

Outline Report

Regional Workshop on Participatory Guarantee Systems (PGS) for organic agriculture in the Greater Mekong Sub-region (GMS):

Lessons Learnt and the Way Forward

Food and Agriculture Organization (FAO) of the United Nations Regional Office for Asia and the Pacific (RAP) - Main Conference Room

> Bangkok, Thailand 04 - 06 April 2017

Participating countries:
Cambodia, People's Republic of China (Guangxi), Lao PRD, Myanmar,
Thailand and Vietnam















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1. Background

A 3-day regional workshop on Participatory Guarantee Systems (PGS) for organic agriculture in the Greater Mekong Sub-region (GMS): Lessons Learnt and the Way Forward was organized under the regional pilot project funded by the Food and Agriculture Organization (FAO) of the United Nations titled "Small-Scale Farmer Inclusion in Organic Agriculture Development through Participatory Guarantee Systems (PGS)" (TCP/RAS/3510) in collaboration with the Asian Development Bank (ADB), International Federation of Organic Agriculture Movements (IFOAM) and Earth Net Foundation (ENF) (See Programme in Annex 1).

In 2013, during the "Asia Pacific Symposium on Entrepreneurship and Innovation in Organic Farming" jointly organized by FAO and IFOAM, countries requested technical assistance for the establishment and promotion of PGS certification schemes in the region. In response, in 2015 the mentioned pilot project initiated in Lao PDR and Cambodia. The project outcome is "an increased number of farmers produce organic crops and market this in a remunerative way to increased number of consumers through PGS". It aims to (i) raise awareness about the opportunities, benefits and limitations of organic production through PGS among farmers, consumers and buyers (ii) support the capacity building of 300 farmers on PGS and form 10 PGS groups in each country (iii) support direct marketing of PGS products through the creation of a Google map on PGS https://pgs.ifoam.bio/ (iv) increase the demand of organic products (v) assess the legal and regulatory environment in each country with recommendations how to "fit in" PGS.

Similarly, ADB through the Core Agriculture Support Program, Phase 2, supports countries of the Greater Mekong Sub-region (GMS)¹ in the production of agricultural food products that comply with food safety and quality standards while improving market access of those products.

¹ Greater Mekong Sub-region (GMS) is composed of Cambodia, the People's Republic of China, Lao PDR, Myanmar, Thailand and Viet Nam.

1.1. Participatory Guarantee System (PGS) and the organic market

The global market for organic products increased fivefold between 1999 and 2014,² Organic Monitor³ projects growth to continue. This trend is also true for the Asian region where the third-largest market for organic products in the world is found and forty percent of the world's organic producers are located (a total of 0.9 million producers, mostly concentrated in India).⁴ Consumers in the region are increasingly demanding organic products to ensure food safety.⁵ This trend represents an opportunity for smallholder farmers practicing organic production to increase their sales and improve their livelihoods. Yet this opportunity is not readily available to smallholder farmers in the region. One reason behind this is the high cost of third-party certification, meaning that farmers practicing organic farming are unable to fetch premium prices in the market because of a lack of differentiation of their products. At the same time, consumers also face difficulties in finding and trusting labelled organic or products in the market.

The PGS is an alternative to the third-party certification, which is especially adapted to local markets, short supply chains and suitable for smallholder farmers. It is a low-cost verification system to ensure the quality of organic products based on the active participation of various actors of the value chain including farmers, consumers, buyers together with rural advisors and local authorities. All those actors jointly take decisions, visit farms, exchange knowledge and verify that farmers are producing according to the selected Organic Standard. The core of PGS is building trust between the various actors which require a high investment in time but rather lower investment of money when compared to the third-party certification. PGS can lead to Organic certification in the future and also represent a stepping stone to Geographical Indication (GI).

