

BUILDING CAPACITY FOR CERTIFICATION / VERIFICATION IN EAFCA COUNTRIES



GENERIC CERTIFICATION IMPLEMENTATION GUIDE

TRAINING MANUAL



## FORWARD

This training manual has been developed by EAFCA within the “building capacity for certification / verification in EAFCA countries project” ably funded by Common fund for Commodity CFC and the European Union EU. It is intended at equipping the selected master trainers with the essential understanding of implementing various coffee certification/verification standards and Training of Trainers (ToT) in particular.

EAFCA aims at building coffee certification and verification capacity within the Eastern African Fine Coffees Association (EAFCA) member countries of Burundi, Ethiopia, Kenya, Malawi, Rwanda, Tanzania, Uganda, Zambia and Zimbabwe.

In a recent study conducted by EAFCA regarding coffee certification/ verification initiatives in Eastern Africa it was reported that there are several sustainable coffee initiatives within the EA region, most of which are little known to the common farmers at both the country and region levels. The study recommends the training of smallholder coffee growers in the various elements of the sustainability schemes. The training must be conducted in simple terms and in local languages. This calls for a pool of well trained and experienced trainers.

The Market is demanding “branded” sustainable coffee but there is a yawning gap between desire and reality in coffee producing regions. The coffee supply chain starts with growers and there is dire need to develop capacity at this level so that the farmers are able to respond to the market demand. This way, Eastern Africa coffee farmers and other stakeholders can be empowered to produce not only higher quality coffee, but also coffee that is produced with consideration to social, economic, and environmental concerns.

Capacity building of the identified professionals will be built through training based on a generic manual accompanied by other training tools. The training approach will be both centralized and in-country for all the nine (9) participating countries

This will lead to an increase in productivity and quality and market access, thereby improving the livelihoods of coffee growers, their families and other stakeholders. The project objective is to improve the skills of the farmers to meet certification standards. Farmers who receive training and skills in good agricultural and sustainability practices will be better equipped to produce socially acceptable, environmentally friendly and economically successful coffee and can better meet certification and verification standards.

In order to build capacity within the National Coffee Institutions in the region, training of staff from these institutions as Master Trainers and Trainers will ensure a sustainable base for the work of good agricultural and sustainability practices.

## **ACKNOWLEDGEMENT**

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We would also like to acknowledge the following institutions that have played an important role in this noble initiative.

### **EAFCFA**

The Eastern African Fine Coffees Association [EAFCFA] is a non-political, not-for-profit association, with headquarters in Kampala, Uganda. Its membership spans across eleven countries in Eastern Africa and beyond. Its main aim is to promote the production, processing and exporting of fine coffees from Eastern Africa.

### **The Common Fund for Commodities - CFC**

The Common Fund for Commodities is an intergovernmental financial institution established within the framework of the United Nations. The Fund operates under the novel approach of commodity focus instead of the traditional country focus. Member countries benefit from projects financed by the Fund, whose basic rationale is to enhance socio-economic development of commodity producers; and to contribute to the development of the society as a whole.

### **The International Coffee Organization - ICO**

The International Coffee Organization (ICO) is the main intergovernmental organization for coffee, bringing together producing and consuming countries to tackle the challenges facing the world coffee sector through international cooperation. It makes a practical contribution to the world coffee economy and to improving standards of living in developing countries

### **Standard owners**

These include; UTZ Certified, FairTrade, Rainforest Alliance, Organic, 4C, Café Practices. Their field representatives were instrumental in providing information and offering guidance on their respective standard

### **Coffee farmers in Eastern & Central Africa**

These are the millions of smallholder coffee farmers spread throughout the coffee growing regions in Eastern and central Africa and ultimate beneficiaries of this training manual.

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## ABBREVIATIONS AND ACRONYMS

ACRN:	African Coffee Research Network
CA:	Collaborating Agencies
CBK:	Coffee Board of Kenya
CBZ:	Coffee Board of Zambia
CNCC:	Comité national de commercialisation du café
CFC:	Common Fund for Commodities
CORNET:	Coffee Research Network of
CQI:	Coffee Quality Institute
EAFCA:	Eastern African Fine Coffees Association EA Eastern Africa
FLO:	Fair Trade Labeling Organizations International
IAF:	International Accreditation Forum, Inc.
ICO:	International Coffee Organization
IFCC:	Independent Fine Coffees Consultants
IRCA:	International Register of Certificated Auditor [of UK]
NCI:	National Coffee Institutions
OCIBU:	Office du Café du Burundi
PEA:	Project Executing Agency
PIA:	Project Implementing Agency
RAIN:	Regional Agricultural Information Network
SCAA:	Specialty Coffee Association of America
SCAE:	Specialty Coffee Association of Europe
SCAJ:	Specialty Coffee Association of Japan
SCI:	Sustainable Coffee Initiative
TBD:	To Be Decided/ Determined
ToT:	Training of Trainers
ZCGA:	Zambia Coffee Growers Association

## **1.0 PREAMBLE**

### **1.1. Definition**

Certification and verification standards are used as a means of communicating information about the quality, traceability, social, environmental and financial conditions surrounding the production of goods or provision of services.

The certification mark is essentially intended for the consumer to represent a guarantee that the product i.e. coffee was produced in an environmentally and socially responsible way. Some coffee is double or triple certified which offers the consumer the assurance that multiple conditions were met.

### **1.2. History**

Most certification standards originated from the need to assure the consumers on the quality of the product, production conditions and to ascertain that the producer receives a fair return for their effort.

### **1.3. Benefits**

There has been a lot of debate on the benefits of certification/verification to the producers. This is due to different expectations arising from lack of information or misinformation during the introduction to the process

Nevertheless various benefits have been realized by producers as a result of implementing different certification/verification standards. These include:

- Improved quality and productivity
- Increased production efficiency
- Sustainable production
- Increased market access
- Probable higher prices

### **1.4. Future**

Currently all certification standards are voluntary, however market trends indicate that in the near future uncertified coffee will experience a declining market due to stringent consumer demands.

Coffee is the world's most important agricultural crop in terms of trade volumes; it is exported by 60 countries and is one of the few major commodities grown predominantly by smallholder farmers. The livelihoods of millions of these producers, as well as their environmental and social situations, have faced increasing risks in the past decade.

One result has been the emergence of new standards as market mechanisms with which to commercialize certain coffees and thereby capture the economic value of the environmental and social benefits arising from production systems that are compliant with these standards.

Coffees that adhere to various combinations of social, environmental, and economic standards, and that are independently certified by an accredited third party, have been collectively termed as "sustainable coffees".

The sustainability coffee segment has grown fast in recent years, but it has also grown unevenly. It is difficult to understand the trends and therefore difficult for producers, industry and even consumers to make rational choices. Data for these coffees has improved in recent years yet there is no consistent source of accurate information for them.

In some cases, not all certified coffees meet buyer requirements and portions of the production (e.g. lowest quality) may be sold into other channels and not traded as a certified coffee although it was indeed certified or verified. Buyers may purchase sustainable coffees but not use all of them in certified products. Sometimes the same coffee is sold as one or another certification label though it may bear multiple labels.

Although the sustainability standards are voluntary and not required by law, they are increasingly becoming de facto requirements for certain buyers. Like many agricultural commodities, coffee is being seriously affected by such concerns, now embodied in trade standards, for sustainability and quality.

The costs and benefits to producers of these standards are not yet clear. It is clear however, that if these standards are to have a significant positive impact on producers and the industry, then they need to be better understood so they can be better managed.

