

PGS as an innovative approach: linking sustainable and agroecological production to markets in developing countries

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INOFO Side Event
Thursday, 18 February 2016 | 14h00-15h30
IFAD Room C500 | Rome, Italy

15-16 February 2016
The Farmers' Forum
In conjunction with the thirty-ninth session of IFAD's Governing Council



PGS AS AN INNOVATIVE APPROACH:

LINKING SUSTAINABLE AND AGROECOLOGICAL PRODUCTION TO MARKETS IN DEVELOPING COUNTRIES

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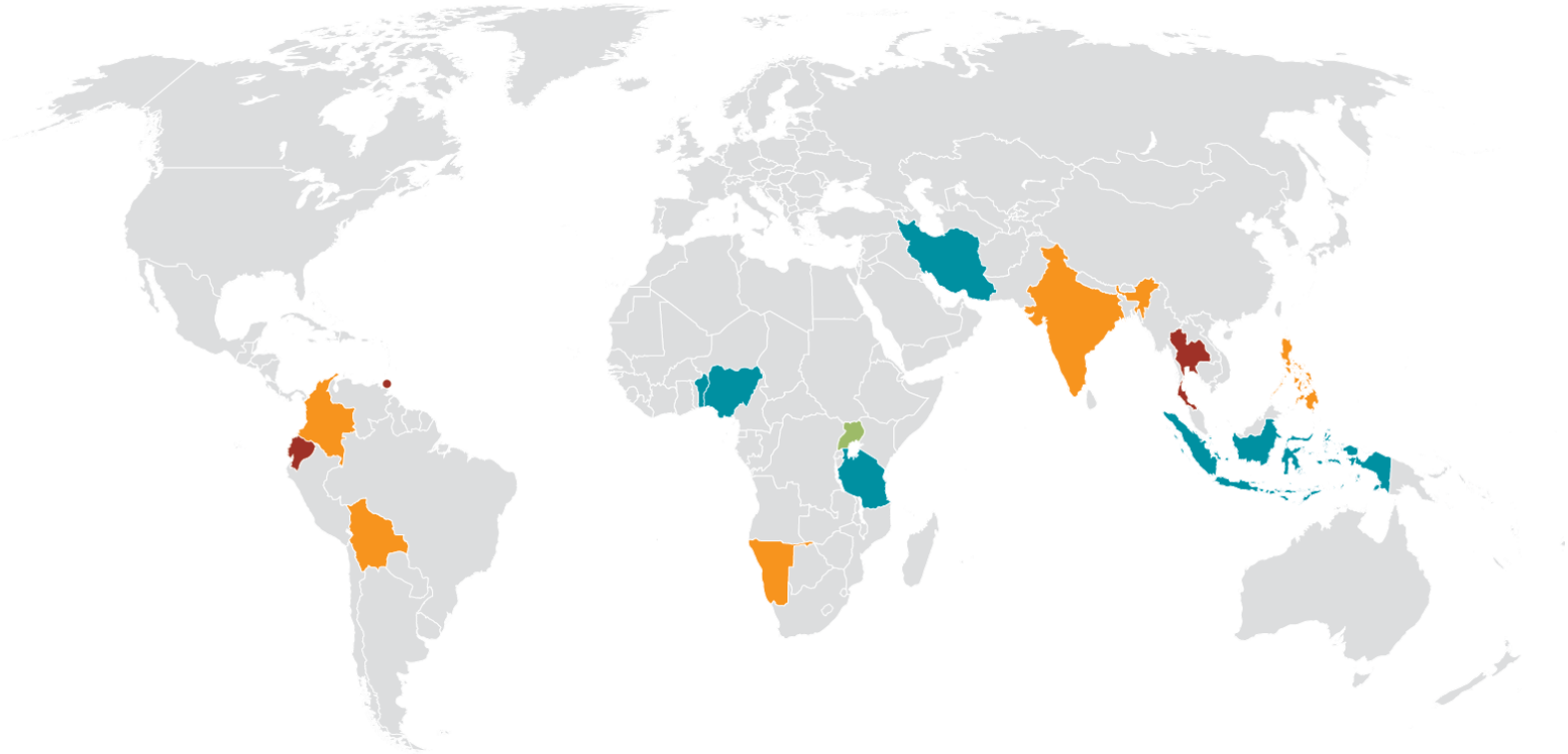
Together with:

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Marcello Vicovaro (FAO, ESN)

What are ‘Institutional Innovations’ ?

