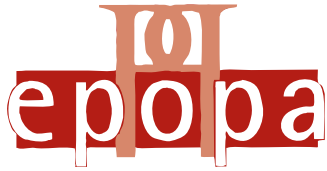




EXPORT PROMOTION OF  
ORGANIC PRODUCTS FROM AFRICA

# **Social, Corporate Responsible, Ethical & Fair Trade Initiatives**

May 2008



EPOPA (Export Promotion of Organic Products from Africa) is a development programme initiated by the Swedish International Development Cooperation Agency, Sida, in 1997.

EPOPA offers thousands of African smallholder farmers opportunities for improved livelihoods through the development of organic products for export.

The programme has been evaluated twice and has proven to deliver both increased business for exporters and increased income for farmers.

For more information about EPOPA visit: [www.epopa.info](http://www.epopa.info)

EPOPA is implemented by a consortium of Agro Eco BV and Grolink AB, specialised organic consultants.



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# 1. Executive Summary

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This document seeks to compile basic information about the various initiatives that are promoting social, ethical or fair trade from the developing to the developed world.

African exporters notice an increasing interest in Fair/Ethical/Social issues from buyers in Europe and America. Often exporters are asked to assure good social standards in their companies and more transparency is demanded about the production process. Different traders and their buyers have different preferences. The number of initiatives in Fair/Ethical/Social trade is large and still growing.

Fair/Ethical/Social trade organisations come in many shapes and sizes. Some organisations, like the well-known Fairtrade (FLO) offer a certification and a label to put on the products. Unfortunately, under Fairtrade (FLO) standards, contract farmers are not covered, which excludes many African farmers. Other organisations like Social Accountability International (SAI) and GlobalGAP offer a certificate for the company instead of the product. Of the organisations described in this document, some are providing both a certificate and a label; some provide only certification while some others work with neither certification nor labels. Those offer a code of conduct as a guideline. In this case the approach is mainly to develop a supply chain. For many producers it is too ambitious to work directly towards a certificate and they prefer to go in steps, in order to change the supply chain towards improved ethical standards.

Some of the organisations (i.e. BSCI and ETI) work closely with retailers and is interesting for exporters that directly supply to those retailers. Quite a number of retailers have formulated their own standards. Other organisations accept products from different schemes; a good example are the Oxfam outlets.

One can evaluate which organisation benefits an exporter, the workers or the smallholder farmers better than the other but that needs an in-depth study. Invariably most initiatives suggest a lot (too much).

In first instance it is a topic that African exporters are scared or wary of; again more requirements to comply with. However, almost all schemes have some elements that will improve their businesses. It is hoped that this publication allows them to make informed choices, and motivates them to prepare their businesses for requirements that are likely to intensify in the future.

## 2. Introduction

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EPOPA works within a large diversity of exporters and products in East Africa. EPOPA has experienced an increased interest in various types of organic but also in other types of certification, notably fair trade. The best known fair trade scheme is from FLO, headquartered in Bonn.

Consumers are increasingly aware of the low price that farmers receive, the lack of proper working conditions, child labour and the like. As a consequence, an increasing number of importers is interested in buying fair trade products.

Many EPOPA exporters and smallholder farmers face the problem that Fairtrade certification is not possible for them as FLO certifies cooperatives or estates with organised workers only. It is very troublesome for exporters to work with smallholder farmers to form small producer organisations, so that they can comply with the FLO standards. Besides that, when the exporters have organised their farmers in producer organisations, the exporter does not receive any benefit by exporting the certified Fairtrade produce because it is seen as an agent servicing the farmers organisation. In East Africa, exporters are the key operators to achieve quality and quantity production, to buy and market the products, to organise the farmers for certification issues, and to take the risk. Many exporters want to work somewhat along the lines of fair trade standards but also want to benefit from the extra effort.

This document is composed of three parts. It starts with definitions of the variety of terms and the markets for fair trade, ethical trade and socially responsible products in general. The document contains many internet links that refer to organisations and standards, and the reader is advised to use this for updating the information, as this segment is subject to many, and fast changes.

17 organisations working in social, ethical or socially responsible sourcing are described. For each organisation their involvement in responsible trade is described and in short information is given about the organisation. They are arranged in alphabetical order and not in the order of market importance. A link to the social, ethical or fair trade standards is provided in the organisation's details. Contact information of each organisation is right aligned at the bottom of each paragraph. The organisation's logo identifies the organisations. Details about a few selected supermarkets and retail outlets are given afterwards as well as Codes of Practice developed in African countries.

The information about the organisations was gathered by Eline de Bot and Haike Rieks, and obtained by internet and telephone. Searching for the right information looked like looking for the right trees in a forest of initiatives on fair, ethical and socially responsible trade. Websites are often vague and telephone calls were necessary to find out what the organisation exactly were dealing with and if it was suitable for the EPOPA exporters.

Because of the broad range and growing number of initiatives, this document is by far not exhaustive. There are certainly more organisations involved in social, fair and ethical trade chains and more will be initiated in the near future. It is an area where many retailers but also the large food companies are still sorting themselves out. The reader is once more encouraged to check on the internet for updates.

A good general publication on the topic is **Barrientos S, Dolan C., 2006, Ethical sourcing in the Global Food System.** Earthscan, UK.

## 3. Definition of concepts

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Many different terms are used when describing a better way of trade. This chapter aims to give a short introduction in the world of fair, ethical, socially responsible sourcing. A lot of these terms are used in the same concept, while some organisations use the same terms but explain them slightly different. The most common terms like fair trade and ethical trade are defined in separate subchapters. Other, less frequently used terms, are explained by describing the most important principles in the last subchapter.

### 3.1. Fair trade

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Fair trade is described as: “A trading partnership based on dialogue, transparency and respect, that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers - especially in the South.” Fair Trade organisations (backed by consumers) are engaged actively in supporting producers, awareness raising and in campaigning for changes in the rules and practice of conventional international trade. (JM Krier 2005)

Fair trade has its roots in the solidarity and charity movements. It provides support for small producers organised in registered groups (cooperatives, associations). Fair Trade at the same time is a brand name for the well-known organisation Fairtrade Labelling Organizations International (FLO). Note that when the Fairtrade organisation is meant, the word is written with a capital letter and without a space in between. In this document one page is dedicated to FLO, while most of the other organisations are not related to Fairtrade with the FLO standards.

A growing numbers of consumers recognises and understands the Fairtrade mark . In the UK 50% of the adults recognize the Fairtrade Mark in 2005, compared to 39% in 2004 and 25% in 2003. Sales of Fairtrade products in the UK have increased by 450% since 1998 till 2004. In 2005 the EU market witnessed sales of Fairtrade products with a retail value of 597 million €<sup>1</sup>. In the US sales of fair trade food is growing rapidly too.