² Helga Willer and Julia Lernoud. 2016. The World of Organic Agriculture 2016: Summary. In: Research Institute of Organic Agriculture (FiBL) and the International Federation of Organic Agriculture Movements (IFOAM). 2016. Statistics & Emerging Trends 2016. Retrieved from https://shop.fibl.org/fileadmin/documents/shop/1698-organic-world-2016.pdf

³ Organic Monitor is a specialist research, consulting & training company that focuses on global sustainable product industries. Retrieved http://www.organicmonitor.com/

⁴ Helga Willer and Julia Lemoud. 2016. The World of Organic Agriculture 2016: Summary. In: Research Institute of Organic Agriculture (FiBL) and the International Federation of Organic Agriculture Movements (IFOAM). 2016. Statistics & Emerging Trends 2016. Retrieved from https://shop.fibl.org/fileadmin/documents/shop/1698-organic-world-2016.pdf

⁵ Ong Khung Wai. Organic Asia 2015. 2016. The World of Organic Agriculture 2016: Summary. In: Research Institute of Organic Agriculture (FiBL) and the International Federation of Organic Agriculture Movements (IFOAM). 2016. Statistics & Emerging Trends 2016. Retrieved from https://shop.fibl.org/fileadmin/documents/shop/1698-organic-world-2016.pdf

2. Objectives

The objectives of the workshop were (i) to exchange the lessons learnt during the development of the Participatory Guarantee System (PGS) for organic agriculture, (ii) explore and plan further Sub-Regional collaborations and policy advocacy and (iii) agree on the way forward on PGS for the Greater Mekong Sub-Region.

3. Expected Outputs

- Update PGS status at National Level
- Consolidated Lessons learned from PGS implementation in the field
- Recommendations on the way forward and priorities areas

4. Participants

A total of 40 participants attended the workshop from the government sector, NGOs and small medium entrepreneurs (SMEs) who have been actively involved in the establishment and development of PGS in their respective countries namely Cambodia, People's Republic of China (Guangxi), Lao PDR, Myanmar, Thailand and Viet Nam (see list of participants in Annex 2). The Regional Workshop evaluation from the participants is found in Annex 3.

5. Participants

5.1. Summary of PGS status per country

Table 1. Number of PGS groups and farmers involved, institutions and organization supporting PGS, products certified with PGS and markets per country

Country	Number of PGS groups	Number of Farmers involved	Institutions and organizations supporting PGS	Number of National PGS Trainers	Products certified with PGS	Existing forms of markets
Cambodia	13	> 180	General Directorate of Agriculture (GDA), The Cambodian Center for Study and Development in Agriculture (CEDAC), Caritas, Center for Organic Development (COD), Natural Agriculture Village Shop (NAV)	6	Vegetables	Weekend markets, home delivery, NAV and other green shops
People's Republicof China (Guangxi)	2	> 120	Farmers Seed Network (China), OXFAM HK, Urban consumer associations, Eco- restaurant chain, Guangxi Academy of Agricultural Sciences, Designated Government departments		Vegetables, Rice- Duck	Local eco-restaurants, urban farmers' markets, Urban consumer associations, Designated Precision Poverty Reduction government departments, E-Commerce (Alibaba, rural E-commerce hub)
Lao PRD	3	> 250	GRET, Sustainable Agriculture & Environment Development Association (SAEDA), Department of Agriculture (DoA)	5	Dried bamboo, fruits and vegetables.	On-farm sell, Farmer Organic Markets (twice/three times a week), Wholesale approach (wet market), supermarket, export market (Viet Nam for dried bamboo)
Myanmar	8	> 100	Department of Agriculture; Department of Agriculture Research; Department of Agriculture Planning; Myanmar Fruit, Flower and Vegetable; Myanmar Organic Grower and Producer Association (MOGPA), Agro-ecological Leaming alliance in South East Asia (ALISEA)		Vegetables, fruits, coffee, rice	Supermarkets and local/farmers 'markets
Thailand	16	> 1500	Earth Net, Lemon Farm, Thai Organic Agriculture Foundation (TOAF), POAA		Rice , other cereals, vegetables, fruits pork, egg , chicken, fish	Local green markets, Hotels, At farm gate, Exhibitions, Traders
Viet Nam	5	> 350	Vietnam Organic Agriculture Association (VOAA)		Fruits and vegetables	Weekend markets, retailer shops, home delivery, Fairs
Total	48	> 2500				

5.2. Highlights PGS status and main problems per country

5.2.1. Cambodia

- First PGS introduction in 2014, start of PGS development only from 2016 onwards.
- Despite its recent establishment, PGS pilots are already operating effectively in the country with more than 180 farmers involved producing vegetables. Farmers feel ownership and are proud to be part of PGS.
- PGS products now available in the markets. Restaurants are interested in buying PGS products.
- Individual logos exist; common national logo is under preparation. Government is working on developing a National Organic Standard. Other possible government roles include keeping a national database of PGS groups.
- Organic labelled products use for export whereas PGS labelled products use for local markets.
- Government shows positive attitude towards PGS (they want to support smallholder farmers).
- Facebook is an important channel of communication for promoting PGS.
- Current problems: High fluctuations in the prices of vegetables (imported from Viet Nam), limited PGS awareness among the public. There are too many types of PGS logos.

