

Certification



Five consumer questions/issues

- 1) Does the food product affect health of my family ?
- 2) Does production of food product treat animals in humane way ?
- 3) Are production processes environmentally friendly ?
- 4) Are other people affected by production/ processing techniques ?
- 5) Does product conform to my religious ?

Branding vs Certification

> **Branding** : identifies seller's goods from those of others

> **Certification** : guarantee standards

- purpose to support consumer confidence in meaning of organic label

Defining 'Organic'

- food produced without hormones, insecticides, chemical fertilizers, genetic modifications
- **certified organic** - labeled by USDA
- who should be certified ?
 - anyone who labels their products as 'organic'
- farmers think that :
 - costly
 - complicated
 - impossible to satisfy
- **Benefits** :
 - higher prices for goods
 - increased market access
 - improved price stabilization



- **Cost**



- price of attaining certification
- production process changes
- record keeping costs
- brand design and marketing

- **Producer payoff from certification**

- immediate recognition by high-income consumers
- customers willing to pay for healthy socially responsible food

- **First-party/self certification**

- ‘truth-in-labeling laws’
- no generally accepted standards

- **Third-party certification**

- established umbrella program
- certifying party does not benefit from sale of good

- **functions :**

- standard setting : specify criteria, quality levels
- testing/inspection
- provide labels to certified producers
- enforcement : continued testing

- **types of certifying agencies :**

- government agencies
- NGOs
- private companies

- steps to certification



1. select certifier
2. submit application and organic system plan
 - history of substances applied to land for previous 3 years
 - organic products being grown/processed
 - organic plan - practices/substances used in production
3. documents reviewed by certifier
4. on-site inspection/ re-inspection
5. inspection report review
6. certification

- IFOAM accreditation

(international federation of
organic agricultural movement)



- ACT (alternative agriculture Network)

- 85 NGOs working on sustainable agriculture
 - organic agriculture certification Thailand
 - farming system in harmony of ecology without using synthetic chemicals and artificial fertilisers
 - in-line with IFOAM norms
 - certification programme covers crop production, processing, wild products, input manufacturing, aquaculture, smallholder groups
- farm certification around 3 years process + / -
- yearly maintenance of certification
- organic markets - increasing