### 3.2. Ethical trade

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Ethical trading is based on codes of labour practices; companies respect the basic labour rights of the employees within the supply chain. Ethical trading is defined as: A code of labour practice is a set of standards concerning labour practices adopted by a company and meant to apply internationally and in particular, to the labour practices of its suppliers and subcontractors. (ETI) The code of labour practices applies to producers in the North and the South.

There is concrete evidence that ethical consumption provides a significant marketing opportunity for food retailers and manufacturers. In the UK the “ethical market” was valued at UK £19,9 billion in 2002.

The promotion of fair trade and ethical trade has become a permanent feature for many European retailers, particularly in Switzerland and UK. In the US the concern for paying a fair price to producers is growing rapidly too, while major supermarkets currently focus more on food safety.

### 3.3. Fairly, ethical, socially responsible sourcing

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The different terms; ethical trade, social trade, social responsibility, ethical sourcing, sourcing fairly etc. etc. all refer to an intent for better purchasing of produce, but it is part of a bigger set of quality requirements like reliable, in time supply of produce of a high and consistent quality for a manageable price. Added to that are concerns of human rights, work safety, ethics, environment, capacity building, transparency and community building. The seven principals for social and responsible purchasing are as follows.

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1 (Barrientos S, Dolan C. 2006)

**Human rights:** People should be treated with dignity and respect. Each operator is to understand and follow existing legislation: The business of the exporter should be in line with the national law and international agreements (ILO<sup>2</sup>) which means; freedom of association, abolition of forced labour, equality in employment, elimination of child labour.

**Safety:** Often a special position is created of a quality manager who is to make a risk assessment both for product and worker safety, and has the mandate to act upon the major threats.

**Ethics:** Company policies are to be developed to guarantee ethical behaviour. Within the supply chain there need to be written agreements on the exchange of information, also on market trends and price building and the right of buyers to visit production areas and facilities.

**Environment:** The operator is asked to be pro-active on environmental issues, meaning reducing negative environmental impact or investing resources in improving the environment.

**Capacity building:** Both in the North and South there is limited understanding of each other's situation and what improvements can be made that do not cost a lot but have a positive impact. This usually results in regular training of the different levels in a company.

**Transparency:** Collecting data and setting benchmarks encourages improvement in purchasing performance. Feedback from suppliers, without the fear of retribution, about the impact of purchasing and supply management provides useful information for a company to improve their procedures. Transparency (financially) within the trading chain promotes long-term relationships.

**Community:** Suppliers that perform well in the above areas need to be rewarded. That is not only the supplier but also those that supply him/her, like farmers. Some extra funds spent on the communities improve loyalty and thus reliability in the supply chain.

Elements to be discussed with all actors in the trade chain:

- Good relationships with suppliers.
- Clear and timely communication amongst all stakeholders (producer – buyer – exporter – importer).
- Sustainable prices for everybody.
- Clear lead times and payments.
- Respect for human rights in the whole trading chain.
- Support for small-scale producers.

## 4. A selection of socially responsible initiatives

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So many different initiatives/programmes/organisations are active in socially responsible or ethical purchasing and trade that it is not possible to explain all of them. Some of the main programmes are described but this is far from complete. The organisations are listed in alphabetical order, which does not reflect the order of importance. Which initiative suits an exporter best depends on in which market the exporter is selling their produce.

An overview of the selected organisations complemented with some other organisations can be found in annex 1.

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2 The UN International Labour Organisation

## 4.1. BSCI – Business Social Compliance Initiative

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BSCI is a European alliance of around 50 retailers and importers and can be applied to all consumer goods and agricultural products.

BSCI is especially useful when the exporter delivers their produce to one of the BSCI members which include retailers such as Albert Heijn, C&A, HEMA, WE and Wehkamp (Netherlands), Karstadt, Metro Group, Quelle and Neckermann (Germany), Kesko and Stockmann (Finland), Lindex, KappAhl and Unibrands (Sweden), Indeitex (Spain), Vögele, Calida and Coop (Switzerland), The cotton Group (Belgium) and Celio (France).

BSCI has a system in place to monitor social standards in industry, also when the industrial processing of food products is concerned. However, BSCI members like Ahold, COOP Switzerland, ICA, Kesko and Migros expressed their ambition to integrate not only their food industry suppliers, but also the suppliers of fresh food products. The suppliers of these products may be processing or packaging units, but the actual production takes place on the farm level.

The BSCI social requirements are defined in the BSCI Code of Conduct and are based on the Core Labour Conventions of the ILO. The BSCI code covers child labor, forced labor, working hours, wages, discrimination, occupational health and safety and freedom of association and collective bargaining. Specific ILO Conventions exist for agriculture, and those have been taken into consideration when developing the management tools for the farms.

BSCI stimulates good relationships between supplier and buyer and has a business development approach, (importer requests and pays for audits). The audit is done on the export company and on a number of farms. Based on the results of the audit a plan of action/management for the exporter is made to move towards better social standards in the company. Independent authorised companies do the audits and provide an audit report for the exporter. BSCI does not issue a label or certificate, nor is a premium price paid by the consumer or received by the producer. The focus of the BSCI lies on the process of developing the company, which they believe is the first step to move towards improved social standards within the chain. Focussing on certification and labels is a step ahead and BSCI believes that this is not realistic for a lot of companies yet.

If an exporter is selling its produce to a company that is not a member of BSCI it can still have a BSCI audit done. The benefit for an exporter is the report that shows the company's commitment to good social standards.

The new BSCI Management Tools for Primary Production is meant for production at farm level. There is an Audit Questionnaire and a Supplier Manual for the processing unit and in addition, an Audit Questionnaire and a Farm Manual for the farm is available. For the farm tools, the terminology and requirements have been adapted to the conditions in agriculture.

The BSCI started the implementation with supplier audits in March 2007. It regularly organises awareness raising seminars in different parts of the world. The BSCI believes these new activities in the food supply chain are an important step towards the further development of the BSCI and the improvement of working conditions in the global retail supply chain.

A link to the BSCI standards:

<http://www.bsci-eu.org/content.php?page=BsciDocuments>

Click: code of conduct.

General info: [www.bsci-eu.org](http://www.bsci-eu.org)

Email address: [info@bsci-eu.org](mailto:info@bsci-eu.org)

## 4.2. Corporate Social Responsibility (CSR)

CSR Europe is a non-profit organisation that promotes corporate social responsibility. Their mission is to help companies achieve profitability, sustainable growth and human progress by placing corporate social responsibility in the mainstream of business practice.

