



RURAL INFRASTRUCTURE AND
AGRO-INDUSTRIES DIVISION

and
FAO INVESTMENT CENTER

Labels, standards and certifications for Mountain: issues and options

Emilie Vandecandelaere



Mountain Partnership

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Outline

- 1. Labelling system and strategy: what, why and how?**
 - **Principles and definitions...**
 - **Conditions and key factors**
- 2. Different approaches**
 - **Objectives and scopes**
 - **Governance**
- 3. Conclusion**



Labelling system and strategy:

**what,
why,
and how?**





What about a label?

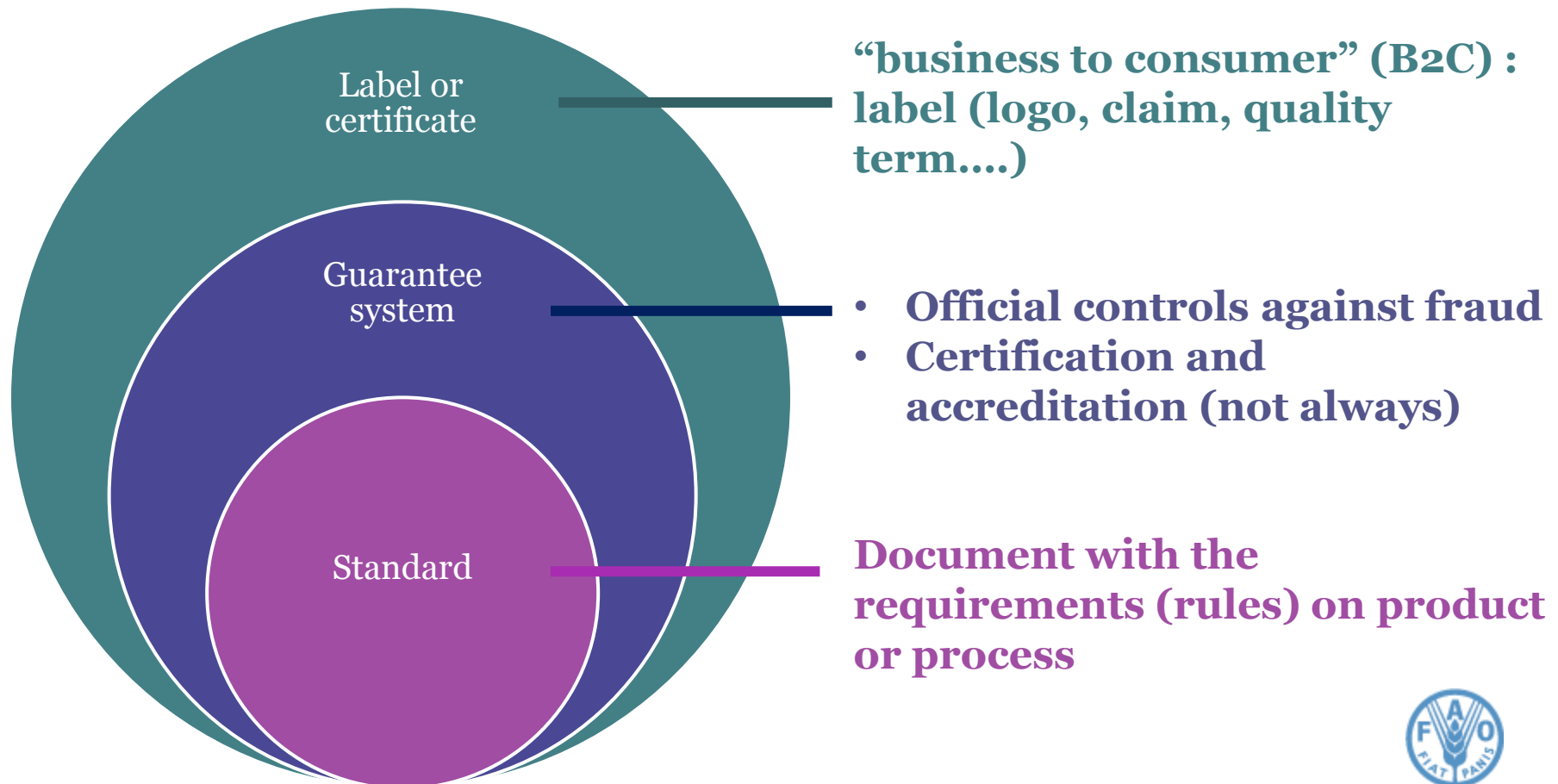
Label for? :

