

PART 2

Voluntary Certification



The first part of this document described important technical norms and import requirements for the US, the EU and Japan. These regulations must be followed by exporters and producers in order to sell their products into these markets. The second part of the manual deals with voluntary certification. The objective of this part is to provide producers and exporters with general information on the major voluntary agricultural certification programmes available in Eastern Africa. This part also includes contacts where more information can be found.

What is voluntary certification?

The certificate is a written guarantee by an independent certification agency that the production process or the product complies with certain Standards established by certain organizations or countries. These certification standards can focus on environmental issues (such as soil conservation, water protection, pesticide use, or waste management), or on social issues (such as producer income, workers' rights, occupational health and safety) or on other aspects of

production like food safety and food quality. Complying with these standards can contribute to the protection of local resources, improve the health of workers, and provide other benefits for producers, consumers, and farming communities.

Why do these programmes exist?

Many consumers are increasingly aware of the social and environmental problems associated with the production and trade of the food they consume. In response to this interest different types of voluntary certification schemes have been developed by private organizations, governments as well as the business sector in order to resolve these problems.

Why certify?

Certification is used to demonstrate that a product has been produced in a certain way or has certain characteristics. It can help differentiate the product from other products, which can be helpful to promote the product in different markets. Certification can also help

improve market access, and in some cases, result in a better producer price. Certification is mainly used when the producer and the consumer are not in direct contact, in the international market, where for instance the consumer cannot easily verify that the product was produced in the manner described by the producer.

Producers can choose among different types of certification. The decision to obtain certification as well as the type of certification chosen are important decisions that influence farm management, investments and marketing strategies. However, since all certification programmes have different objectives their requirements differ.

What are the costs ?

The cost of meeting a standard and getting certified depends on the kind of changes the producer will have to make on his/her farm and on the type of certification program chosen. In general, costs are based on the time spent doing the farm inspection (farm audit) and on the expenses of the inspector(s).

1. Organic Agriculture



What is Organic Agriculture?

Organic agriculture is a system of production that maximizes the use of farm resources, putting emphasis on soil fertility and biological activity while avoiding the use of non renewable resources and synthetic fertilizers and pesticides in order to protect the environment and human health. Organic agriculture therefore involves much more than just not using pesticides. In East Africa, organic farming is arising notably for crops such as cocoa, coffee, tea, cotton, cashew, honey, herbs and spices, pineapple, mango, sesame and peanuts.

What are the main requirements?

There are specific requirements for most organically certified crops as well as livestock, fish farming, bee keeping, forestry and the harvesting of wild products. Organic standards for production require that there is a conversion period (or time that a farm has to use organic production methods before it can be certified, usually 2-3 years). If the situation allows counting these years in retrospection it could be shortened to one year. The certifier decides on this. Among the requirements are standards for the selection of seeds and planting materials; the diversity

of crops on farm; the maintenance of soil fertility and the recycling of organic materials; water conservation and the prohibition of genetically modified inputs. There are also criteria for the use of organic fertilizers and compounds for the control of pests, diseases and weeds. For animal production, there are normally requirements for animal health, feeding, breeding, transport and slaughter procedures.

How to get certified?

Standards for organic farming have mainly been developed by private certification bodies but a number of countries also have national organic standards and regulations. In East Africa, there are national and regional certification initiatives. In Uganda, Tanzania and Kenya, there are national certification bodies called UgoCert, Tancert and Encert, respectively. For the moment, the certification that they deliver is for the domestic market. In Kenya there is also Africert which is conducting organic certification on behalf of Ceres (Switzerland).

Ugocert and Tancert work with IMO (Institute for Marketecology Ltd, Switzerland) in order to obtain international recognition. They all can carry out inspections for international certifiers.

Uganda, Tanzania and Kenya are working on establishing organic standards at a regional level. The European Union, the United States

and Japan all have national regulations and if producers want to export their products, they must meet the organic labeling regulations of the importing countries.

The choice of a certification body is very important. The certification body chosen by the producer must be officially recognized in the country where the product is to be sold or it should have an agreement with the national certification body of the country where the product is to be sold.

In the case of a larger group of small holders producing the organic product for export, direct inspection of all farmers by the certification body is not practical. In order to reduce costs and improve efficiency, the producers or the organization supervising them, can develop an Internal Control System (ICS). This is a documented system in which the producer group demonstrates that through training and internal inspection the organic standards are met. The external certification body checks the system rather than the individual farmers.