It is a European business network of CSR professionals based upon sharing of CSR solutions and shaping the modern day business and political agenda on sustainability and competitiveness. Their main objective is to help companies integrate CSR in their everyday business hence it may be more suitable for retailers than exporters.

CSR works by creating dialogues between large and small enterprises, and shows the importance of social responsibility in small and medium sized enterprises. They have developed a European Roadmap for a sustainable and competitive enterprise, which serves as a set of goals and strategies to integrate corporate responsibility in daily business practices. The European Roadmap for Businesses includes key points on: integrating CSR across business functions, respect for human rights, development of employees, preserving the environment, engaging with stakeholders. They can be seen as a business development service providing:

- Helpdesk services i.e. information on demand.
- Business exchanges and seminars.
- Information services i.e. access to 250+ company CSR best practices online.

CSR works mainly in Europe and has 60+ company members and 18 national partner organisations, and reaches out to more than 1400 companies in Europe. They are not working with products hence do not offer certificates or labels.

Their principles of operation can be found on the website

For information about Corporate Social Responsibility any interested person can subscribe to the monthly email to keep up to date with CSR Europe news, events and publications.

General website: [www.csreurope.org](http://www.csreurope.org)

Email address: [ns@csreurope.org](mailto:ns@csreurope.org)

## 4.3. ECOCERT Fair Trade Standards

The organic certification body ECOCERT has developed a set of standards defining fair and responsible trade, together with related documents, control tools and certification procedures. ECOCERT Fair Trade Standards emphasise social and environmental criteria and require consideration of the entire commodity chain. The standards were developed in collaboration with many sector professionals: producers, processors, importers, retailers and consumer associations. They are applicable to both food and non-food commodities (cosmetics, textiles).



ECOCERT Fair Trade Standards are compliant with fair trade principles, as defined by the FINE agreement and/or the AFNOR X50-340 document. There are annual certification audits. The stages involved in certification:

- Order the standards and accompanying documents, and get acquainted with the criteria and process.
- Fill the quotation form and provide a commodity chain description, involve the supply chain partners in the approach.
- Sign a commitment contract.
- Fill the pre-evaluation form and prepare for the inspection.
- Certification step: the audit report is processed and a certificate issued.

Website: <http://www.ecocert.com/Commerce-equitable.html>

Email: [thierry.schlumpf@ecocert.com](mailto:thierry.schlumpf@ecocert.com)

#### 4.4. Ethical Junction (EJ)

The Ethical Junction Network provides information on positively screened companies and organisations (mainly UK) and links visitors through to ethical and sustainable products and services provided by members.



Ethical Junction's aim is to bring together businesses and organisations that share a common set of values and who actively promote these everyday in their core operational activities.

EJ manually screens all members on the basis of the ethical and sustainable principles. The most up to date version will always apply and companies will have to be re-screened each year to ensure that they continue to meet the criteria. There is no guarantee that organisations will automatically pass the following year.

EJ asks members and visitors to let them know if they have any concerns about the credentials of any companies and organisations listed as members. They follow up any complain promptly. EJ do not issue a label nor do they give certification. All their members are allowed to display the 'EJ membership button' on their website, to demonstrate support and reciprocity through supporting the wider network of ethical companies. This organisation works not with products but suppliers and companies that supply and produce ethical products. An example is Tropical Wholefoods (UK). EJ is recognized in the UK and has plans to extend.

Any organisation that wishes to join EJ has to comply with their ethical principles, found at <http://www.ethical-junction.org/html/policy.php>

Website: [www.ethical-junction.org](http://www.ethical-junction.org)

Email: [membership@ethical-junction.org](mailto:membership@ethical-junction.org)

#### 4.5. Ethical Trading Initiative (ETI)

The Ethical Trading Initiative (ETI) is an alliance of companies, non-governmental organisations (NGOs) and trade union organisations. Their objective is to promote and improve the implementation of corporate codes of practice, which cover supply chain working conditions. The ultimate goal is to ensure that the labour conditions of workers producing for the UK market meet or exceed international labour standards.



Underpinning all their work is the ETI Base Code and the accompanying Principles of Implementation. [http://www.ethicaltrade.org/Z/lib/base/code\\_en.shtml](http://www.ethicaltrade.org/Z/lib/base/code_en.shtml)  
The Base Code contains nine clauses, which reflect the most relevant international standards with respect to labour practices (ILO Conventions). The Principles of Implementation set out general principles governing the implementation of the Base Code. ETI has developed special guidelines for smallholders that can be found through <http://www.ethicaltrade.org/Z/lib/2005/09/smhdr-gls/index.shtml>

Exporters can join ETI as individual companies though the core members are founding trade unions and NGOs. Individual members i.e. exporters are monitored extensively (through inspections) on their adherence to labour laws. One strong point of ETI is assisting members to assess their own progress and also to learn from other members through sharing of reports.

ETI does not issue certificates nor do they provide labels apart from the members displaying the ETI logo on their websites. ETI insists that before the website goes online ETI has the right to read and scrutinise the content to make sure its content is correct. They believe that pushing companies to sell ethically-labelled products will give consumers a false sense of security. The best way forward according to them is to encourage companies to work with their suppliers over time to achieve continuous improvements in labour conditions. ETI is well known and works with the major retailers in the UK.

Consumers can also visit their site where they can see a list of the retailers and retailer suppliers who are their members. <http://www.ethicaltrade.org/Z/abteti/who/memb/list.shtml>

General website: [www.ethicaltrade.org](http://www.ethicaltrade.org)

Email address: [eti@eti.org.uk](mailto:eti@eti.org.uk)

Interestingly, ETI compiled a resource list of 200 countries and their adherence to labour laws [www.ethicaltrade.org/Z/resrcs/geog/country/index.shtml](http://www.ethicaltrade.org/Z/resrcs/geog/country/index.shtml)

## 4.6. GlobalGAP

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The Euro Retailer Producer Working Group Standards for Good Agricultural Practices (formally known as EurepGAP) covers food hygiene, safety and good agricultural practice based on a Hazard Analysis Critical Control Points (HACCP) approach. Initially it was a voluntary code introduced by supermarkets, also in an effort to streamline their different requirements into one protocol. Nowadays many supermarkets say that one cannot supply with being certified for compliance with this code, but this policy is not strictly adhered to by their own buyers.

In response to food safety demands of consumers and authorities, retailers and their global suppliers have created and implement a series of sector specific farm certification standards. The aim is to ensure integrity of global agricultural production. It includes requirements for safe food that is produced respecting worker health, safety and welfare, environmental and animal welfare issues.

Exporters and traders are not legible for the GlobalGAP certification because GlobalGAP only certifies individual farmers or farmer groups, as it is a farm gate standard. Exporters forward the registration numbers of their supplying farmers to their clients.