- **Institutional innovations are:**
- new rules and forms of interaction.
- They help redefine sustainable practices for the local level and bring together food systems actors that have not traditionally worked together.

Figure 1: **Location and typology**



Multi-actor innovation platforms (IPs)		Participatory guarantee systems (PGS)		Community-supported agriculture (CSA)	
Benin	The Songhai Model of integrated production	Bolivia (Plurinational State of)	Ecological fairs in La Paz, Cochabamba and Tarija	Ecuador	Reinforcing Local Systems of Healthy Food of Sierra Centro
Indonesia	*Partisipasi Inovasi Petani* (PIP) project: A participatory model for promoting farmer-driven innovation	Colombia	*Familia de la Tierra* PGS	Thailand	Moral Rice Programme, Dharma Garden Temple
Islamic Republic of Iran	Using Farmer Field Schools on Integrated Pest Management to support sustainable production and marketing	India	PGS and Smallholder Markets: Idea of Trust and Short Market Chains	Trinidad and Tobago	The Brasso Seco Paria Community Make Agrotourism their Business
Nigeria	Impact Assessment of Community-Based Farming Schemes in Enhancing Sustainable Agriculture	Namibia	The Namibian Organic Associations' Participatory Guarantee System		
Uganda	Role of Cooperatives in Linking Sustainable Agricultural Practices with Markets (KACE)	Philippines	The Innovative Institutional Approach: Quezon Participatory Guarantee System		
United Republic of Tanzania	Sustainable Agricultural Practices by Smallholder Tea Farmers	Uganda	Facilitating Social Networks through FreshVeggies PGS		

So what is innovative about the PGS?

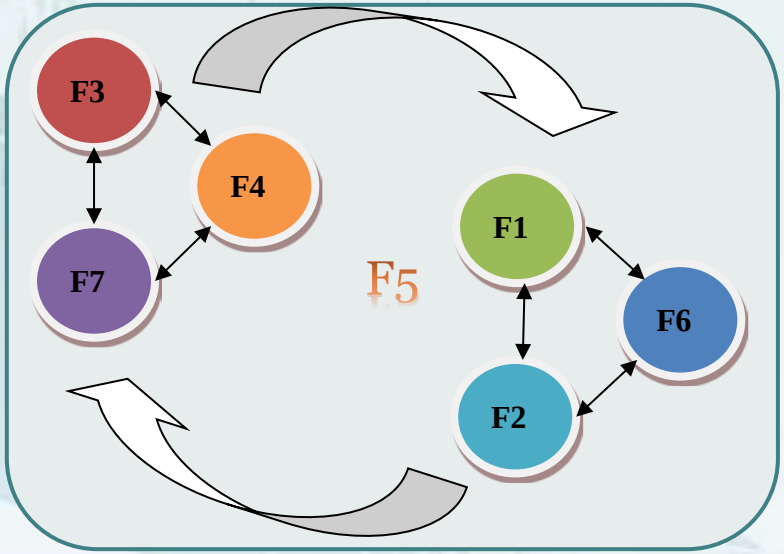


- Research
- Inputs
- Support services/extension
- Farming
- Processing

- Certification
- Commercialization
- Farmer-led Research
- Inputs
- Support services/extension
- Farming
- Processing
- Certification
- Commercialization
- Retail
- Responsible Consumption

- Retail
- Responsible consumption

How does the PGS innovation work?



Legend:

F1 = entrepreneurial activity

F2 = knowledge creation

F3 = knowledge creation trough networks

F4 = guidance of the search

F5 = market formation

F6 = resources mobilizations

F7 = creation of legitimacy

- Begins with partnerships between between farmers, consumers and intermediaries (including service providers, organic movements)
- Uses local and national knowledge (and harmonized international organic standards)
- Initial legitimacy comes from within the group, then outside recognition
- The focus is on an alternative form of certification (based on free or low-cost peer review) and farmer-led experimentation
- New local markets are created based on direct contact with consumers: farm visits, farmers'markets, internet sales and supermarkets used
- Changes seen in the rules for organic production, internal organization and the sharing of roles and responsibilities among different people within the groups

