

# 2022 IFOAM-Goesan International Organic Expo \*industry fair

2022.9.30. ~ 10.16.  
Expo Plaza Goesan County,  
Chungbuk Province

“Come and enjoy the  
Organic Expo and learn how  
organic can change your life.”



Expo Organizing  
Committee Co-chairperson,  
Korea's reknowned  
Dr. Lee Si Hyung.



2nd International Organic Marketing Conference



## 2nd International Organic Marketing Conference

Focusing on Community Supported Agriculture,  
Participatory Guarantee Systems & Organic Entrepreneurship

Date: Oct 6th ~ 8th, 2022 (3 days)

Co-organized by: Chungbuk Province & Expo Organizing Committee

Implemented by: IFOAM-Organics Asia









## 2<sup>nd</sup> International Organic Marketing Conference

- **Focusing on Community Supported Agriculture, Participatory Guarantee Systems & Organic Entrepreneurship**

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# **The 2<sup>nd</sup> International Organic Marketing Conference**

- **Focusing on Community Supported Agriculture, Participatory Guarantee Systems & Organic Entrepreneurship**

## **1. Basic Information**

- Date: Oct 6th ~ 8th, 2022 (3 days)
- Co-organized by: Chungbuk Province & Expo Organizing Committee
- Implemented by: IFOAM-Organics Asia
- No of Attendees: 100 (including 40 foreign participants)

## **2. Background Information of the Event**

- Follow-up on the 1st International Organic Marketing (in 2015)
- Opportunities of Networking with CSA & PGS Groups around the world

## **3. Components of the Event**

- Conference Plenaries & Breakout Sessions
- Field Trips
- Farmers' Market

## **4. Expected Guests /Speakers**

- Representatives of local and central governments
- Representatives from CSA & PGS groups





## 5. Summary of Events

Date	Contents	Remarks
Oct 5 <sup>th</sup> (Wed)	Arrival of Foreigners	
Oct 6 <sup>th</sup> (Thurs)	(Day 1) 2 <sup>nd</sup> International Organic Marketing Conference	
Oct 7 <sup>th</sup> (Fri)	(Day 2) 2 <sup>nd</sup> International Organic Marketing Conference  - Closing Ceremony	
Oct 8 <sup>th</sup> (Sat)	(Day 3) Field Trip  - Hansalim Consumers' Day  - Depart for Seoul (Overnight stay)	
Oct 9 <sup>th</sup> (Sun)	Departure	

## 6. Details of Conference

Oct 6 <sup>th</sup> , 2022 (Thursday) / Part 1 (Opening Ceremony)		
Moderator: Jang Sang Jun (Projects Director, IFOAM-Organics Asia)		
Time	Details	Remarks
09:30	Opening Remarks & Introduction of VIPs	
09:35	Opening Ceremony  1. Message of Greetings by Karen Mapusua, President of IFOAM-Organics International  2. Message of Congratulations by Kim Young Hwan, Governor of Chungbuk Province  3. Group Photo	

10:00	Break	
<b>Session 1: Plenary</b>		
<b>Moderator: Shaikh Tanveer Hossain, Director of Strategy, IFOAM-Organics Asia</b>		
10:15	<b>Keynote Speech</b>  “Importance of CSA in Linking Farmers and Consumers”  By Elizabeth Henderson, CSA Pioneer, USA (video)	
10:45	<b>Presentation 1</b>  “Principles of IFOAM PGS & Status around the World”  By Konrad Hauptfleisch, CEO of Starfish Organic, Germany	
<b>Session 2: Case Studies of CSA Around the World</b>		
<b>Moderator: Tiatemjen Jamir (Founding Member, Young Organics Global Network)</b>		
11:15	<b>Presenters:</b>  1.“An inclusive food systems perspective on marketing: examples from Sweden” by Jostein Hertwig, Global Alliance of Organic Districts, Sweden  2.“Rareche Cilento: Linking Farmers and Consumers”  By Mario Di Bartolomeo, Cilento Bio-District, Italy  3. “Hansalim Participatory Certification - the relationship between farmer and consumer within PGS”  By Lee Seung Giu, Hansalim Federation, Director of Quality Control Division, South Korea  4. “Local Community Involvement in the Creation of New Food Products”  By Lee Jeong Ju, Te-ran Agricultural Company, South Korea	
13:00	Lunch	
<b>Session 3: Case Studies of PGS Around the World (1)</b>		



<b>Moderator: Ryan Bestre (Asian Organic Youth Forum)</b>		
14:00	<p><b>Presenters:</b></p> <p>1. “The Implementation of PGS in the Philippines” By Vivencio Mamaril, Bureau of Agriculture and Fisheries Standards, Philippines</p> <p>2. “PGS Initiative In Malaysia” By Zarina, Ramli, Department of Agriculture, Malaysia</p> <p>3. “Reimagining PGS and Consumer Co-operatives as new age economic structures to transform food systems in India” By Vishalakshi Padmanabhan, PGS Organic Council of India, India</p> <p>4. “The PGS Development in Vietnam” By Chien Tran Manh, PGS Vietnam, Vietnam</p>	
15:30	<b>Break</b>	
16:00	<p>5 . “Supporting Social Enterprises and Responsible Businesses through PGS” By Achala Samaradivakara, Good Market, Sri Lanka</p> <p>6. “NGO-led PGS for Conservation” by Shu-Chuan Kuo, Tse-Xin Organic Agriculture Foundation, Taiwan</p> <p>7. “MASIPAG PGS for the Promotion of Organic Farming” Leo XL Fuentes, INOFO, Philippines</p>	
17:30	Session wrapup	
18:30	Official Conference Dinner	

<b>Oct 7<sup>th</sup>, 2022 (Friday)</b>		
<b>Session 5: Best Practices of Organic Marketing</b>		
<b>Li Feng, Co-President, Young Organics Global Network</b>		
09:00	<p><b>Presentation 1</b></p> <p>“Government Policies in Support to Companies for Organic Marketing”</p> <p>By Melody Guimary, Officer-in-Charge, Field Operations Division,</p>	

	Department of Agriculture CARAGA Region, Philippines	
09:30	<p><b>Presentation 2</b></p> <p>“The Carbon Neutral Standards”</p> <p>By Jibing Zhang, Organic Food Development &amp; Certification of China</p>	
10:00	<p><b>Presentation 3</b></p> <p>“The Story of Cold Mountain Organic Products” By Lanuakum Imchen, CEO</p>	
10:30	<p><b>Presentation 4</b></p> <p>“An Organic Lifestyle Branding” - By Crystal Deng, CEO of Guangzhou Crystal Garden Organic and Health Company Ltd</p>	
11:00	<p><b>Presentation 5</b></p> <p>“Women Initiatives to build Organic &amp; Local Marketing Business: Stories from Indonesia” By Emilia Setyowati, Indonesia Organic Alliance, Indonesia</p>	
11:30	<p><b>Presentation 6</b></p> <p>“PGS: A good tool to build an Organic Village in Shizukuishi Town, Japan” by Ryoichi Komiya, Organic Shizukuishi, Japan</p>	
12:00	<p><b>Presentation 7</b></p> <p>“Organic Marketing and Blockchain” By Prof Muhammad Rafiul Huque, Jahangirnagar University</p>	
12:30	Lunch Break	
<p><b>Session 5: Ways Forward</b></p> <p><b>Moderator: Konrad Hauptfleisch (CEO, Starfish Organic)</b></p>		
14:00	<p>CSA &amp; PGS – Synergies and Impacts (Fishbowl)</p> <ul style="list-style-type: none"> <li>- Wallapa van Willenswaard, Board Member of URGENCI</li> <li>- Mathew John (President, IFOAM-Organics Asia)</li> </ul>	



15:30	Session Wrapup & Break	
<b>Closing Ceremony</b>		
<b>Moderator: Vic Anthony Joseph Fabre Tagupa (Chief Operating Officer, IFOAM-Organics Asia)</b>		
16:00	Closing & Farewell Messages	
16:30	Visit Expo	

<b>Oct 8<sup>th</sup>, 2022 (Saturday)</b>		
<b>Organic Activities</b>		
09:30	Depart Hotel	
11:00	Attend Hansalim Consumers' Day Opening at the Expo, Interaction with Hansalim Members	
12:30	Lunch	
14:30	Depart for Seoul (overnight stay)	

## Message of Greetings

**Karen Mapusua**

**President, IFOAM-Organics International**



Governor Kim Young Hwan, Mayor Song In-hern, Distinguished guests from all over the world, IFOAM members and partners, ladies and gentlemen,

Today is the Opening Ceremony of the 2<sup>nd</sup> International Organic Marketing Conference. It will be a 3-day conference, focusing on Community Supported Agriculture or CSA, Participatory Guarantee Systems or PGS and Organic Entrepreneurship.

The 2<sup>nd</sup> International Organic Marketing Conference is a follow up on the 1<sup>st</sup> International Organic Marketing Conference in 2015, also held here during the 2015 Goesan Expo. For this conference, we have invited more than 100 delegates, including foreign speakers who will give presentations which will focus on opportunities of networking with CSA and PGS Groups from around the world. The Conference will showcase the very best Practices of Organic Marketing and Case Studies of PGS from around the four corners of the world and we have invited distinguished speakers who have been involved with PGS and CSAs for the past several decades.

A special day will be allotted to our delegates to participate at the Hansalim Consumers' Day, where they will see and hear first-hand the Hansalim Model that has fascinated everyone in the organic community. In 2014, Hansalim bested hundreds of like-minded organization to receive the One World Award Gold, an award given to individuals, projects and innovative ideas that make the world a better and more just place thanks to their positive ecological, economic and social impact.

IFOAM-Organics International stresses the importance of CSAs, PGS and Organic Entrepreneurship towards the continuous development and mainstreaming of organic

agriculture worldwide. Directly connecting consumers and producers will shorten the supply chain which would result to more profit to the producers, while guaranteeing transparent food production to the consumers in a continuous and harmonious relationship built on trust. I hope that this conference will enrich you with knowledge that you can apply to your own respective communities.

I would like to thank the organizers of this event for once again bringing an event that binds us all together in the organic community!

Gamsahamnida!

A handwritten signature in blue ink, appearing to read 'J. Magno', is written over a faint, light blue grid background.



## Message of Congratulations

**Kim Young Hwan, Governor of Chungbuk Province**

To our distinguished guests, IFOAM Members and partners,  
Citizens of Chungbuk Province, Ladies and Gentlemen,

It is with great pleasure that we are again hosting the 2<sup>nd</sup> International Organic Marketing Conference here in Goesan County. It was not very long time ago that we hosted the 1<sup>st</sup> International Organic Marketing Conference in in 2015. Since then, a lot of developments have been made in the areas of organic marketing here in Goesan, in Asia, and around the world.



This conference will focus on local Community-Supported Agriculture or CSAs and Participatory Guarantee Systems (PGS). We have invited speakers from all over the world who have been part of the CSA and PGS groups for the last decades. They will be sharing the best cases, practices, as well as challenges and implementation which have made their models successful.

More than ever, there is a need to know where our food is coming from. By learning more about CSAs and PGS, we will be able to link the producers and the consumers, so that they can help one another and assure the integrity of the food at a reasonable price. This where we start the local food systems which will ensure that what we are eating are the food that is safe for everyone, without endangering the environment.

On behalf of Chungbuk Province, I hope that you will enjoy the sessions from the 2<sup>nd</sup> International Organic Marketing Conference.

May your takeaways from the Conference be proved fruitful in your own communities.

Gamsahamnida!

**Session 1: Plenary**

**Keynote Speech**

**“Importance of CSA in Linking Farmers and Consumers” By Elizabeth Henderson, CSA**

**Pioneer, USA (video)**



# New IFOAM -OI Vision

The broad adoption of truly sustainable agriculture, value chains and consumption in line with the principles of organic agriculture

## 4 Principles of Organic Agriculture

- 1. Health:** sustain and enhance the health of soil, plant, animal, human and planet as one and indivisible.
- 2. Ecology:** based on living ecological systems and cycles, work with them, emulate them, and help sustain them.
- 3. Fairness:** build on relationships that ensure fairness with regard to the common environment and life opportunities.
- 4. Care:** managed in a precautionary and responsible manner to protect the health and well-being of current and future generations and the environment.





## Ten Principles of Teikei

**Principle of mutual assistance**

**Principle of accepting the produce**

**Principle of mutual concession in the price decision**

**Principle of deepening friendly relationships**

**Principle of self-distribution**

**Principle of democratic management**

**Principle of learning among each group**

**Principle of maintaining the appropriate group scale**

**Principle of steady development**









## CSA Innovation Network

“...communities and farms will partner with each other to achieve food sovereignty- a way of feeding ourselves that is under community control and brings the best, most nutritious, and culturally appropriate food to every member of the community. For this reason, increasing diversity and equity in the model is central to the mission of the CSA Innovation Network, and adopting an anti-racist approach to the development of the network is required to achieve it.”



# URGENCI















## Participatory Guarantee Systems

### Nature et Progrès

- An organic agriculture that respects humans, animals, plants and the planet
- An organic agriculture characterized by biodiversity which alone is able to satisfy the pleasure of flavors and to provide a guarantee of health
- An organic agriculture that preserves the rural fabric and peasant's calling giving it new value
- An organic agriculture that supports peasant know-how and peasant grown seed
- An organic agriculture that is ethical, rigorous, and free of complicity in the neoliberal market economy

























## Presentation 1

“Principles of IFOAM PGS & Status around the World” By Konrad Hauptfleisch, CEO of Starfish Organic, Germany




**Participatory Guarantee Systems (PGS):**  
Principles and recent global developments

Konrad Hauptfleisch, Starfish Organic – Goesan, October 2022





**Main points:**

- Why a guarantee system for Organic Agriculture?
- PGS concept and the work of IFOAM Organics International
- Peer review: the core of PGS
- PGS development and recent figures
- Strengths and challenges of PGS



*“Each PGS initiative is unique, adapted to fit the specific context in which it operates.”*





## What is organic agriculture?



- “Organic agriculture is a production system that sustains the **health** of soils, ecosystems and people.
- It relies on **ecological** processes, biodiversity and cycles adapted to local conditions, rather than the use of inputs with adverse effects.
- Organic agriculture combines tradition, innovation and science to benefit the shared environment and promote **fair** relationships and a good **quality of life for all** involved.”

*(Definition of organic agriculture - IFOAM, 2008)*



## The full diversity of organic agriculture



“The term “*organic agriculture*” is often taken to mean only certified organic. Organic goes far beyond this narrow definition; IFOAM embraces the worldwide adoption of organic agriculture in its full diversity, including various forms of non-certified organic agriculture.

We regard any system that uses organic methods, and is based on the Principles of Organic Agriculture, as ‘organic agriculture’ and any farmer practicing such a system an ‘organic farmer.’ Organic agriculture benefits farmers and society, well beyond the market place”

*– IFOAM-Organics International Position Paper, 2017 (edited for brevity)*



# Why Organic Agriculture?

Organic agriculture is practiced for many reasons:

- Food and Nutrition Security
- Health
- Climate change
- Biodiversity
- Soils
- Sustainable development
- Strengthening livelihoods



**None of these require organic assurance!**

Only when we get to the market, does verification of organic integrity become an issue.

**No market - no organic guarantee needed**



# Why do we need a guarantee system for Organic Agriculture?

The **consumer** requests assurance that products are healthy and environmentally sound **organic** products, *often willing to pay a higher price for them.*



The **farmer** produces according to **defined organic standards** and can serve the consumer's needs and *sell products often at a higher price.*



## What is a PGS?

A guarantee system, composed of:

- Standards,
- Verification of conformity,
- And a logo

*Participatory Guarantee Systems (PGS) are locally focused quality assurance systems. They **certify** producers based on active participation of stakeholders and are built on a foundation of trust, social networks and knowledge exchange.*

(Definition IFOAM– Organics International 2008)



## Logos used by PGS initiatives around the world...



PGS SOUTH AFRICA



## IFOAM – Organics International definition:

**“Participatory Guarantee Systems (PGS) are locally -focused quality assurance systems.**

**They certify producers based on active participation of stakeholders and are built on a foundation of trust, social networks, and knowledge exchange.”**

Adopted by IFOAM– Organics International in 2008.



International workshop on  
alternative certification:  
Torres, Brazil, 2004

- “PGS” Existed before it had a name!
- I was developed by people in their own context, for their own needs.
- High level of organic awareness
- Spirit of collaboration and trust
- IFOAM supported and promoted PGS since Torres



## The work of IFOAM – Organics International

- Support development of PGS as alternative and complementary tool to third-party certification.
- Advocate for the support and recognition of PGS by governments.
- Compile and publish global data about PGS initiatives.
- Provide support services, facilitation and capacity building for PGS development and implementation.
- Operate the Official IFOAM PGS Recognition program.



Participatory Guarantee Systems (PGS): the essence

## Stakeholder participation is key!

All participate in:

- Shaping and selection of standards
- Designing the procedures
- Verification process, peer reviews
- Decision making



FOVM  
ONG  
PROMOCIONALES

Participatory Guarantee Systems (PGS): the core

## Verification process: Peer Review

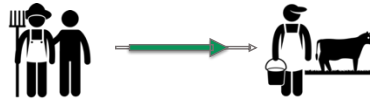
Every producer is visited at least once a year for a peer review.

The peer review team is composed at least of:

- another producer from the PGS (a peer)
- a consumer/buyer representative

The peer review is based on:

- Observations from the field
- Q&A with the producer
- Review of documents/receipts



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ONG  
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**Complementary: different producers in different situations need different solutions**

**Participatory Guarantee Systems (PGS)**

**PGS Development**

Existed before 3<sup>d</sup> party certification

Developed independently in different countries (Brazil, France, India, New Zealand)

2004: International Workshop on Alternative Certification - conceptualization, recognition

Since 2004 steady growth in number of initiatives, certified farmers, etc.

Growing interest beyond the organic sector (participatory approaches)



### Participatory Guarantee Systems (PGS)

#### Objectives of peer review

- Monitor the implementation of standards.
- Gather evidence of compliance (or non-compliance).
- Make a decision on who can be certified.
- Learn about the practices adopted by the producers.
- Accompany the producer in a process of improvement of the practices.
- Exchange experiences and build capacity for all!

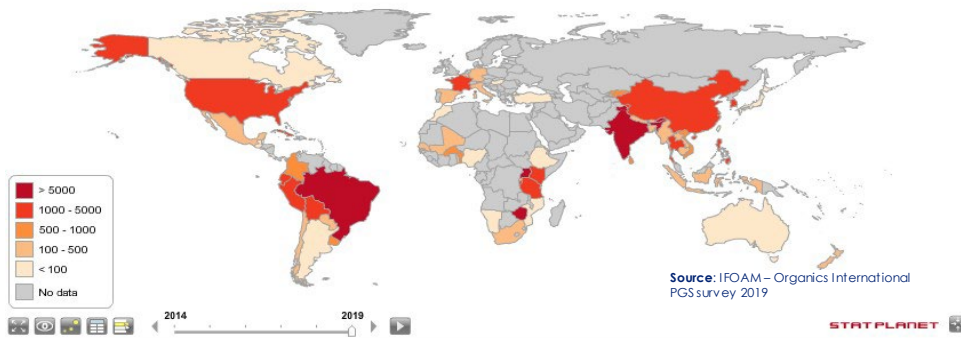
→ This is an exchange that goes beyond monitoring and control



## 2. PGS development worldwide

# Current Status of PGS worldwide

Farmers involved in PGS

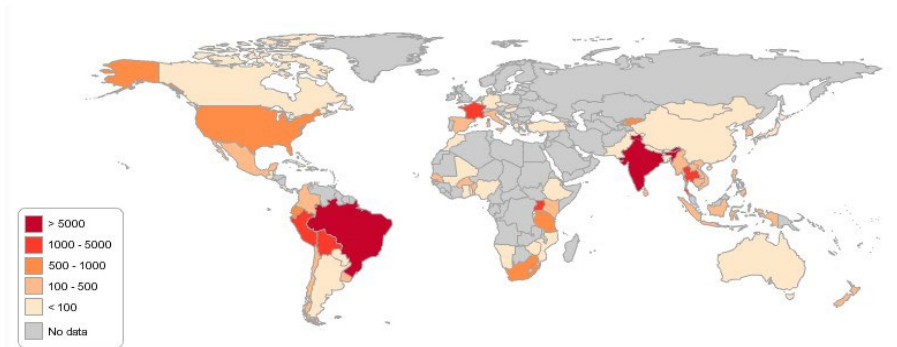


- Around **1'244'239** smallholders are benefiting from the system and **1'205'050** are already **certified**
- **242 PGS initiatives** exist worldwide of which 63 are under development and 179 are fully operational,
- **SouthEast Asia (India), Latin America and Africa** are the regions with the highest level of PGS development

## Participatory Guarantee Systems (PGS)

### Global level

To date, we have recorded in our PGS database **242 PGS initiatives** in **78 countries**, with at least **1,244,239 producers involved** and **1,205,050 producers certified**. It is estimated that these producers manage **915,997 hectares** of land.

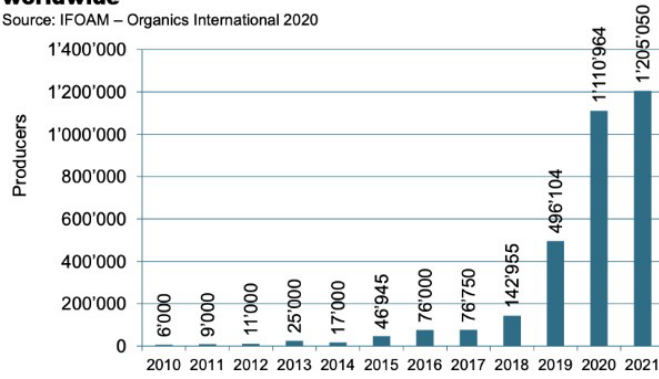




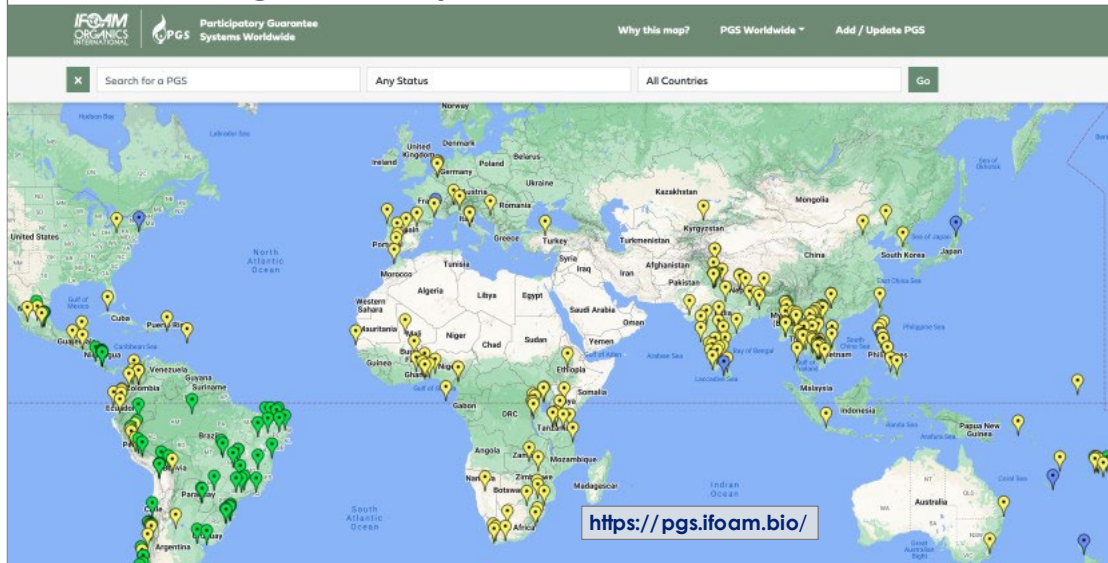
# The growth of PGS producers

## Development of PGS-certified producers worldwide

Source: IFOAM – Organics International 2020



# The global map of PGS initiatives





Participatory Guarantee Systems (PGS)

**PGS for export?**

- Organic certification requirements are different in each market (country/region)
- In non regulated markets (i.e. no organic regulation or no specific laws for organic claims) any guarantee system can exist
- There are nearly 100 countries now regulating organic agriculture
- Only 15 countries include PGS in their regulation

**Local focus: direct relations and participation**



**Differences between Third-party and PGS certification:**

Third party certification	PGS certification
Professional	Voluntary to professional
Independent from stakeholders	Participatory (stakeholder involvement)
In accordance with international norms	Following general international principles but locally adapted
Gives access to international markets (with right channels)	Access mostly to local, regional or unregulated markets
Normal guarantee system in government organic regulations	Often not recognized by governments
Deals only with certification	Combines with other functions, e.g. capacity building, marketing, etc.

## PGS is not Group Certification!



### Participatory Guarantee Systems (PGS)

#### Strengths of PGS

- Suitable certification for small producers
- Facilitate market access
- Promote ownership and responsibility (empowerment)
- Allow for continuous learning and community development
- Favour diversified production systems
- Builds on long term producer-consumer relationships



## Challenges of PGS

- High degree of dedication / voluntary engagement
- Long-term investment in capacity building
- Complex social organization
- Lack of government recognition in some countries
- Less applicable for long distance/anonymous marketing

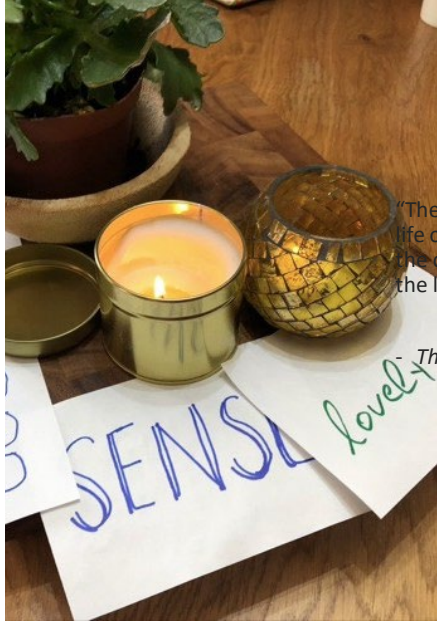


## PGS develops well where:

- Local market demand for organic products exists or is developing.
- Local suppliers with the capacity– and will - to produce organically.
- The consumers require an organic guarantee, and
- the farmers need an affordable way to furnish it.
- A culture of collaboration and trust is apparent.
- All of the above in a local and short value/supply chain.

***PGS is a social process and a labour of love.  
Without a love for the soil and love for your neighbour, it will not flourish.***

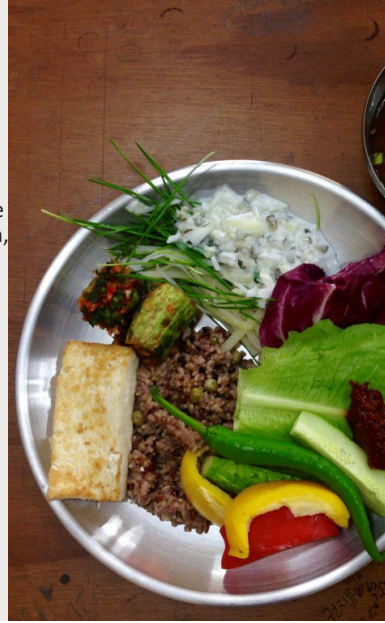




## A parting thought:

"The farmer is responsible for the life of the consumer– and, in turn, the consumer is responsible for the livelihood of the farmer"

*- The Hansalim Credo-*



**It was great to be here!**

[konrad@starfishorganic.com](mailto:konrad@starfishorganic.com)





## Session 2: Case Studies of CSA Around the World

1. “An inclusive food systems perspective on marketing: examples from Sweden” by Jostein Hertwig, Global Alliance of Organic Districts, Sweden



**2<sup>ND</sup> INTERNATIONAL ORGANIC MARKETING CONFERENCE**  
FOCUSING ON COMMUNITY SUPPORTED AGRICULTURE, PARTICIPATORY GUARANTEE SYSTEMS & ORGANIC ENTREPRENEURSHIP

“An inclusive food systems perspective on marketing examples from Sweden”

Jostein Hertwig  
Executive Director of Global Alliance for Organic Districts  
<https://gaod.online/>

Coordinator United Nations Co initiative the Organic Food System Programme  
[organicfoodsystem.net](http://organicfoodsystem.net)



## GUIDING OUR WORK ALSO IN MARKETING

### *Principle of* **HEALTH**

Organic Agriculture should sustain and enhance the health of soil, plant, animal, human and planet as one and indivisible.