The conversion period is often costly for the producer because extra costs are made (mainly for certification) while the produce must still be sold at the conventional prices. On top of that starting to produce according to organic practices can result in higher production costs and lower yields, at least initially.

What are the main opportunities and constraints?

Organic agriculture may represent an interesting opportunity for many producers in East Africa and may become an important tool to improve the quality of life and income of producers. Producers shift to organic agriculture for a variety of reasons. Some feel that the use of agrochemicals is bad for their health and the environment, while other producers are attracted by the higher prices and the rapidly growing market for many organic products in recent years. Changing to organic agriculture may be easier or more profitable for some producers depending on whether they use agrochemicals intensively, own their land or have access to labor (as organic production often demands more labor), organic

fertilizers and other permitted inputs.

The main international market for East African countries is Europe (United Kingdom, Germany, Austria, France, The Netherlands). The United States has a growing market and some countries also export to Japan. The main export products are cocoa, cotton, coffee and tea. Organic agriculture is mostly practised by small-holders but the price premium and the importance of the European market may encourage large producers to use this type of practice. Competition is coming mostly from Latin America and the risk that the organic market become oversupplied may both decrease the price premium. However, in return this decrease might lead more and more consumers to prefer organic products to conventional products.

More information on Organic Agriculture

International sites:

- <http://www.fao.org/organicag/default.htm>
- IFOAM - International Federation of Organic Agriculture Movements; Tel : (49) 228 92650 10; Web: www.ifoam.org
- IFOAM AOSC – Africa Organic Service Centre; tel: (221) 867 4021 / (221) 455 2216; Email: c.makunike@ifoam.org; web: www.ifoam.org, Senegal.
- CBTF - Promoting Production and Trading Opportunities for Organic Agricultural Products in East Africa, Web: <http://www.unep-unctad.org> , Email: asad.naqvi@unep.ch
- CABI - Organic Research; Tel.: (44) 1491 832111; E-mail: cabi@cabi.org ; Web: www.organic-research.com, United Kingdom
- USDA National Sustainable Agriculture Information Service www.attra.org, United States
- GTZ, Germany; Tel : (49) 6196 79 1466; Email : Marion.Buley@gtz.de

NGOs / Organic Initiatives in East Africa

Ethiopia



- Agri-Service Ethiopia Tel: (251)1 651212,
Web: <http://www.devinet.org/agriservice/>,
Email: ase@telecom.net.et
- Institute of Biodiversity Conservation and Research,
Tel.: (251) 1 612244,
Web: <http://www.telecom.net.et/~ibcr/>,
E-mail: bioresearch@telecom.net.et

Kenya



- Baraka Agricultural College, Tel: (254)51 721091,
Web: <http://www.sustainableag.org/>
- Farmers Own Ltd, Tel: (254) 2 251 482,
Email: jcheatle@net2000ke.com
- Kenya Institute of Organic Farming (KIOF),
Tel: (254) 02 583383/583194, E-mail: kiof@iconnect.co.ke
- Pelum Kenya Tel: (254)67 31686, Web: <http://www.pelum.net/>,
Email: pelumkenya@pelum.net

United Republic of Tanzania



- TOAM - Tanzania Organic Agriculture Movement ;
Tel: (255) 744- 618 484 Email:Gamajam2002@yahoo.com
- EPOPA - Export Promotion of Organic Products from
Africa, Web: <http://www.epopa.info/>;
www.agroeco.nl; www.grolink.se.
Email: epopa.tz@agroeco.net

Uganda



- NOGAMU - The National Organic Agricultural Movement of Uganda Tel.: (256) 41 269415, Web: www.nogamu.org.ug E-mail: admin@nogamu.org.ug
- Export Promotion of Organic Products from Africa (EPOPA), Web: <http://www.epopa.info/>; www.agroeco.nl; www.grolink.se. Email: taylor@agroeco.ug

Zambia



- OPPAZ - Organic Producers&Processors Association of Zambia, Tel: (260)1 265 208, Email:oas@organic.org.zm
- EPOPA - Export Promotion of Organic Products from Africa Web: <http://www.epopa.info/> ; Email: carianne@agriorbis.com.zm ; Tel: +260 (0)97 816236