The major coffee standards are publicly managed and much more widely accepted by numerous roasters and retailers worldwide. These include Fairtrade, Utz Certified, Rainforest Alliance, 4C and Organic which are primarily covered in this manual.

Additionally several private company standards namely Café Practice (Starbucks) and Nespresso (Nestle) are also active and important

## **1.5. Common aspects**

All certification/verification standards share common principles but vary on the emphasis put on the different principles. In general all certification/verification standards require a producer to fulfill various criteria relating to traceability, social, environmental and economic aspects.

This is based on the market segment targeted, point of origin and bias of the initiators of the standard. Additionally all the standards require third party auditing by accredited certification bodies to ascertain compliance.

The various major principles common to the standards include:

### **1.5.1. Traceability**

This tries to track the coffee from the tree to the cup and the flow of payments back to the producer. It touches on the source of the coffee, production conditions, trade upto consumption.

Coffee should be traceable from the field through processing and finally to the market. To achieve this, exhaustive record must be maintained detailing all fields, processing and marketing activities.

### **1.5.2. Environment**

Various activities at the farm level might impact negatively on the environment and need to be addressed. Aspects of the environment that are impacted by producers include Flora, Fauna, Wildlife, Soil, Air, Water,

### **1.5.3. Social**

Social aspects touching on workers welfare including wages, working hours and conditions require some action to meet the set standards. There is need for a structured and documented policy on child labor, safety at work, discrimination, gender equality, sexual harassment and worker's rights. This also goes for the living conditions especially the housing, provision of clean portable water and sanitary facilities.

### **1.5.4. Quality**

In general the certification standards demand a certain quality level for the coffees. This is determined through samples and the assumption that adhering to the strict standards will result in an improved coffee quality.

## **2.0 IMPORTANT COFFEE CERTIFICATION STANDARDS**

### **2.1. UTZ CERTIFIED**

#### **2.1.1. What is UTZ CERTIFIED?**

UTZ CERTIFIED is a worldwide certification program that sets the standard for responsible coffee production and sourcing. UTZ means "good" in a Mayan language.

The standard aims to answer two important questions for the global coffee chain:

- Where does my coffee come from?
- How was it produced?

Worldwide, the concept of coffee quality among consumers is growing. Taste is important, but there is also growing interest in the conditions in which the coffee was made. Food legislation in Europe, America and Japan is also moving in the direction of transparency of origin and traceability of the final product. The UTZ CERTIFIED program provides the assurance of responsible coffee production and sourcing that coffee drinkers expect.

#### **2.1.2. Why does UTZ CERTIFIED exist?**

Good coffee no longer just means good taste, quality and price; today's consumers also demand it to be made with care for people and the environment. And they expect their roasters to be able to assure them of responsible production, for instance appropriate and modest use of fertilizers and pesticides, coffee farmers' children sent to school rather than put to work, farm workers given decent housing, healthcare and training, and coffee growers empowered to be professionals, with access to market information and relationships with their buyers.

The UTZ certification system allows growers to show that they operate responsibly - according to strict social and environmental standards. UTZ CERTIFIED provides roasters with the assurance of responsible coffee production and provides opportunities to credibly demonstrate this to their consumers.

#### **2.1.3. Why do coffee growers join UTZ CERTIFIED?**

With an UTZ certification coffee growers of all sizes and origins can demonstrate good agricultural practices, efficient farming and responsible production of their coffee. The UTZ CERTIFIED program helps growers to be more professional and competitive in producing and selling their coffees, it gives access to an international network of support programs of buyers and development organizations, and technical assistance and coaching from UTZ CERTIFIED trained agronomists and field representatives.

In addition, UTZ CERTIFIED gives growers access to new markets because roasters and brands around the world are increasingly demanding UTZ certified coffee.

#### **2.1.4. UTZ CERTIFIED Code of Conduct for Coffee Summary**

UTZ CERTIFIED coffee farms or cooperatives comply with the UTZ Code of Conduct. The UTZ CERTIFIED Good Inside Code of Conduct is an internationally recognized set of criteria for socially and environmentally responsible coffee production and efficient farm management. It is based on the international ILO conventions and good agricultural practices.

The continuous improvement structure lowers the threshold for producers while assuring a basic standard of safety and quality. From the first year producers have to fulfill the core criteria while in the subsequent years further points are added. Yearly their progress is audited by independent certifiers.

Below is a summary of the requirements for producers to get certified:

- **Good Agricultural & Business Practices**
  - Monitoring of business processes
  - Record keeping of fertilizers & agro chemicals
  - Good housekeeping practices
  - Proper training of workers
  - Accident and emergency procedures
  - Hygiene rules and practices
  - Traceability of coffee
  - Annual internal inspections
  
- **Social Criteria**
  - Application of national laws and ILO conventions
  - regarding wage and working hours
  - Safe and healthy working conditions
  - No forced and child labor
  - No discrimination, respectful treatment of workers
  - Freedom of association and collective bargaining
  - Freedom of cultural expression
  - Safety training of workers in their own language
  - Protective clothing for work with chemicals
  - Access to health care for workers and their families
  - Access to education for children
  - Access to decent housing
  - Access to clean drinking water

## ➤ Environmental Criteria

- Reduction and prevention of soil erosion
- Responsible and minimal use of agrochemicals
- Integrated Pest Management
- Minimized water and energy use
- Optimized use of sustainable energy sources
- Minimized environmental pollution
- Treatment of contaminated water
- Protection of water sources
- No deforestation of primary forests
- Use of native tree species as coffee shade trees
- Protection of endangered species

## 2.2. FAIRTRADE (FLO)

### 2.2.1. What is Fairtrade?

Fairtrade is an alternative approach to conventional trade and is based on a partnership between producers and consumers. Fairtrade offers producers a better deal and improved terms of trade. This allows them the opportunity to improve their lives and plan for their future. Fairtrade offers consumers a powerful way to reduce poverty through their every day shopping.

*For producers Fairtrade means prices that aim to cover the costs of sustainable production, an additional Fairtrade Premium, advance credit, longer term trade relationships, and decent working conditions for hired labour.*

When a product carries the FAIRTRADE Mark it means the producers and traders have met Fairtrade standards. The standards are designed to address the imbalance of power in trading relationships, unstable markets and the injustices of conventional trade. Certified Fairtrade is a product certification system where social, economic and environmental aspects of production are certified against Fairtrade Standards for Producers and buying and selling is certified against Fairtrade Standards for Trade.

The system monitors the buying and the selling of the product until it is consumer packaged and labelled. Certificates are only issued after a physical inspection has confirmed that all relevant Fairtrade Standards are complied with.

Continued compliance with Fairtrade Standards is supervised through a series of Surveillance activities.

Fairtrade coffee standards are set by the Fairtrade Labelling Organisations International (FLO).<sup>19</sup> FLO-Cert is a separate organization and the most important Fairtrade certification service globally, serving clients in more than 70 countries.

The coffees certified as Fairtrade are the only coffees guaranteed to provide a minimum price to producers when sold and are produced exclusively by organized smallholder farmers.

### **2.2.2. The standards**

There are two distinct sets of Fairtrade standards, which acknowledge different types of disadvantaged producers. One set of standards applies to smallholders that are working together in co-operatives or other organizations with a democratic structure. The other set applies to workers, whose employers pay decent wages, guarantee the right to join trade unions, ensure health and safety standards and provide adequate housing where relevant.

Fairtrade standards also cover terms of trade. Most products have a Fairtrade price, which is the minimum that must be paid to the producers. In addition producers get an additional sum, the Fairtrade Premium, to invest in their communities.