### *Principle of* **ECOLOGY**

Organic Agriculture should be based on living ecological systems and cycles, work with them, emulate them and help sustain them.

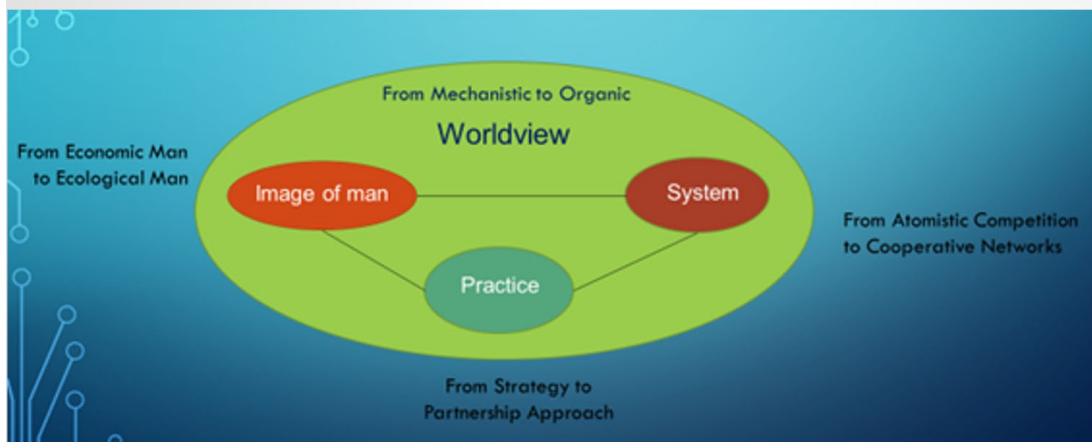
### *Principle of* **FAIRNESS**

Organic Agriculture should build on relationships that ensure fairness with regard to the common environment and life opportunities.

### *Principle of* **CARE**

Organic Agriculture should be managed in a precautionary and responsible manner to protect the health and well-being of current and future generations and the environment.

## AND ECOLOGICAL ECONOMY



THE 17 GOALS > ACTION > NEWS > RESOURCES > SCHOOLS > FA

# 12 RESPONSIBLE CONSUMPTION AND PRODUCTION

Ensure sustainable consumption and production patterns.

☰ Goal 12 in Action    ☰ Explore the Targets



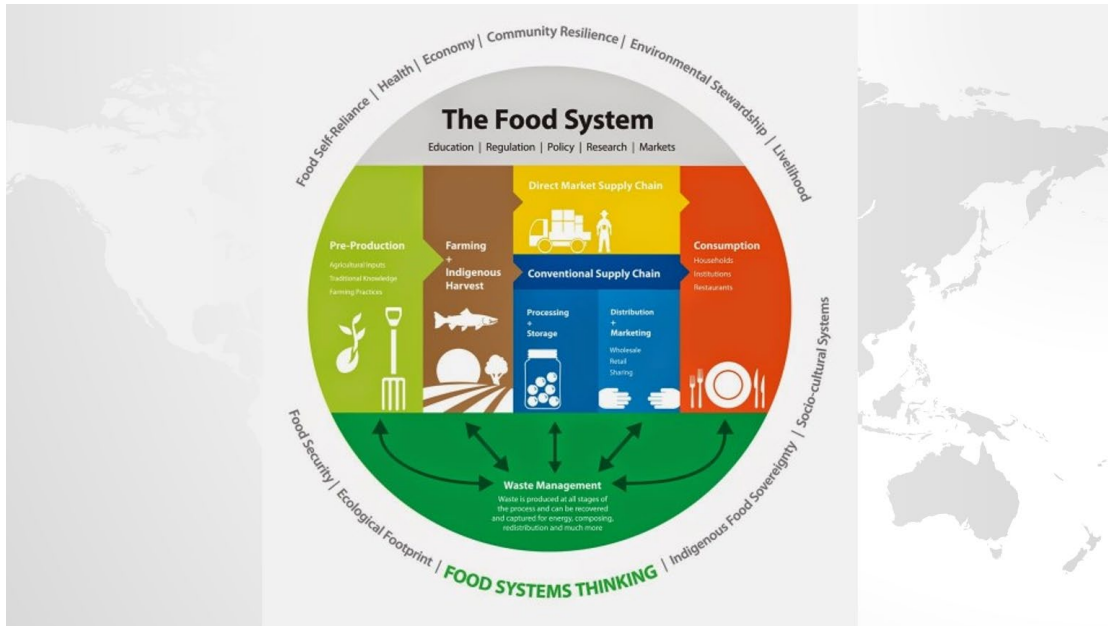
**Sustainable Food Systems**

The Sustainable Food Systems (SFS) Programme of the 10-Year Framework for Programmes on Sustainable Consumption and Production Patterns (10YFP) is a global multi-stakeholder partnership to accelerate the shift towards more sustainable food systems.

## SUSTAINABLE FOOD SYSTEMS

“a food system that delivers food security and nutrition for all in such a way that the economic, social, and environmental bases to generate food security and nutrition for future generations are not compromised” (HLPE 2014).









**Järna/Södertälje**  
**Ekologiskt kretsloppssamhälle**



**Järna/Södertälje**  
**Sustainable Food Society**



1 Davidsta gård	40 Konditori Lilla Maräng
2 Elghammar gård	41 Ljungbackens Vårdshus
3 Moistabergs säteri	42 Maria Nyckelpiga
4 Nibble gård/Sivaskog AB	43 Maraskolan
5 Norra Stene	44 Mikaelgården
6 Onsberga	45 Saga förskola
7 Skilleby - Skåve - Yttereneby gård	46 Saltå By
8 Sörbro	47 Skåve Lunch, Skåve Kafé
9 Uppmälby gård	48 Solvikskolan
10 Nibble handelssträdgård	49 Tunabergs gruppboende
11 Skilleby trädgård	50 Vidarkliniken
12 Skillebyholm trädgård	51 Vårdinge By folkhögskola
13 Skåve trädgård	52 Ytterjärna Restaurang (Robyggen)
14 Dina 2000 m²	53 Åugatan 2 Kafé
15 Under Tallarna	54 Örnaskolan
16 Biollama Schneider	55 ArtLab Giesta
17 Lugnets Bigårdsar	56 Associera Lantbrukarövning
18 Almviks gård	57 Avlopp i kretslopp
19 Charlottendals gård	58 Biodynamiska Föreningen
20 Biodynamiska Produkter/Ekolödan	59 Demeter Sverige
21 Järna Mejeri	60 Ekobanken
22 Järna vedugnsbageri	61 Föreningen SÖFIA
23 Köksträdgården	62 Gröna Kusten
24 Mörklamm	63 Gula Villan
25 Saltå Kvarn	64 Initiativ Närodlat
26 Abbes Livs & Restaurang	65 INFF Järna Nya Före- tagarförening
27 Coop Konsum, Hölö	66 Järna kommundel
28 Coop Konsum, Järna	67 Klöckargården
29 DeVida	68 Kulturcentrum Järna
30 ICA Köpcenter Järna	69 Kulturforum/Hotell & konferens
31 Idala Café & Lanthandel	70 Kulturhuset
32 Reko Hälsokost	71 Stabofjärdens vattenråd
33 Saltå Butik & Kafé	72 Stift. Biodyn. Forskningsinst.
34 Eneskolan	73 Trädgårdsparken Ytterjärna
35 Euret Stadshusrestaurangen	74 Virbela Atejö
36 Hölöskolan	75 Vileda lager + butik
37 Järna Kafé	76 YIP Youth Initiative Program
38 Järna Naturbruksgymnasium	
39 Kallfors kök	

**Teckenförklaring - symbols**

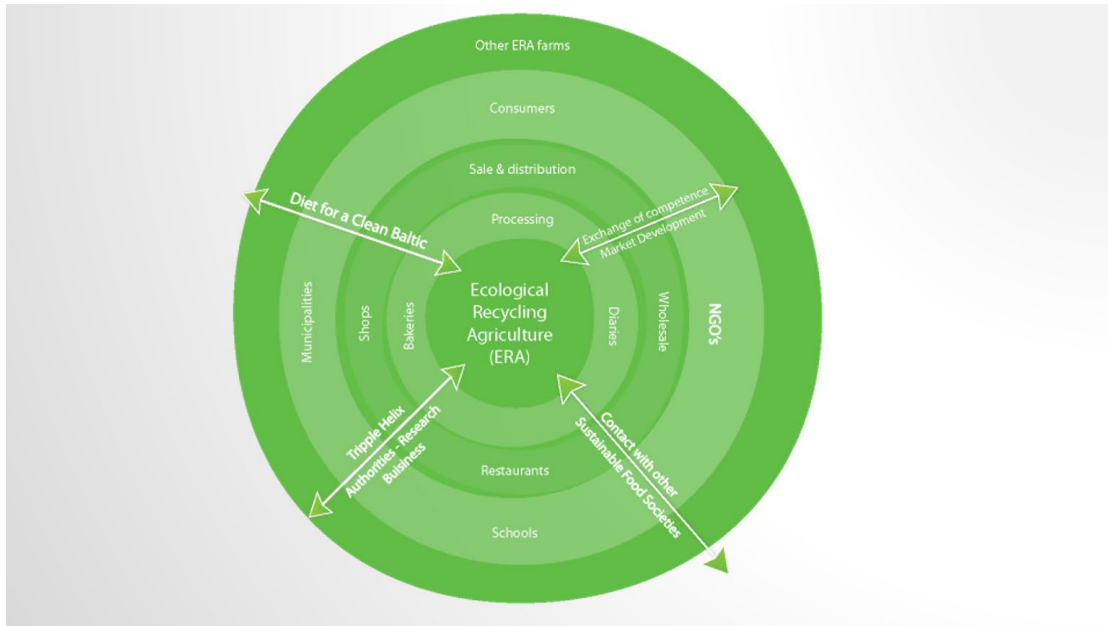
Ekologisk kretsloppsgård	Ekologisk kretsloppsträdgård	Producent	Distributör	Måltidsverk-samhet	Kultur/ Turism
					
Ecological Recycling Agriculture / ERA-farm	ERA-gården	Producer	Distributor	Catering	Culture/ Tourism

## A HOLISTIC APPROACH IS APPLIED IN SWEDEN

Community Supported Agriculture (CSA)

and with the understanding also of

Agriculture Supporting Community (ASC)



Organic marketing is based on an understanding and a mindset that takes into account relationships, cocreation and the principles of Health- Ecology- Fairness and Care



# THANK YOU FOR YOUR ATTENTION

Jostein Hertwig  
Attorney at Law





2. “Hansalim Participatory Certification - the relationship between farmer and consumer within PGS” By Lee Seung Giu, Hansalim Federation, Director of Quality Control Division, South Korea

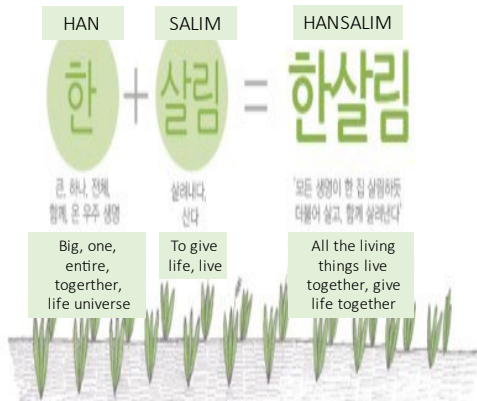


## Why PGS could be well established in Hansalim

- Similarities between Hansalim and Principles of Organic Agriculture
- Similarities between Hansalim’s operating method and PGS Principles
- Activity photos



# Hansalim and Principles of Organic Agriculture



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# Similarities between Hansalim and PGS

- 발상살림 Table Salim**
  - 생산자-소비자 직거래를 통한 먹거리 나눔
  - 건강한 발상자만을 위한 교육-홍보 활동
  - 먹거리의 안전한 재도 개선을 위한 정책 참여 활동
- 농업살림 Agriculture Salim**
  - 친환경 유기농산물 등 안전한 먹거리 생산
  - 생태적인 지역농업 유지-육성을 위한 자금 운영
  - 도농 공동체를 위한 교류와 협력 활동
- 생명살림 Earth and Life Salim**
  - 생명-경관을 살리기 위한 교육-연구-출판
  - 자연과 하나되고 이웃과 더불어 조화를 살기 위한 생활 실천 운동

Life Movement, Cooperative, Mutual trust  
Direct transaction, Communication, Committee,  
Producer/Consumer member/Staff



# PGS Basic Elements

1. A Shared Vision
2. Participation
3. Transparency
4. Trust
5. Horizontality
6. Learning Process



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## Hansalim-PGS and Overseas PGS Activities



Peer review of a goat cheese maker done by the PGS initiative Nature et Progrès, France @Nature et Progrès



Peer review performed by the CSA Istasse GASAT Belgium @GASAT



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출처 : PGS guideline

## Hansalim-PGS and Overseas PGS Activities



Testing a peer review visit with consumers and local food initiatives, Czech Republic @PRO-BIO-LIGA Source : PGS guideline



PGS group meeting: Ms Bouchan and ms Oudomsouk, Xien Khuang PGS, the Lao People's Democratic Republic @FAO



PGS visit of a farm in AMAP organized by the AMAP Network, Auvergne Rhône-Alpes 2016 @AMAP



Testing a peer review visit @2nd International Organic Marketing Conference



**Hansalim-PGS  
Farmer and Consumer  
together  
For sustainable production  
Based on process**



# Hansalim-PGS Operation

1. Overview of Hansalim-PGS
2. Main Steps: Autonomous Management / Check
3. Key points for Community Deliberation
3. Current status (2022)
4. Assessment and Task
5. Mid-term Development Direction

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## 1. Overview of Hansalim-PGS



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## 2. Main Steps : Autonomous Management and Autonomous Check

### 1. Autonomous Management: Production management implemented by farmers and communities from the production stage of goods to shipment.



#### Farmer is in charge of and is responsible for the production.

- Compliance with self-reliance standards and community self-regulation
- Participation in regular meetings, **community site inspection**, training, etc.
- Giving the community responsibility for production management: including improvement, disposition, and disciplinary action when violated.

### 2. Autonomous Check

#### Evaluating whether the Autonomous Management is operating properly.



- Participation of members; staffs; farmers from other regions who have completed a certain level of education
- Pre-review, community management status, sample farm inspection, comprehensive discussion
- Mutual Understanding, Information exchange, Discussion

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## 3. Key points for Community Deliberation



CONTENTS	NOTE
1. Is the community have the person in charge as well as the production manager?	<b>1. Compliance with Hansalim-PGS standards</b> 2. Appropriate reasons for exceptions. If appropriate, review the accreditation.
2. Is it hold regular meetings?	
3. Is it do the site inspection in community level?	
4. Are all the farmers trained?	
5. Is it manage major management matters(failings)?	
6. Is the Autonomous Check done properly?	

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## 4. Current Status (2022)

Category	2018 _pilot	2019 _pilot	2020	2021	2022[target]	Note	
No. of Community	4	16	28	52	55 [67]		
No. of Farmer	77	273	434	801	935 [1,000]		
Inspector	Farmer	4	16	14	21	49	
	Consumer member	3	21	24	33	75	
	Staff	2	3	4	4	4	
Approved (case)	4	16	28(3)	52(1)	55(1)	( ) means conditional approval	
Not Approved	-	-	-	1	3		
Individual Farmers (low-pesticide fruits)			13	21	17		

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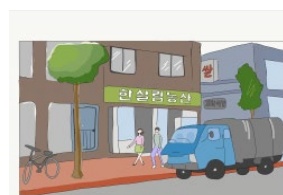
## 5. Assessment and Task

### • Postive Assessment

- Strengthening production site information sharing and communication, mutual recognition and support
- Suggestion of systematic management plan, failings management, show strengths and weaknesses of each community, etc.
- Positive feedback from most of the participants
- Complementary measures for the national certification system (renewal period, land ownership, remedy for unavoidable matters, etc.)

### • Tasks for Improvement

- A burden on overlapped certification
- Difference in management capabilities by production areas
- Lack of publicity for consumer members
- Strong 'safety'- centered awareness



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## 6. Mid-term Development Direction

- ① Extend to the entire production community
- ② Reduce burden on production sites such as document simplification and overlapped certification
- ③ Enhancing the members participation
  - Expanding the local deliberation committee, inspectors, strengthening education, and strengthening public relations such as product labeling
- ④ Finding "Special Action Plan"
  - A system that can check environmental value activities
  - A way to show efforts of production areas with various activities and characteristics identified in the process
- ⑤ Expansion of cooperative relationships with external organization : Expanding solidarity with other organizations, and expanding cooperation with domestic and foreign organizations



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## Features of Hansalim-PGS

- Based on the sophisticated participation system of farmers, consumers and staffs
- Based on a strong production communities
- Focus on changing the behavior of consumer members

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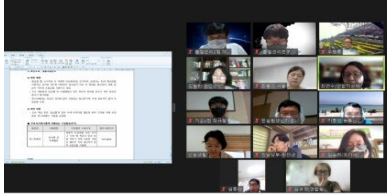
**1. Based on the sophisticated participation system of farmers, consumers and staffs**



Autonomous Standards and Autonomous Standards Committee



Participation of consumer members in production planning meeting (Agricultural Products Committee)



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**1. Based on the sophisticated participation system of farmers, consumers and staffs**



Organizing consumer coop's Board with farmers

Policy Discussion



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## 1. Based on the sophisticated participation system of farmers, consumers and staffs

Certification Deliberation



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Autonomous Check



## 2. Based on a strong production communities



Production organization distributed nationwide

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“ 생명을 가꾸는 사람들  
 병방곡곡 한살림 생산공동체를 소개합니다.”

- ▼ 강원/경기 | 울진연합회, 강릉연합회, 경기곡역
- ▼ 경남 | 산청연합회, 김남연합회
- ▼ 경북 | 경북동부곡역협의회, 경북북부곡역협의회, 경북중부곡역협의회
- ▼ 전남/전북 | 전남곡역협의회, 전북연합회
- ▼ 제주 | 제주도연합회
- ▼ 충남 | 다산연합회, 부여연합회, 충남북부곡역협의회, 계룡
- ▼ 충북 | 괴산연합회, 청주연합회, 충북남부곡역협의회, 충북북부곡역협의회
- ▼ 가금 | 가금생산연합회

In Hansalim Producer's Association, there are 18 regional councils, 1 processing production association, And 123 production communities.

Producer's BOD / Secretariat / Regional System

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## 2. Based on a strong production communities

\*Field Inspection – Sharing farming technique



## 2. Based on a strong production communities

Regular meeting



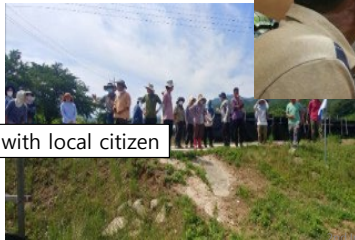
Education



Joint purchase /  
management of  
farming material



Work with local citizen



Sharing thoughts



### 3. Focus on changing the behavior of consumer members

Consumer member targeted education

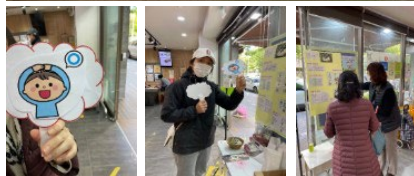


Public relations with members at the store



### Various studies and activities about Hansalim-PGS involved members

Study meetings and follow-up activities



**참여인증 이해하고!  
퀴즈 풀고!  
선물 받고!**

- Understand HansalimPGS!
- Take the quiz!
- Get a gift!

1. HansalimPGS is carried out by farmers, consumers and staffs. (O, X)
2. HansalimPGS is a processcentred inspection (O, X)
3. How many levels does HansalimPGS have?

1. Hansalim 참여인증에는 실무자, 생산자, 소비자가 함께 한다. (O, X)
2. Hansalim 참여인증은 과정중심의 점검이다. (O, X)
3. Hansalim 참여인증 마크는 총 몇 단계로 나누어져 있나요?



### 3. Focus on changing the behavior of consumer members

Hansalim-PGS  
Members study by themselves

Study meetings and follow-up activities



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**한살림 참여인증**  
생산 공동체와 소비자를 연결하는  
다리가 되겠습니다.  
생산 공동체의 다양성과 특징을 존중하고  
생명농업을 응원하는 소비자가 함께 합니다.

**HansalimPGS**  
is bridging farmers and consumers.

Consumers who support life-agriculture,  
Respect the diversity and characteristics  
of the production community -

Are with Hansalim -PGS.

HansalimPGS



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HansalimPGS

For a Better Tomorrow  
Participating Together

더 나은 내일을 위해  
다같이 '참여' 하는  
“한살림 참여인증”



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Q : What should be done for farmers who want to continue **Hansalim agriculture and organic farming**?



**A certification or guarantee system that works for Hansalim farmers to continue organic farming.**  
**Let's keep find the way!**

" PGS is an ideal look.  
Because inspectors and farmers can grow together."

*Gill, a farmer of Nature & Progrès in France*

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The mission of Hansalim-PGS

**"Make Consumer Trust Farmer."**

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3. "Local Community Involvement in the Creation of New Food Products" By Lee Jeong Ju,  
Te-ran Agricultural Company, South Korea





목 차  
CONTENTS

01 뜨란 공동경영체 현황

02 식물성대체단백질 가공시설

1

식량작물공통(을 네)경영체육성사업

기본현황

3/12

● 뜨란공동체 기본현황

농업회사법인(주)뜨란은 2017년 설립한  
괴산의 젊은 농업인으로 구성된 역량있는 공동체

- 경영체명 농업회사법인(주)뜨란
- 대표자명 이 원 대
- 주소지 괴산군 괴산읍 충민로 189
- 법인설립일 2017년 6월 8일
- 공동경영면적 70.5ha(논 55.1/밭 15.4)
- 참여농가 28명(운영진 10인)
- 출자총액 320백만원
- 주요생산물 벼, 콩, 감자, 옥수수 등



경영현황

● 프란공동체 구성 및 주요사업

대표이사 포함 10인의 운영진으로 구성되며  
농업을 중심으로 다양한 사업 시행 역량 구축

● 조직도



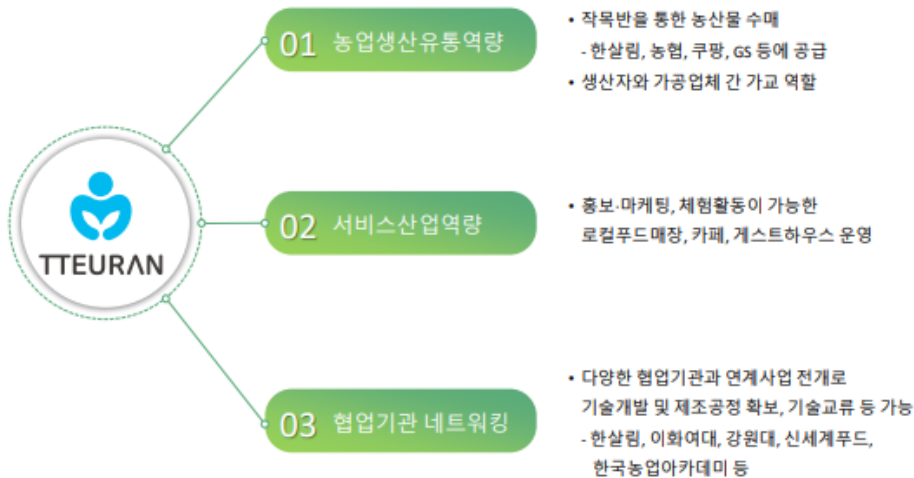
● 주요사업



경영현황

● (주)프란 네트워크

(주)프란은 농민중심의 농업회사법인으로  
지역의 농업, 서비스업 수행 및 협업기관과 네트워크 형성





○ 식량작물(들녘)공동체 교류현황

농업회사법인의 역량강화, 보완을 위한  
민-민, 민-학 대외 협력네트워크 형성에 지속 노력



○ 식량작물(들녘)공동체 재배단지 현황

- 총 12개 권역  
- 70.5ha
- 집단화 단지형  
- 66.1ha
- 분산형  
- 4.4ha



● 농작업내용



● 비전 및 목표

비전

공동영농 기반확충 및  
부가가치 제고를 통한 농가소득 증대

목표

공동영농 확대를 통한 조직화, 규모화, 사업화로  
공 가공·유통체계 구축

추진전략

- S1 조직확대
- S2 공동영농  
면적확대
- S3 고품질  
식량작물생산
- S4 가공  
유통

추진과제

- |  |  |  |  |
|--|--|--|--|
| <p style="text-align: center; background-color: #f96; border-radius: 5px; margin-bottom: 5px;">S-1-1</p> <p>지속적인교육건설형<br/>지원사업추진</p>     | <p style="text-align: center; background-color: #92d050; border-radius: 5px; margin-bottom: 5px;">S-2-1</p> <p>사업다각화지원사업을<br/>통한논타작물<br/>재배단지화추진</p> | <p style="text-align: center; background-color: #4682b4; border-radius: 5px; margin-bottom: 5px;">S-3-1</p> <p>식량작물관련계약재배<br/>확대추진<br/><b>과산군식량산업종합계획<br/>연계추진</b></p> | <p style="text-align: center; background-color: #4682b4; border-radius: 5px; margin-bottom: 5px;">S-4-1</p> <p>국산콩활용대체식품<br/>가공시설</p>            |
| <p style="text-align: center; background-color: #f96; border-radius: 5px; margin-bottom: 5px;">S-1-2</p> <p>사업다각화지원사업을<br/> 통한참여농가확대</p> | <p style="text-align: center; background-color: #92d050; border-radius: 5px; margin-bottom: 5px;">S-2-2</p> <p>식량작물생산의<br/>기계화를 100%추진</p>           | <p style="text-align: center; background-color: #4682b4; border-radius: 5px; margin-bottom: 5px;">S-3-2</p> <p>고품질식량작물 생산을<br/>위한매뉴얼개발보급</p>                           | <p style="text-align: center; background-color: #4682b4; border-radius: 5px; margin-bottom: 5px;">S-4-2</p> <p>고도가공시설구축을 통한<br/>고부가가치식품가공·유통</p> |



## 02

# 식물성 대체단백질 가공시설

### 1

식량작물공통(동네)공명채특성사업

## 사업개요

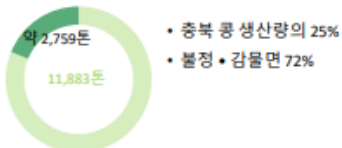
- 사업명 : 국산 콩 활용 대체식품 가공 시설 구축 사업
- 사업기간 : 2021년 ~ 2022년
- 사업비 : 50억원 (국비 20억, 지방비 20억, 자부담 10억)
- 장소 : 충북 괴산군 괴산읍 대덕리 570-3 (괴산대제산업단지 내)
- 면적 : 부지 (1,660㎡) / 건축중 (1,322㎡)  
[ 식품가공시설 846㎡ / 창고시설 344㎡ / 실험실 66㎡ / 사무실 66㎡ ]
- 주요내용 : 고도가공 생산시설 구축 ( 압착유, 식물성대체단백식품, 발효단백질 )

11/100

### ○ 충북 최대의 콩 주산지 괴산을

충북 최대의 콩 주산지인 괴산을 중심으로  
식물성 대체육 주원료인 콩의 안정적인 수급 가능

#### 01 충북 내 최대 콩 생산지



#### 02 고품질의 콩 생산 가능



논콩 생산환경 및  
생산역량 뛰어남  
10a 당 320kg

괴산의 우수한 생산기반과 연계한 가공거점 개발로 산업 확장 가능

### ○ 기대효과

#### 기존 수익 체계

2018년 기준 괴산군 콩 생산량  
약 3,000톤

기대매출  
240억

국내산 대두  
평균 소비자가격 8,000원

약 5배 증가

#### 식물성 대체육 생산 시

972톤

콩으로부터 추출 가능한 단백질 생산량  
(콩 단백질 함량 36%, 수율 90% 적용 시)

4,860톤

식물성 대체육 생산 가능량  
(단백질 함량 20% 기준)

