



## Meeting Agenda: April 22, 2004

### Voluntary standards and certification in environmentally and socially responsible agricultural production and trade

#### Morning Session

- 9:00-9:10 Welcome and opening remarks  
*by David Hallam, Chief, Raw Materials, Tropical and Horticultural Products Service (ESCR), FAO*
- 9:10-9:20 A brief overview of FAO initiatives in social and environmental certification  
*by Paul Pilkauskas, Senior Commodity Specialist, ESCR, FAO*

#### **Benefits of Certification: Does certification benefit farmers and society as a whole?**

- 9:20-9:35 What is the world market for certified products?  
*by Pascal Liu and Mikkel Andersen, ESCR, FAO*
- 9:35-9:45 Discussion on market opportunities: how to expand the market?
- 9:45-10:00 Farmer's experience with certification  
*by Guadalupe Quiroz, UCIRI, Mexico*
- 10:00-10:20 Benefits and constraints of certification: evidence from case studies  
*by Cora Dankers, Consultant, Italy*
- 10:20-10:45 Discussion on certification: distribution of benefits and constraints along the supply chain

#### **Overcoming constraints of certification: facilitating certification through NGO initiatives**

- 11:10-11:30 International Federation of Organic Agriculture Movements (IFOAM)  
*by Jorge Casale*
- 11:50-12:10 Rainforest Alliance/Sustainable Agriculture Network (SAN)  
*by Tom Divney*
- 12:20-12:40 Fairtrade Labelling Organizations (FLO)  
*by Olaf Paulsen*
- 12:40-13:00 Social Accountability International (SAI)  
*by Alice Tepper-Marlin*
- 13:00-13:30 Discussion: how to overcome the constraints of certification?

#### 15:00 Afternoon session

#### **Building alliances to expand market opportunities for responsible production**

- 15:00-15:20 International Social and Environmental Accreditation Labelling (ISEAL) Alliance  
*by Pat Mallet, ISEAL Alliance*
- 15:20-15:40 Certification: Adapting to the future  
*by Richard Perkins, WWF – the global environment network*
- 15:40-16:00 Building Alliances between responsible producers and retailers  
*by Maria Gardfjell, COOP Sweden*
- 16:00-16:20 Consumer Co-operatives – putting Fair Trade into the mainstream

*by Louise Ousted Olsen, Euro-Coop*

16:20-17:30 Discussion: strategies to improve collaboration between stakeholders in the supply chain and to promote responsible production and trade