5.2.2. People's Republic of China (Guangxi)

- Two PGS initiatives focusing on rice and vegetables encompassing 125 farmers.
- Most farmers involved in PGS are women.
- Marketing through local and farmers' markets, consumer associations, online through rural e-commerce hub (set up by Alibaba).
- Production of organic vegetables seeds in place.
- Awareness raising on PGS and food education is done indoors (seminars) and outdoors for adults and children.
- Current Chinese regulation does not allow PGS products to be called organic, therefore they are branded as PGS.
- Current problems: Lack of support from the Government on PGS. PGS was perceived as illegal by the Government because is not part of a third party certification.

5.2.3. Lao PDR

- PGS started 2 years ago. Previously, only third party certification and Internal Control System (ICS) existed.
- Government (Department of Agriculture, DoA) leads the PGS development.
- PGS is considered as a certification tool and is available as an option under the DoA certification program.
- DoA promotes the view that PGS can be used for either organic or Good Agricultural Practices (GAP) standards for certification (separate standards and logo).
- National structure set as follows:
 - Local level: local groups formed with group committees.
 - Provincial level: Local groups form a PGS stakeholder group. These groups gain 'recognition' from provincial authorities.
 - National level: DoA certification committee keeps oversight on national level
- Current problems: structures set up but there is no ongoing funding for any government department. Local initiatives are supported by NGO's (SAEDA and GRET).

At the National level, DoA is controlling PGS management with limited stakeholders' involvement.

5.2.4. Myanmar

- First PGS introduction in 2014, start of PGS development only from 2016 onwards.
- Despite its recent establishment, PGS is already becoming known.
- At domestic market, organic tea and coffee are available (using PGS and third party certification). PGS certification for rice, fruits, mushrooms and vegetables is starting.
- Facilitating agency Myanmar Organic Grower and Producer Association (MOGPA) has strong links with the Government. Government shows positive attitude towards PGS.
- The most important channel of communication is Facebook.
- Current problems: Financial resources to support PGS are limited.

5.2.5. Thailand

- Many systems and networks exist under PGS. Some are using government standards and others use private (their own) standards.
- Government recognizes PGS as a development tool and supports it.
- Lemon Farm is a successful model from private sector-lead PGS with strong market facilitation (14 shops in Bangkok).
- Mainstream markets: PGS recognized by TOPS supermarket in Thailand.
- It is important to increase supply and build demand through consumer education.

5.2.6. Viet Nam

- PGS activities started in 2008 (by the Agriculture Development Denmark Asia, ADDA). It was initiated in 2 locations near Hanoi. After project funding ended, PGS has continued to develop building on lessons learned.
- Nowadays there are strong links to market and retail outlets in Hanoi.
- Currently there is no regulation or recognition by the Government of PGS in Vietnam.
- Relevant government agencies (for example Certification Body) now express interest and respond positively to PGS.
- It is key to build the PGS from the bottom up and build relationships with strong market links.
- Current problem: Limited human and technical capacity on PGS.

5.3. Lessons learnt from and Recommendations for PGS implementation in the field5.3.1. Benefits for farmers when participating on PGS

- Improved selling conditions: Farmers have a more secure market, sometimes higher selling prices, direct selling to consumers and buyers, farmers sell everything produced more rapidly, more regular cash, and reduction on their production cost
- Potential increased of income.
- Being organized in groups allows farmers to exchange knowledge, receive technical support, group their production to sell jointly and lower logistics/transport costs.
- Improved quality of products.
- Premiums should not be a primary motivation, although this may end up being an unrealistic expectation. Also, it is easier to build markets and a consumer bases when price gap is not so high. Premiums may come later with confidence-building.