1,215억

식물성 대체육 예상 매출

비온드미트미국내마트판매가  
9,489\*0.200원/500g=약2,500원/kg

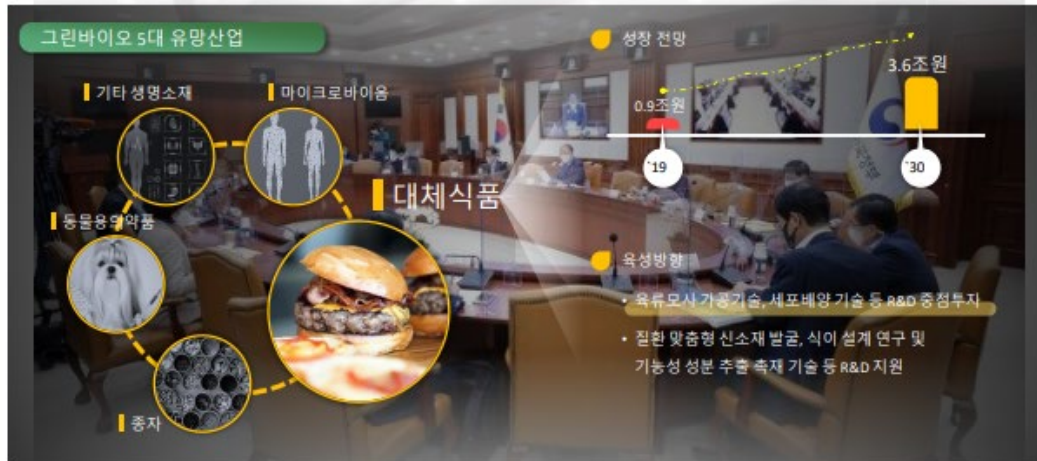
■ 한국 코스트코 미국산 소고기 판매가  
> 삼치살 38,900원/kg  
> 부채살 20,000원/kg  
> 등심 20,000원/kg

국내산 콩 두부, 간장, 된장, 청국장 등을 벗어난 새로운 고도 가공 부가가치 식품 산업 육성 가능



### ○ 필요성\_그린바이오 5대 유망산업

'30년까지 대체식품을 포함한 그린바이오 5대산업의  
2배 이상 성장을 위한 정부차원 육성전략 수립



### ○ 배경\_국내 식물성 대체육 시장의 높은 수입 의존도

미국 등 선진기업 제품에 국내 시장 잠식 예방을 위한  
시장 초기 국내기술 및 소재 준비 요구

#### 선도기업에 잠식 위험

- 기술 및 자본진입장벽이 높은 대체육시장 특성
- 국내 기술 및 소재 준비 미흡 시 해외 기업에 잠식 우려

#### 해외 의존형 시장 형성

- 2019년 이후 α동원,롯데리아 등이 식물성 대체육 개발 및 적용 시행
- 기초기술개발보다 원료수급 및 가공에 집중

#### 유행성 질병 문제 대두

- 2015년 이후 유행성 질병이 사회적인 문제로 대두
- 건강에 대한 관심도 증가로 대체육류소비를 증가할것으로 예측

대체육시장에 대한 선도적 대응으로 국내 시장 경쟁력 확보 필요

## 2

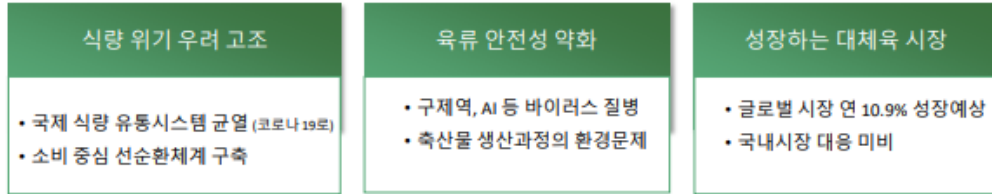
식량작물공통(을·박)경영체특성사업

### 사업추진 배경 및 필요성

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#### 필요성\_식물성 대체육 시장의 성장

식량위기 우려 고조 및 육류 안전성 약화에 따라 식물성 대체육 시장 선점  
및 식량자급률 향상  
식물성 대체육 시장에 대한 관심 대두



품질의 차별화를 위한 원천소재와 한국식문화를 기반으로 한 제조기술 투자 확충

## 3

식량작물공통(을·박)경영체특성사업

### 사업추진여건

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#### (주)뜨란 내부역량

(주)뜨란은 지역농민을 중심으로 1차 농업에 머물지 않고  
지역 자산을 활용한 농산업의 다양한 모델구축에 지속 노력



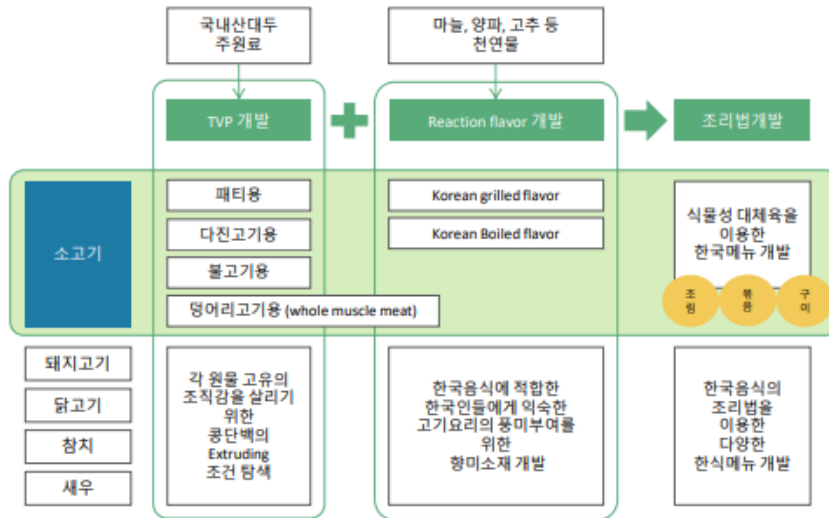
### 3 사업추진여건

식량작물공통(물색)영양제특성사업

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#### ○ (주)뜨란 내부역량

향후 돼지, 닭, 참치 등 다양한 대체육 개발로  
국내 식물성 대체육 시장의 선도역할 수행



### 4 세부추진방안

식량작물공통(물색)영양제특성사업

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#### ○ 유통방안

한살림 매장, 급식시장(B2B), 쿠팡, GS 등의 e-커머스, 해외시장 등  
제품개발 상황 및 여건을 고려한 점진적 유통확대 계획





농민과 농촌을 먼저 생각하는  
식량작물공동경영체가 되겠습니다.

농업회사법인(주)뜨란



## Session 3: Case Studies of PGS Around the World (1)

### 1. "The Implementation of PGS in the Philippines" By Vivencio Mamaril, Bureau of Agriculture and Fisheries Standards, Philippines









# ORGANIC AGRICULTURE IN THE PHILIPPINES

Background, Processes, Accomplishments, Updates & Ways Forward

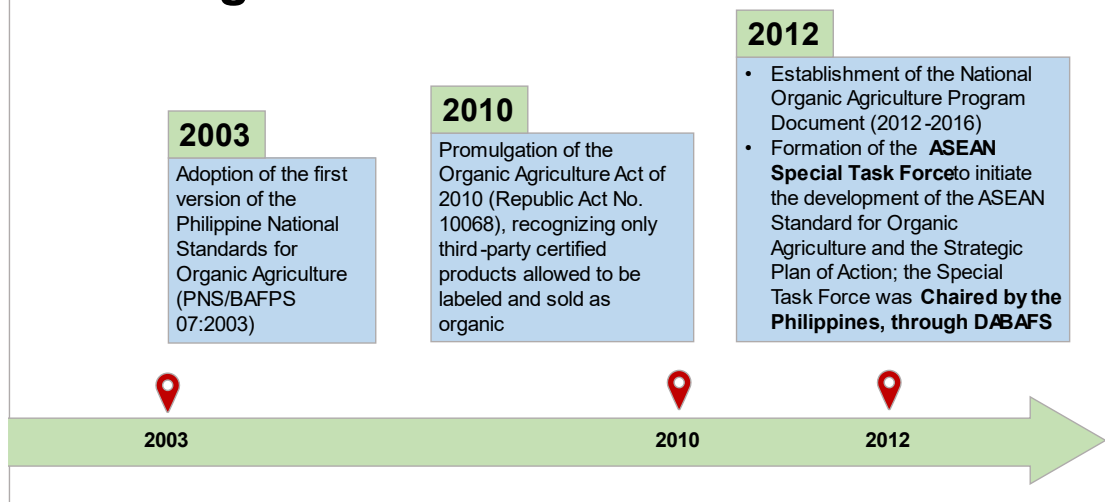


**VIVENCIO R. MAMARIL, PhD**  
Director IV  
Bureau of Agriculture and Fisheries Standards

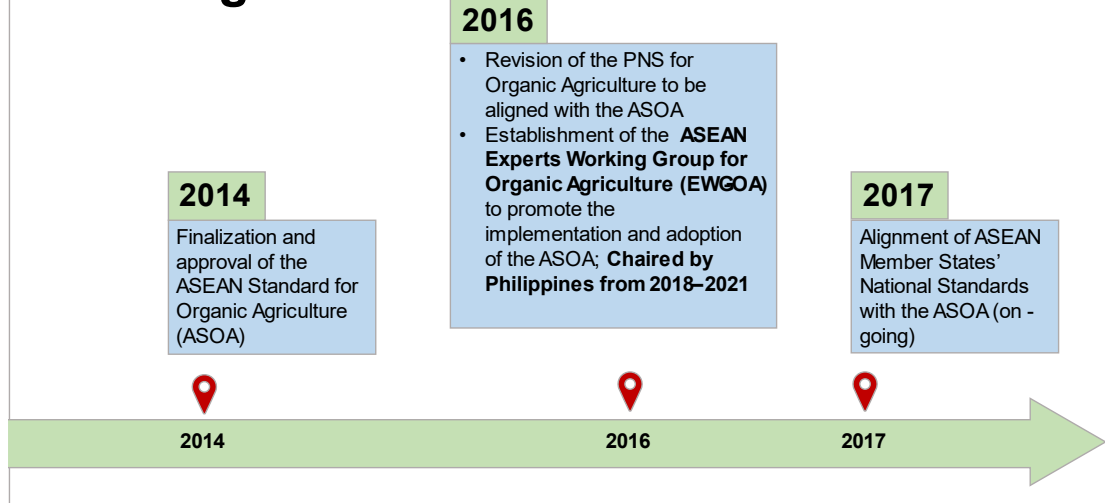
## OUTLINE

-  Background
-  Two ways to get organic certification
-  Process: Journey to Certification & Accreditation under PGS
-  BAFS Accomplishments on PGS
-  Challenges
-  Updates & Ways Forward

## Background



## Background



# Background

2018

- Development of the ASEAN Guide on Organic Certification (AGOC) by the EWG-OA
- Establishment of the National Organic Agriculture Program Document (2017-2023)

2020

Promulgation of the Amendment to the Organic Agriculture Act of 2010 (Republic Act No. 11511), recognizing the Participatory Guarantee System (PGS)

2018

2020

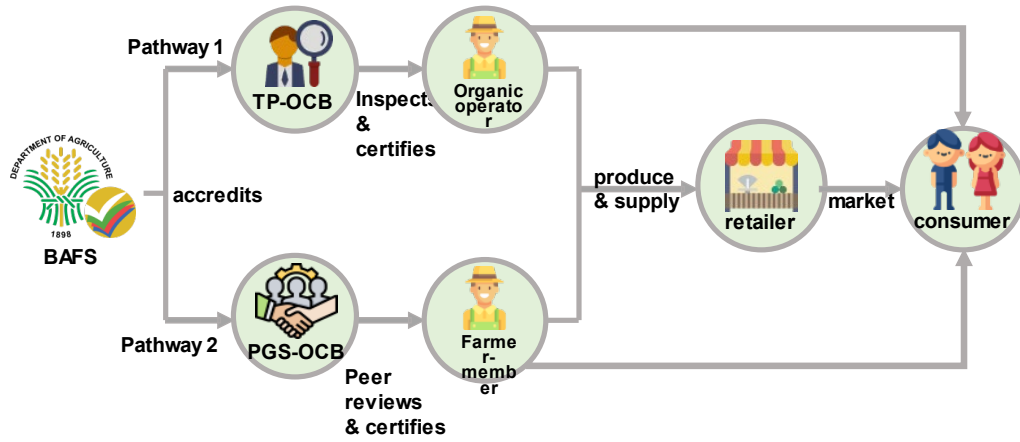
present



**TWO WAYS TO GET  
ORGANIC  
CERTIFICATION: THE  
PHILIPPINE SETTING**

# TWO WAYS TO GET ORGANIC CERTIFICATION

(The Philippine Setting)



Bddsf e juf e !Ui jse. Qbsuz  
P shbojd !Df sujgzjoh !Cpe jf t  
)bt !pg!27!Tf quf n c f s!3133\*



P DDQ Jot qf d jpo !boe !Df sujndbujpo!  
Tf swjdf t !Jod !/!P DDQ JDTJ\*



DpousprnfVojpo!Qi jrtqjjo ft !Jod !/!DVQJ\*



Df sujñfe!  
Pshbojd!  
Pqf sbupst !voef s!  
Third. Party  
Certification  
Scheme

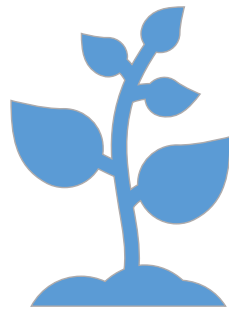
(as of 6 September 2022)

: 1

Op/lpg!Df sujñfe!  
Pqf sbupst

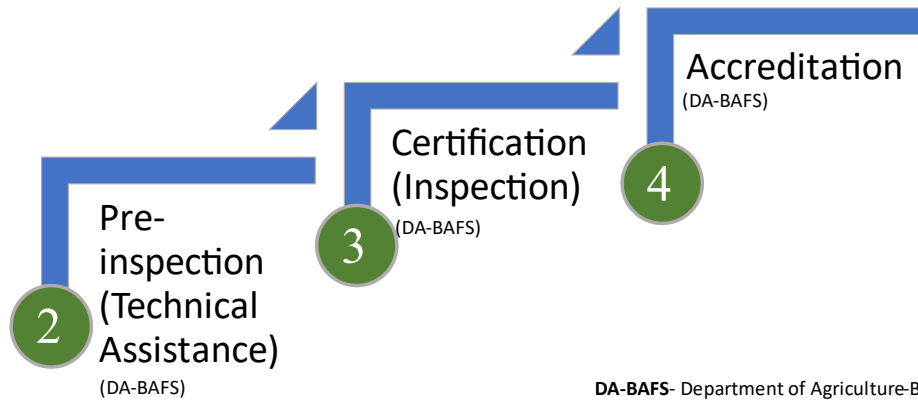
96:

UpubrtGsn !Bsf b!  
)jo!i f dubsf t \*



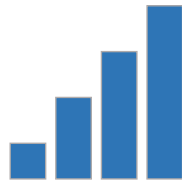
**THE PROCESS:  
JOURNEY TO  
CERTIFICATION  
&  
ACCREDITATION  
OF CORE PGS  
GROUPS**

## The Three Stages towards Accreditation



## The Three Stages towards Accreditation

Qspdf t t	Qvsqpt f
2/ Qsf .jot qf dujpo!cz!EBCBGT	Uf di ojdbribt t jt ubodf !up !f ot vsf !ui bulghsn f st !bsf !sf be z!ggs df sujndbujpo!/Ui jt !jt !pqujpbobrt vulbe wboubh fpvt !ggs!ui f ghsn f st !c f dbvt f !pghui f !sf dpn n f oe bujpot !poli px !up dpn qm!x jui !ui f !QOT!ggs!P shbojd!Bhsjdvmsf /
3/ Jot qf dujpo!ggs!Df sujndbujpo! cz!EB. CBGT	Jot qf dujpo!ggs!Df sujndbujpo!jt !e pof !up !e f uf sn jof !ui f !hfw n p gdpn qjrbodf !pghui f !ghsn f st !x jui !ui f !QOT!ggs!P shbojd Bhsjdvmsf !/Ui jt !sf t vnt !up !jt t vbodf !p g!Qbsujdq bup sz P shbojd!Df sujndbuf !up !ghsn f st !boe !qsf sfr vjt juf !qsjps!up Bdsfe jubujpo/
4/ Bdsfejubujpo! )Bt t f t n fout *!cz!EB CBGT	Bt t f t n fout)P η df ! !Xjuoft t !Bve jut *!ggs!Bdsfejubujpo up !e f uf sn jof !ui f !d pn qf uf od f !boe !be jijnz!pghui f !dpsf !QHT hspvq !up !df sujz!ui f js!ghsn f sn f n c f st !/Ui jt !sf t vnt !up jt t vbodf !p g!Bdsfejubujpo!Df sujndbuf !up !dpsf !QHT!hspvq/



# ACCOMPLISHMENTS ON PGS

(As of 16 September 2022)

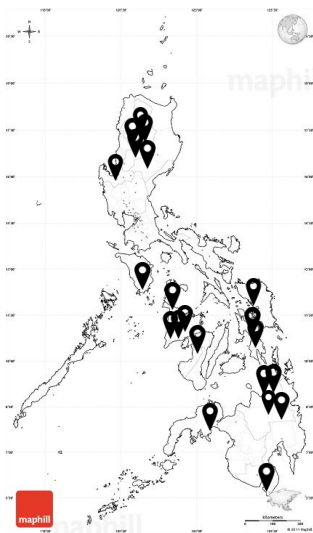
## The Three Stages towards Accreditation

)jolvn cf st !bt !pg27!Tf qufn cfs!3133\*

TUBHF!2	TUBHF!3	TUBHF!4
		Bddsf ejubjpo
	Df sujndbujpo!)Jot qf dujpo*	2 Dpsf !QHT!hspvq
Qsf . Jot qf dujpo	6 )pvulpg!36*Dpsf	6 Gbsn fs!
36 Dpsf !QHT!Hspvqt	QHT!hspvqt !jot qf dufe	Joejwevbth
263 Gbsn fs!	36 )pvulpg!263*	
joejwevbth	Gbsn fs!joejwevbth	
	21 Gbsn fs!	
	df sujnf e!)3!dpsf!	
	QHT!hspvqt *	

**QI JMQQJOFT!QHT!VQEBUF!** )bt !pg27!Tfquf n cfs!3133\*

Number of PGS Group Assisted*	Number of Farmers Pre-inspected	Number of Farmers Inspected	Number of Farmers Certified by BAFS	Number of Groups Accredited
36	263	36	21	2
		Tibuw t :21 IGbsn f st fbsf t ujnh jo .qsp hst t t p gñi f js dpn . q jbo d f le f gp sf jt t v bodf pg!Obsjdq bupsz!P shbojd! Df sñj dbuf !QP D*		2/ Uve rbz P shbojd!Cbsn joh! Qsbdjup of st ! Bhsjdvm/sbrfDppq! )UP GQB . Dppq*
				Tibuw t :!UP GQB . Dppq!k jñh f! wj jf e ap ñi f dl ñi f js! df sñj dbupo !bdjywjf t



**36** UP UBMDP SF!QHT!  
HSP VQT!QS F. JOTQF DUFE

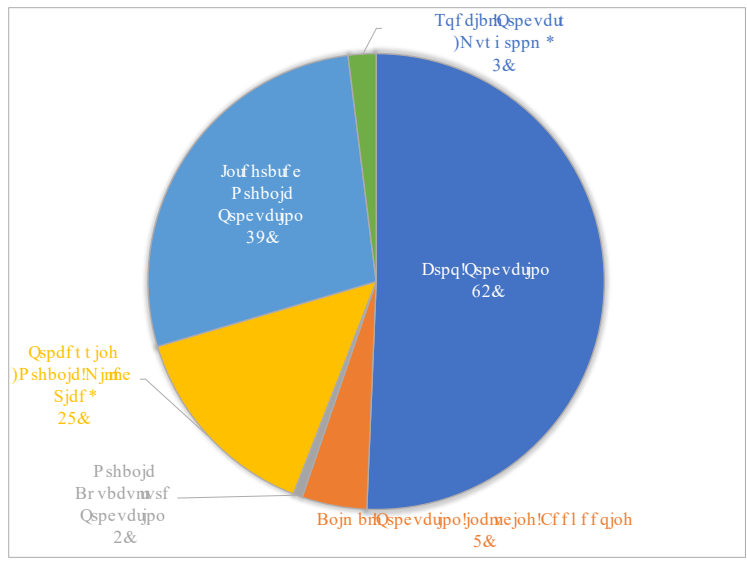
**263** UP UBMGBSN FST  
QS F. JOTQF DUFE

**973** UP UBM  
OP ODP N QMBODFT!  
GP VOE

(as of 16 September 2022)



Dpn n po!  
 Qspevdypo!  
 pgluif!  
 Pshbojd!  
 Gbsn fs!  
 Qsbdujupofst!  
 voefs!QHT



UP Q!3 N P TU!DP N N P O!O P O . DP N QMBODFT!GP VOE  
 X JUI !UI F!QOTOCBG!07;2016 ☀ P S H B O J D ! B H S J D V M V S F

Records-!documentation and accounts provide traceability and made available to authority (BAFS)	Crop and special product conversion requirements	Choice of crops and varieties
22: 0973	2170973	: 80973
)25&*	)23&*	)22&*

## Njojn vn !ovn cf s!pg!qspwjt jpot !pg!QOT!of fe! up!cf !dpn qjfe!cz!t dpqf !pg!qspe vdujpo

Crop Production	Animal Production	Integration of Crop ' !Animal
56	71	211
Boovbrñ !Qfsfoojbrñ!Dspqt jodñæjoh!n vt i spn ! ! li fscñ	Mjwft up dl !boe !qpvmz! fydñæjoh!c ffl ffqjoh	Dpn c jobujpo !pg!dspqt !boe! ijwft up dl
<ul style="list-style-type: none"> <li>✓ Dpowfst jpo!sfr vjsfn fout ! )8*</li> <li>✓ Njojn vn !sfr vjsfn fout ! gps!dspq!qspe vdujpo!)37*</li> <li>✓ Njojn vn !sfr vjsfn fout ! gps!t qf djbrñ!qspe vdu ! )8*</li> <li>✓ Usbdf bc jñz!boe ! sf dpse l ffqjoh!)6*</li> </ul>	<ul style="list-style-type: none"> <li>✓ Dpowfst jpo!sfr vjsfn fout ! )6*</li> <li>✓ Njojn vn !sfr vjsfn fout gps!bojn brñ!qspe vdujpo!)61*</li> <li>✓ Usbdf bc jñz!boe ! Sfdpse l ffqjoh!)6*</li> </ul>	<ul style="list-style-type: none"> <li>✓ Dpowfst jpo!sfr vjsfn fout ! )23*</li> <li>✓ Njojn vn !sfr vjsfn fout gps!dspq-t qf djbrñ!qspe vdu - boe !bojn brñ!qspe vdujpo ! )94*</li> <li>✓ Usbdf bc jñz!boe ! sf dpse l ffqjoh!)6*</li> </ul>

## QSP QP TFE !TP MUJPO T!UP !DP N N P O!OP O . DP N QMBODFT

Top Non-compliances	Root Cause	Proposed Interventions
Records and Documentation <i>(Traceability and Recordkeeping)</i>	Limited skills and resources to update and keep records and documentations	<ul style="list-style-type: none"> <li>• Conduct of training on recordkeeping through ATI and DA-RFO</li> <li>• Created templates for easy monitoring and recordkeeping of all the daily activities being done (BAFS)</li> </ul>
Attestation that farms have not been applied with prohibited inputs <i>(Conversion Requirements)</i>	Limited or lack of awareness on the requirements	<ul style="list-style-type: none"> <li>• Secure attestation from Barangay or Municipal Office relative to non application of prohibited inputs</li> </ul>
Use of treated seeds, no washing protocol, no records and documentation for own produced seeds <i>(Choice of Crops and Varieties)</i>	<p>Unavailability of organic seeds in the area.</p> <p>Limited or lack of awareness on documentation and recording for seed production</p>	<ul style="list-style-type: none"> <li>• Availability of real time inventory of organic seeds at BPI, RFO and NOAP websites.</li> <li>• Organic seed production as part of the PGS training modules.</li> <li>• Establishment of organic seeds centers in the LGU (BPI is finalizing the Guidelines for Assistance in Establishing Local Seed Centers)</li> <li>• Provision of training and templates on recordkeeping to PGS groups</li> </ul>

QI JMQOFT!JO!BDUJP O  
)Qsf . Jot qf dujpo \*



(19-21 July 2022)



(27 June 2022 - 1 July 2022)

PHILIPPINES IN ACTION  
)Inspection \*



(16-18 August 2022)



Inspection to the one of the farmer-members

(29-31 March 2022)

# QI JMQQOFT!JO!BDUJP O!)Jot qf dujpo\*



(16-18 August 2022)



(17-19 May 2022)

# PHILIPPINES IN ACTION )Accreditation\*



P η df !Bveju

(19-21 April 2022)



# PHILIPPINES IN ACTION )Accreditation\*



(Witness Audit | 19- 21 April 2022)

# CBGT!JO!BDUJP O!)Bddsf e jubujpo\* ♪Regulations with a Heart”

X juof t t joh!ui f!  
jot qf dujpo!pgui f !Uvc rhz  
P shbojd!Gbsn joh!  
Qsbdujjopof st !Bhsjdv n v sbrh  
Dppqf sbujwf !)UP GQB.  
Dppq\*!Qf f s!Sf vj f x f st !up!  
jut !gbsn f sn fn cfs

(19-21 April 2022)





# CHALLENGES

## Challenges

Qbsjdvthst	Sfn bsl t
Gvoe!Bmpdbujpo	Gps!GZ!3133-!pom!Qi q911-111!)25-111!VTE* bnpdbufe!gps!bdjwujft!sf rfwboutup!P shbojd Bhsjdvmsf!Sf hvthujpot!)gps!Tubhf!2!up!4*<
Nboqpx fs!Sft pvsdf t	Ui fsf!bsf!pom!8!uf di ojdbrtjfst poof rtx psl joh!po QHT!dpwf sjoh!ui f!x i prfi!dpvousz
Tbfguz-Qf bdf! !Psefs	<ul style="list-style-type: none"><li>• Obwsbrtbrn juf t!)uzqi ppot!boe!f bsuir vbl f t sf t vnjoh!up!thoet rjef t!boe!spdl t rjef t *&lt;</li><li>• P ddvssodf!pgjot vshf odjft 0f odpvouf s!t juf t! of bs!ui f!qspevdjpo!bsf bt!t vckf dulgps! jot qf djpo</li></ul>
I f bni	DP WE.2: !Qboef n jd4Tdi jt upt pn jbt jt



# UPDATES & WAYS FORWARD

## WAYS FORWARD 3133

Bdujwuz
2/ Gjobijf(bujpo!pgui f !Dbubphvf !pgTbodujpot !up!cf!vt fe!lez!QHT!Hspvqt !jo! jn ppt joh!t bodujpot !up!ui fjs!opodpn qjibou!ghsn f sn fn c f st
3/ Gjobijf(bujpo!pgui f !Sf dpse l f f qjoh !Uf n q rhuf t !boe !Hvje f !gps!Sf dpse joh !jo! P shbojd!Bhsjdvmsf
4/ Dpoujovpvt !Dpoe vdulp g!Qsf.jot qf dujpo!)Qspvjt jpo!pg!Uf di ojdbrfBt t jt ubodf !up dpsf !QHT!hspvqt *
5/ Dpoe vdulp g!Dbqbc jjuuz!Cvjnjoh !up !jodsf bt f !dpn qf uf ouli vn bo!sf t pvsdf !pg! CBGT!x psl joh !po!QHT!Uf di ojdbrfBt t jt ubodf !boe !Sf hvrhujpot



Department of Agriculture  
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AND FISHERIES STANDARDS**

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twitter.com/official\_dabafs



2. "PGS Initiative In Malaysia" By Zarina, Ramli, Department of Agriculture, Malaysia



충청북도

2022 IFOAM-Goesan  
International Organic EXPO \*Industry Fair


IFOAM asia

SESSION 3 :

CASE STUDIES OF PGS AROUND THE WORLD (1)

# PGS INITIATIVE IN MALAYSIA

Presented by: Zarina Ramli



## Flow of Discussion

- How PGS was Introduced
- Who took up the PGS Challenge
- SWOT Analysis
- Identifying PGS Participants
- Forming a PGS Committee
- Identifying PGS Auditors
- Challenges
- Way Forward - From the Standpoint of Marketing

ZARINA RAMLI

Organic Enthusiast

Natural Living Advocator

Attached to:  
Malaysia Department  
of Agriculture  
as Head of  
Agricultural Economic Unit



## How PGS was introduced?

By attending the first OLC in this region (Sept 2014 - May 2015). The Southeast Asia OLC is an eye opener of such Guarantee System. IFOAM already conducting a virtual and physical classes then. The two physical classes were conducted at an awesome place called Dumingag, Zamboanga del Sur, Philippines and Nakhon Pathom, Thailand.