Fairtrade prices

The minimum price paid to Fairtrade producers is determined by the Fairtrade standards. It applies to most Fairtrade certified products. This price aims to ensure that producers can cover their average costs of sustainable production. It acts as a safety net for farmers at times when world markets fall below a sustainable level. Without this, farmers are completely at the mercy of the market.

When the market price is higher than the Fairtrade minimum, the buyer must pay the higher price. Producers and traders can also negotiate higher prices on the basis of quality and other attributes.

### **2.2.3. The Fairtrade Premium**

In addition to the Fairtrade price, there is an additional sum of money, called the Fairtrade Premium. This money goes into a communal fund for workers and farmers to use to improve their social, economic and environmental conditions.

The use of this additional income is decided upon democratically by producers within the farmers' organization, or by workers on a plantation. The Premium is invested in education and healthcare, farm improvements to increase yield and quality, or processing facilities to increase income.

As many projects funded by the Premium are communal, the broader community, outside the producer organization often benefits from Fairtrade.

#### **2.2.4. Fairtrade products**

There are now thousands of products that carry the FAIRTRADE Mark. Fairtrade standards exist for food products ranging from tea and coffee to fresh fruits and nuts. There are also standards for non-food products such as flowers and plants, sports balls and seed cotton.

#### **2.2.5. Who is behind Fairtrade?**

The following organizations are behind Fairtrade:

##### **➤ Fairtrade International (FLO)**

FLO is a non-profit, multi stakeholder body that is responsible for the strategic direction of Fairtrade, sets Fairtrade standards and supports producers. See how it is governed.

##### **➤ FLO-CERT**

FLO-CERT is an independent certification company, owned by FLO. FLO-CERT inspects producers and traders to ensure they comply with Fairtrade standards.

##### **➤ Fairtrade Labelling Initiatives**

These are national organizations that market Fairtrade in their country. There are currently 19 Fairtrade Labelling Initiatives covering 23 countries in Europe, North America, Japan, Australia and New Zealand. These organizations also licence companies to use the FAIRTRADE Mark on products in their country.

##### **➤ Fairtrade Producer Networks**

These are associations that Fairtrade certified producer groups may join. There are currently three producer networks, representing producers in Africa, Asia and Latin America and the Caribbean. Fairtrade Africa represents producers in Africa while East Africa Fairtrade Network represents producer in East Africa.

Through these networks, Fairtrade producers can influence decisions that affect their future.

➤ **Fairtrade Marketing Organizations**

These are national organizations that market and promote Fairtrade in their country, similar to Labelling Initiatives. FLO directly licenses companies in these countries to use the FAIRTRADE Certification Mark. There are currently two Fairtrade Marketing Organizations, in South Africa and in the Czech Republic.

**2.2.6. Benefits of Fairtrade**

➤ **For producers**

○ **Stable Prices**

For most products, prices that at least cover the costs of sustainable production - even when world market prices fall.

○ **A Fairtrade Premium**

The Premium helps producers to improve the quality of their lives. It is paid on top of the agreed Fairtrade price, and producers decide democratically how to use it. Typically they invest it in education, healthcare, farm improvements or processing facilities to increase income.

○ **Partnership**

Producers are involved in decisions that affect their future. Fairtrade certified producers jointly own and manage FLO. Through the FLO's Board, its Committees and consultation processes producers can influence prices, premiums, standards and overall strategy.

○ **Empowerment of farmers and workers**

This is a goal of Fairtrade. Small farmer groups must have a democratic structure and transparent administration in order to be certified. Workers must be allowed to have representatives on a committee that decides on the use of the Fairtrade Premium. Both groups are supported by FLO to develop their capacity in this area.

➤ **For Consumers**

Shoppers can buy products in line with their values and principles. They can choose from an ever growing range of great products. By buying into Fairtrade consumers support producers who are struggling to improve their lives.

➤ **For Traders/companies**

Since its launch in 2002 the FAIRTRADE Mark has become the most widely, recognised social and development label in the world.

Fairtrade offers companies a credible way to ensure that their trade has a positive impact for the people at the end of the chain.

➤ **For Environment**

Fairtrade rewards and encourages farming and production practices that are environmentally sustainable. Producers are also encouraged to strive toward organic certification.

Producers must:

- Protect the environment in which they work and live. This includes areas of natural water, virgin forest and other important land areas and dealing with problems of erosion and waste management.
- Develop, implement and monitor an operations plan on their farming and techniques. This needs to reflect a balance between protecting the environment and good business results.
- Follow national and international standards for the handling of chemicals. There is a list of chemicals which they must not use.
- Not, intentionally, use products which include genetically modified organisms (GMO).
- Work out and monitor what affect their activities are having on the environment. Then they must make a plan of how they can lessen the impacts and keep checking that this plan is carried out.

## **2.3. RAINFOREST ALLIANCE**

### **2.3.1. What is Rainforest Alliance?**

Rainforest Alliance coffee certification is a standard set and managed jointly by the Rainforest Alliance and the Sustainable Agriculture Network, a group of Latin American partner organizations. A separate body, Sustainable Farm Certification, International, makes the certification decisions by evaluating the audits conducted by accredited inspection bodies.

Rainforest Alliance standards are based on integrated pest management (IPM) that allow for some uses of synthetic agrochemicals and thus differ from the Organic certification in this regard. These standards also make provision for protecting the rights and welfare of workers and communities.

Rainforest Alliance certification is built on the three pillars of sustainability environmental protection, social equity and economic viability. No single pillar can support long-term success on its own, so we help farmers succeed in all three areas.

Since 1992, when it began in Costa Rica, the certification program has spread to 25 tropical countries around the world where the well-being of millions of farmers and workers and countless wildlife species is at stake. More than two million farmers, farm workers and their families directly benefit from Rainforest Alliance certification.

### **2.3.2. How does certification work?**

The certification standards guide farmers toward sustainable farm management and give independent auditors a concrete measure by which to evaluate social and environmental improvements.

Farms that meet the standards are awarded the Rainforest Alliance Certified seal of approval, a prestigious badge that can be used to market products.

### **2.3.3. What are the criteria for a farm to obtain certification?**

To earn certification, a farm must meet the standards of the Sustainable Agriculture Network.

Sustainable Agriculture Network (SAN) standards are based on an internationally recognized integrated pest management model, which allows for some limited, strictly controlled use of agrochemicals. SAN standards emphasize two important goals: wildlife conservation and worker welfare. Farmers certified by the Rainforest Alliance do not use agrochemicals prohibited by the United States Environmental Protection Agency and the European Union, nor do they use chemicals listed on the Dirty Dozen list of the Pesticide Action Network North America.

Managers of certified farms are required to use biological or mechanical alternatives to pesticides whenever possible. When farmers determine that agrochemicals are necessary to protect the crop, they must choose the safest products available and use every available safeguard to protect human health and the environment.

Certification approaches farming in a holistic manner, and we have demonstrated that these standards afford a realistic and effective way for farms of all sizes to move toward independence from agrochemicals.

Wildlife conservation is an integral part of our sustainable farm management system. Certified farms can be a haven for wildlife, and often serve as buffer zones around parks and as "wildlife corridors" between parks. Sustainable Agriculture Network standards provide guidelines for the protection of wildlife and forests and other valuable habitats in and around farms.

Certified coffee and cocoa farms in natural forest zones are required to maintain diverse shade-cover of native trees, which provide habitat for all types of species, from birds to monkeys. Many certified farms protect forest reserves.