5.3.2. Harmonization of initiatives and possible national/regional systems or platforms

- PGS initiatives in the GMS are very diverse. This is positive because it allows adaptation to culture, local situation etc. It can also have adverse effects (e.g. consumer confusion due to many PGS logos/labelling at national level).
- There are pros and cons for both harmonization and diversity on PGS. Stakeholders in each country should decide together the level of harmonization and diversity they need and if/when it is beneficial to start developing common structures (e.g. one common logo, common standards, monitoring body).
- Regardless of diversity of PGS, collaboration is always possible and beneficial (e.g. awareness raising, knowledge sharing, technical support, logistics and business development).
- There is some interest in advancing regional harmonization in order to facilitate regional trade in the GMS. This could begin as a trial(s) to test whether and how the process could work. Assessing whether harmonization on PGS between countries is really needed or if mutual recognition of different systems can be achieved with equivalence approach.

5.3.3. Market driven and involvement of private sector

- The production at field level should be planned according to market demand. The
 involvement of the private sector such as green shops or groups of consumers from
 the beginning is important. A good understanding of the demand and linkages with
 the markets increase the chances for the sustainability of PGS after project funding
 stops.
- PGS examples from the world are analyzed and compiled in the FAO publication
 "Innovative markets for sustainable agriculture" http://www.fao.org/3/a-i5907e.pdf
 and policy brief "How do markets encourage the adoption of sustainable practices?"
 http://www.fao.org/3/a-i5398e.pdf.
- Register PGS groups on and make use of the PGS World map as a marketing tool https://pgs.ifoam.bio/.

5.3.4. Trust building with consumers

• Farmers should be open to share information with customers. The more is shared the more trust is gained. This requires an investment in time spent on raising awareness with potential consumers and buyers.

5.3.5. National Guidelines

 Guidelines and procedures for PGS groups are needed. Hands-on experience and evidence built on PGS is needed for building sound national guidelines. Therefore, early introduction of national guidelines of PGS is not recommended until a good accumulation of experience and knowledge is gathered at country level.

5.3.6. Overall challenges (some of which refer to agriculture in general)

To establish and maintain multi-stakeholder cooperation is not easy. The
involvement of all relevant groups and avoidance of one group controlling the
process is difficult. The multi-stakeholder cooperation should be cost-effective
otherwise stakeholders' involvement would create financial and administrative
burden on the producer groups implementing PGS.

- For awareness raising and lobbying with government evidence on the socioeconomic and environmental benefits of PGS for small holders farmers, consumers and local markets is needed.
- Confusion of consumers on the various logos available in the market and claims, including "safe food vs. organic".
- There is a need to have a more holistic approach and build closer alliances with other organic and sustainable agriculture networks, including third-party certified groups in order to move forward the agenda of organic agriculture at local and national levels.
- Lack of consumer awareness about food quality.
- Limited technical knowledge on organic inputs, pest and disease control and quality assurance on post-harvest management. To tackle these limitations, pro-active research from stakeholders involved in PGS is needed. Using available information on the internet is a good starting point. For instance, "FAO Asia Regional IPM/Pesticide Risk Reduction Programme" http://www.vegetableipmasia.org, "Packing in Fresh Produce Supply Chins in Southeast Asia"
 http://www.fao.org/docrep/015/ba0135e/ba0135e00.htm

5.3.7. Regional collaboration and way forward

- It is too early for mutual recognition of PGS in the GMS countries. The first priority is to have a national PGS consolidation and later set up recognition mechanisms if export of PGS products is envisaged.
- A regional network with the Association of Southeast Asian Nations (ASEAN) instead
 of GMS countries can be considered as there is more experience of PGS in other
 ASEAN countries.
- At GMS level, informal collaboration on different issues is possible including:

 (a) Technical network for exchanging information and knowledge on organic inputs and pest control
 (b) creation of Facebook group for better communication within the informal network
 (c) regional capacity building, exchange visits and ToTs
 (d) extend invitations to regional exhibitions/fairs when possible.
- Analyze and document the benefits and limitations of PGS.
- Develop promotional materials to reflect PGS experiences, including impact on PGS group members in terms of income and production cost, livelihoods, market opportunities, jobs creation (on and off farm jobs) and household nutrition.
- Detail the cost benefit of PGS implementation