Organic certifiers in East Africa

International

- ECOCERT-AFRISCO; Tel. : (27)12 349 1070; Web: www.afrisco.net E-mail : afrisco@global.co.za; South Africa
- IMO; Tel: 0041-71-626 0 626, <http://www.imo.ch>, Switzerland.
 - IMO Uganda, Phone: +256 (0) 41 285513, e-mail: m.audibert@bushnet.net
 - IMO Tanzania, Phone: +255 748 618490, Email: imo-tanzania@maneno.net
- KRAV-Ekonomisk Förening; Tel.: (46) 181 00290; Web:<http://www.krav.se/english.asp>; E-mail: johan.cejie@krav.se; Sweden

- BCS Oko-Garantie,
Web: http://www.bcs-oeko.com/en_index.html,
Contact offices:
 - Ethiopia, Tel: (251) 11 27 62 649, Mobil: (251) 91 11 33 413,
Email: ethio-bcs@ethionet.et
 - South Africa, Tel: (27)12 545 0409, Mobil: (27)824 665 467,
Email: southafrica@bcs-oeko.com
- Soil Association, Tel.: (44-117) 314 5000,
E-mail: info@soilassociation.org,
Web:<http://www.soilassociation.org/web/sa/saweb.nsf/home/index.html> ;
United Kingdom
- Agrior Ltd;
Tel.: (972-3) 561 4898;
E-mail: agrior@netvision.net.il,
121 Hachashmona'im St. Tel Aviv 67011, Israel

National Certifiers

- Uganda: UGOCERT, Tel. (256)41 26 94 56;
E-mail: ugocert@utlonline.co.ug
- Tanzania: TANCERT, Tel: (255) 22 2124441;
E-mail: tancert@tancert.org Web: www.tancert.org; LeonardMtama
- Kenya: ENCERT, Tel; (254) 724 910240/(254) 722 767755,
E mail: musanjoka@yahoo.com
- Kenya: Africert Ltd. , Tel.: (254) 20 828 857/8;
E-mail: africert@swiftkenya.com.; Web:
www.hoquality.com/africert.html

Marketing

- Organic Trade Services; Tel.: (44)79 74 10 31 09;
E-mail: info@organicTS.com; Web: www.organicTS.com , United Kingdom
- USDA FAS <http://www.fas.usda.gov/agx/organics/index.htm> ,
United States

Research center

- FIBL; Tel. : (41) 62 8657 272 ; E-mail : info.suisse@fibl.org ;
Web : <http://www.fibl.org/english/index.php>, Switzerland

2. Fairtrade



What is Fairtrade?

The Fairtrade organizations work to improve market access and trading conditions for small-scale producers and plantation workers. In order to do this, Fairtrade organizations pay a minimum guaranteed price to the producer, plus an extra allowance or Fairtrade premium - which producer organizations must use for organizational strengthening and community development. For production on plantations, the primary aim is to improve the conditions for the workers. The Fairtrade Labeling Organizations

International (FLO) is the worldwide umbrella organization for Fairtrade standard setting and certification (Head office is in Bonn, Germany). There are currently 20 national organizations in Europe, America, Asia and Oceania. In East Africa, Fairtrade certified products are mostly coffee, tea and cut flowers.

What are the main requirements?

To obtain certification, producer associations must comply with certain standards. These associations or cooperatives must function in a democratic manner.

For plantations, there are a number of requirements related to the functioning of the plantations and the treatment of workers. These relate to issues such as: freedom of association and collective bargaining; workers' housing and sanitation; workers' health and safety; and no child or forced labor. In addition the plantation must comply with the environmental and social laws in the producing country and demonstrate continuous improvement in annual inspections (audits).

There are also requirements aiming at the protection of the environment.

How to get certified?

Fairtrade certification can be applied for by a group of producers in a cooperative, a farmers association or large farms with an organized labour force. Local auditors inspect the farm and the certification agency, FLO-Cert Ltd, decides whether or not to certify the producer association or plantation. Once certified, there is an annual inspection to check that the producers or plantations comply with the Fairtrade minimum and progress requirements and how the Fairtrade premium has been used. Producers have to pay fees for both initial certification and annual certification renewal, based on the costs of inspection.