#### **2.3.4. How do farmers benefit?**

Certification increases efficiency on farms, reducing costly inputs and improving management. Workers benefit from a cleaner, safer, more dignified workplace where their rights are respected. Certification gives farm owners better access to specialty buyers, contract stability, favorable credit options, publicity, technical assistance and premium markets.

Although the Rainforest Alliance and other Sustainable Agriculture Network members are not directly involved in the negotiations between farmers and their product buyers, we find that most farmers are able to receive a price premium because their farms are certified. Generally the quality of the farm product also improves.

#### **2.3.5. The SAN's sustainable agriculture standard guiding principles**

##### **I. Management System**

Social and environmental management systems (according to the complexity of the operation) must be in place so that auditors can confirm that farms are operated in compliance with the Sustainable Agriculture Network (SAN) standard and the laws of the respective countries.

Most farmers find that such a system not only improves conditions for workers and the environment, but also results in better-organized and more efficient farms.

##### **II. Ecosystem Conservation**

Farmers must conserve existing ecosystems and aid in the ecological restoration of critical<sup>9</sup> areas. They can achieve this by taking steps that protect waterways and wetlands from erosion and contamination, prohibit logging and other deforestation, maintain vegetation barriers and prevent negative impacts on natural areas outside farmlands.

##### **III. Wildlife Protection**

Certified farms serve as refuge for wildlife, and therefore farmers should monitor wildlife species on farms. This is particularly important for endangered species and their habitats on the land, which farmers should take specific steps to protect.

This includes educating workers, prohibiting hunting and the removal of plants and animals from their lands, protecting nesting places, and either releasing captive wildlife or registering animals with the proper authorities.

#### **IV. Water Conservation**

The SAN standard requires that farmers conserve water by keeping track of water sources and consumption. A farm's practices and machinery may need to be modified – or new technology installed – in order to reduce water consumption or to avoid contamination of springs and rivers on and near the property. Farmers should have the proper permits for water use, treat wastewater and monitor water quality.

#### **V. Working Conditions**

Farmers must ensure good working conditions for all employees, as defined by such international bodies as the United Nations and the International Labour Organization. The SAN standards prohibit forced and child labor and all forms of discrimination and abuse. Workers should be aware of their rights and of farm policies.

They should benefit from legally established salaries, work schedules and any benefits required by the national government. If housing is provided, it must be in good condition, with potable water, sanitary facilities and waste collection. Workers and their families should have access to healthcare and education.

#### **VI. Occupational Health**

Certified farms must have occupational health and safety programs to reduce the risk of accidents. This requires that workers receive safety training – especially regarding the use of agrochemicals – and that farmers provide the necessary protective gear and ensure that farm infrastructure, machinery and other equipment is in good condition and poses no danger to human health.

The SAN standard contains extensive criteria for establishing a safe work environment. This includes avoiding the potentially harmful effects of agrochemicals on workers and others, identifying and mitigating health risks and preparing for emergencies.

#### **VII. Community Relations**

The SAN standard requires farmers to be good neighbors and inform surrounding communities and local interest groups about their activities and plans. They should consult with interested parties about the potential impacts of their farm and contribute to local development through employment, training and public works.

## **VIII. Integrated Crop Management**

The SAN encourages the elimination of chemical products that pose dangers to people and the environment. Farm managers must monitor pests and use biological or mechanical alternatives to pesticides where possible – and if they determine that agrochemicals are necessary to protect the crop, they are obligated to choose the safest products available and use every possible safeguard to protect human health and the environment.

## **IX. Soil Conservation**

A goal of SAN's sustainable agriculture approach is the long-term improvement of soils, which is why certified farms take steps to prevent erosion, base fertilization on crop requirements and soil characteristics and use organic matter to enrich soil.

Vegetative ground cover and mechanical weeding are used to reduce agrochemical use whenever possible.

## **X. Integrated Waste Management**

Certified farms are clean and orderly with programs for managing waste through recycling, reducing consumption and reuse. Waste is segregated, treated and disposed of in ways that minimize environmental and health impacts. Workers are educated about properly managing waste on the farms and in their communities.

### **2.3.6. Certification Requirements**

Certification is open to all applicants who fulfill the social and environmental best practices defined in the standards established by the Sustainable Agriculture Network. Individual farms or farm groups can apply for certification.

In order to obtain certification for the first time or renew a certification agreement, the audited farm must meet the criteria detailed below:

- Conformity with 80 percent of the applicable sustainable agriculture standards.
- Conformity with 50 percent or more of every principle of the applicable standards.

No evidence of critical non-conformities to the applicable standards.

Once certification is approved, a Certification Agreement must be signed and an Annual Fee must be paid in order to get the Certificate and access to the Marketplace.

Sustainable Farm Certification, Intl. may cancel a farm's certification under any of the following conditions:

- The client does not comply with Farm Certification Policy- Sustainable Agriculture Network.
- For group administrators, incompliance with the requirements defined in Standards for Groups- Sustainable Agricultura Network.
- The client does not incorporate SAN updated documents and its modifications on the period set by the Secretariat from the Sustainable Agriculture Network.
- The client does not comply with the conditions stipulated on the Certification Agreement Rainforest Alliance Certified signed with the certification body.
- The client does not allow the development of an audit justified by the certification body.
- An annual or certification audit is carried out after the due date of the certificate each year.
- The client performs bribery or coercion to the auditor or audit team of an Inspection Body with the intention of influencing the audit result.
- The client does not declare in a precise and fair way the scope of its certification and certified products, according to "Rainforest Alliance Certified Use of the Seal Guidelines".
- The client participates in a direct or indirect way in sales, commercialization or publicity of noncertified products in relation with Rainforest Alliance Certified certification seal, according to "Rainforest Alliance Certified Use of the Seal Guidelines."
- The client commits fraud of the condition of Rainforest Alliance Certified certification or its products Rainforest Alliance Certified.
- The client fails to inform the buyers about the restrictions that apply for the use of the Rainforest Alliance Certified seal.

#### **2.3.7. Rainforest Alliance certification process.**

##### **➤ Certification Cycle**

The Rainforest Alliance Certified cycle covers a three-year period as detailed below. The following activities are carried out during this period:

##### **○ Certification Audit:**

This audit determines the producers conformity to the social and environmental standards of the Sustainable Agriculture Network. A certification decision is made as a result of the audit.

- **Annual Audits:**

These are conducted in Years 1 and 2. These audits verify and monitor the ongoing fulfillment of the standards and serve to identify any corrective actions necessary to maintain compliance.

In order for a farm or group to maintain its certification for another three-year cycle, the farm or group manager must complete a new service application in the third year. A certification audit must also be conducted in the third year.

In addition to scheduled audits, other types of audits can be conducted in order to verify fulfillment of the standards throughout the certification cycle.

- **Verification Audits**

These are conducted to verify documentation and plans created in previous audits. Investigation Audits are unannounced visits, often to research complaints or specific issues brought to the attention of the inspection bodies.

In the certification process the following two external committees are involved:

- **The Certification Committee**

It is responsible for making decisions related to granting a farm certification, as well as to suspensions and cancellations. It also follows up on complaints and investigations.

- **The International Assessor Committee**

It is responsible for the review, analysis and recommendations for appeals presented by producers. The International Assessor committee is composed of volunteer professionals and specialists.

- **Audits and Certificates**

Certification audits are carried out by a team of sanctioned auditors who visit the farm operation to verify its social- environmental performance and management according to the Sustainable Agriculture Standards. Audits include an opening meeting, document revision, evidence-gathering, interviews and a closing meeting.

