

Sustainability Claims: A Producers Perspective

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Sustainability: The Claims

Safe:

- Consumer health and safety
- Worker safety

Social:

- Promoting socioeconomic development
- MDGs (e.g. MDG ONE – Poverty Alleviation)

Environmental:

- Soil, water, greenhouse gas emissions
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The evidence (Compliance)

- Compliance criteria
 - Agreed?
 - Scientific?: is there a scientific consensus on the proposed methodologies
 - Is national consensus critical?
 - Are Private standards filling in for Public sector INACTION?
 - Unjustifiably complex?
 - Took into account the range of producers?
 - The small scale question
 - Certification and testing procedures
 - Cost effective?
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The Issues

- ❑ Attesting the Obvious, and disadvantaging those who cannot afford the label
 - ❑ This is not sustainable
 - ❑ Certification is NOT Compliance
 - Certification: A bigger Business than that of small-Scale producers
 - ❑ If small scale farmers complied with all the standards, they would be bankrupt
 - ❑ Duplication and Mandate issues: creating Turfs?
 - ❑ There must be a STOP point on how many standards we need
 - ❑ Are we Beyond Product Differentiation ?– This is now Market access
 - And market access is a WTO issue
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Sustainability Claims: Way Forward

- The Issues are critical.
 - Something HAS to be done (some action is already underway)
 - The action HAS to be coordinated
 - Otherwise –unfair market distortions, and no impact on the issues.
 - Creating an International Consensus
 - International Protocols, and compliance infrastructure
 - Example – WTO SPS Protocol
 - Public and Private
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A Systems Approach?

- Harmonizing the Principles:
 - Integrating private standards into Official Control systems
 - Mandate issue – taking responsibility
 - Alternative may be seen as SUBVENTION
 - A WTO role?
 - Product Differentiation MUST NEVER be the same as Market Access
 - Guarding against the STEALTH Non Tariff barrier
 - A WTO Role?
 - Certifying the SYSTEM – not the FARMER (S
 - The Official control systems AND Farmer Associations comply, and are either HARMONISED, or CERTIFIED- as responsible for the system (routine inspections and sanctions)
 - Export documentation, traceability (capacity Building and Enforcement)

Which Way Out – Developing Countries Producers?

- ❑ Pragmatism- Constructive Engagement
 - The KenyaGAP experience
 - ❑ Argue but within the family
 - ❑ Lowering the cost of compliance
- ❑ Nothing to Fear- African Producers are 'Sustainability compliant'
 - Social? Small scale is the norm
 - ❑ Wealth distribution, land size pressure
 - ❑ Asking for a socioeconomic label (the UK Sustainability Label?)
 - Environmental: Africa is 'GREEN'.
 - ❑ Africa can profit on carbon trade
 - ❑ Measuring the whole Greenhouse Gas Emissions and Carbon Deficit Issue, not SELECTIVELY dealing with the miles issue
 - Safe?
 - ❑ Use of agrochemicals is expensive
 - ❑ Hygiene standards a challenge, but feasible (trading in demanding products like fish)

These are the Issues we would like to see in a:

SUSTAINABILITY CLAIMS PORTAL

Thank You

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