Exporters and processors who take legal ownership of a product need to be registered with FLO (they don't need to be certified) and submit

quarterly reports on Fairtrade products handled. Exporters and processors do not (yet) use the label, but they pay a registration fee and an annual renewal fee.

Traders in the importing countries, who use the FLO certification mark on their packages, currently pay the certification cost through a license fee. Licensees so far are based in the 20 countries where there are National Initiatives as these are the organizations registering licensees.

What are the main opportunities and constraints?

A producer association or a plantation can benefit from Fairtrade certification since certified products normally receive higher and more stable sales prices. The price paid to producers is determined by production costs, taking into consideration any additional costs that might arise from meeting the Fairtrade requirements, such as providing living wages for workers. On top of the price a fair trade premium is paid. There are certain requirements on how the Fairtrade premium has to be spent. In general, it aims at improving the living conditions of its members in rural communities.

A key constraint in the Fairtrade system is that a group of producers can only get certified if there is a market for their Fairtrade labeled products. In order to enter the Fairtrade system, a good first step is

to check if there are Fairtrade standards for the product to be exported. Nineteen products or product groups can presently be certified Fairtrade, they are mentioned at the end of this section. The second step is to ask FLO and Fairtrade importers for information regarding market opportunities for the specific product. Another constraint is that when a producer association or a plantation has been certified there is no guarantee that the whole production will be sold and marketed as 'Fairtrade'.

More information on Fairtrade

For any organization or plantation interested in FLO certification, it is important to read the relevant standards first. These can be downloaded from the website (www.fairtrade.net).

So far, FLO has standards for:

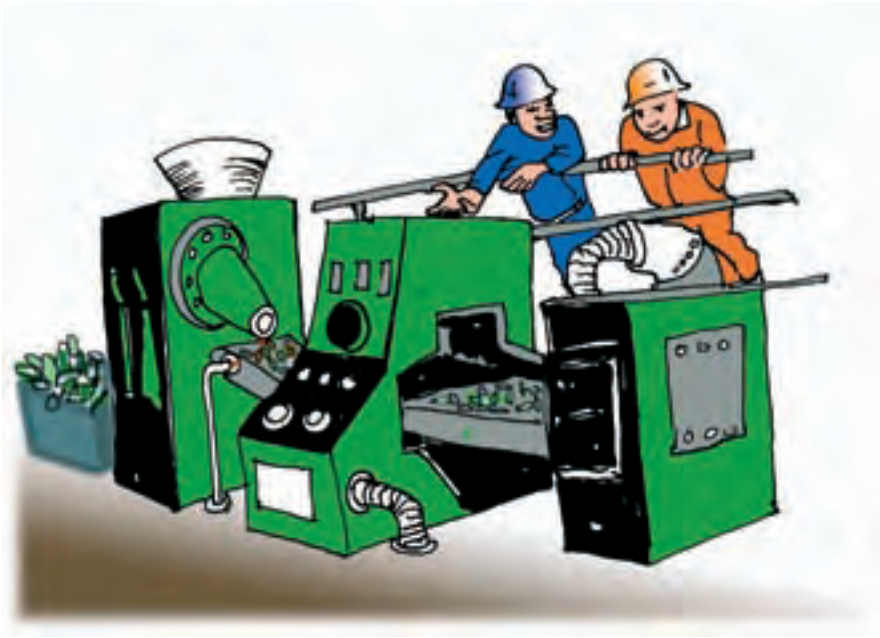
1. Small-scale producers: bananas, cane sugar, cocoa, coffee, dried

fruit, fresh fruit and vegetables, herbs and spices, honey, juice, nuts and oil seeds, quinoa, rice, seed cotton, tea and wine.

2. Plantations: bananas, cut flowers, fresh fruit, juices, ornamental plants, tea and wine.

- **FLO** Marketing and support
Email: info@fairtrade.net
Telephone (49) 228 949230
Fax (49) 228 2421713
- **FLO Cert.** For producer certification
Email: certification@flo-cert.net
Telephone (49) 228 24930
Fax (49) 228 2493120
- **FLO Cert.** For trader registration
Email: registration@flo-cert.net
- **NI (National Initiatives)**
Contact information for National Initiatives is on the FLO website: www.fairtrade.net

2. SA8000



What is a SA8000 certification?