A detail way forward and action plan per country is found in Annex 4

Annexes

Annex 1. Programme of the Regional Workshop on PGS

Monday 03 April 2017: Overnight in Bangkok

Arrival of participants. Participant arranges his/her own dinner

Day 1. Tuecday	M April 2017: EAO DAD	Office, Main Conference Room
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Day 1: Tuesda	y 04 April 2017: FAO RAP Office, Main Conference Room
Time	Description
09.00 - 09.30	Registration
09.30-10.30	Session 1: Opening Welcome and self-Introduction of participants and expectations.
10.30 - 11.00	Coffee break + Group Photo
11.00 - 11.40	Session 2: Innovative Market Models and PGS: Global Perspective Presentation delivered by Marcello Vicovaro FAO HQs.
11.40 -13.00	Session 3: Overview of the Status of PGS at National level Presentation delivered by country (China, Viet Nam, Thailand). Output: Status of PGS at National Level (Existing capacity at national level, institutions and organizations supporting PGS, type of produce certified with PGS, Existing form of marketing of PGS produce, National Regulatory framework, etc.).
13.00 - 14.00	Lunch
14.00 – 15.25	Session 3 cont.: Overview of the Status of PGS at National level Presentation delivered by country (Cambodia, Lao PDR, Myanmar) Output: Status of PGS at National Level (Existing capacity at national level, institutions and organizations supporting PGS, type of produce certified with PGS, Existing form of marketing of PGS produce, National Regulatory framework, etc.).
15.30 – 16.00	Session 4: Lessons learnt and common problems with PGS at National Level Dynamic: Group work (6 members/group from different countries). Each group identifies 3 lessons learnt (at least) and common problems faced when working with PGS. Output: Lessons learnt and common problems consolidated.
16.00 - 16:20	Coffee break
16.20 - 17.30	Session 4 cont.: Lessons learnt and common problems with PGS at National Level Dynamic: Presentation of findings to the plenary. Output: Lessons learnt and common problems consolidated.
17.30- 18.00	Session 5: Wrap-up of Findings
18.15 -	Welcome dinner – Nopparat Thai Cuisine & Gallery

Day 2: Wednesday 05 April 2017: FAO RAP Office, Main Conference Room

09.00 – 10.30 Session 6: How can we overcome the problems when implementing PGS?

Dynamic: Group work. (6 members/group from different countries) on How can we (the national PGS) do it better next time? Brain-storm and identify issues as feedback to project design and activities.

Presentation of findings to the plenary.

	Output: Alternatives to overcome or prevent the problems previously identified.
10.30-10.45	Coffee break
10.45-12.00	Session 7: Collaboration Models with other organic movements and examples on how to sustain the PGS
12.00 - 13.00	Lunch
13.00-16.00	Session 8: Field visit (PGS Models) a. Consumer-organized organic food distribution system (about to implement PGS). b. Lemon Farm PGS - shop c. Agricultural Land Reform Office and its Organic Agriculture Pilot Programme (with PGS).
16.00 - 16.20	Coffee break
16.20-17.00	Session 9: Plenary discussion about the field visit, Wrap-up
Day 3: Thursd	lay 06 April 2017: FAO RAP Office, Main Conference Room
09.00 - 09.30	Session 10: Geographical Indications (GI) at Regional Level in Asia, promotion of sustainable rural development through the strengthening of value-chains Presentation delivered by Stephane Passeri FAO RAP.
09.30 -10.30	Session 11: Exploring Sub-Regional collaboration and Way Forward Plenary discussion on how to work together, how to scale up visibility to target audiences (consumers, farmers, policy makers), how to expand PGS, how to do it better, what needs to be done in terms of at the policy level. Output: Recommendations on the way forward and priority areas to be addressed by FAO RAP, ADB, IFOAM, and other stakeholders.
10.30-10.50	Coffee break
10.50-12.20	Session 11 cont.: Exploring Sub-Regional collaboration and Way Forward Plenary discussion on how to work together, how to scale up visibility to target audiences (consumers, farmers, policy makers), how to expand PGS, how to do it better, what needs to be done in terms of at the policy level. Output: Recommendations on the way forward and priority areas to be addressed by FAO RAP, ADB, IFOAM, and other stakeholders.
12.20-13.20	Lunch