It is not allowed to place the GlobalGAP logo on certified products as GlobalGAP is a Business to Business standard. The logo can be placed on the pallets that will not be displayed at the point of sale.

To keep its independence GlobalGAP does not conduct the certification process itself. Authorised Certification Bodies (CB) certify farmers or farmer groups against the GlobalGAP criteria. The Accreditation Bodies to which the CB applies must be part of the European Accreditation (EA) or IAF multilateral agreement (MLA) on Product Certification.

On the GlobalGAP website the documents of Control Points and Compliance Criteria for each supply chain that GlobalGAP certifies (most of it is in fruits and vegetables) are given.

Membership: mainly dominated by retailers but also their suppliers and producers, trainers and certification bodies. Some of the retailers are Lidl, Rewe, Albert Heijn, Tesco, Waitrose and Marks and Spencer. Individual membership is also acceptable.

Website: <http://www.globalgap.org>

Email: [info@foodplus.org](mailto:info@foodplus.org)

## 4.7. Fairtrade Labelling Organisations (FLO)

Fairtrade Labelling Organizations International (FLO) is an association of 20 labelling initiatives (members) that promote and market the Fairtrade Certification Mark in their countries. FLO labelling initiatives operate in 15 European countries, North America and some other countries, see the link 20 Labelling Initiatives.



FLO is the best-known Fairtrade standard setting and certification body. It inspects and certifies producer organisations worldwide in more than 50 countries. After certification the products may carry the Fairtrade Certification Mark (label), which is widely recognised. FLO certifies the following food products: banana, cocoa, coffee, cotton, dried fruits, fresh fruit and vegetables, juices, honey, nuts and oilseeds, rice, spices and herbs, sugar, tea and wine grapes. For other food products, Traidcraft is offering an alternative. This organisation is a member of FLO, uses the same standards and markets their products in the UK.

The Fairtrade Certification label, which applies to products rather than companies, aims to give small producers more control over their own lives. It addresses the injustice of low prices by guaranteeing that producers receive fair terms of trade and fair prices – however unfair the conventional market is. On top of the Fairtrade Minimum Price, the Fairtrade Labelling system guarantees a premium for producer organizations or workers bodies to enable them to invest in social, economical or environmental improvements.

Fair Trade products are mostly marketed in worldshops ([www.worldshops.org](http://www.worldshops.org)) although the marketing in supermarkets is increasing.

Currently the FLO standards are only applicable for small scale farmers organised in farmers' organisations (co-operatives or associations). This excludes the contract farmers from whom many African exporters are purchasing.

There are possibilities to obtain Fairtrade certification for an exporter if the company helps the farmers to set up a legally registered association. The association is registered as the leading partner but cannot survive without the companies' activities, which means that both are relying on each other. The association can apply for Fairtrade certification. An example of this structure is North Western Bee Products (Zambia) (more information Bob Malichi). Another example in Tanzania is the joint venture between the Rungwe Smallholder Tea Growers Association and TATEPA who jointly own Wakulima Tea Company in Tukuyu (Southern Tanzania) (more information Sanjay Kumar).

Link to standards: <http://www.fairtrade.net/standards.html>

Website: [www.fairtrade.net](http://www.fairtrade.net)

Email: [info@fairtrade.net](mailto:info@fairtrade.net)

## 4.8. Fair Trade Federation

The Fair Trade Federation is part of a growing international movement working to promote fairly trade and educate consumers about issues that affect fairly trade and small producers. FTF is affiliated as a member with organizations that support fair trade. FTF also researches and formally endorses positions on pending legislation regarding global trade issues.



The FTF is a USA based association of fair trade wholesalers, retailers, and producers whose members are committed to providing fair wages and good employment opportunities to economically disadvantaged artisans and farmers worldwide. FTF is mostly recognised in the USA. Many of the wholesalers and retailers listed are dealing in arts, although some also trade in food products.

FTF doesn't certify products but an export company can become a member of the FTF. In order to do so the company has to answer a list of questions, which are based on FTF's 7 principles. [http://www.fairtradefederation.org/ab\\_princ.html](http://www.fairtradefederation.org/ab_princ.html)

The principles serve more as guidelines than as strict rules, they are meant to stimulate dialogue. No physical inspections are carried out. If the company answers the questions in a way that shows they are applying the FTF principles, they become a member and may, as an enterprise, use the label. The label cannot be used on the product.

Website: [www.fairtradefederation.org](http://www.fairtradefederation.org)

Email: [cki@fairtradefederation.org](mailto:cki@fairtradefederation.org)

#### 4.9. FairWild

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The increasing demand for wild collected products in the sectors of food, personal health care and medicinal herbs poses major ecological and social challenges. The high demand for potentially vulnerable plants can endanger local ecosystems substantially and increase the poverty of collectors who often belong to the poorest social groups in the countries of origin.

# FairWild

FairWild is certifiable and provides the buyers with transparency and the assurance that products are produced in a socially and ecologically sound way. Traceability and better product safety add additional marketing arguments for the final consumer.

The development of the new FairWild standard is initiated by SIPPO (the Swiss Import Promotion Organisation) and financed in cooperation with Forum Essenzia. The Institute for Market Ecology (IMO), significantly involved in professional support to the development of the Standard, offers certification to this new and unique guideline.

FairWild allows collectors, workers and companies in the wild collection trade to jointly work on truly sustainable production and to receive a fair price for their goods. A small premium price shall be paid for certified products, which allows for social community projects in the collection areas.

In order to ensure sustainability in the wild collection system, FairWild is developed as an additional module to the ecologically focused management criteria defined in the International Standards for sustainable Wild Collection of Medicinal and Aromatic Plants (ISSC-MAP). This standard defines guidelines and provides tools to the collectors and producers for the planning and implementation of a sustainable resource management system – a guarantee for constant and reliable supply of raw materials for industry and traders. Organic Certification of the Wild collection practices is also accepted as minimum demonstration of ecologically sound production practices.

Underneath the link to the FairWild standards.

[www.forum-essenzia.org/PDFs/FairWild-Standards.pdf](http://www.forum-essenzia.org/PDFs/FairWild-Standards.pdf)

Website: [www.fairwild.org](http://www.fairwild.org)

#### 4.10. IFAT

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IFAT is a partner (not a member) organisation of FLO and is widely recognised in the fair trade world. IFAT doesn't use the same standards as the FLO standards. It works with the same definition of Fair trade as FLO, but the approach of IFAT is the organisation- export company while FLO focuses on the farmer and the product. The IFAT label cannot be used on the product, but is for the organisation-company. They can use the label on their website. The advantage for an organisation of having the IFAT label is to have better access to certain markets. Often but not guaranteed, when IFAT certified, the exporter can sell its produce for a higher price compared to the same produce from the same origin but without certification.