SA8000 is a voluntary workplace certification that has been developed by the US based non governmental organization Social Accountability International (SAI) with the aim to create better working conditions. The SA8000 standard is based on the ILO (International Labour Organization) conventions, including norms for social justice, workers rights and working conditions, etc. Some of the larger agricultural industries exporting banana, pineapple, tobacco, wine, canned fruits and processed coffee are SA8000 certified.

What are the main requirements?

The SA8000 certification basically sets minimum standards for working conditions to ensure: a safe and healthy working environment; freedom of association and collective bargaining; and a company strategy for managing social workplace issues. Also there are rules for working hours, wages, prevention of discrimination and the use of child or forced labor.

How to get certified?

Companies that operate production facilities can apply for SA8000 certification by one of the

certification agencies approved by SAI. After the initial inspection and once the workplace is certified, the company is monitored to ensure continued compliance with the standards. The producing company usually pays the certification fee which includes the audit and corrective or preventative action costs. The SA8000 certification mark is not used on product labels but the company may use the certification in promotional activities. There is no specific price premium or market for SA8000 certified products.

What are the main opportunities and constraints?

The SA8000 certification is one of the most detailed workplace standards for international labour rights. It primarily benefits larger agro-industrial companies that can use the certification in their corporate public relations. The SA8000 standards can help to improve productivity and quality and can also help to recruit

and retain workers. Although more common in other industries, the SA8000 standard has been taken up slowly by the agricultural industry because it is difficult to implement in seasonal production.

More information on SA8000

- SAI, Tel.: (1-212) 684-1414;
E-mail: info@sa-intl.org;
Web: www.sa-intl.org , United States

Accredited certification bodies in the East Africa:

- DNV www.dnv.com with a branch office for East Africa in Egypt
Tel : (20-3) 49 56 718,
Mobile: (20)1251 51598
- SGS www.sgs.com with branch offices in :
 - Kenya Tel.:(254) 20 273 3693 99
 - Tanzania
Tel.: (255) 22 - 213 21 31/211 6582/ 211 3982/ 211 2627
 - Uganda Tel.: (256) 41 342 746
 - Zambia Tel.: (260) 1 251 448/ 068

3. EUREPGAP



What is EUREPGAP?

EUREPGAP is a voluntary private sector certification system created by the European Retailer Produce Working Group (EUREP) made up of 31 members, mostly large supermarket chains operating in Western Europe. It should be borne in mind that EUREPGAP is not a European Union regulation. The aim of EUREPGAP is to increase consumers' confidence in food safety by developing "good agricultural practices" (GAP) which must be adopted by producers.

Unlike the other certification programmes, the focus of EUREPGAP

is **not** on environmental or social issues but rather on food safety and traceability so that the end product can be linked to the farm where it was produced. However, standards also cover requirements on the use of pesticides, workers safety and compliance with national labour regulations. EUREP has so far developed GAP standards for fresh fruits and vegetable production, (green) coffee, flowers and dairy (check their website).

What are the main requirements?

The EUREPGAP standards require that producers establish a complete

control and monitoring system. Products are registered and can be traced back to the specific farm unit where they were grown. EUREP rules are relatively flexible about field practices such as soil fumigation and fertilizer usage. There are strict regulations about pesticide storage and pesticide residue limits. In addition, it is important to document and justify how the product was produced, so detailed records must be kept about farm practices.

How to get certified?

Private certification agencies approved by the EUREP Secretariat (FoodPLUS) can certify for EUREPGAP. Both individual producers and groups of producers can apply for certification, the cost of which depends on the certification agency chosen and the time spent on the inspection. In addition to the certification fee, the producer must also pay a small annual fee to FoodPLUS to maintain the certification.

What are the main opportunities and constraints?

To obtain EUREPGAP certification the producer needs to maintain a

complete administrative system to keep track of all farm activities. This requires a sufficient administrative and financial capacity, consequently it is easier for large scale producers to meet the requirements. There are support schemes to assist smaller producers and producer groups to obtain EUREPGAP certification (like from EU-Coleacp).

The EUREPGAP certified producer has an advantage selling products to one of the 31 members of the EUREP group. These retail members increasingly require that their suppliers have EUREPGAP certification. Being EUREPGAP certified often gives a producer the status of preferred supplier. Most of the 31 retail-members operate in the United Kingdom, the Netherlands and Germany. In France, Norway and Finland there is one member per country. There are no EUREP members in countries like Spain, Italy and Denmark.