Organization	Name	email
Program Coordination		
IFOAM/Bioglobal	Mr. Chris May	bioglobal.chris@yahoo.co.nz
IFOAM Coordinator	Ms. Cornelia Kirchner	c.kirchner@ifoam.bio
Earth Net Foundation	Mr. Vitoon Panyakul	vitoon.greennet@gmail.com
Earth Net Foundation	Mr. Michael Commons	michael@greennet.or.th
Earth Net Foundation	Ms. Nittha Poeyjantuek	nittha@greennet.or.th
FAO Regional Office	Ms. Mayling Flores Rojas	mayling.floresrojas@fao.org
FAO Rome Office	Mr. Marcello Vicovaro	marcello.vicovaro@fao.org
FAO Rome Office	Mr. Stephane Passeri	stephane.passeri@fao.org
ADB Bangkok Office	Ms. Lourdes Adriano	lourdes.a@gms-casp.org
ADB Bangkok Office	Ms. Vichelle Roaring- Arunsuwannakorn	vichelle.a@gms-casp.org
Lao PDR		
Department of Agriculture (DoA), Standard Division Lao PDR	Mr. Thavsith Bounyasouk	thavisithb@yahoo.co.uk
GRET (INGO)	Mr. Bounyasith Saengmany	bunyasith@gmail.com
GRET (INGO)	Mr. Phong Huynh	phong.huynh@uon.edu.au
Sustainable Agriculture & Environment Development Association (SAEDA)	Mr. Thongdam Phongpichit	pthongdam.saedalao@gmail.com
PAFO Xiang Khouang	Mrs. Sodsoda Oudomsouk	osodsuda@yahoo.com
Cambodia		
GDA Deputy Director of Department of Horticulture and Subsidiary Crops	Mr. Kean Sophea	kean.sophea@gmail.com
Natural Agriculture Village Shop	Ms. Sieng Bun	bsieng68@gmail.com
Caritas	Mr. Kosal Houn	kosal.houn@caritascambodia.org
COD	Mr. Chimm Phallyboth	chhimphallyboth@yahoo.com
CEDAC	Ms. Angkea Sath Sin	angkeasath@gmail.com
FAO Cambodia	Ms. Ann Shopeak	chansopheak.ann@fao.org
Myanmar		
MOGPA	Dr. (Ms.) Than Than Sein	thanthan.sein@gmail.com
MOGPA	Ms Ai Ai Khin	aakhin82@gmail.com
MOGPA	Ms Yin Min Ei	yinmin2014.ym@gmail.com
PGS YGN	Ms. Jasmine Khine Sabe Linn	khinejasmine@gmail.com
China		
Nanning PGS	Ms. Irene Xin Song	xinsong2014@163.com
Nanning PGS	Hujia Liu	369644439@qq.com
OXFAM (funding PGS pilots)	Ms. Liwei Hong	lw.hong@oxfam.org.hk
Seed Net work	Ms. Guanqi Li	liguanqi@3nong.org
Thailand		
TOAF	Ms. Jintana Indramangala	jintana.indra@gmail.com
TOAF	Mr. Prinya Pornsirichaiwatana	rangsitfarm@gmail.com
Lemon Farm	Ms. Suwanna Langnasank	suwanna@lemonfarm.com

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Lemon Farm	Mr. Nattapol Suttikorn	nat@lemonfarm.com
Participatory Organic Agriculture	Mr. Anantachoke Suksawat	amchoke@gmail.com
Association		
WE Organic PGS	Mr. Nakorn Limpkupthavorn	nakorn_490@hotmail.com
BioTrade Company		
Vietnam		
Vietnam PGS	Ms. Tu Thu Tuyet Nhung	nhungadda@gmail.com
VOAA/PGS retailers rep	Mr. Chien Tran Manh	amachien@gmail.com
Director of CASRAD	Dr. Dao The Anh	daotheanh@gmail.com
Hoi An PGS	Ms Dang Thi Vi Vi	dtvivi0219@gmail.com