## Who Took Up the PGS Challenge

Kean Beng Lee Industries (M) Sdn Bhd

- Manufacturer of biodegradable garden pots
- Formulator for organic fertilizers and pest repellent.
- Promote Non GMO seeds
- Selling the above products under the brand name of Baba
- Running the first certified organic farm in the state of Penang



**Baba**



# SWOT

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> <li>Trusted company with strong customer base</li> <li>Organic system already in place</li> <li>Existing Eco Nursery chain</li> </ul>	<ul style="list-style-type: none"> <li>Cost in setting up the PGS Movement</li> <li>Impact on the existing business procedure</li> </ul>	<ul style="list-style-type: none"> <li>Pioneering the PGS Movement in Malaysia</li> <li>Act as a marketing tool for the Eco Nursery as well as Baba</li> <li>Continuous support for organic society on alternative organic certification</li> </ul>	<ul style="list-style-type: none"> <li>Might confuse consumer with an additional certification taking place</li> </ul>

## Identifying PGS Participants

### Eco Nursery

- Under the stewardship of Baba
- Already exposed to the non-usage of chemical in nursery
- Organised their specially owned event known as Secret Garden Event for promotional activities
- Located in many parts of Peninsular Malaysia
- Selling Baba's and non Baba's products





# Forming a PGS Committee

## Earth Tag PGS Team

- Allocation of fund from Kean Beng Lee
- Appointed Chairman is the owner of Kean Beng Lee
- Advisor is Zarina Ramli
- Appointment of Special Officer in Charge of PGS
- Appointed members include professionals and Eco Nursery owners
- First meeting - 5th May 2018
- Formulate PGS Checklist and Term of Reference
- So far, 4 Committee Meeting took place



# Identifying PGS Auditors

## Earth Tag PGS Auditors

- Allocation of fund from Kean Beng Lee
- Identify Auditors according to a set of criteria
- Auditors are volunteers whom are organic supporters
- Auditors are given hands-on training
- Auditors are given annual field trip privileged
- As to date, there are 145 volunteered auditors
- Auditors are located all over Malaysia



# Challenges

01

Closure of Eco Nursery, ie lost of PGS Member

Owner cannot sustain their business due to the pandemic Movement Control Order

02

Downsizing of Eco Nursery, ie drop as PGS Member

Having workers shortage due to pandemic, as such cannot proceed with yearly auditing routine

03

Increase in the price of raw material and other services

Worldwide phenomena and impacting everyone

## Way Forward – From the Standpoint of Marketing



Earth Tag PGS Certification

Certified Eco Nursery will stand out compared to other nurseries in terms of being audited and certificated.



Business in the new norm

PGS Movement will have a brighter future in terms of marketing effort with the new norm of doing business assumed.



Continuous education and learning platform

As to date, there are 24 Earth Tag PGS Certified Eco Nurseries that can be a benchmark for future member of PGS Certification.



Attention Grabber

Certified Eco Nursery will grab the attention of environment lovers, organic enthusiasts and public that concern about pesticides free plants.





Plaque is given to Earth Tag PGS Certified Eco Nursery for their promotional activity and act as marketing tool

## Get In Touch

Email  
[zarinaramli65@gmail.com](mailto:zarinaramli65@gmail.com)

Call / WhatsApp  
[+6017-4961370](tel:+6017-4961370)

Gamsahamnida

3. "The PGS Development in Vietnam" By Chien Tran Manh, PGS Vietnam, Vietnam



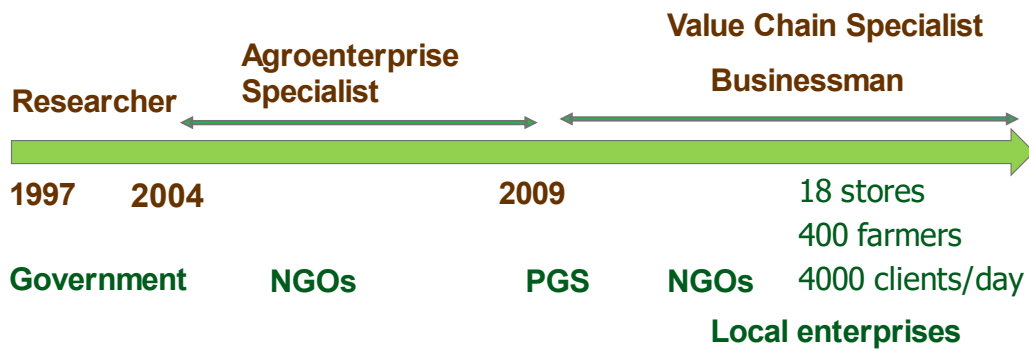
## PGS Vietnam Key Factors for Development



Tu Tuyet Nhung  
Tran Manh Chien



## Presenter





## Key messages of PGS Organic in Vietnam: Market Access by Participation



## Concept of PGS in Vietnam

- An alternative to third party certification
- Especially for: small farmers, local markets, and short supply chains
- Enabling the participation of all stakeholders such as producers, consumers
- Low fee
- Regular monitoring (monthly/weekly instead of yearly)



## Why PGS Network in Vietnam

- Increasing demand of healthy foods among young consumers (particularly 7x and above)
- Poor market access for small organic farmers with good produce and high prices
- Low trust on third party certified produce
- A national standards for organic production and processing (TCN10-2006) was issued, but no regulation for application
- Stakeholders agreed to set up PGS network in 2008 for organic farmers under ADDA (ADDA-VNFU prj 2005-2012)





## Monitoring and Marketing at all stages



Marketing

Marketing

Marketing Marketing

Monitoring and Inspecting Monitoring and Inspecting Monitoring and Inspecting

- ✓ All stakeholders are involved, from production, post harvest, and sales
- ✓ Organic farmers are systematically organized in cooperatives /associations/groups
- ✓ Groups and their farms need to be certified by PGS
- ✓ PGS organic products can all be traced back to their producers by Qrcode
- ✓ Monitoring and Marketing on all stages



*Field engineer often on farms for monitoring*





## End consumers: Quality control from Grass-root

- PGS Farmers must be trained in organic farming and organized in groups of no less than 3 members
- At least 2 farmer groups formed to create an **Inter-group** at each area for cross-check between the local groups
- The inter-groups include various stakeholders such as: farmers, retailers, and consumers in the functional teams
- Action plan, regulations, check list, PGS manual, and logo/seals are available
- Trainings of inspection, leadership, accounting, planning, postharvest handlings
- Peer review process (monitoring/ auditing)
- Intergroups decide on certification and send to PGS.CC
- Actions taken immediately on fraud and non -compliance



## Tour of pupils





## Qr codes

- It was found that some farmers sell PGS vegetables with no fees
- In 2016 PGS Vietnam started to build Qrcodes for better monitoring the sale
  - Most farmers did not agree
- Until 2018 PGS Vietnam changed the supplier
  - More and more farmers apply Qr codes
- Now farmers must apply Qr codes
  - Better monitoring sale from farms
  - Better trace back when quality complaints from customers
- => Better market access



## Using digital Verification system



- A particular system with Digital Verification app have been developed in Sept 2019.
- Using QR code on the PGS products for its verification
- Each farmer groups is provided their own user and password have to activate QR code before products leaving farm to shops
- This action will eliminate the risk of fake and the volume can be updated everyday



## Brand recognition is important



13



## Small Retailers make the biggest difference in marketing

- A supply chain to big supermarkets and restaurants were developed but failed after a one year run
- Current products are mainly sold in special shops by retailers
- Sellers who make direct contract with farmer groups have to register PGS and pay fee to run PGS as duties
- All certified PGS products must be packaged and labeled from producer groups
- A market supervise team with 5 volunteers often visit shops where selling PGS products
- Biggest retailers for PGS products remain with PGS from the beginning such as BacTom and TamDat
- From 4 outlets in 2009, now more than 100





## PGS in Local Market



Weekend Market



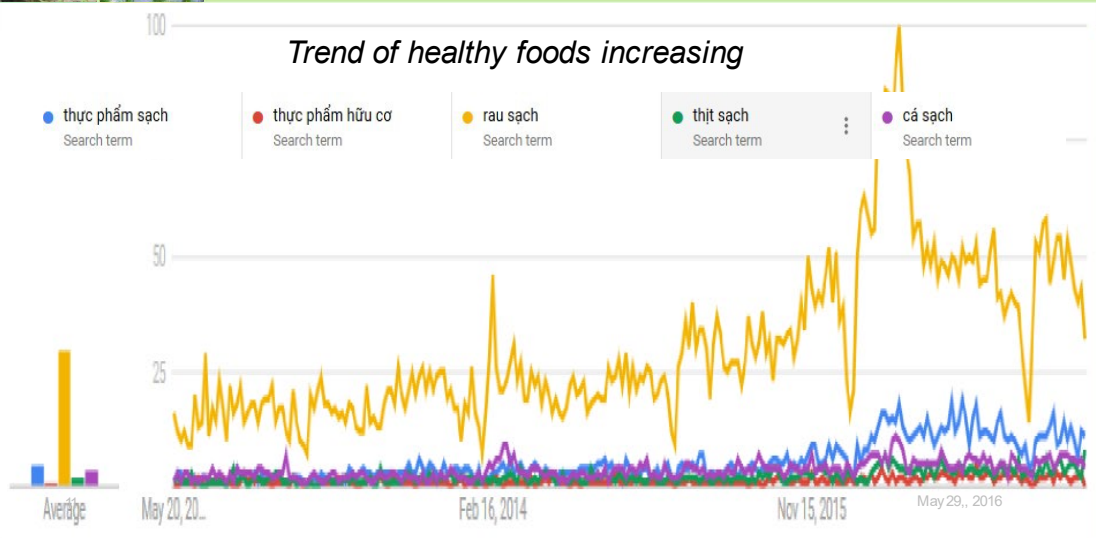
Board sign to shop



Home delivery



Retail shop





## Marketing

- A big marketing campaign was conducted during the project time with the use of famous model and professional marketers
- After the project closed in 2012 marketing has been carried out by mainly retailers, with increasing participation by even farmers and local staff
- Retailers and Inter-groups often take chance to introduce PGS/products at fairs
- Farm tours regularly organized by retailers



## Famous people love us



18



## PGS Replication



More than 20 PGSs

9/20/2022 Tu Tuyet Nhung, President PGS Vietnam - VOAA



## ESUP project: Unifying all PGSs

- 14 years operating, PGS shows an effective approach for small farmers
- The confusion of consumers to distinguish different PGS products
- PGS products are easy to copy when using simple tools for traceability and transparency
- Risk of losing PGS's database when using excel to maintain and update data of whole system
- =>> Link all organic PGSs over the country into a National PGS alliance: ESUP project just started





## Lessons learnt

- Retailers are of the first stakeholder to engage in the project from the very beginning
- Feedback from consumers should always be carefully considered
- Quality controlled by independent monitoring
- Farm tours are very useful
- Brand recognition for the whole
- Human resource needs to be improved oftenly



## Inspection activity of farmers







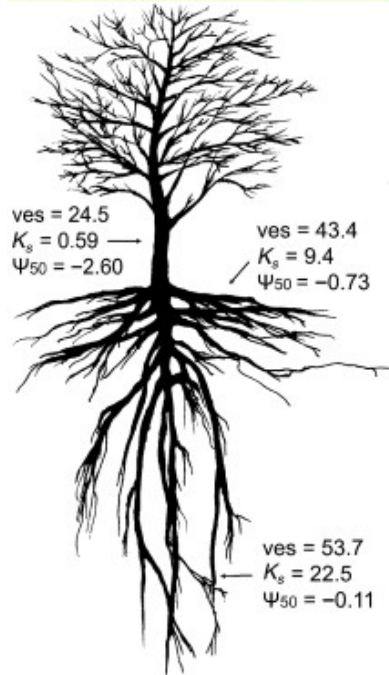
## Field visit



## PGS Organic vegetable in Bac Tom shop



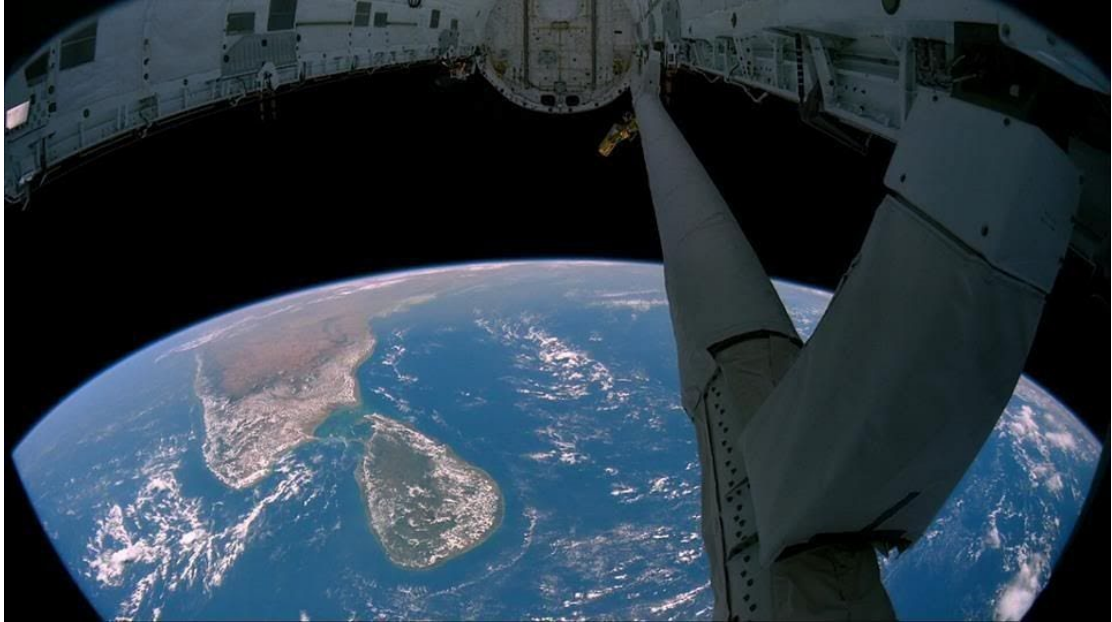
# Thanks



**Storms make trees  
take deeper roots**



4. “Supporting Social Enterprises and Responsible Businesses through PGS” By Achala Samaradivakara, Good Market, Sri Lanka





Back in 2010 we realized there are hundreds of enterprises and individuals voluntarily choosing to operate according to a **new story** and **new rules**. They are **choosing** to prioritize people and the planet over profit maximization.









How do I know this is organic?





කාබනික සහතිකිත සහතිකකරණ ක්‍රමවේදය  
 පங்கිතව පාලනය කළ යුතු ආකාරයට





### Level 1: Organically Grown

“Poison free.” No synthetic fertilizers or pesticides used. No genetically modified organisms (GMOs). In transition to Organic PGS or Organic Certification.



### Level 2: Organic PGS

Organically grown. Certified through a Participatory Guarantee System that is transparent, based on IFOAM norms, and includes regular farm visits



### Level 3: Organic Certified

Organically grown. Independently verified by an accredited certifying body



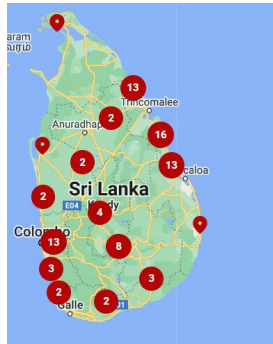
### Level 4: Forest Garden Product Certified

Organically grown with analog forestry practices that increase biodiversity and ecosystem health. Independently verified by an accredited certifying body

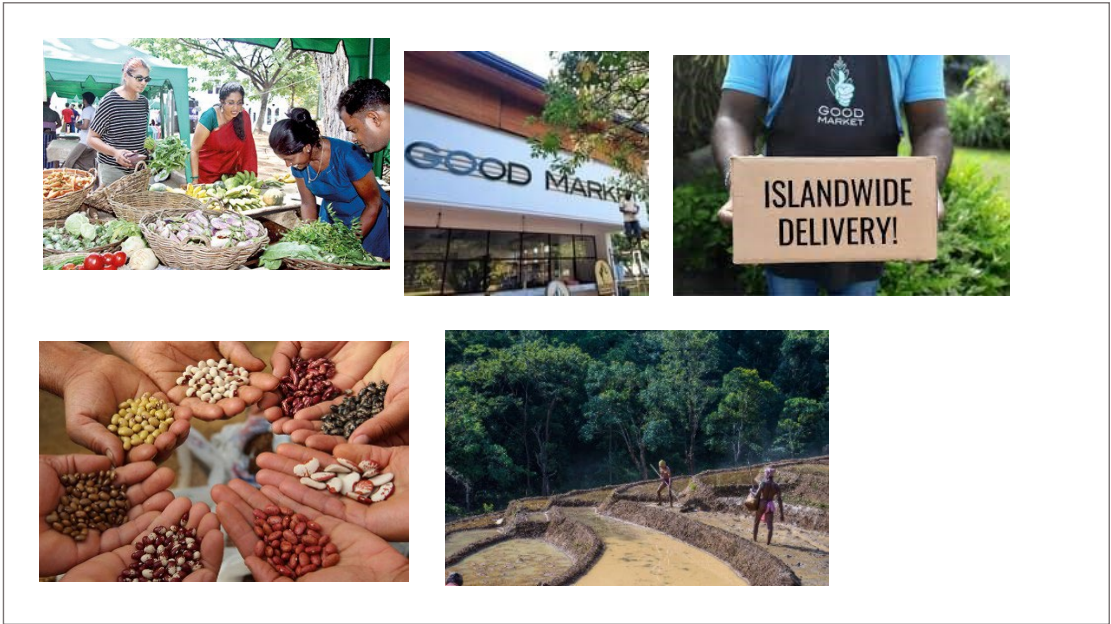
2013  
8 Farmer  
Networks

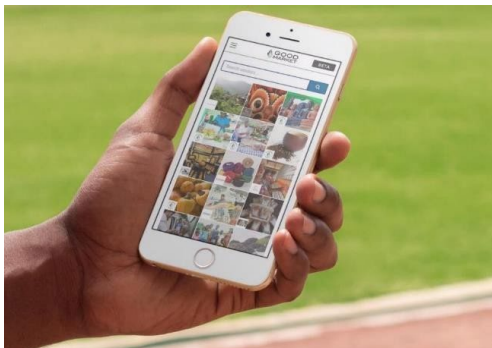


2022  
80 Farmer  
Networks

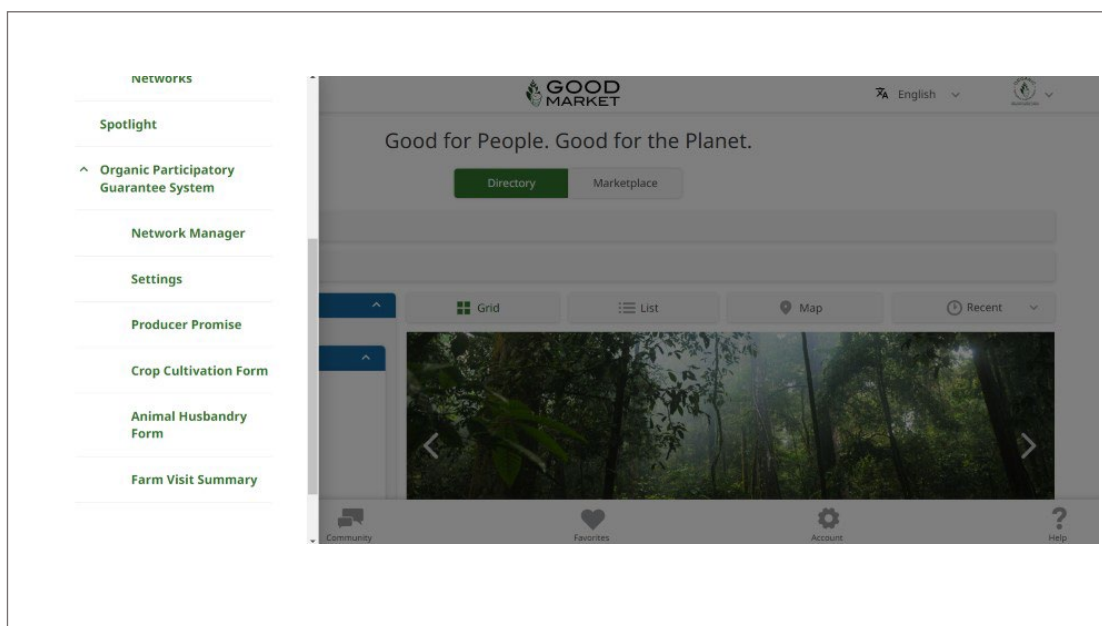


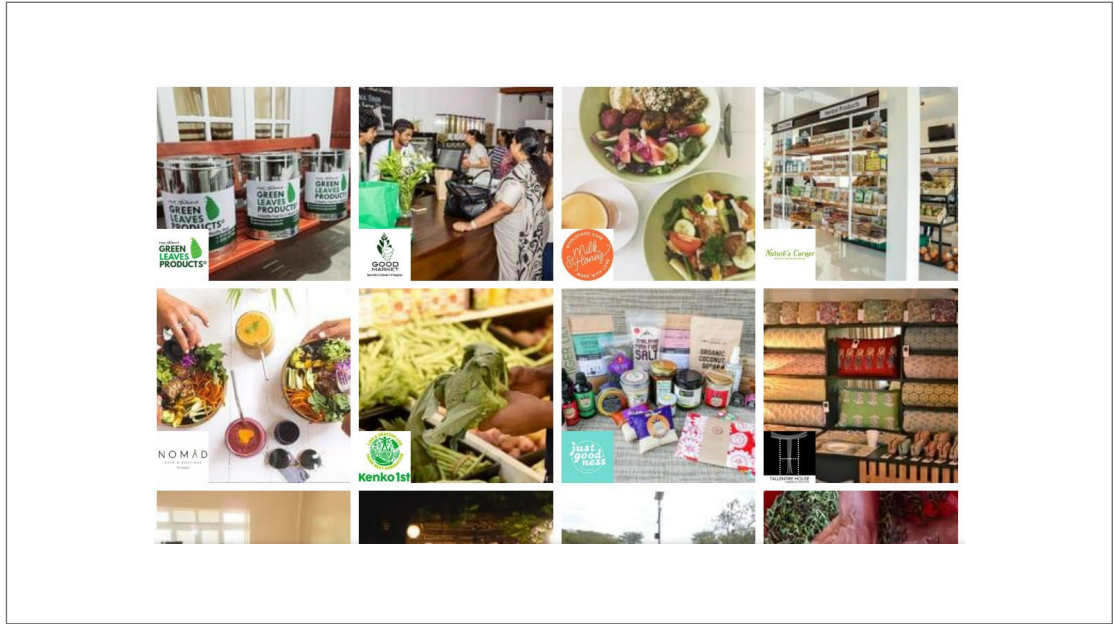







[www.goodmarket.global/pgs](http://www.goodmarket.global/pgs)







Becoming a **conscious consumer** is one of the most powerful tools available to us as human beings living on this earth today.

## Are YOU Conscious Consumer?

Group by Kanchana Weerakoon

**අවබෝධාත්මක  
ආර්ථිකය | Conscious  
Consumerism**

Public group · 1.2K following

Following ▼ + Invite ▼



**2,413**  
Enterprises

**88**  
Countries

**112**  
Networks

**7**  
Languages

We're working together to create a 21st century economy that is good for people and good for the planet.

The Movement





5. “NGO-led PGS for Conservation” by Shu-Chuan Kuo, Tse-Xin Organic Agriculture Foundation, Taiwan



### Farmland Ecology in Taiwan

- 60% mountains, **20%** farmland, 20% other
- Farmlands are vital **ecosystems** and **connected to other natural areas**, provide **habitats** and **wildlife corridors**
- **55%** endangered species are dependent on socio-ecological production landscapes and seascapes

The map of Taiwan is color-coded: yellow for mountains, red for farmland, and green for other land. The slide is decorated with green and black geometric shapes.

## Agricultural Landscapes & Biodiversity Crisis

Biodiversity loss due to habitat loss, fragmentation, conversion



## Tse-Xin Organic Agriculture Foundation



- NGO established in 1997
- Promotes nature-friendly sustainable agriculture
- Trains, supports, certifies small, rural producers





## Tse-Xin Organic Agriculture Foundation



Loss and degradation of natural habitats, disturbance of breeding areas, and poisoning from pesticides resulted in mass death of local bird populations, especially pheasant-tailed jacanas.



## PGS Initiative for Biodiversity Conservation & Sustainable Agriculture



Green Conservation's three main principles:

1. No chemical pesticides, herbicides, fertilizers
2. Avoid using hazardous inputs to protect wildlife and the environment
3. Supporting local diversity of habitats and species on farmland



## Who is responsible for biodiversity conservation?

Conserving biodiversity is central to living sustainably.

Protecting our environment is everyone's job because we all have an impact, not just farmers, specialists or individual governments.



## PGS Members, Workshops, Meetings

- We hold educational talks, farmers markets and other events
- More and more people understand the importance of organic farming
- 4-hour pre-event training, explanatory sessions on PGS standards, operations and non-compliance





## PGS Impact on Consumers

PGS allows us to learn about how food is grown and understand the hard work of farmers. The farmland biodiversity was incredible! I would like to encourage and support these farmers.



## Impact of PGS on Farmers



PGS allows me to meet other local organic farmers. Now, we use messaging apps to communicate, discuss the difficulties we face and share resources with each other.

## Program Highlights & Outcomes



500 farmers  
780 hectares  
291 habitats  
42 priority species

## Program Highlights & Outcomes



## Program Highlights & Outcomes

- Large retailers and distributors support Green Conservation certified products in Taiwan
- Raised consumer exposure, public awareness



**“Alone we can do so little; together we can do so much.” – Helen Keller**



## 6. "MASIPAG PGS for the Promotion of Organic Farming" Leo XL Fuentes, INOFO, Philippines



### MASIPAG AND PGS Pilipinas Promoting Organic Farming and Rural Development

2<sup>nd</sup> International Organic Marketing Conference|  
October 6, 2022, 16:00 Goesan County South Korea



Leo XL Fuentes  
Regional Coordinator MASIPAG Mindanao,  
Convenor, INOFOASIA

## TOPICS

- 1 PGS: tool for rural development and farmer empowerment
- 2 OA Policies and implications
- 3 The OA Situation
- 4 Campaign for PGS Recognition
- 5 Experiences from the ground
- 6 Partnerships and market development
- 7 Forms of support to PGS
- 8 Conclusion





## Background



- In the early 2000's, the organic certification in the country started to develop among the NGOs, with MASIPAG at the forefront.

- PGS was coined at the International Workshop on Alternative Certification (now known as Participatory Guarantee System) in Torres, Brazil in 2004

- Later that year, the first PGS in the country, the MASIPAG Farmers Guarantee System or MFGS, was put into place

## PGS for rural development and farmer empowerment

- - Majority of farmers are small scale  
- more affordable and less paperwork
- - flexible enough to adapt to changes and integrate improvements.
- - encourages empowerment and bayanihan -
  - Farmers define collectively the organic standards and norms
  - They do peer review and set-up their own certification procedure
  - Electing their own representatives to take the certification decisions
  - This certification tool is controlled by the farmers
  - training and support built into the system



## OA POLICIES

### PROMOTION AND DEVELOPMENT OF ORGANIC AGRICULTURE IN THE PHILIPPINES

- Instituted the Organic Agriculture Program of the government
- Development of Organic Agriculture as a farming scheme enhances global competitiveness, environmental integrity, food security and safety, and increases productivity and alleviate poverty;
- Constituted the NOAB, NOAP, NTC and developed the PNS OA
- Accreditation of OCCP as 1st certifying body

**EXECUTIVE ORDER 481**  
**APRIL 2004**

### AN ACT PROVIDING FOR THE DEVELOPMENT AND PROMOTION OF ORGANIC AGRICULTURE IN THE PHILIPPINES AND FOR OTHER PURPOSES

---

The State recognizes and supports the central role of the farmers, indigenous people and other stakeholders at the grassroots in this program.