Once the field audit is conducted, the auditor team generates a report with details about the farm's conformity with the standards. When appropriate, the auditors can request additional information before submitting the audit report.

Certificates are only granted to applicants who fulfill all of the requirements established by Sustainable Farm Certification, Intl. and the Sustainable Agriculture Standards.

➤ **Using the Rainforest Alliance Certified Seal**

Once producers become Rainforest Alliance Certified, they receive a certificate which can be submitted with an application for the use of the Rainforest Alliance Certified seal.

The seal shows that a farm operation is in compliance with the Sustainable Agriculture Standards. The certified producer cannot alter the seal or try to register it or any similar mark.

➤ **Certification complaints, claims and appeals**

Sustainable Farm Certification International Ltda., has a Procedure to Handle Complaints, Claims and Appeals, as we are committed to continuously improve our service, regarding client satisfaction as the most important aspect of it. Complaints, claims and appeals are handled as confidential between the person or organization who requests such measures and the scope involved.

Through subcontracted Inspection Bodies the farm or group may submit its complaints, claims and appeals.

Sustainable Farm Certification International Ltda. is committed to follow-up on them and to provide a response through the appropriate channels as described in the Procedure.

Should you need to submit an appeal on the certification decision, please use the Certification Appeals Form provided and contact the respective Inspection Body. They will forward the appeal to Sustainable Farm Certification International Ltda., who shall make the final decision and inform the Inspection Body, in order to subsequently inform you of the decision.

## **2.4. 4C - COMMON CODE FOR THE COFFEE COMMUNITY**

The 4C Association, is an open and inclusive membership association involving coffee producers, trade and industry and civil society. Inspired by the UN Millennium Development Goals, the initiative emerged across the entire coffee sector in 2003 and was officially established in December 2006.

### **2.4.1. How does the 4C concept work?**

The 4C Code of Conduct includes baseline requirements for the sustainable production, processing and trading of coffee and eliminates unacceptable practices. The code facilitates a dynamic improvement process by providing guidance for and commitment to continuous improvement. 4C helps growers, especially small-holders, and their Business Partners to step up from the sustainability baseline to more demanding standards.

### **2.4.2. How is the 4C association funded?**

The 4C Association is funded by membership fees and public contributions. Membership fees are weighted according to financial means: small-scale producers pay a one-off joining fee of €7.50, making 4C Association accessible to a huge number of coffee growers worldwide, whereas trade and industry members pay up to €160,000 annually. Paying lower fees, however, does not mean having less influence on 4C's work, since the different categories of membership are equally represented within the Association's decision-making bodies.

### **2.4.3. What are the benefits for the producers?**

By focusing on this sustainability baseline, 4C is able to address the vast majority of coffee producers with limited or no access to the markets of certified coffees. 4C aims at increasing coffee producers' net income through quality improvements, improved marketing conditions, cost reductions, increasing efficiency and optimization of supply chain functions. 4C Verification checks the internal monitoring systems that determine sustainable production, processing and trading. Through its global network, 4C provides support services including training and access to tools and information.

### **2.4.4. What is the commitment of trade and industry?**

Joining 4C implies clear responsibilities for trade and industry members, who cover not only verification costs but also contribute 30% - 70% of their membership fees to 4C Support Services. 4C's roaster members commit to buying increasing amounts of coffee from verified producers over time and report on these amounts on an annual

basis. Roasters may communicate their engagement to sustainability via a membership statement on their packaging.

#### **2.4.5. Consumers?**

4C is a business-to-business concept and fits perfectly with the established brands of the mainstream industry as it aims at enhancing the company as such and not single labelled products. This is also reflected in the 4C communication framework: There is no label or seal or product reference to be used on retail coffee packs for marketing 4C Compliant Coffee to the final consumer, but a membership statement which emphasizes the respective company's commitment to the 4C Association and what it stands for.

The membership statement does not refer to the proportion or quality of 4C Compliant Coffee in a retail pack and may be used on the entire range of a member's brands thus creating maximum awareness for the roaster's commitment. This arrangement is ideal for roasting companies with a broad blend portfolio.

To note here that, other than on coffee retail packs, members may use the 4C logo in all corporate communications, such as publications, websites, brochures etc. Industry members commit to buy increasing amounts of 4C Compliant Coffee over time, thus helping them to gradually integrate this coffee into their portfolio.

#### **2.4.6. 4C STEP BY STEP:**

The Road to Joining the 4C System

Are you an individual coffee producer, a group of producers, a cooperative or a coffee growers' association and interested in joining the 4C Association? This document gives you a detailed explanation on how to do it.

##### **STEP 1: Become a 4C Member**

4C is a membership organisation; therefore, the first step to enjoying 4C benefits is to become a member and to commit yourself to the continuous improvement of good coffee practices.

The registration process to become a member is a straight forward and formal process. First, you must fill the 4C registration form (4CDoc\_027\_ Registration- Producers\_v2.2\_en) that is available on the 4C homepage, [www.4c-coffeeassociation.org](http://www.4c-coffeeassociation.org). If you need further information about the registration process, either your local contact person (if available) or the 4C Secretariat will provide you with further documents upon request, please contact [info@4c-coffeeassociation.org](mailto:info@4c-coffeeassociation.org).

You will formally become a 4C member after submitting a completed registration form and paying the membership fee. Not only can individual producers be 4C members, but also coffee grower associations, mills, cooperatives, and others can register for membership too.

### **Find your Category**

The different membership categories for producers depend on the number of bags of coffee you produced last harvest season (or in your coffee year).

Please use the producers' registration form that can be provided by the Secretariat.

Your producer category also determines your membership fee: If you produce up to 100 - 250 bags annually, you pay a "once-only" joining fee of EUR 7.50.

Coffee growers producing more than 250 bags annually pay a very moderate annual fee based on the amount of coffee they produce.

A document with detailed information about membership categories and respective fees for 4C membership is available on the 4C website: [www.4c-coffeeassociation.org](http://www.4c-coffeeassociation.org) (4CDoc\_026\_Membership categories and fees\_v2.2\_en).

Please, be aware that becoming a 4C member and selling 4C compliant coffee are two independent ways you can participate. As a producing member of 4C, you can enjoy the advantages of the membership such as contact to 4C Support Services, you can elect representatives in the Producers' Chamber and can participate actively in the decision making process and future development of the 4C Association.

However, to be able to sell 4C compliant coffee additional steps are necessary.

Next, we will explain how you can become a 4C compliant coffee seller.

### **STEP 2: Join or Form a 4C Unit**

The 4C Unit concept is a very flexible system and can be located at any part of the coffee supply chain in a producing country. There are two essential conditions to be able to establish a 4C Unit: a) You must be able to fill one container with green coffee (usually 20 mt) and; b) You must be able to appoint a "Managing Entity" to monitor all activities related to 4C between all participants of the "Unit".

If you are a farmer and produce at least one container of green coffee on your farm, you can register yourself as a "4C Unit". If not, you will need to join an established 4C Unit or get together with other small farmers and establish a new one.

The concept is easy: Every group of producers who together can fill one container with green coffee can register as a 4C Unit.

A 4C Unit can be a group of small-scale producers who agree to register together. It can also be an already organized group of farmers, like a cooperative or a growers' association. Or it can be an export organization, a local trader or mill.

Within the 4C concept, all people in direct contact with the coffee in a 4C Unit is called a “Business Partner”. All companies who provide services related to the coffee production (i.e. pesticides spraying companies) are also considered “business partners”.