Annex 3. Evaluation from the participants in the Regional Workshop

Topic/Session	Average Score (10 maximum)
Country Presentation	8.77
Brainstorming problems and prioritization	8.37
How we do it differently to overcome problems	7.88
Inputs and comments from resource persons	8.81
Study Visits	7.74
GeographicalIndicators	7.59
Exploring National & Regional Collaboration	8.14
Facilitation	8.85
Meeting Room + Venue	8.96
Accommodation	7.52
Works hop Overall	8.26
	Country Presentation Brainstorming problems and prioritization How we do it differently to overcome problems Inputs and comments from resource persons Study Visits Geographical Indicators Exploring National & Regional Collaboration Facilitation Meeting Room + Venue Accommodation

Notes from a bove:

 $\label{lem:commodation} Accommodation \ had \ the \ widest \ variation. \ Appears \ rooms \ were \ vastly \ different \ in \ quality. \ GIs \ coredonly \ one \ 10.$

FAO Meeting Room and Venue received highest score.

Most valuable information for my PGS and other comments:

- Sharing of information and experiences (from a round GMS) 6 persons
- Study visit 2 persons
- Building trust between consumers and producers
- Clear step-by-step process to apply in country
- Clear understanding of GI 2 persons
- Inputs and comments from resource persons
- Wide range of PGS platforms
- Facilitators are a wesome, other countries reps experienced and dedicated
- The private sector being involved will enhance the effect of PGS changes my PGS theory
- Grandfather (Chris') excellent instruction
- Aware of quality assurance procedure and practice
- Learn how to establish market channel for organic products that could work well for smallholder farmers example of Thai family that delivers organic products to his neighborhood
- PGS Guideline PGS logo
- Learned from Lemon Farm and that building trust requires a big investment in time
- The importance of PGS to protect smallholders and the roles play by different stakeholders including the farmers, government, and private sector
- Understand the importance on teaching PGS farmers on Post-Harvest (management) and Marketing Strategy
- Increased my technical knowledge and clarity of PGS
- Increased the collaboration of the Organic PGS network

Annex 4. Detail way forward and action plan per country on PGS

Cambodia

- Work towards the harmonization of PGS.
- Complete the development of the national organic standard.
- Adopt PGS as a certification system for the national organic standard.
- Organize a National PGS launching event.
- Afterwards, develop national PGS guidelines.
- Expand the number of PGS groups.
- Organize additional Training of Trainers (ToT) and capacity building for farmers
- National campaigns/mass media/marketing initiative.
- Form a "green show network" for knowledge exchange and marketing.

People's Republic of China (Guangxi)

- In China the recognition of PGS by the government is a priority.
- Compile the experiences of the PGS pilot project in different areas of China.
- Towards the end of 2017 (already confirmed) organize a National PGS workshop. For creation/strengthening of national network (including government representation).
- Scale up PGS by lobbying, raising awareness and strengthening market linkages (market currently a weak point).
- Target by 2020 option PGS recognition at central level.

Lao PDR

- Organize a number of workshops in order to further build and improve the system.
 These workshops should be carried out in bottom-up approach.
 - 1st step: pilot workshops (compile experience and share).
 - 2nd step: Stakeholder workshop (with outside expertise/facilitation) develop national PGS action plan.
 - 3rd step: National Awareness workshop (address high-ranking level).
 - 4th step: Establish National Platform/Task Force that works on the action plan and on national guidelines and submits them to the government.

Myanmar

- A total of 8 PGS groups are close to receiving certification; continue this process and provide technical support and work on good collaboration with government.
- Organize a Training of Trainers (ToT) on 22 April 2017 (this will help solving the problem of not enough trainers/PGS experts to satisfy the demand).
- Following the ToT, develop a national PGS network.
- Improvement of consumer awareness and awareness raising (link with schools, religious groups, media, consumer groups) and market linkages (including ThaiFex).

Thailand

- Consolidate PGS movement in the country.
- Create a platform for exchange and networking: "Thai PGS Movement".
- Consider the creation in the future of Thai PGS Federation/Council.

Viet Nam

- Continue policy lobbying with the Government (national standards and adoption of PGS guidelines).
- Organize a ToT as further capacity building is needed (not enough trainers or PGS experts to satisfy the demand).
- Scale up PGS and raise awareness by adapting training materials (from IFOAM/FAO/ADB materials), working on consumer education, marketing and improving traceability (by using smartphone application).