---

Sec. 17 Labeling of organic produce: Only Third-Party Certification is allowed to be labeled as organically produced.

---

IRR: Rule 17.1 ....there shall be a transition period of two years for this provision to be fully implemented. During this period, labeling of organic products shall be based on 1st, 2nd, and 3rd Party Certifications.

**REPUBLIC ACT 10068**  
**APRIL 2010**

## Organic Agriculture situation

The way organic agriculture, as a program, is being promoted as more of a technology rather than for sustainability of farming systems and livelihood of farmers.

The export orientation do not match the current production capability of the organic producers as most of them are small scale.

Market is scattered and fragmented. Most of the organic markets are in Manila and Metro cities, these are specialty shops, weekend markets and in high end supermarkets. This creates the impression that organic products are only for the rich.

While majority of organic trading posts are inaccessible and small budget to support small scale farmers even after the amendment of the law.

Certified organic inputs will tend to be more expensive and, due to the nature of the requirements of the organic standards, producers is obliged to buy only certified inputs.

Land ownership is a major hindrance for most farmers to convert to organic agriculture

## CAMPAIGN FOR PGS RECOGNITION

- PGS conferences were held since 2011 to bring together organic farmers, NGOs, local government units and agencies and advocates in the Philippines and come up with strategies to lobby for PGS recognition and mainstream PGS in the country.
- PGS Pilipinas was conceptualized - a network of PGS' and advocates in the Philippines
- Quezon province was the first LGU to install PGS at a provincial level.



PGS PILIPINAS AIMS TO BRIDGE THE GAP BETWEEN THE FARMERS AND CONSUMERS AND DEVELOP THE DOMESTIC MARKET BY HELPING FARMERS AVAIL INEXPENSIVE YET CREDIBLE CERTIFICATION.



**1ST PGS TRAINING OF TRAINERS , 2012**

A Training of Trainers was held to support the increasing need for PGS trainers nationwide .

**PGS NATIONAL CONFERENCE, 2013**

Andre Leu, then IFOAM President, was key note speaker and gave the conference resolution to the NOAB.

**1ST GENERAL ASSEMBLY, 2015**

The 1st PGS Pilipinas General Assembly was held in conjunction with the National Organic Agriculture in 2015 held in Bacolod City .

**Table 1. Municipalities, provinces and NGOs with PGS in various stages of development.**

<i>Municipalities/Provinces/ Organizations</i>	<i>Scope of operation</i>	<i>Year Started / PGS Activities conducted</i>
MASIPAG*	Nationwide	2004
Quezon Province*	Province-wide	2010
Nueva Vizcaya *	4 municipalities	2013
Nueva Ecija*	Province-wide	2014
Negros Occidental	Province-wide	2014
Lanao del Norte*	Province-wide	2014
Davao City*	City-wide	2014
Dumungag, Zamboanga del Sur*	14 villages	2012
Philippine Rural Reconstruction Movement (PRRM)	Nationwide	2013
Bahol Province		Orientation
Camarines Sur	4 municipalities	Orientation
Surigao del Norte	4 municipalities	Orientation
Igbaras, Iloilo		Orientation
Agusan del Sur	1 farmer federation	Orientation
Zamboanga del Sur	Province-wide	Orientation
Palawan Center for Appropriate Rural Technologies (PCART)	Palawan province	Orientation, training
Sibal ng Agham at Teknolohiya (SIBAT)*	Nationwide	2013
Isabela Province	Province-wide	Orientation, training
Tarlac Province	Province-wide	Orientation, training
Bislig, Surigao del Sur	Municipal-wide	Orientation, training
Davao del Sur Province	Province-wide	Orientation, training
Magsaysay, Davao del Sur*	Municipal-wide	2018
Sto. Niño, South Cotabato*	Municipal-wide	2018
PGS Cebu	Province-wide	2018



## Experiences from the ground



- farmers have taken more role in shaping the organic agriculture framework of their localities

- strengthen relationship with local the local government units, church, academe, NGOs and other support groups - provided farmers with facilities and equipment (including marketing and production support) to sustain their activities and encourage more farmers to go organic.

- Local market is developed:

- helped farmers increase income by adding value to products that are otherwise very cheap
- improve local economy
- increased availability of organic products are the local market

• PGS became the instrument for other NGOs as well as the LGUs to look into organic agriculture as a tool for rural development and climate change mitigation strategy.

• In PGS, farmers have taken more role in shaping the organic agriculture framework of their localities.

• The partnership between farmers, LGUs, NGOs, church, academe and consumers helped facilitate the development of farmers as leaders.



## Obsuwf st i jqt lboe ln bsl fule f w f mqn fou

LGUs is also crucial in realizing rural development through inclusion of OA as one of the priority programs.

LGUs also provided market to encourage farmers and where consumers can find organic products.

In some cases, local church also provide spaces at the church grounds.



## Forms of support to PGS

The right regulatory framework is very important: accommodate PGS in the organic regulation (IFOAM-OI has developed policy briefs, regulation template and other tools to help governments tackle this question + we offer tailored advice).

Finance projects that set-up PGS initiatives (must be at least 3-years long).

Ongoing support: partial funding of existing PGS initiatives for expenses such as farmer training, networking, consumer awareness activities, etc.

## National recognition



- Since 2010, position papers were submitted to the NOAB while IFOAM sent a letter of support to PGS in 2013 and was handed to the NOAB by then IFOAM President, Mr. Andre Leu.

- In May 2013, the Secretary of DA issued DA Administrative Order No. 08, Series of 2013 where compliance to third party certification, which ended in April 2013, will be extended up to April 1, 2016.

- The Bureau of Agriculture and Fisheries Standards (BAFS) called for the formation of the Technical Working Group (TWG) to draft the guidelines for PGS.

- Bills are filed at the Congress and Senate to amend/repeal the Act and include PGS as a form of certification.




- Since 2018, Masipag and PGS Pilipinas served as resource person and members of TWG

- Finally, in June 1, 2020, Senate finally approved the amendment of RA 10068 which has particular focus on PGS.

- And in December 2020, RA 11511 or the Amended Organic Agriculture Law was enacted.




## Komposisyon ng Core PGS Group




**In the composition of Core PGS Group, farmers are taking a central role.**

- 5 kasaping magsasaka, komula sa crop at livestock sa ibang miyembro: sektor ng mga magsasaka, People's Organizational Development, People's Organizational Development, buong produktong produkto
- o Kondisyon:
  1. Naninirahan at nag-iisang probinsya
  2. Mayroong regular na natukoy na PGS group



- PGS representation at the National Organic Agriculture Board (NOAB) - highest policy-making body for the National Organic Agriculture Program (NOAP) active involvement in the drafting and critiquing of the IRR and PGS Guidelines



- to recognize and provide space for small organic farmers in the direction setting, implementation on ground that is pro-smallscale farmers
- to ensure that the implementation of PGS will remain true to its principles, objectives, and values





- PGS orientation for the National Organic Agriculture Program (Director and staff), with the Dept of Agri-Bureau of Agriculture and Fisheries Standards (DA-BAFS)



- continuous conduct of orientation for organic farmers organizations, civil society organizations, and advocates regarding PGS
  - emphasizing the significance of OA and PGS in rural development

## Conclusion

- Amendment in the Organic Act recognizing PGS is in fact an opportunity to encourage more farmers and farmers organization to engage in organic farming.
- With this recognition, policy makers should be reminded that, aside from recognizing PGS, the central role of small-scale farmers as well as indigenous people and their communities in the development of organic agriculture sector in the country as they continuously provide healthy food and vibrant economic activity at the local level, should be recognized first.
- Recognition of PGS should be reinforced by the provision of appropriate support in terms of production, processing, prioritization of local distribution and marketing.
- Related polices such as genuine agrarian reform, protection of the environment and stoppage of land use conversion should be in place to fully achieve its Policy Declaration. of the Amendment



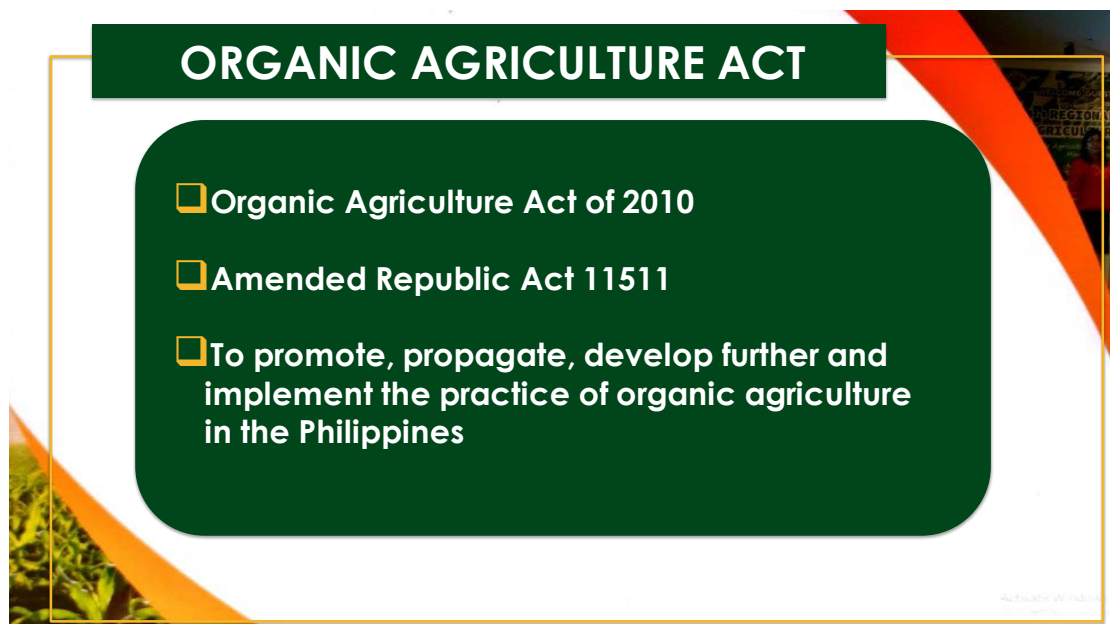
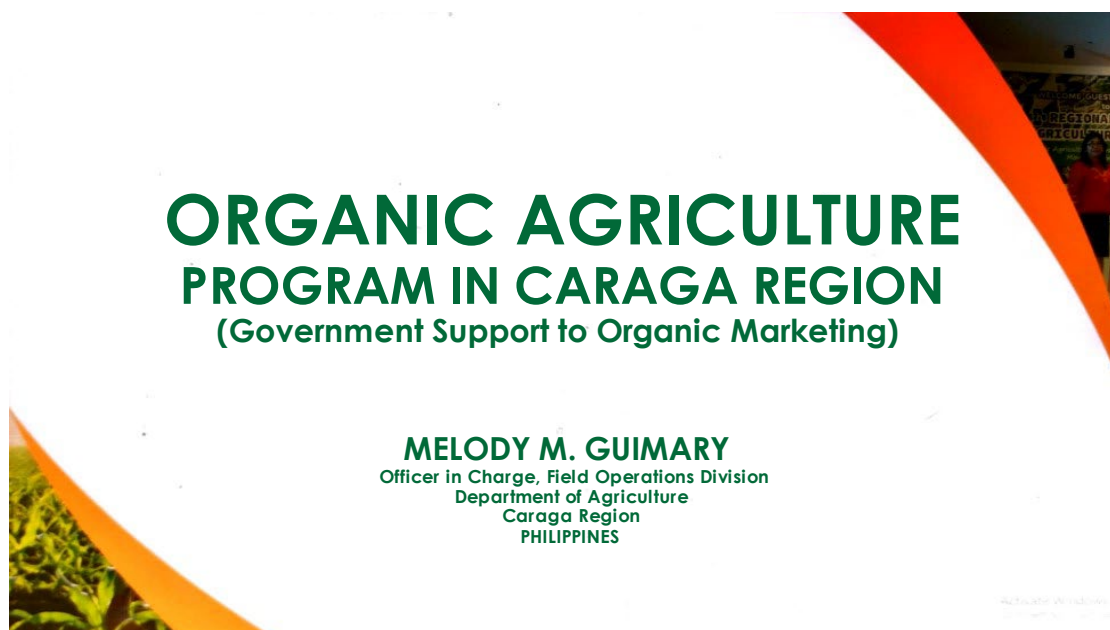
## MARAMING SALAMAT (THANK YOU!)

FOR MORE INFO, VISIT: [PGSPILIPINAS FB PAGE](#) OR E-MAIL US AT [PGSPILIPINAS@GMAIL.COM](mailto:PGSPILIPINAS@GMAIL.COM)

## Session 5: Best Practices of Organic Marketing

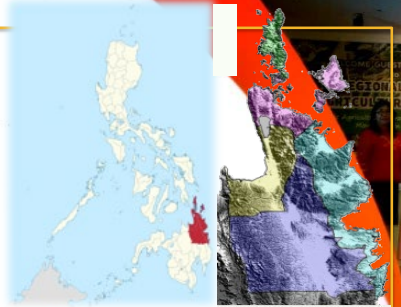
### Presentation 1

“Government Policies in Support to Companies for Organic Marketing” By Rebecca Atega,  
Regional Technical Director for Operations, Department of Agriculture CARAGA Region,  
Philippines



## CARAGA REGION

- ❑ Created thru Republic Act 7901 signed on February 23, 1995
- ❑ Composed of 5 provinces, 6 cities, 67 municipalities and 1, 310 barangays
- ❑ Butuan City as the Regional Center
- ❑ Youngest region in the Philippines



## ORGANIC AGRICULTURE PROGRAM FUND SUPPORT

YEAR	TOTAL (Php)
2011	15,752M
2012	18,154M
2013	24,454M
2014	30,083M
2015	16,690M
2016	17,891M
2017	16,746M
2018	15,640M
2019	15,068M
2020	29,142M
2021	12,868M
2022	19,879M
<b>Total</b>	<b>232,367M</b>

As of October 5, 2022  
**PHP232,367M/  
 \$4,076M**

Source: Organic Agriculture Program  
 Department of Agriculture  
 Caraga Region





## ORGANIC TRADING POST (OATP)

- Establishment of Eight (8) Organic Trading Posts:
  - Buildings
  - Machineries and Equipment
  - Capitalization



## TRADE FAIRS(LOCAL AND INTERNATIONAL)

- Conduct of and participation to local and international trade fairs to promote organic products



## MARKET DEVELOPMENT SUPPORT

- Conduct of trainings on marketing development of organic products of individual farmers and groups





## MARKET MATCHING ACTIVITIES

- Support to market linkage of farmers to malls and other commercial establishments



## CERTIFICATION AND PGS SUPPORT (LOCAL AND INTERNATIONAL)



## WHERE ARE WE NOW?

Area

Practitioners

**Market Venue**  
**Local - 27**  
**International - 6**

16,402 MT

2 Local  
1 International

## WAYS FORWARD...

**OA Hub/ Organik Konek**

**PROPOSED DEVELOPMENT PLAN OF ORGANIC HUB  
IN THE MUNICIPALITY OF SIBAGAT, AGUSAN DEL SUR**





**Way to go mga ka-OA!**

**Sustainability is not an option,  
it is a must.**

**...END OF PRESENTATION...**

Presentation 2

“The Carbon Neutral Standards” By Jibing Zhang, Organic Food Development & Certification  
of China

## 有机蔬菜生产促进温室气体减排 效果分析及价值实现路径探讨

The impact of organic vegetable production on greenhouse gas  
reduction and the realization of its environmental value

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## 第一部分 Part I

### 农业温室气体减排助力 碳中和目标实现的重要作用

The important role of agricultural greenhouse gas reduction to achieve carbon neutrality target



## 一、农业温室气体减排助力碳中和目标实现的重要作用



农业既是碳源（排放温室气体）又是碳汇（吸收二氧化碳）  
Agriculture plays a role both as carbon source (emitting greenhouse gas) and carbon sink (absorbing CO<sub>2</sub>).



## 一、农业温室气体减排助力碳中和目标实现的重要作用



当前全球已有130多个经济体提出或正在考虑“零碳”或“碳中和”目标，10余个经济体已立法或处于立法状态中。

So far, more than 130 economies around the world have proposed or are considering "zero carbon" or "carbon neutrality" targets, and more than 10 economies have enacted or are in the process of enacting legislation.



## 一、农业温室气体减排助力碳中和目标实现的重要作用



### 欧盟碳农业政策 Carbon Policy for Agriculture in EU

欧盟委员会明确提出低碳农业相关行动计划。到 2050 年，实现欧盟碳中和农业或负碳农业。

The European Commission has clearly put forward an action plan related to low-carbon agriculture. They announced the ambitious target to go carbon-neutral or carbon-negative in EU by 2050.

## 一、农业温室气体减排助力碳中和目标实现的重要作用



### 美国碳农业政策 Carbon Policy for Agriculture in USA

到 2050 年，美国将农业部门的环境足迹减少一半，助力美国碳中和目标的实现。

By 2050, the environmental footprints of the U.S. agricultural activities will reduce by 50%.

## 一、农业温室气体减排助力碳中和目标实现的重要作用



### 日本碳农业政策Carbon Policy for Agriculture in Japan

日本农林水产省明确指出要通过技术创新实现农业脱碳，到 2050 年实现碳中和农业目标。

MAFF has declared its intention to be carbon neutral by decarbonizing agriculture through technological innovation by 2050.

## 一、农业温室气体减排助力碳中和目标实现的重要作用



### 中国碳农业政策Carbon Policy for Agriculture in China

2015 年，中国提出农业转型发展的战略，积极推进农业温室气体减排，陆续启动和发布化肥农药减量增效行动。

In 2015, China put forward the Strategy of Agricultural Transformation and Development to actively promote the reduction of agricultural greenhouse gas, and successively launched and released several actions of using chemical fertilizer and pesticide more efficiently.



## 一、农业温室气体减排助力碳中和目标实现的重要作用

### 中国碳农业政策 Carbon Policy for Agriculture in China

2021年9月，中共中央 国务院发布《关于完整准确全面贯彻新发展理念做好碳达峰碳中和工作的意见》，要**加快推进农业绿色发展，促进农业固碳增效，提升生态农业碳汇。**

In September, 2021, the Communist Party of China Central Committee and the State Council released *Working Guidance for Carbon Dioxide Peaking and Carbon Neutrality in Full and Faithful Implementation of the New Development Philosophy*. It said that we will move faster to promote green agricultural development and improve carbon sequestration and efficiency in agriculture, and increase the carbon sink capacity of ecoagriculture.



## 第二部分 Part II

### 有机蔬菜生产能够促进农业温室气体减排 Organic vegetable production helps reducing greenhouse gas emissions from agriculture



## 二、有机蔬菜生产能够促进农业温室气体减排

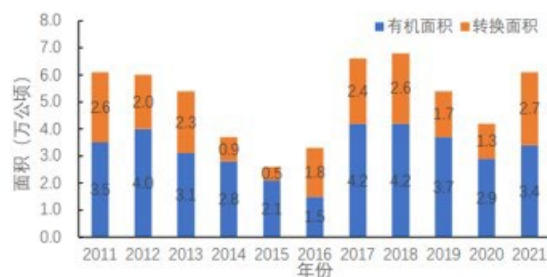


### (一) 中国有机蔬菜生产及市场概况

#### Production and Market Overview of Organic Vegetables in China

整体来看，中国有机蔬菜生产面积基本上每年维持在5万-6万公顷之间。

On the whole, the production area of organic vegetables in China is between 50,000-60,000 hectares per year.



2011-2021年中国有机蔬菜生产面积变化趋势

## 二、有机蔬菜生产能够促进农业温室气体减排



### (一) 中国有机蔬菜生产及市场概况

#### Production and Market Overview of Organic Vegetables in China

根据食品农产品信息系统中上报备案有机标志（有机码）的信息，中国有机蔬菜销售量逐年上升。According to the information from the organic logo (organic code) reported, the sales of organic vegetables in China has been increasing year by year.





## 二、有机蔬菜生产能够促进农业温室气体减排



### (二) 有机蔬菜生产促进农业温室气体减排的原因

The reason why organic vegetable production contributes to the reduction of greenhouse gas emissions in agriculture

#### 1. 有机肥生产过程的温室气体排放低于化肥

Greenhouse gas emissions from organic fertilizer production are lower than those of chemical fertilizers

## 二、有机蔬菜生产能够促进农业温室气体减排



### (二) 有机蔬菜生产促进农业温室气体减排的原因Reasons

#### 2. 施用有机肥能够减少温室气体排放Applying organic fertilizers can reduce greenhouse gas emissions

◆在旱地农作物生产过程中，施用有机肥的氧化亚氮排放与化肥相比减少了30%左右（Yue 等，2019 “Deriving Emission Factors and Estimating Direct Nitrous Oxide Emissions for Crop Cultivation in China”）。In dryland crop production, nitrous oxide emissions from organic fertilizers are reduced by about 30% compared to chemical fertilizers.

## 二、有机蔬菜生产能够促进农业温室气体减排



### (二) 有机蔬菜生产促进农业温室气体减排的原因

#### 3.施用有机肥能够提升土壤固碳能力 **Applying organic fertilizer can improve soil carbon sequestration capacity**

◆施用有机肥可以加速土壤团粒结构的形成，可以更好地将有机碳固定在土壤中。 **Applying organic fertilizer can accelerate the formation of soil aggregate structure, which can better fix organic carbon in the soil.**

## 二、有机蔬菜生产能够促进农业温室气体减排



### (二) 有机蔬菜生产促进农业温室气体减排的原因

#### 4.有机种植管理措施能够促进农业减排 **Organic management measures can promote agricultural emission reduction**

◆有机种植管理过程中实施保护性耕作，采用免耕少耕的耕作方式，可以提高土壤肥力，提升固碳潜力，减少田间温室气体排放。 **Organic farming implements conservation tillage approach, with no-tillage or less tillage methods, which can improve soil fertility, enhance carbon sequestration potential, and reduce field greenhouse gas emissions.**



## 二、有机蔬菜生产能够促进农业温室气体减排



### (三) 有机蔬菜生产促进温室气体减排效果分析

#### Effectiveness analysis

#### 1. 有机蔬菜基地概况 Overview of Organic Vegetable farms

基地编号	位置	面积(亩)	蔬菜类别
1	位置1	645.90	奶白菜, 上海青(高原青), 小白菜
2	位置2	467.85	白萝卜, 菠菜, 菜心等7种
3	位置3	365.70	菠菜, 菜心, 大西红柿, 杭白菜, 韭菜等9种
4	位置4	341.25	菠菜, 菜心, 杭白菜, 罗马生菜等8种
5	位置5	570.00	白萝卜, 菠菜, 大西红柿, 罗马生菜等8种
6	位置6	199.95	菠菜, 杭白菜, 上海青(高原青)等7种
7	位置7	140.70	红菊苣, 红罗莎生菜, 绿罗莎生菜, 细叶苦苣, 芝麻菜
8	位置8	1755.00	洋葱, 茄子, 黄瓜, 甜脆玉米, 玉米笋等8种
9	位置9	1886.10	白萝卜, 胡萝卜, 罗马生菜, 晚指胡萝卜等10种
总计	云南9个基地	6372.45	33种

## 二、有机蔬菜生产能够促进农业温室气体减排



### (三) 有机蔬菜生产促进温室气体减排效果分析

#### 2. 温室气体计量方法 Greenhouse Gas Measurement Methods

IPCC国家温室气体清单指南, 推荐三种农业生产温室气体计量方法, 分别为Tier1, Tier2和Tier3。

According to the IPCC Guidelines for National Greenhouse Gas Inventories, three methods for measuring greenhouse gases in agricultural production are recommended, namely Tier1, Tier2 and Tier3.

## 二、有机蔬菜生产能够促进农业温室气体减排



### (三) 有机蔬菜生产促进温室气体减排效果分析

#### 2. 温室气体计量方法 Greenhouse Gas Measurement Methods

其中第一层级方法 (Tier1) 和第二层级方法 (Tier2) 操作简单, 但指南给出的默认计算参数是基于全球范围和较大区域尺度制定的, 在计量国家或区域的温室气体排放时, 具有较大的不确定性。 Tier1 and Tier2 are simple to operate, but the default calculation parameters given in the Guide are based on the global scope and larger regional scale. When measuring national or regional greenhouse gas emissions, there is still great uncertainty.

## 二、有机蔬菜生产能够促进农业温室气体减排



### (三) 有机蔬菜生产促进温室气体减排效果分析

#### 2. 温室气体计量方法 Greenhouse Gas Measurement Methods

我们选择IPCC最为推荐的第三层级方法 (Tier3), 即模型模拟方法。

We choose Tier3, which is the most recommended by IPCC, namely the model simulation method.

在十余年科学研究的基础上, 我们分别建立了土壤碳、氧化亚氮观测数据库, 构建了土壤固碳计量模型, 氧化亚氮排放计量模型。

With over 10 years of scientific research, we have established soil carbon and nitrous oxide observation databases, constructed soil carbon sequestration measurement models and nitrous oxide emission measurement models.

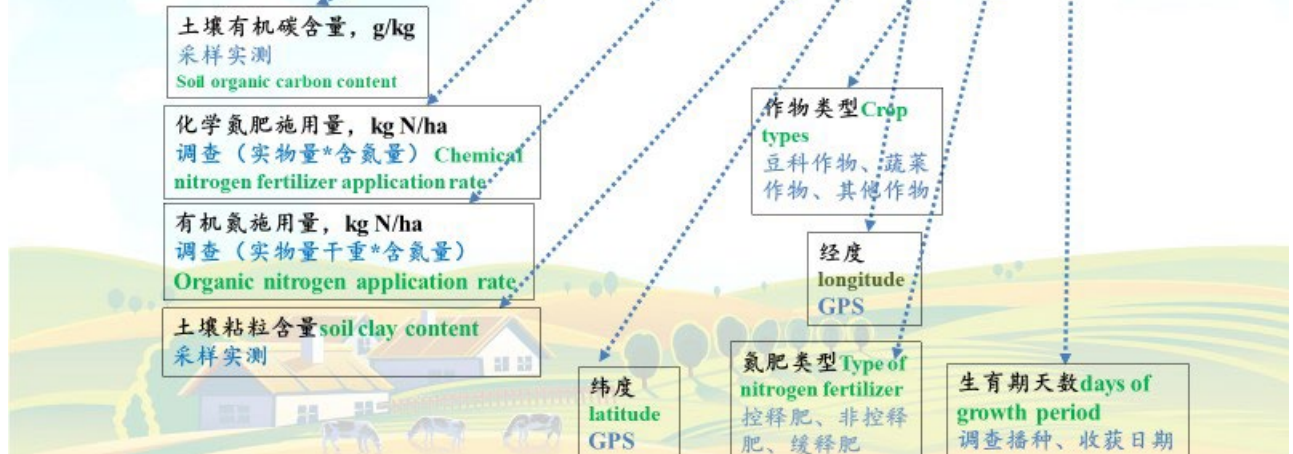


## 二、有机蔬菜生产能够促进农业温室气体减排



旱作作物N<sub>2</sub>O模型 (课题组开发) N<sub>2</sub>O Model for Dry crop (developed by OFDC research team)

$$GHG_{cropN_2O} = e^{(\beta + \alpha_1 \times SOC + \alpha_2 \times Mineral_N + \alpha_3 \times OM_N + \alpha_4 \times Clay + \beta_4 + \beta_5 + \beta_6 + \beta_7)} \times d$$



## 二、有机蔬菜生产能够促进农业温室气体减排



### (三) 有机蔬菜生产促进温室气体减排效果分析

本团队除了开发出旱作作物N<sub>2</sub>O排放模型外，还开发了

In addition to developing a model for N<sub>2</sub>O emissions from dry crops, our research team also developed:

- 稻田N<sub>2</sub>O排放模型 N<sub>2</sub>O Emission Model for Rice Field
- 稻田CH<sub>4</sub>排放模型 CH<sub>4</sub> Emission Model for Rice Field
- 旱地土壤有机碳模型 Organic Carbon Model for Dryland Soil
- 稻田土壤有机碳模型 Organic Carbon Model for Rice Field Soil

## 二、有机蔬菜生产能够促进农业温室气体减排



### (三) 有机蔬菜生产促进温室气体减排效果分析

上述模型综合考虑了土壤、气候、时间及管理活动对温室气体排放的影响，极大提高了计量结果的精准性。

The above models comprehensively consider the impact of soil, climate, time and management activities on greenhouse gas emissions, which greatly improves the accuracy of measurement results.