IFAT is recognised and certifies worldwide (in 70 countries). While the products of many IFAT members carry the Fairtrade Label, many IFAT members produce and sell a diversity of products outside the (mainly food) categories for which the Fairtrade Label was developed.

For certification, the IFAT monitoring system is used which contains 3 steps:

1. The company does a self assessment.
2. The self assessment is made public to trade partners.
3. IFAT carries out inspections at random. On average this means 10% of the IFAT members have their organisation physically inspected.



The advantage for the farmer lies in the 10 main rules of the IFAT fair trade standards (FTO standards) which contain the following issues: creating opportunities for economically disadvantaged producers, transparency and accountability, capacity building, promoting fair trade, payment of a fair price for the farmer, gender equity, good working conditions, no child labour, good environmental practices etc.

[http://www.ifat.org/index.php?option=com\\_content&task=view&id=2&Itemid=14](http://www.ifat.org/index.php?option=com_content&task=view&id=2&Itemid=14)

Website: [www.ifat.org](http://www.ifat.org)

Email: [communications@ifat.org](mailto:communications@ifat.org)

#### 4.11. Institute for Market Ecology (IMO)

IMO is an international agency for inspection, certification and quality assurance of eco-friendly products. IMO takes part in the certification of most of the EPOPA farmers.

IMO has been active in the field of organic certification but it is also expert in the sectors of natural textiles, sustainable forestry, and social accountability monitoring.

IMO's concept builds on widely acknowledged baseline standards such as the ILO conventions, the FLO standards, the social criteria of IFOAM (International Federation of Organic Agriculture Movements) and SASA.

IMO developed two different certifications with two different labels: the Social Responsibility Certification and the Social & FairTrade Certification. If the labels are to be used on the products, the entire production and trade chain must fulfil the IMO control requirements. For an exporter the rules apply from production to that particular step in the chain of custody (primary production and processing in the country of origin).

IMO Social certification ensures compliance with labour right issues such as absence of child labour, non discrimination, reasonable working times, health & safety aspects, or aspects of best-practice for smallholder groups. The blue IMO logo "for life" can be used after certification on the product.



The Social & FairTrade Certification fulfils the Social Responsible standards and the FairTrade criteria that IMO developed. The FairTrade criteria checks whether fair trading practices are being met (adequate prices, long term trade relations, sharing information with trade partners, treating the farmers fairly etc.) The green IMO logo 'fair for life' is a product label which can be used after certification.

An operation can also intend to use IMO Social and/or FairTrade Certification only in marketing and advertising but not for product labelling, in that case there is no implication for the chain of custody. In this case IMO certification only confirms that the operation complies with the IMO Social & FairTrade Standards, without any products being certified.

The Social & FairTrade Program is suitable for a wide range of operations worldwide for food and non-food products. IMO understands its activities as a complementary service to FLO with whom they are cooperating since many years.

One added feature of IMO is that it offers a rating system for social performance. IMO provides the PR service of publishing certified operations on their website.

The following link provides the IMO organic standards.

[http://www.imo.ch/index.php?seite=imo\\_services\\_organic\\_production\\_en](http://www.imo.ch/index.php?seite=imo_services_organic_production_en)

Website: [www.imo.ch](http://www.imo.ch)

Email: [Florentine.Meinshausen@imo.ch](mailto:Florentine.Meinshausen@imo.ch)

## 4.12. ISO SR (Social Responsibility)

ISO is the International Organization for Standardisation, which has offices in 157 countries. ISO SR (social responsibility) is a branch of ISO and will launch the ISO 26000 standards, which are guidance for social responsibility. The 26000 standards will be published end of 2009 and can be used from 2010 onwards. To follow the progress, see [http://www.iso.org/iso/catalogue\\_detail?csnumber=42546](http://www.iso.org/iso/catalogue_detail?csnumber=42546)

Type of standard:

- The document will be an International Standard providing guidance.
- Throughout the standard, the verb “ should ” is used instead of “ shall ”.
- It will not be intended for third-party certification.
- Only one standard will be developed.

The 26000 standards will be voluntary to use. It will not include requirements and will thus not be a certification standard. So no certification and label is provided. The aim is to encourage voluntary commitment to social responsibility and will lead to common guidance on concepts, definitions and methods of evaluation. The guidance is meant to stimulate companies to move towards a more social responsible way of working. The standards should be applicable in countries in all stages of development.

The scope of the standard is to assist an organization in addressing its social responsibilities, by:

- Providing practical guidance related to:
  - » Operationalizing social responsibility
  - » Identifying and engaging with stakeholders
  - » Enhancing credibility of reports and claims made about SR.
- Emphasizing performance results and improvements.
- Increasing customer satisfaction and confidence.
- Promoting common terminology in the SR field.
- Being consistent, and not in conflict, with existing documents, treaties, conventions and other ISO standards.

The standards can be used for both individual farmers and farmer groups and all products are suitable. The benefit for the exporter to work according to the ISO 26000 standards lies in the fact that the exporter can demonstrate his commitment to possible buyers to social responsibility.

ISO and the International Labour Organization (ILO) have signed a MoU to ensure that ISO 26000 is consistent with the ILO conventions.

Website: [www.iso.org/sr](http://www.iso.org/sr)

Email: [cajazeira@suzano.com.br](mailto:cajazeira@suzano.com.br)

### 4.13. Naturland

Naturland is together with IMO the certification body that certifies most of the organic farmers within EPOPA. They do this according to the Naturland private standards that are recognised in many western countries. Naturland is located in Germany.



Starting with the inspection period 2005 Naturland has put in force social standards. Consequently the social conditions under which organic foodstuffs are produced and processed are to be checked during the organic certification process.

The call for social sustainability of organic products is nothing new and for Naturland it was part and parcel of organic agriculture from the very first. So far it was defined as social responsibility in the Naturland basic standards. Naturland members are committed farmers, smallholder organisations and processors who consider social responsibility as a normal procedure. But simply trust does not suffice. The Naturland logo thus stands for a complete package of organic and social (e)quality.

The Naturland standards contain a section of social responsibility in the General Regulation for production. The standards are based on the principles of organic farming. Their social standards contain the following topics:

- Employment conditions.
- Human rights.
- Forced labour.
- Freedom of association, access to trade unions.
- Equal treatment and opportunities.
- Child labour.
- Health and safety.

Link for the complete standards:

[http://www.naturland.de/englisch/n2/NL-Stand-Production\\_01-2005.pdf](http://www.naturland.de/englisch/n2/NL-Stand-Production_01-2005.pdf)

Website: [www.naturland.org](http://www.naturland.org)

Email: [naturland@naturland.de](mailto:naturland@naturland.de)

### 4.14. Rainforest Alliance

Rainforest Alliance's (RA) mission is to conserve biodiversity and ensure sustainable livelihoods transforming land-use practices, business practices and consumer behaviour. Companies, cooperatives and landowners that participate in their programs meet standards that conserve biodiversity and provide sustainable livelihoods.