- Mountain people
- Mountain products (and/or) services,
- Mountain area
- A **label** is a form of communication with the end (and distant) consumer : must be meaningful
- Must respect some **rules** – public regulation for the minimum and compulsory one, and for regulating voluntary one
- **“specific quality labelling”**
 - Quality term, claim, quality sign, logo...
 - For specific attributes (Environment/animal welfare, Working conditions/ social/ethics, Traditions/origin, etc.)
- **Voluntary approach:**
 - User’s choice (company, chain, association) → economic strategy
 - But if adoption: rules become compulsory ! (except for guidelines)





Labelling system



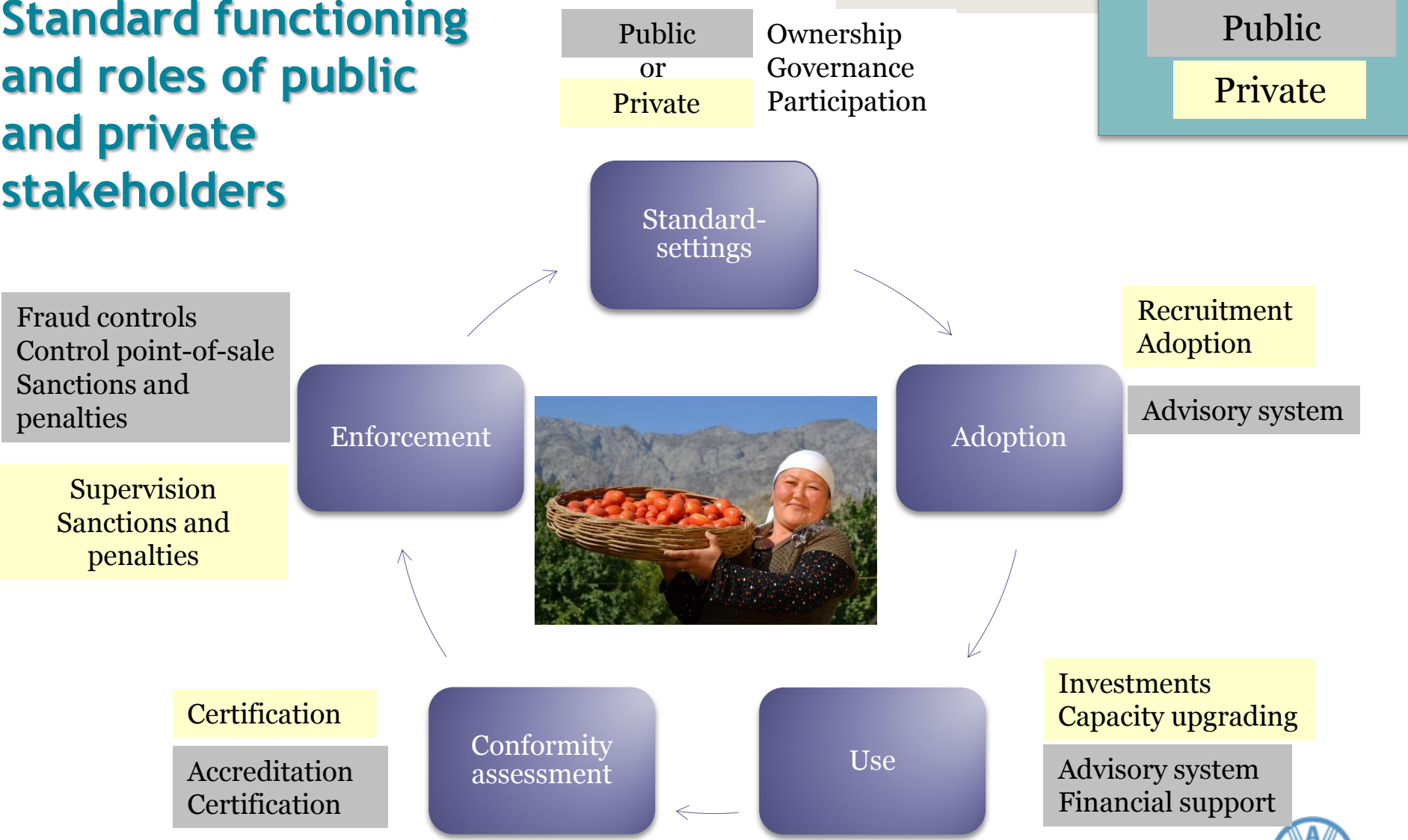


Useful definitions...

- **Labelling** is defined by the Codex Alimentarius as “any written, printed or graphic matter that is present on the label, accompanies the food, or is displayed near the food, including that for the purpose of promoting its sale or disposal”.
FAO. 2007. Guidelines for the Production, Processing, Marketing and Labelling of Organically Produced Foods. Codex Alimentarius Commission, CAC.
- **Standard:** rules, guidelines or characteristics for products or related processes and production methods (provided for common and repeated use) approved by a recognized body with which compliance is not mandatory (as opposed to “technical regulations”) -(WTO, TBT Agreement, Annex 1, para 2)
- **Certification:** formal procedure by which an accredited or authorized person or agency assesses and verifies
and attests in writing by issuing a certificate)
the attributes, characteristics, quality, qualification or status of individuals or organizations, goods or services, procedures or processes, or events or situations, in accordance with established requirements or standards



Standard functioning and roles of public and private stakeholders



Adapted from: Henson and Humphrey, 2008





Why a specific label?