## 二、有机蔬菜生产能够促进农业温室气体减排



### (三) 有机蔬菜生产促进温室气体减排效果分析

#### 3. 温室气体排放计算过程 Calculating Process for Greenhouse Gas Emissions

表1：8号有机蔬菜基地土壤容重测定数据

Table 1: Determination data of soil bulk density of No. 8 organic vegetable farm

类别	ID	土重+袋重 (g)	袋重 (g)	土重 (g)	含水率 (%)	烘干重 (g)	容重 (g/kg)
8-1	1	177.80	7.75	170.05	5.39	161.35	1.61
8-1	2	197.54	7.75	189.79	5.39	180.08	1.80
8-1	3	191.56	7.75	183.81	5.39	174.41	1.74
8-1	4	179.33	7.75	171.58	5.39	162.80	1.63
8-1	5	181.75	7.75	174.00	5.39	165.10	1.65
8-2	1	157.80	7.75	150.05	8.11	138.79	1.39
8-2	2	153.41	7.75	145.66	8.11	134.73	1.35
8-2	3	145.70	7.75	137.95	8.11	127.60	1.28
8-2	4	154.57	7.75	146.82	8.11	135.80	1.36
8-2	5	142.92	7.75	135.17	8.11	125.03	1.25



## 二、有机蔬菜生产能够促进农业温室气体减排



### (三) 有机蔬菜生产促进温室气体减排效果分析

#### 3. 温室气体排放计算过程 Calculating Process for Greenhouse Gas Emissions

表2: 8号有机蔬菜基地土壤有机碳含量、pH值、机械组成测定数据

Table 2: Determination data of soil organic carbon content, pH value and mechanical composition of No. 8 organic vegetable farm

类别	ID	土壤有机碳 (g/kg)	pH	土壤粘粒 (%)
8-1	1	6.11	6.62	4.23
8-2	2	13.51	7.02	7.54

## 二、有机蔬菜生产能够促进农业温室气体减排



### (三) 有机蔬菜生产促进温室气体减排效果分析

#### 3. 温室气体排放计算过程 Calculating Process for Greenhouse Gas Emissions

表3: 8号有机蔬菜基地有机肥数据

Table 3: Organic Fertilizer Data for No. 8 Organic Vegetable farm

	有机碳 (%) Organic carbon	含氮 (%) Nitrogen content rate	含水量 (%) moisture content rate	施用量 (吨) Application amount (ton)	每公顷施碳量 (kg C/ha) Carbon application per hectare	每公顷施氮量 (kg N/ha) Nitrogen application per hectare
有机肥1	58.50	2.00	17.00	5868.08	24352.55	832.57
有机肥2	49.30	2.47	25.64	466.40	1461.37	73.22
有机肥3	45.40	12.28	18.81	116.52	367.10	99.30
有机肥4	53.10	19.75	23.76	97.46	337.21	125.42
有机肥5	76.00	3.40	2.00	98.96	629.96	28.18

## 二、有机蔬菜生产能够促进农业温室气体减排



### (三) 有机蔬菜生产促进温室气体减排效果分析

#### (1) 温室气体排放计量模型 Greenhouse Gas Emissions Measurement Model

表4: 氧化亚氮排放计量模型输入的数据

Table 4: Data for the nitrous oxide emission metering model

ID	土壤有机碳含量 Soil organic carbon content	化学氮素施用量 Chemical nitrogen application amount	有机氮素施用量 Organic nitrogen application amount	粘粒含量 Soil clay content rate (%)	纬度 latitude	经度 longitude	作物类型 crop type	氮肥类型 nitrogenous fertilizer type
8	9.81	0	1158.68	5.89	25.8899	101.8221	蔬菜	非控释肥

8号有机蔬菜基地每公顷的氧化亚氮排放量 ( $\text{GHG}_{\text{corpN}_2\text{O}}$ ) 为2282.54 kg  $\text{CO}_2\text{-eq}$

The nitrous oxide emission per hectare ( $\text{GHG}_{\text{corpN}_2\text{O}}$ ) of No. 8 organic vegetable farm is 2282.54 kg  $\text{CO}_2\text{-eq}$

## 二、有机蔬菜生产能够促进农业温室气体减排



### (三) 有机蔬菜生产促进温室气体减排效果分析

#### (2) 土壤固碳计量模型 Soil carbon sequestration model

表5: 土壤固碳计量模型输入的数据

Table 5: Data for the soil carbon sequestration model

ID	土壤有机碳含量 Soil organic carbon content	化学氮素施用量 Chemical nitrogen application amount	粘粒含量 (%) Soil clay content rate (%)	年份 Year	秸秆施用量 Straw application amount	有机肥施用量 Organic fertilizer application amount	纬度 latitude	经度 longitude	作物类型 crop type	土壤pH Soil pH value
8	9.81	0	5.89	20	0	27148.19	25.8899	101.8221	蔬菜	6.82

8号有机蔬菜基地每公顷的年均有机碳变化量 ( $\Delta\text{SOC}$ ) 为14639.74 kg  $\text{CO}_2\text{-eq}$

The annual average organic carbon change ( $\Delta\text{SOC}$ ) per hectare of the No. 8 organic vegetable farm is 14639.74 kg  $\text{CO}_2\text{-eq}$ .



## 二、有机蔬菜生产能够促进农业温室气体减排



### (三) 有机蔬菜生产促进温室气体减排效果分析

#### 4. 固碳减排效果分析 Analysis of carbon sequestration and emission reduction effect

表6: 8号有机蔬菜基地固碳减排效果分析  
Table 6: Analysis of carbon sequestration and emission reduction effect of No. 8 organic vegetable farm

基地编号	位置Location	年均有机碳变化量 Average annual organic carbon variation (kg CO <sub>2</sub> -eq/ha)	氧化亚氮排放量 Nitrous oxide emissions (kg CO <sub>2</sub> -eq/ha)	温室气体净排放量 Net greenhouse gas emissions (kg CO <sub>2</sub> -eq/ha)	单位产量净温室气体排放 Net greenhouse gas emissions per unit of production (g CO <sub>2</sub> -eq/kg)
8	位置8	14639.74	2282.54	-12357.20	-497.54

## 二、有机蔬菜生产能够促进农业温室气体减排



### (三) 有机蔬菜生产促进温室气体减排效果分析

#### 5. 云南另外8个有机蔬菜基地固碳减排效果分析 Analysis on carbon sequestration and emission reduction effect of other 8 organic vegetable farms in Yunnan

基地编号	位置	Average annual organic carbon variation 年均有机碳变化量 (kg CO <sub>2</sub> -eq/ha)	氧化亚氮排放量 Nitrous oxide emissions (kg CO <sub>2</sub> -eq/ha)	温室气体净排放量 Net greenhouse gas emissions (kg CO <sub>2</sub> -eq/ha)	单位产量净温室气体排放 Net greenhouse gas emissions per unit of production (g CO <sub>2</sub> -eq/kg)
1	位置1	8633.45	3049.71	-5583.74	-269.39
2	位置2	11778.45	6692.62	-5085.83	-62.44
3	位置3	9781.49	5269.12	-4512.37	-77.99
4	位置4	25476.65	24203.35	-1273.30	-15.62
5	位置5	12293.06	2698.86	-9594.20	-229.60
6	位置6	7137.38	3580.28	-3557.10	-88.89
7	位置7	2676.92	2483.50	-193.42	-3.47
8	位置8	14639.74	2282.54	-12357.20	-497.54
9	位置9	17654.15	3508.04	-14146.11	-706.62
平均值	云南9个基地	8722.47	4393.20	-6255.92	-216.84

## 二、有机蔬菜生产能够促进农业温室气体减排



### (三) 有机蔬菜生产促进温室气体减排效果分析

通过分析云南有机蔬菜基地的固碳减排效果，本团队发现：By analyzing the carbon sequestration and emission reduction effects of organic vegetable farms in Yunnan, OFDC research team found:

- 土壤质量的高低会影响固碳减排效果； The soil quality will affect the effect of carbon sequestration and emission reduction.
- 初始土壤有机碳含量、土壤黏粒含量均直接影响着土壤的固碳减排能力。
- the initial soil organic carbon content and soil clay content directly affect the soil carbon sequestration and emission reduction capacity.

## 二、有机蔬菜生产能够促进农业温室气体减排



### (三) 有机蔬菜生产促进温室气体减排效果分析

- 作物高产高效将带来单位产量温室气体排放的大幅降低。
- High-yield and high-efficiency crops will bring about a significant reduction in greenhouse gas emissions per unit of yield.
- 有机肥的品质，特别是碳氮比，将显著影响土壤固碳量和温室气体排放量。
- The quality of organic fertilizers, especially the carbon-nitrogen ratio, will significantly affect soil carbon sequestration and greenhouse gas emissions.



## 二、有机蔬菜生产能够促进农业温室气体减排



### (三) 有机蔬菜生产促进温室气体减排效果分析

- 相当于每消费1千克有机蔬菜可以节省纸张22张。

It is equivalent to saving 22 sheets of paper when consuming 1kg of organic vegetables.

- 相当于每消费10千克有机蔬菜可以节约0.9千克标准煤；节省2.2度电；排量1.0L的汽车跑15.7公里。

It is equivalent to saving 0.9 kilograms of standard coal; or saving 2.2 kWh of electricity; or a car with a displacement of 1.0L running 15.7 kilometers for every 10 kilograms of organic vegetables consumed.

## 第三部分

### 有机蔬菜生产温室气体减排的价值实现路径 Value realization pathway of greenhouse gas emission reduction by organic vegetable production



### 三、有机蔬菜生产温室气体减排的价值实现路径



#### (一) 零碳负碳农产品认证制度的建立 Establishment of certification system for zero-carbon and negative-carbon agricultural products

2022年2月，受江苏省市场监督管理局委托，南京国环承担实施《食品农产品领域碳认证技术服务项目》。

In February 2022, entrusted by the Jiangsu Provincial Market Supervision Bureau, OFDC undertook the "Carbon Certification Technical Service Project in the Field of Food and Agricultural Products".

### 三、有机蔬菜生产温室气体减排的价值实现路径



#### 1. 委派人员参加温室气体核查员培训 Assign personnel to participate in GHG verifier training







### 三、有机蔬菜生产温室气体减排的价值实现路径



#### 3. 评价技术规范通过专家审查 Pass the review of experts

2022年4月，专家组在南京审查《零碳负碳农产品温室气体排放评价技术规范》，对标准研发的独创性，先进性，严谨性和科学性给予了肯定，希望标准尽快落地，服务绿色低碳发展。

In April 2022, the expert group reviewed and gave the affirmation to the "Technical specifications for assessment of greenhouse gas emission of zero/negative carbon agricultural products" by OFDC. They hoped that the standard would be implemented as soon as possible to serve green low-carbon development.



### 三、有机蔬菜生产温室气体减排的价值实现路径



#### 4. 研发零碳负碳农产品温室气体排放认证实施规则 Research and development of the certification implementation rules for zero/negative-carbon agricultural products greenhouse gas emission





### 三、有机蔬菜生产温室气体减排的价值实现路径



#### 5. 成功在国家市场监督管理总局获得零碳农产品认证资格 Successfully obtained the zero-carbon agricultural product certification qualification from the State Administration for Market Regulation



认证类别	认证编号	认证获证产品	认证获证标准	认证获证日期	认证获证有效期	认证获证机构
B	PV01	00499	零碳农产品认证实施规则	09-03-01		南京国环有机产品认证中心有限公司
B	PV01	00499	国家农产品认证实施规则	09-02-01		南京国环有机产品认证中心有限公司
B	PV01	00499	"江苏精品"农产品认证实施规则	09-01-01	2020-07-29	南京国环有机产品认证中心有限公司
B	PV01	00499	"江苏精品"农产品认证实施规则	09-01-01	2020-07-29	南京国环有机产品认证中心有限公司
B	PV01	00499	"江苏精品"农产品认证实施规则	09-01-01	2020-07-29	南京国环有机产品认证中心有限公司
C	0004	00054	CFDC有机产品认证实施规则	00-02-01		南京国环有机产品认证中心有限公司
B	PV01	00499	CFDC有机产品认证实施规则	09-02-01		南京国环有机产品认证中心有限公司

### 三、有机蔬菜生产温室气体减排的价值实现路径



#### 6. 设计零碳农产品认证标识 Designed zero-carbon agricultural product certification logos



Zero carbon agricultural products



Negative carbon agricultural products

农田土壤固碳量  $\geq$  温室气体排放量  
Farmland soil carbon sequestration  $\geq$  greenhouse gas emissions

农田土壤固碳量  $>$  温室气体排放量  
Farmland soil carbon sequestration  $>$  greenhouse gas emissions

### 三、有机蔬菜生产温室气体减排的价值实现路径



#### 7.设计零碳负碳农产品认证证书Designed zero/negative-carbon agricultural product certificates

**零碳农产品认证证书**

认证委托人名称: \_\_\_\_\_  
 认证委托人地址: \_\_\_\_\_  
 生产设施名称: \_\_\_\_\_  
 生产设施地址: \_\_\_\_\_

标准依据: GB/T 4161-2022 零碳农产品温室气体排放评价技术规范  
 标准实施指南: 位于认证委托人申请范围内的农产品生产温室气体净排放量产品范围:

产品名称	产品数量

根据《零碳农产品认证实施指南》进行核查,证明上述农产品生产过程温室气体净排放量符合标准规定,符合认证。

核查日期: \_\_\_\_\_

颁发日期: 年 月 日  
 有效期至: 年 月 日  
 签发日期: 年 月 日至 年 月 日  
 负责人(签字): \_\_\_\_\_ (加盖公章)  
 颁发机构名称: 南京国际有机产品认证中心有限公司

中国南京王岗村1189号 310211 www.iafoc.org.cn 电话: 025-4620704  
地址: 江苏省南京市江宁区

**负碳农产品认证证书**

认证委托人名称: \_\_\_\_\_  
 认证委托人地址: \_\_\_\_\_  
 生产设施名称: \_\_\_\_\_  
 生产设施地址: \_\_\_\_\_

标准依据: GB/T 4161-2022 零碳农产品温室气体排放评价技术规范  
 标准实施指南: 位于认证委托人申请范围内的农产品生产温室气体净排放量产品范围:

产品名称	产品数量

根据《零碳农产品认证实施指南》进行核查,证明上述农产品生产过程温室气体净排放量符合标准规定,符合认证。

核查日期: \_\_\_\_\_

颁发日期: 年 月 日  
 有效期至: 年 月 日  
 签发日期: 年 月 日至 年 月 日  
 负责人(签字): \_\_\_\_\_ (加盖公章)  
 认证机构名称: 南京国际有机产品认证中心有限公司

中国南京王岗村1189号 310211 www.iafoc.org.cn 电话: 025-4620704  
地址: 江苏省南京市江宁区

### 三、有机蔬菜生产温室气体减排的价值实现路径



#### 8.试点认证现场检查Site Inspection for Pilot Certification



采集土壤测定容重  
Collecting soil for measuring bulk density



现场检查有机肥料  
On-site inspection of organic fertilizers



### 三、有机蔬菜生产温室气体减排的价值实现路径



#### 9. 加入标准化组织 Join the Organization for Standardization

2022年5月11日，中国认证认可协会碳排放标准化专业技术委员会宣告成立，南京国环成功入选。

On May 11, 2022, the Professional Technical Committee of Carbon Emission Standardization of China Certification and Accreditation Association was announced, and OFDC was successfully selected.

#### 中国认证认可协会

中认协发〔2022〕17号

#### 关于成立中国认证认可协会碳排放标准化专业技术委员会的通知

各有关单位：

为贯彻落实《国家标准化发展纲要》，推动行业标准化工作高质量发展，聚焦新技术、新产业、新业态和新模式，根据《中国认证认可协会团体标准管理办法》规定，中国认证认可协会决定成立“中国认证认可协会碳排放标准化专业技术委员会”。

“中国认证认可协会碳排放标准化专业技术委员会”主要负责行业管理碳排放专业领域团体标准的立项、起草、审查和发布等日常工作。

经研究决定单位为协会秘书处下设秘书处。

中国认证认可协会碳排放标准化专业技术委员会成员名单如下：

主任委员：徐国华 中国合格评定国家认可中心  
副主任委员：魏小华 中国联合（北京）认证中心有限公司  
副主任委员：于 由 中国质量认证中心  
委员：黄晓华 北京 中国合格评定国家认可中心

委员兼副秘书长：黄晓华 中国联合（北京）认证中心有限公司

委员：主 席 湖州认证检测集团有限公司  
刘 芳 深圳中检计量检测研究院  
刘 超 中国北方科学研究院有限公司  
刘洪泰 中国环境检测认证集团有限公司  
许伟明 襄阳技术服务有限公司（广东）有限公司  
谷文祥 宁夏认证集团有限公司  
北京师 北京工业大学  
李洪军 中检集团（北京）认证有限公司  
李惠生 中国环境检测认证集团有限公司  
林 健 北京赛迪认证集团有限公司  
肖广忠 中检集团（北京）检测认证中心有限公司  
高建群 北京环境检测协会  
张 楠 中国环境检测认证有限公司  
张博宇 九华测控（武汉）实业控股有限公司  
陈纪滨 国家海洋有机产品认证中心有限公司  
陈志刚 河北赛博检测集团有限公司  
陈 余 北京中安检测站  
陈善德 广州赛宝认证中心服务有限公司  
周 海 深圳华测检测认证有限公司  
周正久 中检所集团（北京）智能科技有限公司  
郑 丹 北京华夏威检测认证集团有限公司

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### 三、有机蔬菜生产温室气体减排的价值实现路径



#### (二) 零碳有机蔬菜认证结果的采信 Acceptance of certification results for zero-carbon organic vegetables



2021年11-12月，南京国环与盒马中国开展多轮次沟通，达成在零碳认证领域的合作，共同推动绿色消费。

During November to December 2021, OFDC and Hema China carried out much communication to reach cooperation on zero-carbon certification to jointly promote green consumption.

### 三、有机蔬菜生产温室气体减排的价值实现路径



#### (二) 零碳有机蔬菜认证结果的采信 Acceptance of certification results for zero-carbon organic vegetables

盒马Hema:

- (1) 推荐进入盒马销售的有机蔬菜企业申请零碳认证，从生产端减少温室气体排放； Hema recommends that organic vegetable companies selling products in Hema should apply for zero-carbon certification to reduce greenhouse gas emissions from the production side;
- (2) 优先给通过零碳认证的有机蔬菜企业订单，用消费的力量减少温室气体排放。 Give priority to ordering organic vegetable companies with zero carbon certification, aiming to use the power of consumption to reduce greenhouse gas emissions.

### 三、有机蔬菜生产温室气体减排的价值实现路径



#### (二) 零碳有机蔬菜认证结果的采信 Acceptance of certification results for zero-carbon organic vegetables

南京国环OFDC:

- 积极研发零碳农产品认证制度，从认证端助力农产品温室气体减排的环境效益价值实现，认证助力碳中和。
- Actively develop a zero-carbon agricultural product certification system, to help realizing the value of the environmental benefits of greenhouse gas emission and carbon neutrality from the certification side .



### 三、有机蔬菜生产温室气体减排的价值实现路径



#### (二) 零碳有机蔬菜认证结果的采信 Acceptance of certification results for zero-carbon organic vegetables



OFDC has issued the first batch of zero-carbon agricultural product certificates.

### 三、有机蔬菜生产温室气体减排的价值实现路径



#### (二) 零碳有机蔬菜认证结果的采信 Acceptance of certification results for zero-carbon organic vegetables

2022年6月9日，全国首批零碳认证有机蔬菜在全国18个城市的300家门店上架销售。6月，南京国环发放零碳农产品标签600万枚。预计到今年底，零碳农产品认证将覆盖盒马在售的100多种有机农产品品种，发放总标签达到5000万枚。

On June 9, 2022, Chinese first batch of zero-carbon certified organic vegetables were sold in 300 stores in 18 cities across the country. In June, OFDC issued 6 million zero-carbon labels. It is expected that by the end of this year, the certification of zero-carbon agricultural products will cover more than 100 varieties of organic agricultural products sold by Hema, and the total number of labels issued will reach 50 million.



### 三、有机蔬菜生产温室气体减排的价值实现路径



#### (二) 零碳有机蔬菜认证结果的采信 Acceptance of certification results for zero-carbon organic vegetables

南京国环和盒马合作推动零碳有机蔬菜，获得了媒体的广泛关注，学习强国、新华日报、央广网、江苏卫视、江苏新闻广播、新浪财经头条、腾讯新闻等知名媒体给予了报道。中国环境报、中国食品报、人民日报等媒体还对南京国环的撰文进行了刊登宣传。The cooperation between OFDC and Hema to promote zero-carbon organic vegetables has received extensive media attention. Various well-known media reported this information.



## 第四部分 Part IV

## 讨论 Discussion



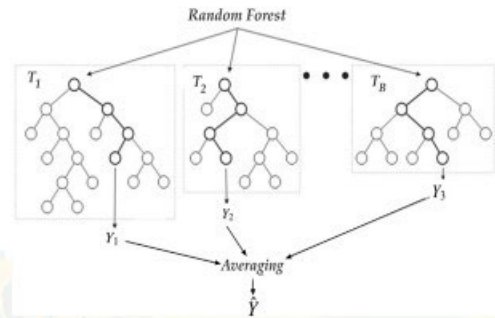


## 四、讨论



### (一) 计量模型还需进一步优化 The measurement model needs to be further optimized

持续更新数据库，减少模拟误差。  
Continuously update the database to reduce simulation errors.  
未来采用随机森林等机器学习方法，提高模型模拟性能。  
In the future, machine learning methods such as random forests will be used to improve the model simulation performance.



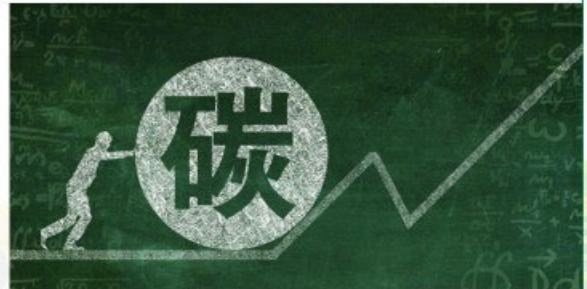
## 四、讨论 Discussion



### (二) 以机构标准推动行业标准和国家标准的出台 Promote the introduction of industry and national standards based on institutional standards

以本团队研发的《零碳/负碳农产品温室气体排放评价技术规范》为参考样板，推动农产品相关行业标准和国家标准的出台。

Taking the "*Technical specifications for assessment of greenhouse gas emission of zero/negative carbon agricultural products*" developed by our team as a reference model, we will promote the introduction of relevant industry standards and national standards for agricultural products.



## 四、讨论



### (三) 下一步研究农产品碳足迹核查技术规范及碳中和认证

The next step is to study the technical specifications for carbon footprint verification of agricultural products and carbon neutrality certification



本团队下一步将开展对农产品生产碳足迹和碳中和的研究，促进绿色低碳农业发展，助力实现碳达峰、碳中和目标。

Next, OFDC will carry out research on the carbon footprint and carbon neutrality of agricultural production and promote the development of green and low-carbon agriculture, to help achieving carbon peaking and carbon neutrality targets.

Presentation 3

“The Story of Cold Mountain Organic Products” By Lanuakum Imchen, CEO







The Cold Mountain initiative started in the year 2013-14, initially as a organic farming activity.

But was faced with many challenges. Some of the major challenges faced were:

- 1) The farmers I hoped to learn were in more desperate need for help.
- 2) There was very limited access to market, and processing units for organic products were not available in the State.
- 3) Prices offered for our raw materials were often not even enough to cover the labour cost. (INR Rs. 2 -Rs 10 per kg).  
Because of such reasons, most farmers were giving up on cultivation of herbs, spices, tea etc, and going back to just growing rice for their livelihood



That's when I decided to do more research on how things can be done better. So I traveled across my state to identify and understand the problems better and find more sustainable solutions.

During my research, one very disturbing problem I came across was the rate of unemployment among the educated as well as the uneducated youths in the State, which was making them turn to anti-social activities and substance abuse, especially in the remote areas and villages.



It was at this point that I realised something different had to be done and fast. Though the resources were very limited, I had a purposeful mission and so with this, I started value addition and processing of herbs and tea in the month of December, 2015 as a trail. What began as a trial with INR Rs 3000 (Around 40\$) gave a turnover of INR Rs. 30000 (Around 400\$) along with a new found hope; and we never looked back since then.



Initially, we participated at many local exhibitions and fairs to educate the people and gradually, we were invited to National and International events to make the people more aware of our farmers.



2017 We started an initiative called the Trend Setters, where the idea was to educate the young college students in our city-Dimapur about organic farming by giving them part time work opportunity. We carried out the same initiative in the village areas by supporting sports clubs, student unions and youth clubs, both for the purpose of giving employment opportunities and education.



Dignity of Labour





UNDER THIS INITIATIVE, WE WORK WITH 50-60 COLLEGE STUDENTS AND 100-200 YOUTHS IN THE VILLAGE AREAS EVERY YEAR.



Our journey with IFOAM started in the year 2017 during the Organic World Congress, which was a defining moment for me, as for the first time i got to meet so many like minded people under one roof. I was also fortunate to meet some of my mentors during that event, and ever since then we have been taking part in many of the IFOAM related programs.



2018 was the first time we decided to collaborate with Government Departments and agencies to support the organic movement. Before this, we were doing things independently on our own with the help of like minded people.







## Some of the activities carried out with IFOAM Asia include:



- 1 2018-First meeting in Biofach India with IFOAM Asia
- 2 2019- International workshop on Organic farming : Youth and the Future.Organized by NOK in association with IFOAM Asia.
- 3 2019- Biofach Germany, where an interactive meeting between IFOAM Asia and Nagaland government Officials took place, which was facilitated by NOK.
- 4 2019- 5th International Asia Organic Youth Forum at Naithu Resort, Dimapur- Nagaland. Altogether, there were 8 international and 27 national participants who underwent a residential training of the Asia organic forum. The three-day training was jointly organized by Government of Nagaland and Nagaland Organic Konnect (NOK) in association with IFOAM/Asia. Along with it, the International Organic Forum was also held, followed by the Organic pineapple festival.

On January 2020, we inaugurated our first integrated organic fruit processing unit, with the support of Ministry of Farmers Welfare and Agriculture under MOVCDNER.

The unit has a 6MT intact capacity to process raw materials per batch. and Agriculture of India has set a target for us to potentially help around 13000 organic farmers through the initiative. Currently, we are working with more than 3000 farmers directly and around 7000 farmers indirectly.

## Unit inaugurated in Dimapur



Dimapur Processing Unit Inauguration in Dimapur

WORLDWIDE PHOTO JOURNALISTS

© Paul Mukherjee, Chairman and Managing Director of MODO inaugurating the Incheon Tea Product- Cold Mountain Organic Product in Burma Camp, Dimapur on January 27.

**Dimapur, January 29 (MEXN):** A horticulture processing unit-Inneben Tea Product- Cold Mountain Organic Product was inaugurated in Burma Camp, Dimapur on January 27.

The unit was established under the grant assistance of Mission Organic Value Chain Development in North Eastern Region (MOVCDNER), Ministry of Agriculture and Farmer Welfare, Government of India and credit assistance from North Eastern Development Finance Corporation Limited (NEDFi).





During the pandemic, we also started an initiative in collaboration with NOK and other NGO's and SHG to help our organic farmers market their fresh produce. Through this initiative, we were able to assist over 7000 farmers, generated over 100 indirect employment and 60+ direct employment.



WE WERE ABLE TO MARKET 5-6 MT OF FRESH PRODUCE DIRECTLY TO CONSUMERS ON A DAILY BASIS CREATING A SUSTAINABLE FARM TO FORK SYSTEM IN THE PROCESS. THE INITIATIVE ALSO ENCOURAGED MORE YOUTHS TO GET INVOLVED IN SETTING UP THEIR OWN BUSINESS BASE ON MARKETING FRESH FARM PRODUCE, WHICH WAS VERY ENCOURAGING TO SEE.



## Pictures





Currently, we are working with the UNCTAD Empretec program to develop a better sustainable organic value chain in Nagaland, with support from IDAN (Investment Development Authority of Nagaland) and other development Banks and Agencies like SIDBI, NABARD etc.