RA certifies on farm level. Farms and forestry enterprises that meet the standards receive the Rainforest Alliance certification label. The standards work on 3 levels, environmental, social and economic level, which means certification for all 3 levels at once. RA focuses on farm management, less on the trade of the products.

Fair treatment and good working conditions for worker standards, occupational health and safety and community relations are standards included in the Sustainable Agricultural Standard. These include: the right to organise, safe and clean working environment, the national minimum wage, dignified housing, medical care, free education, health, training etc.

[www.rainforest-alliance.org/programs/agriculture/certified-crops/standards\\_2005.html](http://www.rainforest-alliance.org/programs/agriculture/certified-crops/standards_2005.html)

RA is based in the USA but works worldwide. Certification can be done on individual farms or in a group of farmers for the following products: coffee, bananas, cocoa, citrus and flowers. The RA label is recognised in Europe, Japan and North America.

As a result of certification, farms as well as companies selling their produce can increase their international recognition, while improving transparency and accountability. RA certified goods have better access to specialty buyers, providing contract stability, favourable credit options, publicity, technical assistance and premium markets. The Rainforest Alliance is not directly involved in the negotiations between farmers and their product buyers, although most farmers are able to utilise their certification to leverage a price premium.

RA is operating mainly in Latin America but is developing activities in Africa.

Website: [www.rainforest-alliance.org](http://www.rainforest-alliance.org)

Email: [jaerts@ra.org](mailto:jaerts@ra.org)

#### 4.15. Responsible Purchasing (RP)

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The Responsible Purchasing (RP) initiative is to improve EU sourcing from developing countries. A study they conducted on selected products; banana, cotton and milk, revealed that the standards and expectations set by different buyers of third world products had some negative side-effects for these producers. One of the effects is an increase of working hours in order to comply with the extra procedures. RP encourages the production and marketing to Europe of good quality products, but not at the expense of the developing countries. To achieve this they intend to stimulate debates on how it can be done better.

They have no standards but have stated a few indicators (page 5) in their article known as buying matters which can be found on their website.

RP is an initiative run by four leading European Fair Trade organisations; Traidcraft, UK; CTM - Altromercato, Italy; Oxfam-Wereldwinkels, Belgium and IDEAS, Spain. Unlike many fair trade organisations that seek to create niches RP would rather influence the main stream sourcing of products from the developing world and try to see what changes are possible to ensure responsible purchasing. They argue that the focus on niches can only impact on a small percentage of the sourcing while mainstream sourcing continues to be irresponsible and faces little or no control from standard setting organisations. The plan looks rather ambitious but they are still in the early development stage.

Website: [www.responsible-purchasing.org](http://www.responsible-purchasing.org)

Email: [Responsible-purchasing@traidcraft.org.uk](mailto:Responsible-purchasing@traidcraft.org.uk)

#### 4.16. Social Accountability International (SAI)

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Social Accountability International (SAI), established in 1997, is a charitable human rights organisation dedicated to improving workplaces worldwide by developing and implementing the well-known SA 8000 standard. It relates mainly to processing industries. For SA 8000 certification, an audit is required to verify that the company meets the standard. In the standard topics like: child labour, health & safety, freedom of association and the right to collective bargaining, discrimination, disciplinary practices, working hours and compensation are mentioned. <http://www.sa-intl.org/index.cfm?fuseaction=Page.viewPage&PageID=710&CFID=12255785&CFTOKEN=31979719>

Certification is the process by which facilities must be audited by an independent SA-accredited certification body against the SA8000 standard. If a facility meets the standard, it will earn a certificate attesting its social accountability policies, management, and operations. SAI accredited certification bodies BVQI and SGS can do the audit in Uganda and Tanzania. No label is offered for a finished product.

The certificate is proof that the exporter is sourcing according to SA8000 codes. SAI has 10 retail members (2005) including Dole Foods and Chiquita. The SA8000 certificate is known throughout the world, and certifications have been done in 55 countries. All kinds of companies with all kinds of products can join, except for the maritime industry.

Reasons to choose for SA8000 certification can vary: Some organisations feel that an SA8000

certification will bring additional business or will improve the internal system of their own company. While other organizations, as suppliers to major brands, are required to implement and conform to SA8000 by the brand in order to continue their business relationship.

Along with humane workplaces, the implementation of SA8000 offers more benefits to business and consumers:

- Benefits for business:
- Drives company values into action.
- Enhances company and brand reputation.
- Improves employee recruitment, retention and productivity.
- Supports better supply chain management and performance.

Benefits for consumers and investors:

- Clear and credible assurance for ethical purchasing decisions.
- Identification of ethically made products and companies committed to ethical sourcing.
- Broad coverage of product categories and production geography.

Website: [www.sa-intl.org](http://www.sa-intl.org)

Email: [LBernstein@sa-intl.org](mailto:LBernstein@sa-intl.org)

#### 4.17. Soil Association Ethical trade

The Soil Association is a large British organisation that advocates for organic farming and a healthy and sustainable lifestyle. It is also UK's largest organic certification body, approximately 80% of organic products in the UK are labelled with the SA logo. In order to get the ethical trade certification the producer needs to be certified as organic by the Soil Association first. The Soil Association Ethical Trade label ensures fair-trading relationships and good employment conditions during all stages of the supply chain, from the farmer to the brand holder in the organic sector.



Link to standards:

<http://www.soilassociation.org/web/sacert/sacertweb.nsf/B4/index.html>

The Ethical Trade label ensures the consumer that the product is produced in a way that ensures fair treatment of workers, a fair return for the farmers and that a positive contribution is given to the local community by producing this product. This will give extra value to the product. The company certified by SA becomes a member and will benefit from the services that SA offers, like free advice and help to develop markets for a product. The SA ethical trade label is not yet well known and recognised as it is still new in the market. Fish farmers are also an option, but wild caught fish is not.

The ethical trade scheme of the SA is in its initial phase. Consequently, they are not accepting many applications at the moment. However, in future this may change.

Website: [www.soilassociation.org/ethicaltrade](http://www.soilassociation.org/ethicaltrade)

Email: [LCornelius@soilassociation.org](mailto:LCornelius@soilassociation.org)

## 4.18. Utz Certified

Utz Certified, formally Utz Kapeh, is a worldwide certification program that sets standards for responsible coffee production and sourcing. It has started to extend to cocoa and palm oil. The criteria of the standards fall into 3 categories: social criteria, environmental criteria and criteria for good agricultural and business practices. These originally were a direct adaptation of the GlobalGAP criteria to the coffee situation. These criteria include elements such as standards for record keeping, better and documented use of agro-chemicals for crop protection, protection of labour rights and access to health care and education for employees and their families. Utz Certified coffee can be labelled as such.