There is no special price premium or product label associated with EUREPGAP, as it is a minimum standard focused on business-to-business relations rather than directly consumer oriented.

¹ EUREP members per country: in United Kingdom: Asda, Marks & Spencer, Wm Morrison Produce Ltd, Sainsbury's, Somerfield, Tesco and Waitrose ; in Netherlands: Ahold, Albert Heijn, Laurus, Superunie, CBL, Schuitema and Trade Service Netherlands, in Sweden: Coop ; in Suisse: Coop and Migros; in Belgium: Delhaize and DRC/Belgium Retail Association; in Germany: McDonald's, EDEKA Fruchtonor, Globus SB Warenhaus Holding, tegut...Gutberlet Stiftung & Co and METRO; Coop in Norway ; Eroski in Albania; Kesko in Finland; Musgraves Supervalu Centra and Super Quinn in Ireland; Spar in Austria and Monoprix in France

More information on EUREPGAP

- EUREP; Tel.: (49)221-57993-25 ; E-mail : info@foodplus.org;
Web: www.eurep.org

EUREPGAP certifiers in East Africa

- Africert Ltd <http://www.hoquality.com/africert.html> , Kenya,
Tel.: (254) 20 828 857/8, E-mail: africert@swiftkenya.com
- SGS www.sgs.com with branch offices in :
 - Kenya Tel.: (254)20 273 3693 99
 - Tanzania Tel.: (255)22 213 21 31 / 211 6582 / 211 3982 / 211 2627
 - Uganda Tel.: (256) 41 342 746
 - Zambia Tel.: (260) 1 251 448 / 068

4. ISO 14001

What is ISO 14001 Certification?

ISO 14001 is designed to help the implementation of environmental management systems for organizations in both the private and public sectors. It was created by the International Organization for Standardization (ISO) which is an international network of national standards institutes working in partnership with governments, industry and consumer representatives. While there are a number of other ISO standards that can be used as environmental management tools, only the ISO 14001 can be used for certification.

What are the main requirements?

The ISO 14001 standard requires that the company develop an environmental management system that includes: environmental objectives and goals; policies and procedures for reaching these goals; defined responsibilities, staff training activities; documentation; and a system to review any changes made. The ISO 14001 standard describes the management process that the industry must follow and requires that the company respect the national environmental regulations. However, it does not set specific performance levels or require that particular performance targets be met.

How to get certified?

The ISO 14001 certification is carried out by either governmental or private certification agencies under their own responsibility. In some parts of the world, national authorities accredit certification agencies to do the ISO certification. In most cases the producer must pay a consultant to help with the preparation process and to make the environmental management plan. After, the producer pays a certification fee to the certification agency.

What are the main opportunities and constraints?

ISO 14001 is well known in the industrial sector. The certification works to reduce the impact on the environment with a management system that can also create internal benefits by improving environmental performance (for example by reducing the use of raw materials and energy or by improving waste management). A main limitation of ISO 14001 is that there are no performance requirements. This means that a company with very strict environmental targets and one with low targets may both be certified. Therefore, the effect largely depends on the commitment of the individual company.

The products from an ISO14001 certified farm cannot be ISO labeled and there is no price premium. Since a growing number of companies are becoming ISO certified, the standard may no longer be a determining factor for market advantage but

could lead to other internal benefits within the company.

More information on ISO14001

International Organization for Standardization www.iso.org
(FR/EN)

ISO members in East Africa



Eritrea

Eritrean Standards Institution; Tel: (291)1 12 20 05,
Email: eristand@tse.com.er



Ethiopia

Quality and Standards Authority of Ethiopia;
Tel.: (251-1) 46 05 25;
E-mail: qsae@telecom.qsae.org; Web: www.qsae.org



Kenya

Kenya Bureau of Standards;
Tel.: (254) 20 60 54 90;
E-mail: info@kebs.org; Web: www.kebs.org



United Republic of Tanzania

Tanzania Bureau of Standards
Tel.: (255) 22 245 02 98;
E-mail : info@tbs.org.tz; Web : www.tbs-tz.org