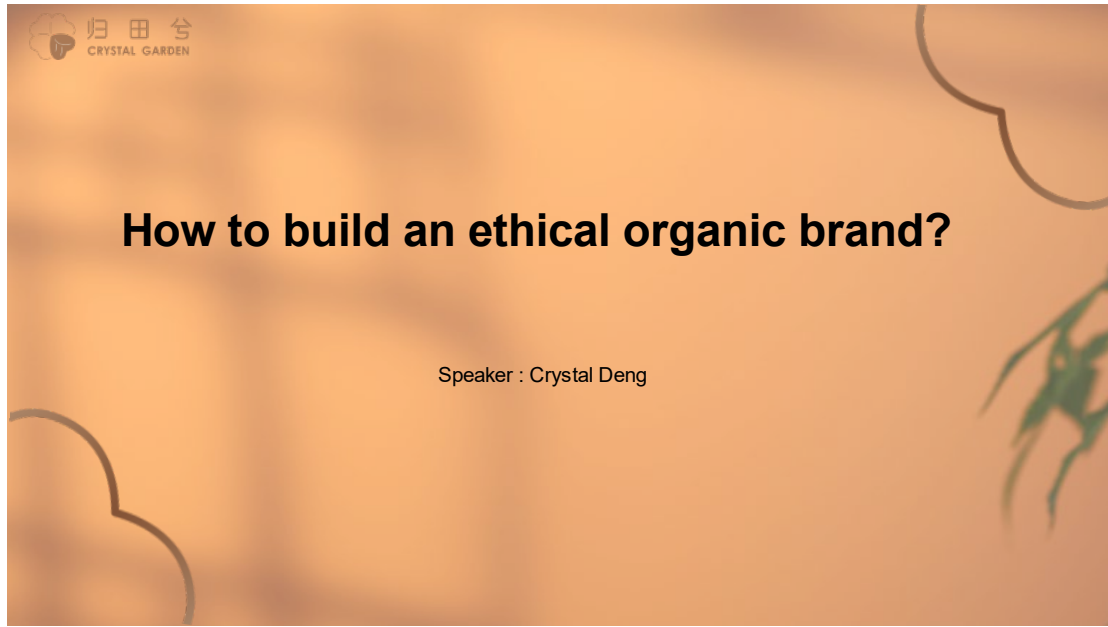
Our main goal is to impact more farmers, generate 3000 indirect employment and over 300 direct employment, and work towards attaining the UN 2030 SDG's.

Thank you for your patient listing.



## Presentation 4

“How to build an ethical organic brand?” By Crystal Deng, CEO of Guangzhou Crystal Garden Organic and Health Company Ltd

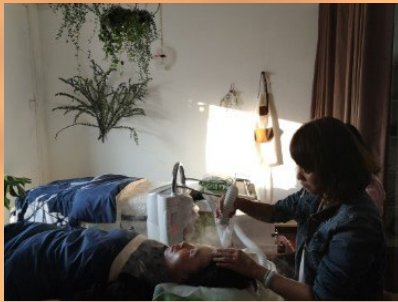




你是谁?  
Who are you?

你的人生价值是什么?  
What is your value in life?

















从有机，到极简、正念  
Organic , Minimal , Mindfulness  
产品只是精神的载体  
Product is just the carrier of spirit.



“有机”与“道德”之间的内在关系

The inside relationship between “Organic” and “Ethical ”



品牌的核心是创始人灵魂的高度。

The core of the brand is the height of the founder's soul.

人生不是一场物质的盛宴，而是一次灵魂的修炼，使它在  
谢幕之时比开幕之初更为高尚。

Life is not a material feast , but a cultivation of the soul ,  
which make it more noble in curtain call than in beginning.


——稻盛和夫  
INAMORI KAZUO




## Presentation 5

“Women Initiatives to build Organic & Local Marketing Business: Stories from Indonesia” By

Emilia Setyowati, Indonesia Organic Alliance, Indonesia



**BINA SWADAYA**  
Self-Reliance Development Foundation



**AOI**  
Indonesia Organic Alliance

# Women initiative in organic business: stories from Indonesia

Emilia Setyowati  
Executive Secretary – TRUBUS Bina Swadaya  
President – Indonesia Organic Alliance

## The history of “Organic Marketing”

- In the middle of the 1970s, **Bob Sadino** promoted the local breed chicken eggs using the healthy chicken eggs tagline targeting expatriates in Kemang, Jakarta.
- Those eggs are sold at a high price because they are promoted as a healthy eggs.
- Along the way, Bob Sadino also tried to sell hydroponic vegetables that were labelled healthy, less chemical, and he sold it at HIGH PRICES



From here, it formed a mindset of: **Healthy Food = Pricy.**  
There is also the awareness that a **niche market absorbs everyday products at high prices**

## Organic Development in Indonesia

- In the early 1980s, the term Organic Agriculture (OA) was first known based on individual initiatives, and it spread across the region, especially in Java.
- NGOs then pioneered OA that worked with small farmers through pilot projects in several areas.
- Expansion Focus: Method introducing/technical OA, including integrated pest control and Sekolah Lapang Petani (farmer field school)
- Reasons for developing OA: 1) As an alternative approach - a green revolution that destroys the environment and is expensive for farmers. (2) encourage farmers not to depend on external input, (3) as resistance to the authoritarian regime (New Order) by introducing farmer's sovereignty.

## Business Model of Organic Product in Indonesia



### PRODUCT

- B to B (reseller)
- B to C
- FOOD AND HORTICULTURE (Rice, eggs, vegetable, fruit, mushroom)
- simple processed product
- Certification and non-certification
- Premium Quality



### Customers

- Middle up,
- living in big cities,
- healthy lifestyle person



### CHANNEL

- General and modern trade,
- direct sales,
- e-commerce.



### PRODUCER

- Small Producer
- Community producer

## STRATEGY OF PROMOTING ORGANIC PRODUCT

- "Healthy = Expensive" from Bob Sadino genuinely influenced the community's perception of organic products until today.
- Organic producers set a high price on their product, although their production input is less compared to conventional products (because of the claim - "Health" as the additional value)
- Organic product = healthy product = expensive – become a problem among the middle-class consumers that want to live a healthy life

## Consumer's Problems in Organic Product

- Expensive
- Niche Market
- Trust issue due to several cases; organic product containing/mixed with non-organic product/organic treatment/hydroponic.
- Demanding the product's quality
- Unaffordable to lower middle-class consumers



The Movement of  
**COMMUNITY  
 SUPPORT  
 AGRICULTURE  
 (CSA)**

Consumer movement to get a Affordable price, good quality and organic guaranteed product.

## Community Supported Agriculture

- CSA (Community Supported Agriculture) is a concept that connects farmers with consumers directly and invites consumers to be involved with the production process.
- CSA activities should full fill the four conditions : (1) **Partnership** (2) **Locality** (3) **Solidarity** (4) **Customer – Producer relation**
- In General in Indonesia, **CSA supported by women**, because they are decision maker at home. Mostly the customer are women and they support farmers to fulfill their need in their home (kitchen).
- In Customer side, they get **good quality product in affordable price** because have the direct transaction with small producer.

### Case 1.

## WONDER – FARM – Organic Initiative by Sisca - Lampung



#### Background :

Sisca is a house wife and her husband has a computer business. She has an interest in organic because of one of her family member health condition. One of her family member have to do hemodialysis on 2011. Starting for this condition, Sisca look for fresh and organic food to serve her family. But she can not find it in Lampung.



Her husband, has skill in organic agriculture, so they start learning to cultivate organic vegetables. In the other hand, they promote organic food for HD Patients and other degenerative disease, including doctor and other medical workers.

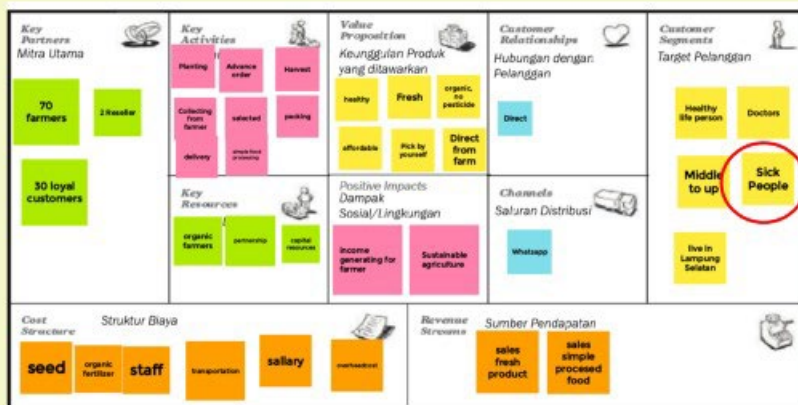
First harvests on 2011, They distributed for free their organic vegetables for their college who got kidney failure patients.

## THE JOURNEY of Wonder Farm

- 2009 – 2010: difficult to get organic vegetables for the consumption of elders who must take hemodialysis treatment in South Lampung
- Finding the community who cares about health (doctor, medical personnel, and encourage the consumer to buy organic products)
- 2011 – self-planted vegetables for distributed to kidney disease patients, and sell the rest to Chandra Supermarket
- 2015 met Mrs Dian and Mrs Hilmiyati from Food Security Department and campaigned for organic agriculture in South Lampung.
- 2017 formed a group of women's organic farmers, KWT Way Gelam Candipuro Village and joined an association of organic agriculture facilitated by DKP in the same year.
- 2018 Established the second women's organic farmer KWT Mekar Lestari, Trans Tanjungan Village.
- 2019 Together with the Department of Food Security, conduct socialization of organic agriculture with AOI
- 2019 ICS training with AOI, using personal funds from own money of Food Security Department staff

LOYAL CONSUMER: 30  
The rest: 2 Supermarket  
Number of farmers: 70

## “Wonder Farm” Business Model



## CURRENT SITUATION

### FARMER

1. Less Controlling
2. Less yield (vegetables)
3. Demotivation because too much seed money from government
4. Less of awareness of organic is healthy product
5. Organic farming is troublesome

### MARKETING

1. Bundling product for dried product (Rice, mocaf, tea, herb, brown sugar)
2. 30 loyal consumer, 2 modern market
3. Focus on Whatsapp
4. There were no customer and farmer engagement activities

### PRODUCT

1. Un effective cost
2. Waste product more than 30%

### LOCAL GOVERNMENT POLICY

1. Fertilizer, livestock subsidies for Conventional agriculture system



## SWOT ANALYSIS

### STRENGTH

- 30 loyal customers
- 70 partners (small farmers)
- Have own farm for demonstration
- **Supported by Local Government**
- **Networking – (local, National)**
- **Farm Visit Program**

### WEAKNESS

- Farmer cheating by mixing product with non organic
- Manually system
- Less controlling
- Frequently Climate changing

### OPPORTUNITY

- High Demand in degenerative disease segment market
- **New Local Government policy to strengthen organic business**

### THREAT

- Organic certification product
- Farmer back to conventional system (more easy, un necessary to make record)
- Hydroponic product

## PROPOSE DEVELOPMENT PLAN

### FARMER:

1. Join on Participatory guarantee system by IOA to control products
2. Increase the number of partner
3. Continuity Capacity building for farmer
4. Meeting periodically with customer

### LOCAL GOVERNMENT

1. Advocacy for local government that organic is one part of SDGs Indicator for responsible food and reduce the climate change
2. Brainstorming with local government together with IOA for organic policy in Lampung Selatan

### MARKETING

1. Pre order and bundling (mix) products
2. Focus on B to C (Cash on delivery)
3. Customer- farmer meeting (for engagement )
4. Using Social media to reach end user consumer
5. Branding → wonder farm, trusted product, grow together with farmer

### PRODUCT:

1. Reduce the production cost as efficiently as possible
2. Process the harvest waste into a beneficial product that has an additional value.

## Case 2. SESI – SIANTAR SEHAT (North Sumatera) by APNI NAIBAHO



### APNI NAIBAHO, SE, S.Min – Founder – Young Farmer Ambassador.

Apni Naibaho, spent her study in West Java, until she realize that her home town need her to develop organic agriculture. She wants her community to have an awareness in healthy food product as she seen in Java island.

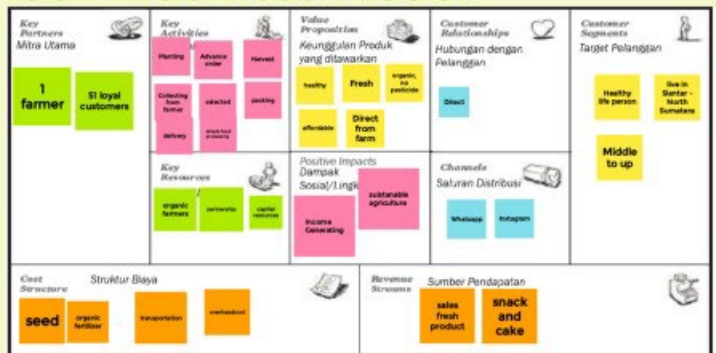
## The Journey of “SiSe”

- 2013 - After she finished her master degree, she went back to Siantar and started her own agriculture business.
- She did campaigns for organic product to consumer and farmer. She has partnership with 5 farmer on 2000m2 land, and services 51 customer.
- Every twice a week, she buys about 45 kg vegetables from her partner. She paid **400% higher than conventional market and got 400% profit**.
- 2016 – she got an award for Young farmer ambassador on national level
- She **succeed** in making customers more aware of the need for healthy food, but she is **struggling to invite farmers to cultivate organic agriculture**.
- **In this case, bigger profit are not attraction for farmers.**

2021 : 5 farmers, 51 customers

2022 : 1 Farmer ; 51 Customers

## SiSe – Business Model



## CURRENT SITUATION

### FARMER

1. Less number of farmer
2. No one is willing out to rent their land
3. Farmer demotivation to do organic farming because “some trouble” (record activities, cultivating crops..)

### MARKETING

1. Loyal customer still need to be serve

### LOCAL GOVERNMENT

1. There are no collaboration with local government

# CHALLENGE

## STRENGTH

- Highly Motivation to introduce sustainability agriculture
- 51 Loyal customer

## OPPORTUNITY

- High demand

## WEAKNESS

- Less engagement with farmer
- Less engagement farmer and customer
- There are no collaboration with local government
- Less controlling
- Frequently Climate changing

## THREAT

- Conventional product more easy to produce for farmer
- Government support for agriculture input (for conventional product)
- Less of young farmer

# PROPOSE PLAN

## BUSINESS PROCESS

1. Business evaluation
2. Mapping area for potential demand
3. Pilot Project for small business (trial)
4. Coordination and has synergy with local government
5. Collaboration with other stakeholder

## Case3. TWELVE ORGANIC – Pacet East Java By Maya Stolastika & Herwita



Maya & Herwita are founder of twelve organic.

After they finished their English literature college, they didn't work as their parents wish. The Yoga teacher inspired them to do something good in the universe. "Whether your presence in this world has had a positive impact, benefited others, or has burdened others"

And they choose organic farmer as they way of life to give the positive impact.

## The Journey of “Twelve organic”

- 2008 – Maya, Herwita and 2 friends, became an organic farmer but they failed.
- 2009, both Maya and Herwita, started their business again by renting land while conducting surveys in 7 supermarkets to be able to market their products. The result is good, at the end of the year they can break even and no debt.
- 2010 – 2011 they left the organic farm
- 2012– 2015 working hard to set up organic business.
- **2016 : Maya Became young farmer Ambassador, their business starting grow**

**300 personal customers, 5 reseller , 18 female farmers and 2 male farmers**

## TWELVE BUSINESS MODEL



## CURRENT SITUATION

### FARMER

1. Seeing is believing
2. Learning is doing together
3. Under Control and using PGS system
4. Good cooperation with management and customer
5. Willing to learn
6. 5 product per farmer, min 500m2
7. Get higher income

### MARKETING

1. Harvest twice per week
2. Focus on 300 loyal consumer, 5 reseller
3. Focus on Whatsapp and Instagram for marketing channel
4. Engagement farmer dan customer one per 2 year

### PRODUCT

1. Premium product (Raspberry, strawberry, blueberry, mint)
2. 20 variant product
3. Minimize waste product
4. On high season, the over product the plant allowed became seed.
5. Farmvisit and pick by yourself product

### LOCAL GOVERNMENT POLICY

1. Collaboration with local government



## SWOT ANALYSIS

### STRENGTH

- 300 loyal customers
- 20 loyal partners (small farmers)
- Have own farm for demonstration
- Supported by Local Government
- Networking – (local, National, international)
- Farm Visit Program
- Focus on B to C and retail, not in Hotel and restaurant

### WEAKNESS

- Rent of land
- Manually system

### OPPORTUNITY

- High Demand in healthy life family
- High demand in edutainment program for kids

### THREAT

- Organic certification product
- Smart farming

## PROPOSE DEVELOPMENT PLAN

### FARMER:

1. Join on Participatory guarantee system by IOA to control products
2. Increase the number of partner
3. Continuity Capacity building for farmer
4. Introduce the smart farming

### LOCAL GOVERNMENT

1. Advocacy for local government that organic is one part of SDGs Indicator for responsible food and reduce the climate change

### MARKETING

1. Pre order and bundling (mix) products depend on harvest
2. Focus on B to C (Cash on delivery)
3. Yearly Customer-farmer meeting (for engagement)
4. Using Social media to reach end user consumer
5. From story telling to story selling

### PRODUCT:

1. Reduce the production cost as efficiently as possible
2. Process the harvest waste into a beneficial product that has an additional value (Packing ready to cook, juice)
3. Collaboration to make processing food that fulfill customer need.
4. Completely the farm visit program with training and intern program

## LESSON LEARNED (1)



- Need the common awareness that organic product are important for both consumer and farmer
- CSA will be work if they find the right segmentation, Targeting and Positioning of customer, women is main target.
- Relationship between customer and farmer means : trusted product and sharing of profit/lost on development stage (symbiosis system).
- Organic Agriculture is a movement, collaboration and setting it up in the right Penta helix ecosystem are a must. (Community, Government, university, private sector, and media)

## LESSON LEARNED (2)



### ADVANCED BUSINESS

- Developing smart farming to increase productivity on farm.
- Digital technology to support management systems and reach a wider customer
- Story Telling to Story Selling
- **Organic is not pricy if you find right producer !**




## Thanks!

Does anyone have  
any questions?


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## Presentation 6


**PGS is a good tool to build an Organic Village in Shizukuishi Town by Ryoichi Komiya (Ph.D.), Vice President, Organic Shizukuishi, Iwate Prefecture Japan**



PROUD TO BE PART





PGS is a good tool to build an Organic Village in Shizukuishi Town



Ecofriendly  
Shizukuishi

Ryoichi Komiya (Ph.D.)  
Vice President  
Organic Shizukuishi, Iwate Prefecture Japan



ALGOA  
Asian Local Governments for Organic Agriculture

### About us

2015: Launch of Organic Shizukuishi PGS (started from 14 February)

2016: Became IFOAM - Organics International member

2018: Got the IFOAM Officially Recognized PGS Initiatives (4 December 2018)

2022: Became a GAOD member (25 May 2022) Working Groups 3 and 4

2022: Got the ALGOA Membership Memorandum of Commitment (18 July 2022)

We just started following the organic trends around the world.

Japan is a developing country in terms of the organic agriculture.

Organic land share: 0.3% (4,000 ha JAS certified)

Organic number of farm household: 4,000 (JAS certified)  
(as of 2022)

## Some agricultural statistics in Shizukuishi Town (as of 2021)

### *Conventional agriculture*

Number of conventional farm household: 1,126

Rice paddy field: 4,000 ha

Field: 2,100 ha

Abandoned farming fields: 27 ha

### *Organic agriculture*

Number of organic farm household: 7 (JAS certified: 1, PGS certified: 6, Non -certified: 3)

Rice paddy field: 0.3 ha (PGS certified)

Field: 1.5 ha (PGS certified)

## Our challenges to increase organic fans in our districts

### *Farm peer-reviews*



Stakeholders gathered at my farm



They are reviewing tomatoes, soybeans and zucchinis



*Diet education at Nishine day care center*

**Organic field practice**



Pouring water on the soybean



Drawing Black soybeans growth process



Enjoy eating lunch together

**Miso making**



Miso deep plow  
(Miso is in the yellow plastic barrels)



Children are pounding the miso  
together with a nutritionist



Organic Shizukuishi people are asking  
children saying, "How was it?"

Miso is one of the soybean foods that is indispensable for Japanese who eat rice.  
It is made from boiled and mashed soybeans mixed with salt and koji.  
Koji is a substance such as wheat, barley, rice, or soybean malt that helps the soybeans to ferment.  
The mixture is left until it ripens.  
This can take from several months to three years, but the mixture generally to ripens in six months to a year.

*Enjoying organic agriculture with our handicapped friends*

To let them know sustainable enjoyable organic life from seeding, tilling, harvesting and selling



Seeding of carrots and radishes



Adding manure to make ridges to get ready to plant tomatoes and eggplants



They know already about the non-till farming

Here they have learned the tilling method of farming



*Lunch menus at our stakeholder's B&B (SoiL) with organic food*



*Small wedding at the B&B (organized by local vocational school students)*



OS marketing efforts to sell the organic produce

*At the event: Organic Festa in Iwate since 2014*



Tent store of OS



PR of the IFOAM-Organics International and PGS



Produce on a table

Ms. Fukumoto has been selling her produce and processed products through the Internet, at a local department store at a supermarket and at farm-fresh



But we have not had the organic one stop shop in Shizukuishi Town

OS has sold the organic produce/processed products, however, the team has not been able to function as a unit.

(e.g.)

\* Someone has been selling them through the Internet.

\* The others have been selling them at local supermarkets, local department stores and farm-fresh.

For selling organic produce/processed products, we need the one stop shop and to do the organic enlightenments initiatives by face -to-face sales to the local people.

This should be an efficient way to marketing and increasing the organic fans in the district.



## Chances are coming

(1) *National strategy*: Announced, May 2021 "Measures for achievement of Decarbonization and Resilience with Innovation (MeaDRI)" to achieve SDGs and sustainable food systems by Ministry of Agriculture, Forestry and Fishery (MAFF).

Numerical goals of the MeaDRI

By 2050, the MAFF aims to achieve

- \* ZERO CO2 EMISSION from agriculture, forestry and fisheries sectors
- \* 50% ↓ in risk-weighted use of chemical pesticides
- \* 30% ↓ in chemical fertilizer use
- \* Sustainable sourcing for import materials (by2030)
- \* **Organic farming ↑ to 25% of farmlands (1million ha ) (now 1,100 ha)**
- \* 30% ↑ of labor productivity in food manufacturing industries (by 2030)
- \* 90% and more superior varieties and F1 plus trees in forestry seedling
- \* 100% of artificial seedling rates in aquaculture of Japanese eel, Pacific bluefin tuna, etc.

Subsidy by the MAFF for Organic Village: January 2022 intending 100 OVs establishment by 2025

Each city, town and villages should declare "OV" in advance.

After that the MAFF will decide the results.

The MAFF began supporting the introduction of the organic produce into school lunches from 2020.

The government subsidizes the efforts of municipalities and producers to create production areas through organic farming and to secure sales outlets. School lunches are positioned as a new sales channel.

(2) *The Ministry of Environment revised the "Green Procurement" act*

In February 2022, Organic food usage in the restaurants such as canteens operating on commission or other contracts in government buildings or on the premises is announced.

(3) *The cost of feeds and chemical fertilizers have been rising rapidly*

Due to the COVID 19 pandemic and the dispute between Ukraine and Russia.

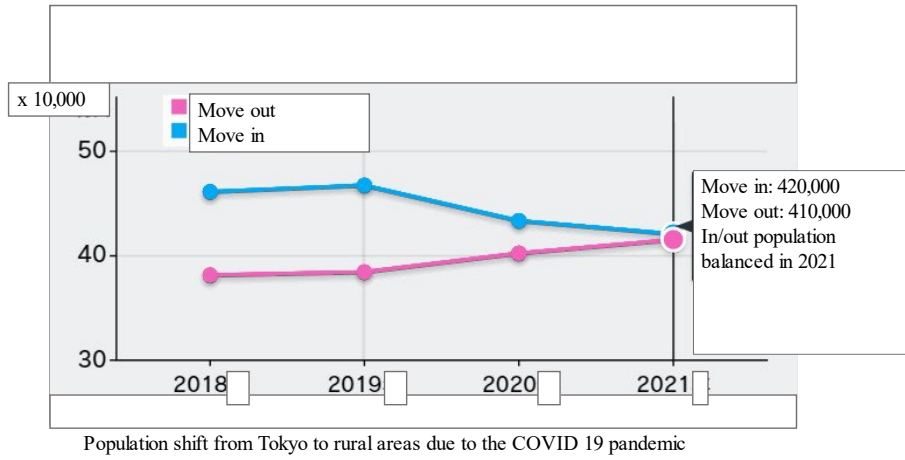
Sustainability of the conventional farming seems difficult.

On the contrary, the organic farming has not been affected by this turmoil as organic farming is free from the chemical fertilizers, pesticides and herbicides supplied from abroad.

Our farming uses natural fertilizers like green manures.

Organic agriculture is the only way for farmers to survive

(4) Many people have relocated from Tokyo to rural districts to avoid COVID 19. However, they can continue their business online using the teleconference systems. They can enjoy the beautiful scenery, the fresh air and pure water of rural areas. In addition, they can enjoy the life of weekend farmers as well.



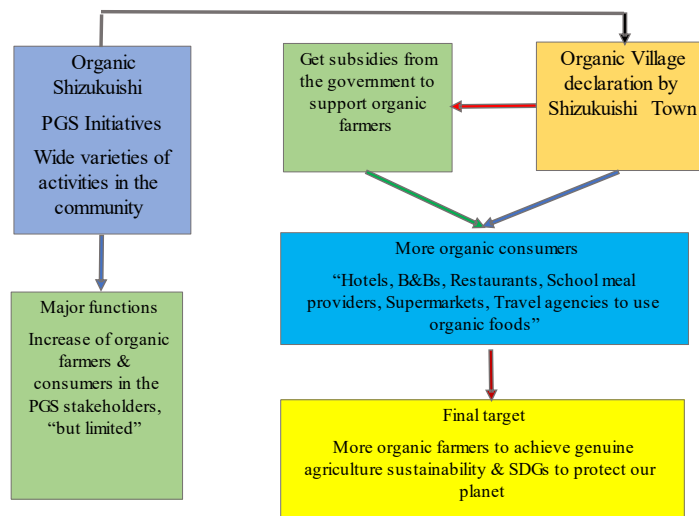
#### Potential features of Shizukuishi Town to build the Organic Village

Hotels,B&Bs	44	
Restaurants	17	<a href="http://www.shizukuishi-kanko.gr.jp/gourmet/index.php">http://www.shizukuishi-kanko.gr.jp/gourmet/index.php</a>
Greengrocers	2	
Local supermarkets	6	<a href="https://www.mapion.co.jp/phonebook/M0200203301/ST20866">https://www.mapion.co.jp/phonebook/M0200203301/ST20866</a>
Tourism industry	1	
Daycare center	8	<a href="https://www.town.shizukuishi.iwate.jp/docs/2014122300069/">https://www.town.shizukuishi.iwate.jp/docs/2014122300069/</a>
Elementary school	5	Same as above
Junior high school	1	Same as above
Senior high school	1	Same as above
Vacant house database	Yes	<a href="https://www.town.shizukuishi.iwate.jp/docs/2014121000274/">https://www.town.shizukuishi.iwate.jp/docs/2014121000274/</a> This is nice for the relocated people from big cities and towns.

IFOAM Recognized PGS Initiatives farmers	6	Organic Shizukuishi Major produce: Chinese cabbages, potatoes, sweet potatoes, asparagus, cabbages, cauliflowers, sweet corns, lettuces, broccolis, tomatoes, okras, cucumbers, flower beans, eggplants, rice, spinaches, onions, carrots, watermelons, mask melons, zucchinis, strawberries, white radishes, garlics, peanuts, beats, red beans, pumpkins etc.
JAS certified farmer	1	Major produce: rice
Other organic farmers	3	Major produce: rice, pulses
OV relevant departments of the Town Hall	6	Commerce Industry Tourism, Agriculture & Forestry, Community Promotion, Health Promotion, Education, Childcare & health <a href="https://www.town.shizukuishi.iwate.jp/gyousei/">https://www.town.shizukuishi.iwate.jp/gyousei/</a>

The Organic Village declaration by Shizukuishi Town Hall is a must to increase organic fans

Persuasion of the town hall people to declare Organic Village is only a way for farmers to survive



## Conclusions

[1] Japanese agriculture should supply foods to its people continuously.