Link to code of conduct: <http://www.utzcertified.org/index.php?pageID=114>

Utz Certified is different from organic or fair trade certification because it wants to provide basic standards for mainstream coffee. A big supermarket like Albert Heijn in the Netherlands has said that, apart from the fair trade and organic coffee, all its other own brand coffees has to be Utz Certified. According to Utz Certified, the organic label and Utz Certified complement each other. Yearly audits are carried out. Utz Certified is by now recognised in big parts of Europe and North America. The scheme works with farmers worldwide, originally more with commercial estates but nowadays also with groups of small farmers.

Utz Certified coffee is often sold for the same price as 'conventional' coffee in the shop. It is not always clear how the farmers benefit from the scheme. The benefit is more for the exporter who develops a closer relationship with the buyer. Even when a premium is paid, it does not necessarily reach the primary producers.

Consumers can trace the origin of their cup of coffee from the Utz Certified website. They also give the possibility for each certified project to promote the coffee on the website.

Website: [www.utzcertified.org](http://www.utzcertified.org)

Email: [henrike.offeringa@utzcertified.org](mailto:henrike.offeringa@utzcertified.org)

## 4.19. Supermarkets & Retail Outlets

Supermarkets and retailers show more interest in marketing products from companies where good social standards are applied and develop a programme around this. This paragraph contains some examples of these. Some retailers are already mentioned in the previous pages when they are linked to an organisation, like for instance GlobalGAP or BSCI.

**Carrefour** (France) emphasises labour standards through the approach of human rights. Together with International Federation for Human Rights (FIDH) they aim at a wide-ranging programme ensuring that their suppliers use neither child nor forced labour and that they adhere to appropriate standards of employee welfare. In their charter for commitment 10 operational principles can be found. Audits are carried out in three phases. Internal, external and a regular re-audit.

**Colruyt** is a supermarket chain and **Dreamland** is a toy store chain both in Belgium. Together they have formulated a code of conduct concerning child labour and better labour conditions for employees. This code of conduct is implemented in the toy production, but also agricultural products like coffee, cocoa, oranges, honey, rice, nuts, pineapples are included. The producer/exporter needs to ensure that the code of conduct is respected in his company and in the production chain. Audits are done at random in companies worldwide. No premium price is paid as they aim to sell the produce on a competitive market and stimulate a produce to develop itself according to the markets demands. Collibri products receive a label 'Collibri for education' on the retail package.

[http://www.colruytgroup.be/colruytgroup/static/collibri\\_n.shtml](http://www.colruytgroup.be/colruytgroup/static/collibri_n.shtml) (Dutch or French website only)

**Marks and Spencer:** In April 2006, they became the first major retailer to switch all their coffee and tea to Fairtrade. They sell men's and women's t-shirts and socks made entirely from Fairtrade cotton. They employ FLO standards and are also a GlobalGAP member. They make use of the Supplier Ethical Data Exchange (SEDEX) database and encourage their suppliers to adopt it.

**Oxfam outlets** strives to purchase goods and services which are produced and delivered under conditions which do not involve abuse or exploitation, and which have the least negative impact on the environment. These principles form the basis of Oxfam's Ethical Purchasing policy. Oxfam outlets sell mainly Fairtrade certified (FLO) products.



The companies which produce or package the goods for sale in Oxfam UK shops are committed to meeting the following Code of Conduct, both in their own companies and in their supply chains:

- employment is freely chosen
- freedom of association and the right to collective bargaining are respected
- working conditions are safe and hygienic
- there is no exploitation of children
- living wages are paid
- working hours are not excessive
- no discrimination is practiced
- regular employment is provided
- no harsh or inhumane treatment is allowed

Supply policies:

[http://www.oxfam.org.uk/about\\_us/suppliers/supply.htm](http://www.oxfam.org.uk/about_us/suppliers/supply.htm)

Ethical purchasing: [http://www.oxfam.org.uk/about\\_us/suppliers/ethicalpurchasing.htm](http://www.oxfam.org.uk/about_us/suppliers/ethicalpurchasing.htm)

Sustainable standards: [http://www.oxfam.org.uk/about\\_us/suppliers/sustainability05.doc](http://www.oxfam.org.uk/about_us/suppliers/sustainability05.doc)

**Sainsbury's** socially responsible sourcing initiative covers fair terms of trading, protection of children, worker health and safety, equal opportunities, freedom of association, freedom of employment, hours of work and wages. They are members of the Ethical Trading Initiative (ETI). Its Code of Conduct for Socially Responsible Sourcing covers:

- Fair terms of trading.
- Protection of children.
- Health and safety.
- Equal opportunities.
- Freedom of association.
- Freedom of employment.
- Remuneration.

All the above are based mainly on ILO standards.

<http://www.jsainsburys.co.uk/cr/index.asp?pageid=128>

**Tesco** supermarket (UK) does ethical trading (they work with ETI): As a founder member of the Ethical Trading Initiative (ETI), Tesco uses the ETI Base Code as its standard for all primary suppliers across all their businesses. Tesco is also influential in developing SEDEX (Supplier Ethical Data Exchange), a web-based system that encourages businesses to share data on labour standards at production sites.

[www.tescocorporate.com/page.aspx?pointerid=0C957CC3E68E4F27B966EBA730D72FC6](http://www.tescocorporate.com/page.aspx?pointerid=0C957CC3E68E4F27B966EBA730D72FC6)

**Albert Heijn** (The Netherlands) joined early 2005, the Business Social Compliance Initiative (BSCI), to improve labour conditions among the workers of their suppliers in high-risk countries. <http://www.ahold.com/page/4408.aspx>

The list of supermarkets can be continued with: Kesko (Finland), Migros (Switzerland), Waitrose (UK), Coop (various European countries), Fingus (Sweden) and others.

## 4.20. Producers in the South

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Within the ethical trade a number of producers/associations in the South have established their own codes of labour practice as a way of protecting the image and the legitimacy of their industries in Northern markets.

**Fresh Produce Exporters Association of Kenya (FPEAK)** developed the Kenya Good Agricultural Practice - KENYA-GAP (formerly FPEAK Code of Practice). It is used by the Association's members in order to promote and ensure implementation of socially and environmentally sound production and marketing practices of fresh produce. The code of practice covers the entire spectrum of production, food handling, transport, packaging and waste management. <http://www.fpeak.org/codehighlights/highlights.asp>. The code is benchmarked with GlobalGAP and individual buyers' specific standards.