Uganda

Uganda National Bureau of Standards,
Tel: (256)41 50 59 95
Email: unbs@infocom.co.ug; Web: www.unbs.go.ug



Zambia

Zambia bureau of standards

Tel.: (260) 1 23 13 85;

E-mail : zabs@zamnet.zm

Certification Body in East Africa

- SGS www.sgs.com with branch offices in :
 - Kenya Tel.: (254)20 273 3693 99
 - Madagascar Tel.: (261) 20 22 564 10 /11/12/13
 - Tanzania Tel.: (255)22 213 21 31 / 211 6582 / 211 3982 / 211 2627
 - Uganda Tel.: (256) 41 342 746
 - Zambia Tel.: (260) 1 251 448 / 068

5. UTZ Kapeh Certification



What is Utz Kapeh certification?

Utz Kapeh is a certification programme that enables coffee producers to demonstrate good agricultural practices and efficient farming. This program was founded in 1997 by Guatemalan coffee producers and the Dutch coffee roaster, Ahold Coffee Company.

The code of conduct is benchmarked against the EurepGap coffee code. Some criteria from ILO (International Labour Organization) conventions have also been added.

What are the main requirements?

The main objectives of Utz Kapeh are to enable consumers and buyers to answer two questions, namely: 'Where does the coffee come from?' and 'How was it produced?'

To reach these goals, a web-based traceability system has been created and producers must meet the Chain of Custody requirements such as separating Utz Kapeh certified coffee from non-Utz Kapeh coffee and keeping records of direct suppliers and buyers.

Utz Kapeh Code of conduct

An Utz Kapeh Code of Conduct has been developed. It comprises good agricultural & business practices, environmental and social criteria.

Good Agricultural & Business Practices' Criteria

- compliance with maximum residue levels and banned crop protection production
- workers trained properly
- implementation of accident and emergency procedures
- implementation of hygiene rules and practices
- annual internal inspections

Environmental Criteria

- reduce and prevent soil erosion
- responsible and minimum use of agrochemicals
- minimize water usage and environmental pollution
- optimize use of sustainable energy
- protect water sources
- no deforestation of primary forests

Social Criteria

- workers are protected by national laws and ILO conventions regarding age, working hours, pensions, working conditions, collective bargaining and safety
- workers receive protective clothing when working with chemicals

- access to health care for the workers and their families
- access to education for children

How to get certified?

Utz Kapeh certification can be applied by any coffee producer or group of producers. Interested farmers have to go through a self-assessment process to compare their current situation to the Utz Kapeh Code of Conduct.

Once the producer (group) is ready to get certified, a certification body approved by Utz Kapeh will carry out inspection in order to check compliance with Utz Kapeh requirements. If inspection is passed successfully the Utz Kapeh certificate is issued.

The certified producers or group of producers must be inspected on an annual basis.

What are the main opportunities and constraints?

Utz Kapeh certification enables coffee farmers to produce a value added coffee. They may therefore benefit from a price premium. They don't have to pay any fees as the Utz Kapeh administration fee is covered by buyers. Producers are also guaranteed to produce coffee in a sustainable way. Certified products are differentiated as they bear the Utz Kapeh logo.

The main constraint is that Utz Kapeh certification requires the

necessary administration and financial capacity to be able to comply with criteria such as traceability. Another constraint is that there is only one product that can be certified namely coffee. However, UtzKapeh is working on the possibility to include more products.

More information on Utz Kapeh certification: www.utzkapeh.org

Utz Kapeh certifiers in East Africa



Ethiopia

BCS Öko-Garantie GmbH, Tel: (251) 1 762 649,
Email: ethio-bcs@ethionet.et; www.bcs-oeko.de



Kenya

Africert www.africert.co.ke , Tel: (254) 20 828 857,
Email: rnyagah@siwftkenya.com
SGS, Tel: (254) 20 273 3690/273 3699,
Email: kioko_ndolo@sgs.com



United Republic of Tanzania

IMO (Institute for Market Ecology)
Mobile: (255) 748 618 490,
Email: imo-tanzania@maneno.net; Web: www.imo.ch



Uganda

IMO (Institute for Market Ecology);
Tel: (256)41 285 513/ 77 41 32 70,
Email: m.audibert@bushnet.net ; Web: www.imo.ch

6. ISO 22000

The ISO 22000 voluntary standard has been developed to facilitate the setting up of food safety management systems. It incorporates the HACCP principles. ISO 22000 has been elaborated by the International Organization for Standardization (ISO) along with the Codex Alimentarius Commission, the Confederation of the Food & Drink Industries of the European Union (CIAA), the International Hotel and Restaurant Association (IH&RA), the CIES Global Food Safety Initiative (GFSI) and the World Food Safety Organization (WFSO). Therefore, ISO 22000 harmonizes the requirements of national food safety management systems on a worldwide basis.