.... For differentiation !

And turn out constraints into assets...

Advantages

- Signal for consumers
- Market access
- Premium price if marketing strategy associated
- Guarantees and traceability system
- Official guarantees when public seal



Costs

- Setting up
- Compliance
- Conformity assessment

Increasing number of voluntary standards in agrifood trade...



Conditions

- **There is a specific quality...** :
“higher”, “unique”, attractive for consumers, not deceiving and safe (formal market)...
 - Specification
 - Inclusion/Exclusion
- **...that is ensured in a credible way** : traceability, guarantees system (conformity assessment) adapted to:
 - local context (stakeholders capacity)
 - and market (market requirements)





Key success factors

- Coordination (from setting up to conformity assessment):
 - Value chain: vertical and horizontal coordination
 - Public-private
- Market well identified:
 - Consumers target? Willingness to pay for the core values?
 - Market requirements?
 - Market partners?
- Consumer recognition :
 - Visibility, label importance (limited *vs* largely used label)
 - Clear message: communication, information





Different approaches:

- **Objectives and scopes (product/territory; values)**
- **Public/private regulation**
- **Types of certification**





Objectives and scope

<p>Approach</p>	<p>Label for mountain area Territorial brand <i>Focus on final activity localization</i></p>	<p>Label for Mountain product <i>Importance of production and raw material</i></p>
<p>Scope</p>	<p>All products and services (incl. museum, restaurant, activities, accommodations etc.) localized in the area</p>	<p>Food and agricultural products ; handicraft products</p>
<p>Objectives</p>	<p>Territorial development</p>	<p>Agricultural development</p>
<p>Examples</p>	<ul style="list-style-type: none"> • <i>GIAHS (or UNESCO World heritage)</i> • <i>National park label</i> <p><i>Note: two levels of specification</i></p>	<ul style="list-style-type: none"> • <i>EU quality mention</i> • <i>Swiss Mountain and High Pasture designations</i> • <i>Slow Food approach</i>

No existing approach on “people labelling”...





Values... and specifications

Basic value	Examples of related specifications (for products)
“From mountain”...	<ul style="list-style-type: none"> • Mountain definition: minimum altitude? Specific constraints... • <u>One of all production stages?</u> (raw material production, processing, packaging, selling) • Safety...
Key values ...	Examples of related specifications (for products)
Natural environment	No chemical used, organic, no GMO, environmental friendly, animal welfare...
Traditions	Traditional recipe, produced since ... years at least, specific know how...
Biodiversity	Local varieties and races, no monoculture
Family farming	Small holders? Size of the farm or processing unit? Pluri-activity
Solidarity	Fair trade, community based system...
Etc...	



Public/private regulation certification

- Public or private regulation
 - depending who set up the standard
- Controls and certification
 - **in addition to official controls** (consumer protection), different types:



Certification	First party	Second party	Third party	Participative guarantee system (PSG)
Who ensure the pre-authorization controls and provides certificate ?	Producers (self certification)	Trading agent (buyers, client)	Independent from the chain	Community based (internal and external VC stakeholders, incl. producers, consumers)
Markets	Local market, direct selling	Local market	All, incl. export	Local market (and in some cases exports)



Examples

Examples	Type	Controls	Governance?
EU : “mountain product” term	Public regulation for a “optional quality term”	<ul style="list-style-type: none"> • No certification • Official controls (fraud, consumer protection) 	Individual producers/company using the term have to be conformed to the national regulation
Swiss : «mountain» and «high pasture»	Public regulation for «mountain» and «high pasture» designations and related logo	<ul style="list-style-type: none"> • Certification • Official controls (fraud, consumer protection) 	Idem and have to be certified (except if no packaging)
Slow Food label	Private rules on “good, safe and fair” products and SF logo	Self certification	<ul style="list-style-type: none"> • Slow Food international • National SF committee • Product presidium



Conclusion

- Levels of constraints / levels of specific quality and guarantees / levels of benefits
- <> inclusion/exclusion
- Step wise approach :
 - first discussion to be followed by field research, more discussion to agree of a model and then pilot testing
 - System that can be more and more sophisticated along time
- “social construction”:
 - It is not only about product, but also people...
 - It takes time...





Thank you !

More information:

Emilie Vandecandelaere
Emilie.vandecandelaere@fao.org

