Sustainability, Certification, Standards: Taking the Next Steps

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Proliferation of Standards
Current Status

• Certifying Bodies
• United Nations: UNFSS
• CEN/ISO
• ICCO: 2 international workshops on certification; commissioned 2 studies
• National governments
• Company in-house sourcing – own scheme
• All are aware but least of all, farmers unfortunately! They are supposed to implement and meet the requirements for the standards set.
A broad spectrum of very diverse smallholders

High – achieving high level
Medium – achieving medium level
Low – meets minimum requirements for certification
High Potential – better potential to meet low standards
Medium Potential – trainable, suitable with some potential
Low Potential – marginal, denigrated land
Very Low Potential - illiterate, old, ageing,

ORGANIZED FARMERS

70% of cocoa production certified but only 14% sold as certified

UNORGANIZED FARMERS

Increasing cost of certification

Interventions are required to reach these farmers

Market Solution

Multi-stakeholders’ interventions
• Farmers are the least informed on the standards

• “How can I produce cocoa that meets the sustainability requirements and provide food, shelter for the household at the same time?”

• Therefore, any standard, certification, sustainability requirements have to present a viable business case for the farmer.

• Costs versus benefits question: Certification has to pay for itself

• Competition versus cooperation

• Premise would have to be, “How to meet the standards given these challenges/constraints?”

What next? - BUILDING BRIDGES
Stakeholders’ Shared Responsibilities

Governments

Cocoa institutions
Industry
Donors/ Development Agencies
Certification Schemes
Civil Society

Public Private Partnerships

• Legislations/Regulations
• Supporting environment

• Capacity Building
• Training Schools
• CocoaAction
• Sustainability programmes
• Funds
• Accreditation
• Grading, laboratories
• Export quality inspection
• Research & Development
• Advocacy
• Public goods

Unorganized Smallholder Farmers

• Organize into Farmers’ Groups
• Empowerment
• Access to inputs/Credit
• Sustainable GAP

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Stakeholders in the Cocoa Value Chain are like different parts of ONE body

Similarly, farmers cannot say they will be able to function efficiently without the trader, manufacturer, retailer or consumer.

Every single part of the body have to continuously build each other up, encouraging and urging one another on to the benefit of the whole entire body.

Through mutual cooperation and support only then can the entire cocoa value chain meet its full potential towards sustainability.
Towards Sustainability

Source: “Towards Sustainability: The roles and limitations of Certification June 2012” Resolve, Inc
THANK YOU

www.icco.org