### **How does a 4C Unit work?**

The 4C Unit must appoint a “Managing Entity”. Its main responsibilities are to fill in the registration forms, maintain contact with the 4C Secretariat, and to play an active role in establishing internal monitoring mechanisms to guarantee that all members of the 4C Unit meet the requirements of the Code.

To support the implementation activities of the internal monitoring system, 4C has developed a basic tool (4CDoc\_033\_Business Partner Mapping\_v1.1\_en) that will help you get this internal monitoring system started.

Using the “Business Partner Mapping”, the leader, manager or “Managing Entity” of the 4C Unit will list all individual coffee producers and other suppliers, such as a pesticide spraying company, who also form part of the 4C Unit.

Apart from providing useful information such as the size of their coffee farms, the amount of coffee produced and the number of employees; this list also reflects the current performance of the Business Partners with respect to the criteria of the 4C. This information is very useful for the management of the 4C Unit, as it allows the Management to identify priority areas for 4C improvement practices. In addition, this mapping list will help the 4C verifier at a later stage.

If you have further questions, you may contact your local contact person or the 4C Secretariat who can support you further in establishing a 4C Unit.

Once you have established or joined a 4C Unit, you have the organizational structure to enter the 4C supply chain. The 4C Secretariat can also supply you with the document “Best practices on how to establish a 4C Unit” that provides helpful step-by-step advice on how a 4C unit works.

### **STEP 3: Comply with the 4C Code of Conduct**

One of the pillars of the 4C Association is the 4C Code of Conduct. This Code includes 28 basic Principles covering social, environmental and economic areas which shall be applied in the production, processing and trading of the green coffee. In addition to the best practices, the 4C Code also defines a list of 10 so called “unacceptable” practices, which must be completely excluded from the performance of all members of a 4C Unit. Once you become a member of a 4C Unit the unacceptable practices must be eliminated. In the case that any of the members still implement any of those practices, they shall stop doing so immediately. Compliance

with the 28 Principles and eliminating un-acceptable practices defined by the Code is the first step towards attaining the 4C License.

The local contact or 4C Secretariat will provide you with detailed information about the unacceptable practices and will guide you in learning how to identify them.

### **The Key is the “Average Yellow”!**

Each principle of the Code is classified in three different criteria. The highest classification of each criterion is identified with the green colour and, as a traffic light, it means that it is correct and is signal for “go”. The second classification of the criterion is identified with the yellow colour, meaning that there is room for improvement. The third classification is identified with the red colour, this indicates that a practice should be abandoned as soon In order to enter the 4C system as a 4C Unit, including having all your

Business Partners identified, you will need to achieve a baseline level of sustainability. 4C defines this baseline sustainability through a level of the “Average Yellow” in each dimension of the 4C Code: social, environmental and economic. This means that you will need to have yellow practices in every Principle within its respective dimensions. Another option to obtain the Average Yellow is for each red criterion you have, you will need to have a green criterion in the same dimension.

Please note that unacceptable practices have to be abandoned completely within your entire 4C Unit. Some red practices can be accepted during the starting phase as long as you have the same amount of green practices in your Self-Assessment in the respective dimensions within your 4C Unit.

Those practices in place which are reflected by a red criterion have to be abandoned subsequently using an improvement plan.

### **Conduct a Self-Assessment**

In order to analyse the situation of a 4C Unit and to determine whether its members have achieved the status of Average Yellow or not, the 4C Association provides to the leader or to the Managing Entity of the 4C Unit a document called “Self-Assessment”. This document again lists the principles and criteria of the Code, together with indications and examples that will help you identify in which level your 4C Unit currently stands.

The Self-Assessment form is formulated with easy questions and provides you with immediate results. The Managing Entity scores the performance of the entire unit by ticking the respective colours for each principle, including the business partners. If you have achieved Average Yellow at the aggregated level of the 4C Unit: Well done!

Please send the completed Self-Assessment form together with the Business Partner Mapping of your 4C Unit to the 4C Secretariat.

You are very close to being able to get your license to sell 4C compliant coffee.

However, if you still have red criteria identified, you will need to abandon them at a rate of at least one red criterion each year in order to keep your licence.

The results of the Self-Assessment will help you to identify the most urgent needs for improvement. A simple improvement plan for your 4C Unit will help you to reach the “yellow” level in the respective criterion after a maximum of two years. In any case, you may make use of the Support Services provided to improve the conditions in your 4C Unit.

### **Apply for the 4C Support Services**

All 4C members, whether they have achieved the Average Yellow status or not, have access to the 4C Support Services. There are various forms of support. The first possibility links you with best practices, useful information and manuals which can support you in abandoning your red criteria. This linking is done through a 4C database system that integrates the information from your Self-Assessment.

The second possibility of support is the training sessions. You can apply for training sessions on identified critical issues resulted to your Self-Assessment.

For example you have realized that waste water management is a big challenge for your 4C Unit, you can apply for training in good agricultural or technical practices in order to address that issue.

These training sessions are provided free of charge and usually work with a “Train the Trainer approach”. This means that 4C organizes an event for trainers who then spread what they have learned to other 4C Units and individual coffee producers.

Through its network of the 4C Support Platform, the 4C Association can also provide useful contacts to different support organisations, research institutions, experts among producers, buyers, and civil society members of 4C and other sustainability initiatives in your respective country or region. The forms to apply for these support services are available on the 4C website.

Through the Support Platform, 4C provides you with useful contact details from different support organizations, research institutions, expert buyers, suppliers, civil society, 4C members, as well as other sustainability initiatives from your respective country or region. As a member, you can always apply for 4C Support Services, before or after conducting the Self-Assessment, whether you have been verified or not.

#### **STEP 4: Apply for Verification**

Once you have registered as a member, formed or joined a 4C Unit, conducted your Self-Assessment at the aggregate level of the entire Unit with the result of Average Yellow and have sent this information together with the business partners mapping to the 4C Secretariat, the only step missing to obtain your licence to sell 4C compliant coffee is the external confirmation of Average Yellow and that you are on the way toward continuous improvement. The external confirmation is done through a verification process, conducted by an independent, external auditor. The Secretariat will organize the selection of a 4C verifier for your 4C Unit and cover the costs for the entire regular, external auditing process. This is a unique characteristic of the 4C system!

##### **The verification visit**

Before the 4C verification takes place, you will receive a detailed information package on what exactly will happen during the verification visit, what documents need to be provided, who should be present during the visit, etc.

The entrance point for the verification visit is the Managing Entity of the 4C Unit. The Management is responsible for ensuring that all the producers and partners belonging to this 4C Unit and supplying coffee are listed, that unacceptable practices have been eliminated and that they fulfil the requirements of Average Yellow.

The Managing Entity of the 4C Unit needs to prove that a functioning (pre -liminary) internal monitoring system and communication channels are in place to assess the performance in terms of social, ecological and economic conditions. This system can be simple - as long as it works.

Verification is conducted on the level of the 4C Unit management. It is based on interviews, inspection, document checks and it is combined with random field checks. The 4C system indicates that field checks must be conducted according to a determined formula (50 per cent of the square root of the business partners plus one).

After the verification visit, the verifier has to confirm the result of the Self-Assessment and report it back to the 4C Secretariat. The 4C Unit can now be granted a 4C License and will be able to sell 4C compliant coffee. In case the verifier does not confirm the status of Average Yellow, you will not receive a 4C License and will not be allowed to sell the coffee from your Unit as 4C compliant coffee.