**Kenya Flower Council (KFC)** developed a Code of Practice, detailing the standards to be met in Environmental, Social Accountability and Good Agricultural Practices. The Code was the first national scheme to be benchmarked to GlobalGAP and has attained the "Equivalence Status".

The themes covered in the Code of Practice all relate to Health and safety of the workers in all aspects of provision of a safe working environment in terms of personal protective equipment and working instructions. <http://www.kenyaflowers.co.ke/about/codes.php>

**Zambia Export Growers Association (ZEGA)** instigated in 2000 its own code of Practice to cover the areas of GAP and protection of the environment, human resource management and welfare of employees, vegetable and flower quality assurance and relationships with out-growers. Adherence to the Code is a requirement for membership and helps to ensure that good business practices are implemented. This contributes to the promotion and protection of the reputation of Zambia in the international market place.

Its Training Trust has played a central role in the development of the ZEGA Code and is responsible for auditing compliance by the ZEGA membership.

The Training Trust has also participated in the preparation of other regionally based Codes including a Code for Small Farmer Service Providers.

<http://www.zambiaexportgrowers.com/index.htm>

## 5. Conclusion

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In the past decade, many organisations identified the need to establish codes of practice, guidelines and certifications for a responsible trade chain. The broad scale of organisations brings about a lot of confusion about the meaning of each organisation and what distinguishes one from the other. Within a few years it might be expected that several organisations will merge. A pilot is established with ETI and SAI although it is too early to know how it will continue.

The wide range of organisations involved in fair, ethical or socially responsible trade illustrates the increasing demand of the consumers.

Very often the requirements come down to the same themes.

Supermarkets and other retail outlets are responding to the increasing demand of customers for more social responsibility. This forces them to develop longer-term relationships with suppliers. This may be an opportunity for those suppliers who are willing to make the extra sacrifice.

Whichever organisation/standard/guideline an exporter follows, they should all benefit him/her as they demonstrate to the buyer (and his/her buyers) the exporter's commitment to guarantee ethical behaviour. Compliance with most standards normally brings company management onto a higher level. The best guidance for an exporter of what standard to follow is the interest of main buyers.

Although in many cases there is no direct financial benefit for exporters it seems to be increasingly important to include a code of practice on social responsibility within their business. It is therefore recommended to exporters to investigate the various options so that they know where their buyers are talking about. They can develop their own policy or code of practice, or adopt an off the shelf code of practice.

As EPOPA works mostly with IMO which has developed Social & FairTrade Certification it experimented with the fair trade certification of BioFresh Ltd in Uganda. A separate report is available of that exercise.

## Annex 1: Overview of Organisations with standards in Fair, Ethical, Responsible sourcing

	Name	CSR FT	Cert. & Label	Recognised In	Products	Remarks
1	Business Social Compliance Initiative	CSR	None	Europe	Any prod.	<ul style="list-style-type: none"> <li>Business development approach.</li> <li>Operational in Africa in 2007.</li> </ul>
2	Corporate Social Responsibility	CSR	None	Europe	Suppliers, no prod.	Wants to create dialogue.
3	EcoCert	FT	Both	Europe	Any product.	Combined organic certification.
4	Ethical Junction	CSR	None	UK	Suppliers, no prod.	Ask company to display logo on their sites.
5	Ethical Trading Initiative	CSR	None	UK	All	One has to be a member to join.
6	GlobalGAP	CSR	Cert.	All over	Fruits, Veg, Flowers Coffee, Aquaculture.	Only farmers and farmer groups can be certified.
7	Fairtrade Labelling Organisations	FT	Both	Europe, USA	Range	Small scale farmers need to be in a co-operation.
8	Fair Trade Federation	CSR	None	USA	Companies, no prod.	
9	Fair Wild	FT	Both	Europe, USA	Medicinal Aromatic Plants.	Wild harvested products.
10	International Fair Trade Association (IFAT)	CSR	Both	Europe, USA	Craft, some agric. prod.	Label for organisations/companies only, no product label.
11	IMO	CRS+ FT	Both	Europe	All agric.	Combined organic certification.
12	ISO Social Responsibility	CSR	-	Europe, USA	All agric.	Will be operational in 2008.
13	Naturland	CSR	Both	Europe	All agric.	Organisation for organic cert.
14	Rainforest Alliance	CSR	Both	Europe, USA	5 Agric. Prod.	Stds. On three levels. Environment. Social & Economic.
15	Responsible Purchasing	CSR	-	Europe	Milk, banana, cotton.	<ul style="list-style-type: none"> <li>Only a pilot conducted.</li> <li>Like an idea yet in developing stage.</li> </ul>
16	Social Accountability International	CSR	Cert.	Europe, USA	All prod.	Use SA-8000 Stds.
17	Soil Association Ethical trade	CSR	Both	UK	All agric. prod.	<ul style="list-style-type: none"> <li>Currently in pilot stage.</li> <li>Organic cert. from Soil association is required.</li> </ul>
18	Utz Certified	CSR	Both	Europe, USA	Coffee	Only suitable for coffee.

## Development through organic trade

Since the early 1960s there has been a growing market in Europe, Japan and the USA for products grown in a sustainable manner and without the use of agro chemicals. The organic market has grown from US\$ 13 billion in 1998 to US\$ 30 billion in 2007. This is due to the increasing environmental concerns by the consumers in these developed countries. As such, they are willing to pay premium prices for certified organic products. Slowly but surely, governments, as well as development cooperatives, are recognising the contributions that organic agriculture can make to environmental, health, bio-diversity and food security issues.

The aforementioned situation made for a good opportunity for African countries to find premium export markets. Thus, the EPOPA programme – Export Promotion of Organic Products from Africa – was birthed by Sida in 1997.

The first two phases of EPOPA-programme from 1997-2001 and from 2002-2004 proved to be successful. In total more than 100,000 smallholders in Tanzania, Uganda and Zambia have participated. It is encouraging to note that the first two projects initiated by EPOPA, involving 30,000 farmers, are self-sustaining to this day.

The price that the farmers receive for their cash crops is 15 to 40 percent higher. Many farmers report a significant increase in productivity due to more intensive crop management measures. The farmers also produce their own food organically.

The farmers also appreciate the extra attention given to them by the extension workers and generally respond to that by caring more about farming.

The higher prices are not achieved by the organic qualification only but also by better quality products and in some cases, by more direct trading structures. In one project, the exporter is also on the fair trade coffee register. These three aspects together resulted in a 50 to 100 percent increase in income.

Read more about EPOPA at: [www.epopa.info](http://www.epopa.info)



EXPORT PROMOTION OF  
ORGANIC PRODUCTS FROM AFRICA