PGS facilitates collective marketing

"putting 'culture' back into agriculture"

- Farmers' markets and Fairs
  - Bolivia, Colombia, India, Namibia, Philippines
- Box-schemes
  - Colombia, Namibia, Uganda
- Hospitality industry (restaurants, hotels, tourism)
  - Colombia, Namibia, Uganda
- Public procurement (schools, hospitals, prisons)
  - Bolivia, Colombia, Philippines
- Input markets (seeds, biofertilizers)
  - Bolivia, Colombia, India

Lessons learned

- Lack of national legislation has allowed private actors time to gain legitimacy
  - But there are also legal challenges that can be brought by the use of 'organic' labels if PGS is not recognized at the national level (e.g., Philippines)
- Continuous capacity building is fundamental
  - Some use rotating responsibilities, others use formal training
- Cost reduction is an important motivation for developing PGS
  - But reliance on volunteers doesn't consider the 'time' costs. Some PGS have begun to charge a small fee. (e.g., Namibia)
- PGS have created multiple layers of oversight
  - None of the PGS rely on self-certification alone (self-claims dilute trust)
- Smallholder inclusion in the value chain is crucial
  - Not only as producers, but also as implementers of a system (as a certifier and researcher) – increases trust
- Shifting roles and sharing responsibilities between producers, consumers, researchers, intermediaries and public officials – **reciprocity favored over solidarity**

Building on the Lessons : Researcher-Practitioner Workshop



- 23 – 25 June 2015, Bogotá, Colombia
- In collaboration with Slow Food and IFOAM



Recommendation 1

- **Promote interactive learning to create and spread knowledge**







Recommendation 2

- **Strengthen farmers' capabilities in strategic market negotiation**







Recommendation 3

- **Support communication and trust relationships between farmers, intermediaries and consumers**











TOP: STOP AND STARE BRASSO SECO NATURE WALK
MIDDLE: COFFEE GRINDING DEMO

Recommendation 4

- **Improve logistics management**





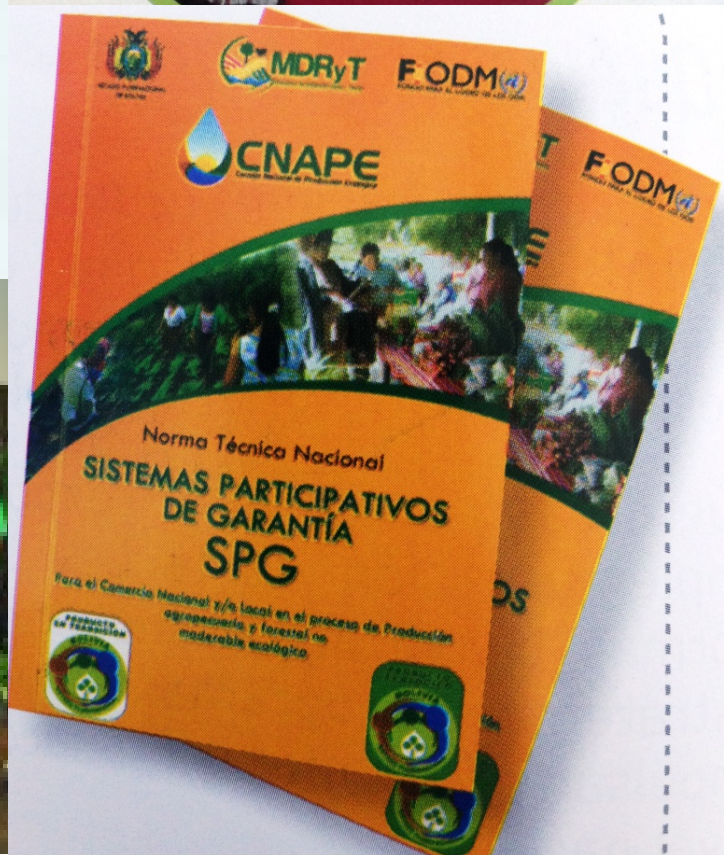


Recommendation 5

- **Scale-up and legitimize innovative initiatives**









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Workshop Report:
http://www.fao.org/3/a-az561s.pdf

Policy Brief:
http://www.fao.org/3/a-i5398e.pdf

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