In this case, you will have another chance to improve your practices within your entire 4C Unit and apply for another verification visit by sending again the documents to the 4C Secretariat. In this case, your Unit will need to cover the costs of this new verification visit.

On a yearly basis, the 4C Unit has to submit to the 4C Secretariat an updated version of the Self-Assessment form and the Business Partner Mapping.

Continuous improvement of the overall performance will be measured over time. The verification process is repeated regularly every three years. Nevertheless, unannounced random verification visits will take place in different countries.

#### **STEP 5: Sell 4C compliant coffee!**

You are ready to sell green coffee as “4C compliant coffee”! The 4C system builds on the regular market mechanisms of supply and demand. There is no fixed premium or fixed price for coffee coming from a 4C verified Unit. However, there is a strong demand for coffee, as the members of the Association represent a large portion of the world's coffee demand and these actors have committed to buying increasing amounts of 4C compliant coffee.

If you require detailed information, remember that the 4C Secretariat is available for all questions, comments, and, of course, for your filled-in Self-Assessment forms!

We strongly believe that together we can make a difference!

#### **4C ASSOCIATION IN A NUTSHELL**

Within the 4C Association coffee farmers, trade and industry and civil society from around the world work together for more sustainability in the entire coffee sector.

This global community has joined forces to continuously improve the social, environmental and economic conditions for the people making their living from coffee.

Main pillars of the association, established in 2006, are a code of conduct, rules of participation for trade and industry, support mechanisms for coffee farmers, a verification system and the participatory governance structure.

Please visit [www.4c-coffeeassociation.org](http://www.4c-coffeeassociation.org) for the latest activities and in-depth information on the 4C Association and its results.

## 2.5. ORGANIC

### Definition of 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.

Organic is the first sustainability certification in agriculture. It is also the only standard that has been codified into law in many countries. Using the word "Organic" or its translations such as "bio" is regulated by law in many of the major markets. For some, this weight of law conveys an additional level of credibility since the consequences for violation or misuse of the standard are clearly mandated.

There are several definitions of organic agriculture. Many people think that organic means 'produced without any chemical inputs'.

However, many traditional forms of agriculture are chemical-free but not necessarily organic, as they do not follow ecological management principles. Equally, organic is not solely dependent on certification. In local settings, where customers know, trust and can visit the organic producer, there is an understanding between the two about what organic quality means.

It is worthwhile mentioning two subcategories in the Organic coffee segment. Bird Friendly certified by the Smithsonian Migratory Bird Center (SMBC) and Demeter certified coffee. These were among the earliest certifiers and are certainly among the most stringent in their requirements, one of which is to be fully Organic. The main consumer markets for this certification are Germany, Switzerland and the U.S.

In more distant organic markets, particularly international ones, the customers and producers don't meet; and this is where external (third party) certification comes in, providing a guarantee to the customers that the produce complies with organic standards. This chapter firstly describes the principals of organic agriculture, and then certification.

### 2.5.1. The Principles of Organic Agriculture

These Principles are the roots from which organic agriculture grows and develops. They express the contribution that organic agriculture can make to the world and a vision to improve all agriculture in a global context.

Agriculture is one of humankind's most basic activities because all people need to nourish themselves daily. History, culture and community values are embedded in agriculture. The Principles apply to agriculture in the broadest sense, including the way people tend soils, water, plants and animals in order to produce, prepare and distribute food and other goods. They concern the way people interact with living landscapes, relate to one another and shape the legacy of future generations.

The Principles of Organic Agriculture serve to inspire the organic movement in its full diversity. They guide IFOAM's development of positions, programs and standards. Furthermore, they are presented with a vision of their world-wide adoption.

Each principle is articulated through a statement followed by an explanation. The principles are to be used as a whole. They are composed as ethical principles to inspire action.

## **I. Principle of health**

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

This principle points out that the health of individuals and communities cannot be separated from the health of ecosystems - healthy soils produce healthy crops that foster the health of animals and people.

Health is the wholeness and integrity of living systems. It is not simply the absence of illness, but the maintenance of physical, mental, social and ecological well-being. Immunity, resilience and regeneration are key characteristics of health.

The role of organic agriculture, whether in farming, processing, distribution, or consumption, is to sustain and enhance the health of ecosystems and organisms from the smallest in the soil to human beings. In particular, organic agriculture is intended to produce high quality, nutritious food that contributes to preventive health care and well-being. In view of this it should avoid the use of fertilizers, pesticides, animal drugs and food additives that may have adverse health effects.

## **II. Principle of ecology**

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

This principle roots organic agriculture within living ecological systems. It states that production is to be based on ecological processes, and recycling. Nourishment and well-being are achieved through the ecology of the specific production environment. For example, in the case of crops this is the living soil; for animals it is the farm ecosystem; for fish and marine organisms, the aquatic environment.

Organic farming, pastoral and wild harvest systems should fit the cycles and ecological balances in nature. These cycles are universal but their operation is site-specific. Organic management must be adapted to local conditions, ecology, culture and scale. Inputs should be reduced by reuse, recycling and efficient management of materials and energy in order to maintain and improve environmental quality and conserve resources.

Organic agriculture should attain ecological balance through the design of farming systems, establishment of habitats and maintenance of genetic and agricultural diversity. Those who produce, process, trade, or consume organic products should protect and benefit the common environment including landscapes, climate, habitats, biodiversity, air and water.

### **III. Principle of fairness**

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

Fairness is characterized by equity, respect, justice and stewardship of the shared world, both among people and in their relations to other living beings.

This principle emphasizes that those involved in organic agriculture should conduct human relationships in a manner that ensures fairness at all levels and to all parties - farmers, workers, processors, distributors, traders and consumers. Organic agriculture should provide everyone involved with a good quality of life, and contribute to food sovereignty and reduction of poverty. It aims to produce a sufficient supply of good quality food and other products.

This principle insists that animals should be provided with the conditions and opportunities of life that accord with their physiology, natural behavior and well-being.

Natural and environmental resources that are used for production and consumption should be managed in a way that is socially and ecologically just and should be held in

trust for future generations. Fairness requires systems of production, distribution and trade that are open and equitable and account for real environmental and social costs.

#### **IV. 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.

Organic agriculture is a living and dynamic system that responds to internal and external demands and conditions. Practitioners of organic agriculture can enhance efficiency and increase productivity, but this should not be at the risk of jeopardizing health and well-being. Consequently, new technologies need to be assessed and existing methods reviewed. Given the incomplete understanding of ecosystems and agriculture, care must be taken.

This principle states that precaution and responsibility are the key concerns in management, development and technology choices in organic agriculture. Science is necessary to ensure that organic agriculture is healthy, safe and ecologically sound. However, scientific knowledge alone is not sufficient. Practical experience, accumulated wisdom and traditional and indigenous knowledge offer valid solutions, tested by time. Organic agriculture should prevent significant risks by adopting appropriate technologies and rejecting unpredictable ones, such as genetic engineering. Decisions should reflect the values and needs of all who might be affected, through transparent and participatory processes.

##### **2.5.2. Organic Standards and Certification**

Organic standards have long been used to create an agreement within organic agriculture about what an "organic" claim on a product means, and to some extent, to inform consumers. Regional groups of organic farmers and their supporters began developing organic standards as early as in the 1940's. Currently there are hundreds of private organic standards worldwide; and in addition, organic standards have been codified in the technical regulations of more than 60 governments.