Any stakeholder of the food chain (crop producers, feed producers, food producers, processors, wholesalers, retailers) can use ISO 22000 independently or in combination with other management system standards. The ISO logo can not be used on the certified products.

For further information on ISO 22000 Standards: <http://www.iso.org>

7. BRC Global Standard

The BRC standard is a private voluntary standard developed by the British Retail Consortium (BRC). The standard has been set up in order to protect consumers' health and to enable British retailers to comply with the United Kingdom Food Safety Act. Therefore the BRC standard can be considered as a tool that provides retailers with a common basis for the audit of companies supplying retailer branded food products. The use of this standard requires the adoption and implementation of HACCP principles, and the setting up of a documented and effective quality management system. BRC standards also cover factory environment standards and process control. It can be applied by any food supplier company.

The application of the BRC Global Standard requires certification by a third party. Certified products are differentiated in the market as they carry the BRC logo.

For further information on BRC Standard and certified organizations: <http://www.brc.org.uk/standards/>

Overview of main certification schemes**The main opportunities and constraints of the main certification schemes**

CERTIFICATION	CONCERNED ORGANIZATIONS	GOALS
Organic	Small, medium and large producers	To maximize farm resources and to protect the environment and human health
ISO 14001	Large agro-industries including food processing	To implement an environmental management plan
Utz Kapeh	Small, medium and large producers or groups of producers	To grow coffee in a sustainable way while also complying with environment and labour laws
Fair-trade	Small producers in associations and plantations with an organized labour force	To improve market access and trading conditions for small producers
SA8000	A limited number of plantations and agro-industries	To improve working conditions and safety in the workplace
EUREPGAP	A limited number of medium and large agro-industries and producer groups organized by exporters	To improve food safety and traceability of the products

MAIN OPPORTUNITIES	MAIN CONSTRAINTS
<ul style="list-style-type: none">■ Producer often receives a better price■ Market is growing■ Large variety of products can be certified	<ul style="list-style-type: none">■ Usually 2-3 year conversion period■ Technical difficulties of not using agrochemicals
<ul style="list-style-type: none">■ May help improve efficiency and reduce environmental impact■ A well known industrial standard	<ul style="list-style-type: none">■ No particular price premium is paid■ Certification costs may be high May not give market advantage
<ul style="list-style-type: none">■ Producer benefits from premium■ Producer does not pay administrative fees	<ul style="list-style-type: none">■ Administrative and financial burden can be high■ Only coffee can be certified
<ul style="list-style-type: none">■ Producer receives a better price■ Longer term and more stable trade relationship	<ul style="list-style-type: none">■ Only a limited number of producers are certified (depends on market opportunities)■ Once certified there is no guaranteed sale
<ul style="list-style-type: none">■ Tool for corporate public relations■ May improve efficiency and reduce labour turnover and absenteeism	<ul style="list-style-type: none">■ No particular price premium is paid■ Certification costs may be high■ Difficult to implement in seasonal production
<ul style="list-style-type: none">■ Improves access to the EUREP supermarket chains in Western Europe■ May help the producer adapt to other traceability regulations	<ul style="list-style-type: none">■ High administrative burden■ No particular price premium is paid■ Certification costs may be high

For many producers, the market for certified agricultural products is very complex and the advantages and requirements associated with the certification programme are not always clear. In addition, producers do not always know the difference between the compulsory or voluntary nature of standards applied to export products. Therefore, this manual has been designed in order to clarify voluntary certification. After having read its content, the reader should be able to understand the main voluntary certification schemes, the importance of these schemes, the difference between these programmes as well as their advantages and constraints. The manual also provides information on the main import regulations in the USA, the EU and Japan. This manual aims to facilitate the export of certified products into these markets.