The paradigm shifts from the conventional to organic are essential nowadays as conventional agriculture sustainability seems to be in danger due to the skyrocketing costs of chemical fertilizers, pesticides, herbicides, etc. supplied from overseas.

[2] Even under such difficult situations, Japanese people should survive.

Organic agriculture will make us more self-sufficient.

That is a major reason for the government to make legislation based on the “Strategy for Sustainable Food Systems, MeaDRI”. To protect and support farmers in the districts, the local government should lead the OV. Once the OV declaration of Shizukuishi Town has been accepted by the government, the town will get subsidies from the government to promote organic agriculture and relevant industries.

This is a good opportunity to increase organic fans in Shizukuishi Town.

[3] The Shizukuishi Town Hall has the potential features to connect organic food consumers and industries with organic farmers.

[4] Organic Shizukuishi PGS initiatives can help the town to declare its status as an Organic Village.

## Beautiful Shizukuishi : A famous single Sakura tree and Mt. Iwate







Spring



Summer

Beautiful four seasons in my farm



Autumn



Winter

*Thank you very much!*

Presentation 7

“Organic Marketing and Blockchain” By Prof Muhammad Rafiul Huque, Jahangirnagar University



## Organic Marketing and Blockchain

**Professor Dr. Sheikh Mohammed Rafiul Huque**

Institute of Business Administration  
Jahangirnagar University, Dhaka, Bangladesh  
(Presenter)

**Dr. Shaikh Tanveer Hossain**

Director, Policy & Strategy  
IFOAM-Organics Asia, South Korea

**Dr. Md. Baktiar Rana**

Associate Professor  
Institute of Business Administration  
Jahangirnagar University, Dhaka, Bangladesh

**2<sup>nd</sup> International Organic Marketing Conference**

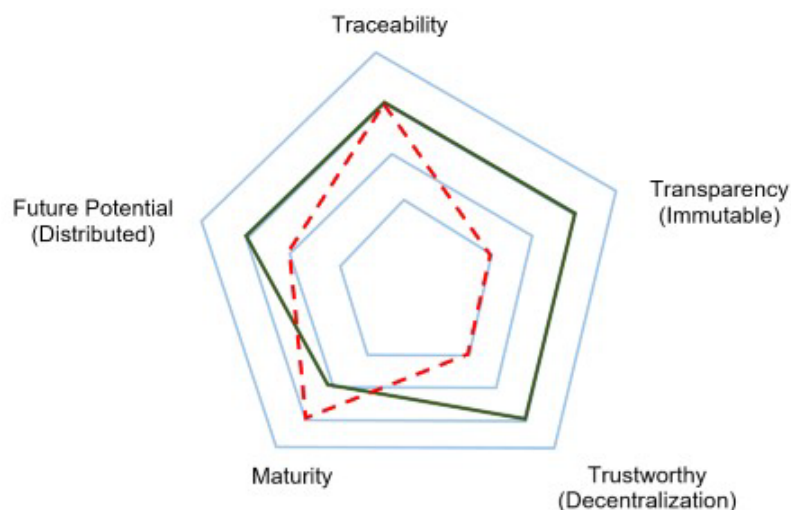
“Best Practices of Organic Marketing”  
(Oct 5<sup>th</sup>~8<sup>th</sup>, 2022, Goesan County, South Korea)

## Why **Blockchain** is needed in **Organic Marketing**?

### Reasons for using Blockchain in Organic Marketing:

- ❑ The market for **organic food** will be increased to **USD 262 billion by 2022** (Nasir, 2021).
- ❑ Supply chain **transparency and traceability** with the use of **user-friendly interface** is highly required for every stakeholders especially for customers.
- ❑ **Blockchain** helps to carryout transactions **without the help of middleman** , which is **immutable, traceable of data and assets** .
- ❑ **Minimizes** producers-consumers **information and trust gap**
- ❑ Blockchain-Economy (**Blockonomy**) may reach to **USD 176 billion by 2025** and **USD 3.1 trillion by 2030** (Gartner, 2018).
- ❑ **Blockonomy mechanism** will be transparent, trustworthy, futuristic, and traceable.

## **Blockchain Network vs. Centralized System**



**Figure 1: Modified Spider Chart of Blockchain (Solid Line) versus a Centralized System (Broken Line)**  
(Source: Nasir, 2021)

## Digital Revolution Checklist and Blockchain

Are the business ready for a **digital revolution**? **YES NO**

### Frequently Ask Questions:

1. Are you gathering and storing data using **digital tools**? **YES NO**
2. Do you **use a platform** for **vendor and partner collaboration** ? **YES NO**
3. Are you provide your **consumers access** to any of these **data**? **YES NO**
4. Do you have **online visibility** into your **farm operation**? **YES NO**

### Decision:

You require a **Digital Transformation Partner** [This is not software, rather a **Enterprise Resource Planning (ERP)** system to provide Value Chain operation using Blockchain mechanism]

## Digital Transformation Partners in Agriculture Blockchain System

Farmers Edge and Standards Council of Canada partner to establish a framework for agricultural blockchain interoperability. (Photo: Business Wire)



Canada



Thailand



MEXICO

SourceTrace.

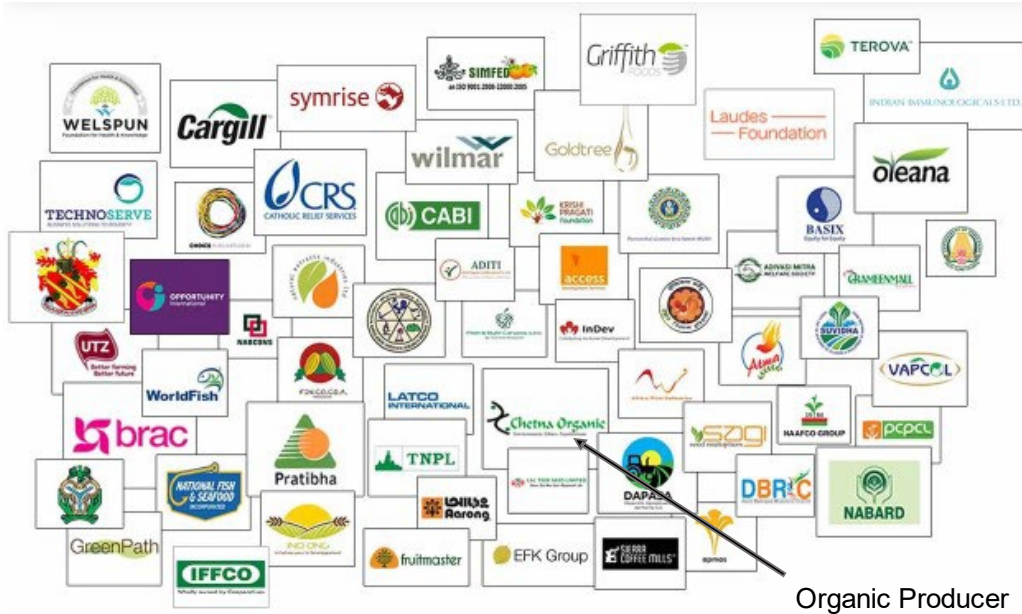
India-based Company





## Sourcetrace **Blockchain** Partners

Sourcetrace.



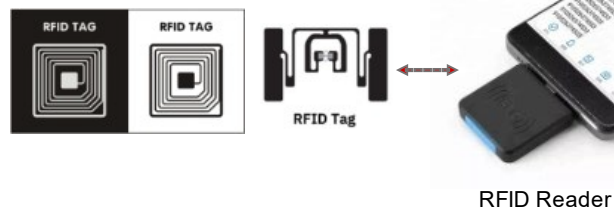
Organic Producer

## Traditional Tools using in **Blockchain** Tagging and Identification Process for Traceability

**Quick Response (QR)**  
Code-Based Traceability  
System



**Radio-frequency Identification (RFID)** Tag based Traceability  
System



## Problems of Traditional Blockchain Tagging Tools in Traceability and Applications

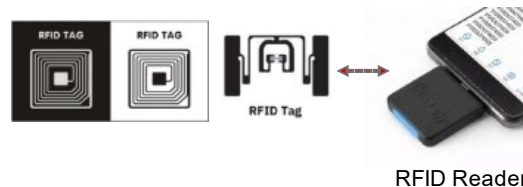
### Quick Responsibility (QR) Code-Based Traceability System



- ❑ The **product label**, usually contains the **QR Code of the company website**
- ❑ The **farmers' information (traceability and source)** are **technically impossible** to keep **at the Company Website** due to frequent changes of the farmer information using QR Code basis.
- ❑ The **QR Code cannot be labeled** at the **farmers' end** due tear and other value chain issues.
- ❑ The **customer needs to depend** only the **QR Code of the company given**.
- ❑ This is **unbalancing** of the **spider chart for Blockchain**.
- ❑ Only the weblink of **Digital Transformation Partner** may solve problem, which is a **rare practice**.

## Problems of Traditional Blockchain Tagging Tools in Traceability and Applications

### Radio-frequency Identification (RFID) Tag based Traceability System



- ❑ RFID identifiers use mostly in the **production and inventory management** system
- ❑ RFID tag and readers are **needed in every stage** for identifying the product **traceability and movement**.
- ❑ The traceability of the **product at the customer end may not be possible** with RFID system.
- ❑ This is **unbalancing** of the **spider chart for Blockchain**.
- ❑ **Digital Transformation Partner** matching **with QR Code at customer end** may solve problem, **which is a rare practice**.

## Innovation in Blockchain for Organic Marketing: Voice User Interface

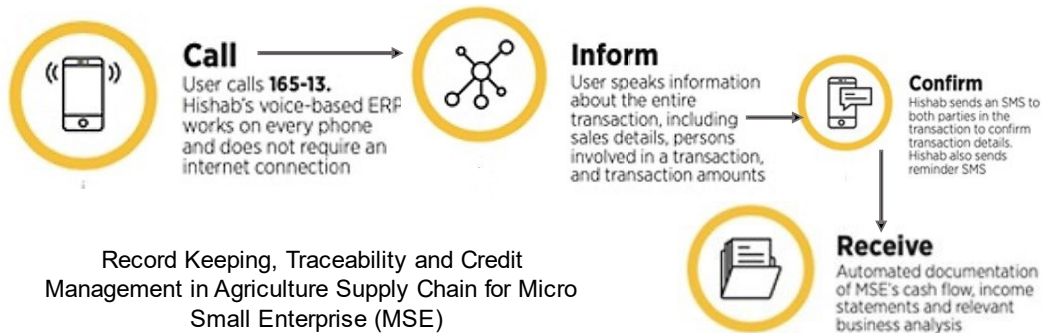
### Innovation in **Blockchain** Process in Digital Transformation Partner

**Voice User Interface (VUI)** using Artificial Intelligence (AI):  
**HISHAB**

Zubair Ahmed, CEO, HISHAB  
<https://hishab.co/voicebaseddata/>

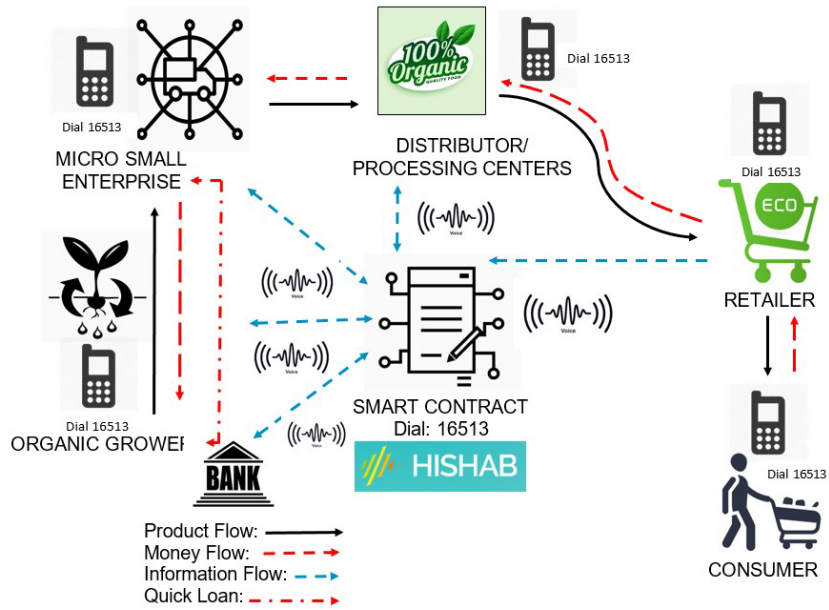
**Voice-based Service** using Regular Mobile Phone to Small Businesses (MSE) with **Voice-Tracing**, Inventory Record -Keeping, Inventory Monitoring, Sales Tracing, and Credit Management for Micro Financial Institute (MFI)

#### How **HISHAB** Works in a Developing Country?



Transaction Operation Video: [https://www.youtube.com/watch?v=rHvnsL\\_dvnk](https://www.youtube.com/watch?v=rHvnsL_dvnk)

## Blockchain Mechanism VUI System using Smart Contract (Digital Transformation Partner)



**Figure 2: Organic Marketing Blockchain System with HISHAB Smart Contract**

## Technology Adoption and Traceability in Blockchain: Voice User Interface (VUI) Model





## Partners of Voice Over Internet (VUI) System



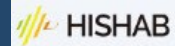
World Existence: <https://www.youtube.com/watch?v=DgazzA5k4nc>

## Why Culturally Adaptivity is Required in Blockchain Process?

Reasons to incorporate Culture into Blockchain Process in Organic Product Marketing:

- ❑ Farmers' community faces different socio-cultural challenges in adopting technology
- ❑ Technology -adoption culture differs among countries
- ❑ Farmers' community usually adopt socially friendly technology
- ❑ Technology solution keeping current cultural content intact speed-up adoption
- ❑ Voice solution rather scanning or typing gets priority in adoption
- ❑ 'Spoken Dialect' needs to be considered highly for voice solution

## Voice User Interface (HISHAB) in Blockchain for Digital Transformation Partner



- No sophisticated technology is required for farmers, seller or buyers
- User friendly tracing mechanism (Tracking the Voice the User ID and Mobile Phone Number)
- Voice recognition-based AI system reduce risk of falsification
- Lower cost comparing other Digital Transformation Partnering System
- Ease of financing for farmers for checking credit worthiness by MFI.
- Transactions visibilities and authenticity is possible without using any smart phone or smart devices
- Suitable for any country especially developing countries where smart technical devices are expensive.
- Single user transaction binding mechanism using voice recognition

### Challenges of using 'HISHAB':

- Needs to modify the applications with the languages/dialects for different countries
- Farmers' needs to give short voice message without dialects

THANK YOU VERY  
MUCH



## Wrapup

### Focusing on Community Supported Agriculture Participatory Guarantee Systems & Organic Entrepreneurship

FOCUSING ON

**COMMUNITY SUPPORTED AGRICULTURE  
PARTICIPATORY GUARANTEE SYSTEMS  
& ORGANIC ENTREPRENEURSHIP**

2<sup>nd</sup> International Organic Marketing Conference  
6-8 October 2022, Goesan County

Wallapa and Hans van Willenswaard





Since 2003



**URGENCI** created in 2006  
Joining IC – 2021





**Food as a Commons**

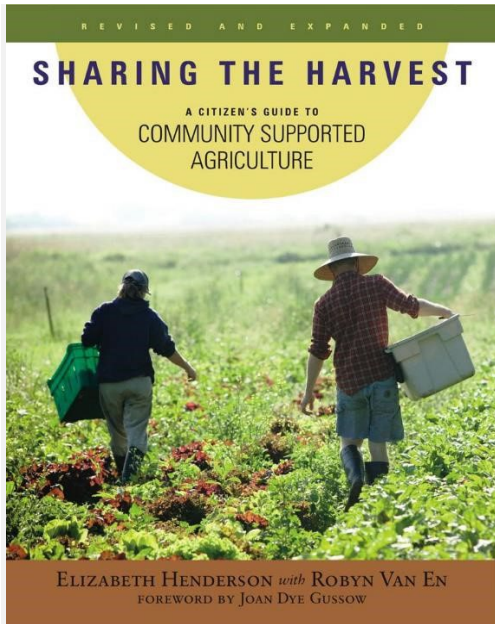
**Self-organize** and peer governance  
**Co-ownership** and sharing  
**Trust** and quality of the relationship

**ตลาดบ้านป่า PEASANT MARKET**  
 เรือนร้อยยี่น่า 666 ถนนเจริญนคร แขวงบางลำภูล่าง เขตคลองสาน กทม. (ใกล้โตโยต้าธนบุรี)  
 เวลา 09.00 - 17.00 น. **เสาร์ 24 กันยายน 65**

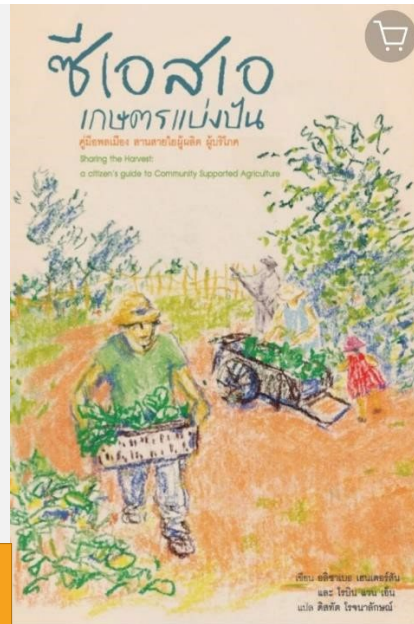
อาหารดีมีค่าของเกษตรกร  
 ปลอดภัยมีคุณค่า 10 ปีของชีวิต  
**10 ROOTHS OF LOCAL FOOD**  
 อาหารดีมีค่าของเกษตรกร  
 สำหรับข้อมูลเพิ่มเติม 063-5791256 #NO\_WTO #NO\_CPTPP



**WEEKLY GREEN MARKETS ARE PART OF CSA**



Thai version



## 40ST ANNIVERSARY OF IFOAM



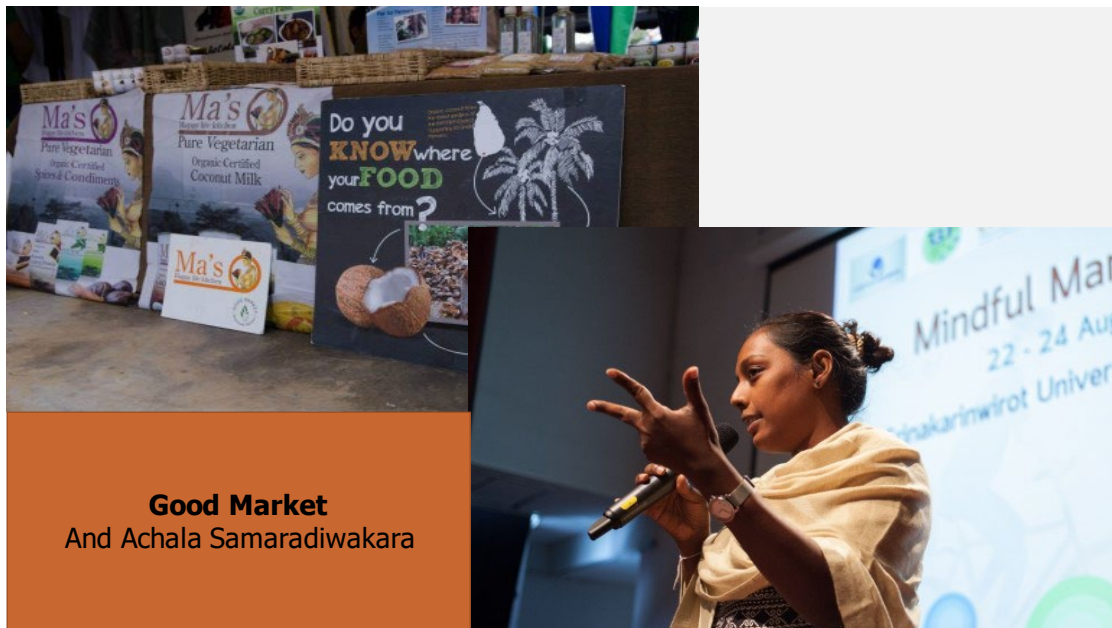
IFOAM HEAD OFFICE, NOVEMBER 2012





International Forum on Innovating Alternative Markets on  
**Participatory Guarantee Systems (PGS)**  
May 2013, Bangkok at Green Fair 6









## 2<sup>nd</sup> Mindful Market Asia Forum 2015 and Hansalim



## Academia and Civil society action research

Chulalongkorn University Right Livelihood Summer school (CURLS)

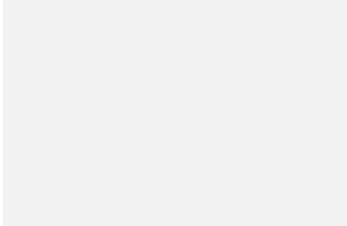


## CSA movement URGENCI

The International CSA Network, Sichuan, 2019



**4<sup>th</sup> Mindful Markets Asia Forum  
in 2017  
With Prof. Wen Tiejun**



Chulalongkorn University Right  
Livelihood Summer school (CURLS)



**Mindful Market Asia Forum: Connecting the dots**





From CSA principle  
To  
Institutionalize: Schools and Hospitals  
**Public Food  
Procurement Policy**





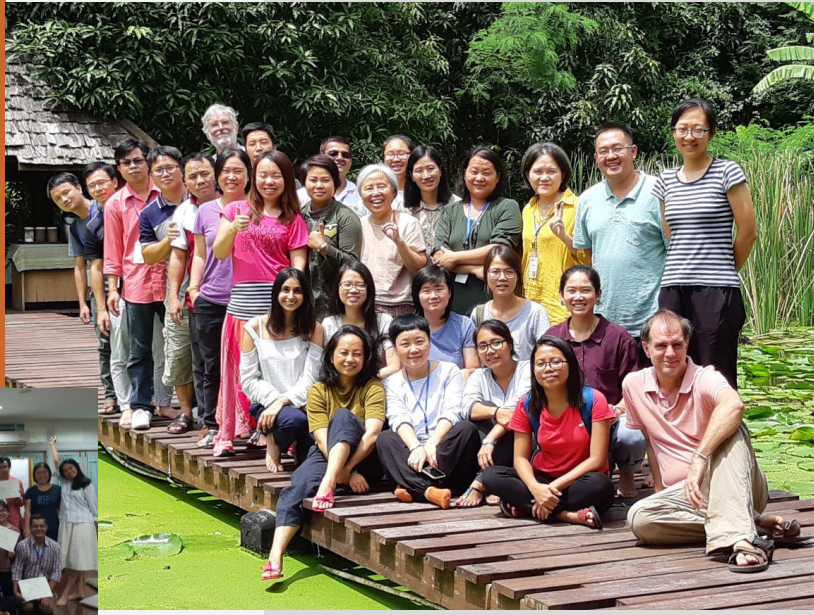
Green hospital at Sub-district level



Organic Enterprises  
Food-related career



**5<sup>th</sup> Mindful  
Market  
Social  
Enterprise  
Course, 2018**



YOF-Young Organic Farmer Network



MMSE-Mindful Markets Social Enterprise course

The network of food distributed system becomes **Food as a Commons Movement**



Nonthaburi Food Policy Council



Food as a Commons  
Thank you

# The Italian Experience of “Rareche Cilento” (Cilento roots) Linking Farmers and Consumers



## 2<sup>nd</sup> International Organic Marketing Conference

### The Italian experience of “Rareche Cilento” (Cilento roots) Linking Farmers and Consumers


Mario Di Bartolomeo  
Cilento Bio-District - Italy

In Italy there is a place where farmers, consumers, public administrators, teachers, trainers, scientists and other local actors entered into a pact for the sustainable management of resources, according to the principles of organic farming and Agroecology



## Multi-stakeholders' approach



The 1 <sup>st</sup> Bio-District (2004)	MUNICIPALITIES INVOLVED	SURFACE	POPULATION	ORGANIC OPERATORS	ORGANIC USED AGRIC. AREA
	(N°)	(Kmq)	(N°)	(N°)	(HA)
	41 (members) 95 (area of activity)	3.196	269.846	1032	13.749

## THIS PLACE IS THE CILENTO BIO-DISTRICT

On 23<sup>rd</sup> of September 2022, it was awarded by the European Commission as **The best Bio-District in Europe**



The CILENTO BIO-DISTRICT is developed within the “Cilento, Vallo di Diano and Alburni” National Park, in Campania Region, in Italy



**STARTING FROM THE NATURAL RURAL MARKET FOR THE CILENTO AREA REGENERATION**

**RARECHE CILENTO** was promoted with the aim of re-establishing the squares as market places and bringing people back to meet and buy their food directly from local producers





## IN VARIOUS LOCATIONS / CONTEXTS

Cultural House



square



Organic Regenerative Farm



Tourist venue



**RARECHE is not just a market, but a project for the environmental, social and economic regeneration of the Cilento area:**

**a new model of sustainable development, based on organic regenerative agriculture, recovery of food self-sufficiency and circular economy.**

**The project aims also to be an example and a stimulus for conscious growth on a small scale, replicable in other territorial contexts.**









**NOW LET'S SEE SOME OF THE PRODUCERS AND PRODUCTS  
OF RARECHE CILENTO**





























**MY ORGANIC REGENERATIVE FARM "LE STARZE"**

**IN CILENTO - ITALY**























LET'S EXCHANGE OUR GOOD ORGANIC PRACTICES !







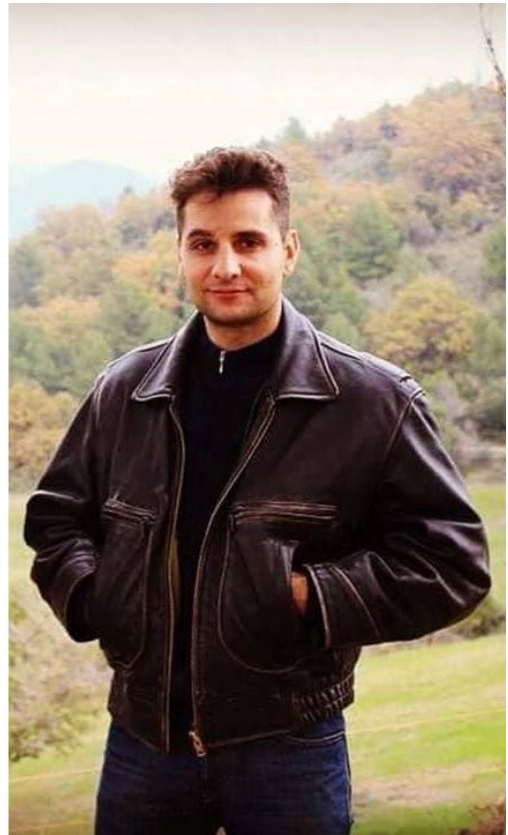
**THANK YOU...**

**SEE YOU  
IN CILENTO  
ITALY**

**LET US GROW TOGETHER  
FOR A BETTER WORLD  
AND BETTER HUMANITY**

**Mario Di Bartolomeo**  
Italy

[mariodibartolomeo1@gmail.com](mailto:mariodibartolomeo1@gmail.com)







유기농 커피 전문

카페다

## ORGANIC COFFEE CAFEDA

유기농을 소비하는 것은 범 지구적 차원에서 인류의 건강과 희망적인 미래를 지지하는 '환경운동에 동참함'을 의미합니다'

I believe that purchasing organic is the action of supporting and participating in the future of our environment and the hope of the health of humanity.

우리의 참여가 나와 내 가족은 물론 우리 이웃과 소규모로 농사를 짓는 대다수의 농민과 그의 가족까지 도와 배려가 넘치는 세상을 만듭니다.

Our participation will combine to make an Earth that care that not only supports small production farmers and their families which make up the majority of farms but our families as well as ourselves.

이 아름다운 자연을 다음세대에 물려주고 싶은 마음. 유기농을 소비함으로 그 뜻을 실천하려는 여러분을 진심으로 존경하며, 카페다가 유기농을 고집하는 이유입니다.

I want to give this beautiful nature to our future generation. I appreciate all of your support in doing the same by buying organic, and for this reason, we at CafeDa are resolute about organics.



[cafeda.co.kr](http://cafeda.co.kr)

031-275-2508