subsidied training for operations
- ☞ Basic central training EU-Regulation for control body staff and competent authorities
- ☞ Supporting networking and exchange between Certifiers and authorities on national level

Promising Social Networking Approaches

1. External Monitoring /Watch Organisations

- ☞ Social Accountability Watch
- ☞ PGS
- ☞ Stakeholder monitoring in various schemes

2. Social Networking in Risk Categorisation

- ☞ PGS & ICS
- ☞ Social concepts applied to organics
- ☞ New approach

1. Stakeholder Watch Approach

☉ Monitoring organisations and organic peers are motivated to “watch” organic operations and provide information in case of suspected fraud

☉ E.g. online watch forum for producers & handlers

☉ Could serve as central whistle blowing institution – but must have well defined procedures for follow-up

Stakeholder Watch

Social Organic
Networking

What can it do?

Challenges?

Processors or
traders?

Implementation?

2. Social Networking Activities

- ☞ Membership in organic farming organisation; Training
- ☞ Regular farm visits by organic peers/ consultant
- ☞ Consumer activities on site (open farm days, farm shop, tourism, etc.)
- ☞ If operator use more than one organic scheme audit:

Stakeholder Watch



+ GLOBALGAP +



Social Networking

What can it do?

- ☞ Prices won for innovative farming practices
- ☞ Products are marketed under name of the farm // Direct Sales

Challenges?

Processors or traders?

- ☞ Active participation in organic farming organisations or movement

Implementation?



2 examples

- ☉ Products are marketed under name of the farm like “Bio-mit-Gesicht”



“Elke und Günter Stadelmann bauen im unterfränkischen Martinsheim Kartoffeln und Zwiebeln "mit Gesicht" an.”

www.bio-gesicht.de, 2011

Stakeholder Watch

Social Networking

- ☉ Active participation in farming organisations or movement like **GMOfree regions**

What can it do?

Challenges?

Processors or traders?

Implementation?



Benefits of Social Network Approach?



- ⌚ **Additional factor to define risk category**
– e.g. in case of very low social networking activities CB investigate the entire operation in more depth
- ⌚ **Assess the organic integrity of an operation // predict likelihood of violation**
- ⌚ **May help to strengthen the CB awareness of specific risk aspects**
- ⌚ **Reward active, transparent operations**
- ⌚ **In the case of e.g. “Bio-mit-Gesicht”:
Involved traders keep extra eye on product flows and regularly visit the farm as well**
- ⌚ **Saving: not high but better quality for same costs**

What can it do?

Challenges?

Processors or traders?

Implementation?

Challenges



What can it do?

Challenges?

Processors or
traders?

Implementation?

- ☞ Only efficient if really well defined, promoted and supported by all key actors and authorities
- ☞ Reasonable prediction of gross fraud?
- ☞ Expected savings are not very big for operators as they do not pay that much more for being in a higher risk category
- ☞ Operators that do not carry out any social network activity might not like it
- ☞ Competent Authorities might have problems with soft indicators that cannot be verified
- ☞ Competent Authorities might fear to complicate the current systems

Can this approach also work for processors and traders?

- ☞ More experience with farms
- ☞ Monitoring system for processors and traders may be particularly difficult
- ☞ Social networking factors may also be relevant for processors

What it is?

What can it do?

Challenges?

Processors or traders?

Implementation?

Implementation

- ☉ Online watch forums in each EU country for monitoring organisations, consumers and traders with complaint possibility
 - *Possibly by organic farming organisations which offer this as additional service to their members*
 - *Operations under a watch organisation could be rewarded with a lower risk category*
- ☉ During regular organic audit additional questions for social networking activities
 - *It is estimated to take 15 minutes more*
 - *Most of information is already known*
 - *Considered as one of several key aspects in risk categorisation of operation*

What it is?

What can it do?

Challenges?

Processors or traders?

Implementation?

Thank you!



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