Organic certification was first instituted in the 1970's by the same regional organic farming groups that first developed organic standards. In the early years, the farmers inspected one another on a voluntary basis, according to quite a general set of standards. Today third-party certification is a much more complex and formal

process. Although certification started as a voluntary activity, the market began to demand it for sales transactions, and now it is required by the regulations of many governments for any kind of an "organic" claim on a product label.

Organic certification is a certification process for producers of organic food and other organic agricultural products. In general, any business directly involved in food production can be certified, including seed suppliers, farmers, food processors, retailers and restaurants. Requirements vary from country to country, and generally involve a set of production standards for growing, storage, processing, packaging and shipping that include:

- avoidance of most synthetic chemical inputs (e.g. fertilizer, pesticides, antibiotics, food additives, etc), genetically modified organisms, irradiation, and the use of biosolids;
- use of farmland that has been free from synthetic chemicals for a number of years (often, three or more);
- keeping detailed written production and sales records (audit trail);
- maintaining strict physical separation of organic products from non-certified products;
- undergoing periodic on-site inspections.

In some countries, certification is overseen by the government, and commercial use of the term organic is legally restricted. Certified organic producers are also subject to the same agricultural, food safety and other government regulations that apply to non-certified producers.

### **2.5.3. Purpose of certification**

Organic certification addresses a growing worldwide demand for organic food. It is intended to assure quality and prevent fraud, and to promote commerce. While such certification was not necessary in the early days of the organic movement, when small farmers would sell their produce directly at farmers' markets, as organics have grown in popularity, more and more consumers are purchasing organic food through traditional channels, such as supermarkets. As such, consumers must rely on third-party regulatory certification.

For organic producers, certification identifies suppliers of products approved for use in certified operations. For consumers, "certified organic" serves as a product assurance, similar to "low fat", "100% whole wheat", or "no artificial preservatives".

Certification is essentially aimed at regulating and facilitating the sale of organic products to consumers. Individual certification bodies have their own service marks,

which can act as branding to consumers—a certifier may promote the high consumer recognition value of its logo as a marketing advantage to producers. Most UK certification bodies operate organic standards that meet the UK government's minimum requirements. Some certification bodies, such as the Soil Association, certify to higher standards.

#### 2.5.4. Third party certification process

To certify a farm, the farmer is typically required to engage in a number of new activities, in addition to normal farming operations:

- Study the organic standards, which cover in specific detail what is and is not allowed for every aspect of farming, including storage, transport and sale.
- Compliance – farm facilities and production methods must comply with the standards, which may involve modifying facilities, sourcing and changing suppliers, etc.
- Documentation – extensive paperwork is required, detailing farm history and current set-up, and usually including results of soil and water tests.
- Planning – a written annual production plan must be submitted, detailing everything from seed to sale: seed sources, field and crop locations, fertilization and pest control activities, harvest methods, storage locations, etc.
- Inspection – annual on-farm inspections are required, with a physical tour, examination of records, and an oral interview.
- Fee – an annual inspection/certification fee (currently starting at \$400-\$2,000/year, in the US and Canada, depending on the agency and the size of the operation).
- Record-keeping – written, day-to-day farming and marketing records, covering all activities, must be available for inspection at any time.

In addition, short-notice or surprise inspections can be made, and specific tests (e.g. soil, water, plant tissue) may be requested.

For first-time farm certification, the soil must meet basic requirements of being free from use of prohibited substances (synthetic chemicals, etc) for a number of years. A conventional farm must adhere to organic standards for this period, often, two to three years. This is known as being in transition. Transitional crops are not considered fully organic.

Certification for operations other than farms is similar. The focus is on ingredients and other inputs, and processing and handling conditions. A transport company would be required to detail the use and maintenance of its vehicles, storage facilities,

containers, and so forth. A restaurant would have its premises inspected and its suppliers verified as certified organic.

### **Participatory certification**

“Participatory Guarantee Systems 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” [1] (IFOAM definition, 2008).

Participatory Guarantee Systems (PGS) represent an alternative to third party certification, especially adapted to local markets and short supply chains. They can also complement third party certification with a private label that brings additional guarantees and transparency. PGS enable the direct participation of producers, consumers and other stakeholders in:

- the choice and definition of the standards
- the development and implementation of certification procedures
- the certification decisions

Participatory Guarantee Systems are also referred to as “participatory certification”.

### **2.5.5. Certification and product labeling Organic Certification**

In some countries, organic standards are formulated and overseen by the government. The United States, the European Union, Canada and Japan have comprehensive organic legislation, and the term "organic" may be used only by certified producers. Being able to put the word "organic" on a food product is a valuable marketing advantage in today's consumer market, but does not guarantee the product is legitimately organic. Certification is intended to protect consumers from misuse of the term, and make buying organics easy. However, the organic labeling made possible by certification itself usually requires explanation. In countries without organic laws, government guidelines may or may not exist, while certification is handled by non-profit organizations and private companies.

Internationally, equivalency negotiations are underway, and some agreements are already in place, to harmonize certification between countries, facilitating international trade. There are also international certification bodies, including members of the International Federation of Organic Agriculture Movements (IFOAM) working on harmonization efforts. Where formal agreements do not exist between countries, organic product for export is often certified by agencies from the importing countries, who may establish permanent foreign offices for this purpose.

## North America

In the US, federal organic legislation defines three levels of organics. Products made entirely with certified organic ingredients and methods can be labeled "100% organic". Products with at least 95% organic ingredients can use the word "organic". Both of these categories may also display the USDA organic seal. A third category, containing a minimum of 70% organic ingredients, can be labeled "made with organic ingredients". In addition, products may also display the logo of the certification body that approved them. Products made with less than 70% organic ingredients can not advertise this information to consumers and can only mention this fact in the product's ingredient statement. Similar percentages and labels apply in the EU.

In the US, the National Organic Program (NOP), was enacted as federal legislation in October 2002. It restricts the use of the term "organic" to certified organic producers (excepting growers selling under \$5,000 a year, who must still comply and submit to a records audit if requested, but do not have to formally apply). Certification is handled by state, non-profit and private agencies that have been approved by the US Department of Agriculture (USDA).

One of the first organizations to carry out organic certification in North America was the California Certified Organic Farmers, founded in 1973.

In Canada, certification was implemented at the federal level on June 30, 2009. Mandatory certification is required for agricultural products represented as organic in import, export and inter-provincial trade, or that bear the federal organic logo.[4] In Quebec, provincial legislation provides government oversight of organic certification within the province, through the Quebec Accreditation Board (Conseil D'Accréditation Du Québec).

## Europe

EU countries acquired comprehensive organic legislation with the implementation of the EU-Eco-regulation 1992. Supervision of certification bodies is handled on the national level. In March 2002 the European Commission issued a europeanwide label for organic food however for most of the countries it was not able to replace existing national product labels

The European organic food label has been mandatory throughout the EU since July 2010.[7] Originally it was planned to replace the old national organic labels but it was finally decided to allow for a transition period where both the EU label and the national labels may be used to mark organic food.

The new logo is a green rectangle that shows twelve stars (from the European flag) placed such that they form the shape of a leaf in the wind. Unlike earlier labels no words are presented on the label lifting the requirement for translations referring to organic food certification.

In other countries

In Japan, the Japanese Agricultural Standard (JAS) was fully implemented as law in April, 2001. This was revised in November 2005 and all JAS certifiers were required to be re-accredited by the Ministry of Agriculture.

In Australia, the Australian Quarantine and Inspection Service (AQIS) is the controlling body for organic certification because there are no domestic standards for organic produce within Australia. Currently the government only becomes involved with organic certification at export, meaning AQIS is the default certification agency. Although there is no system for monitoring the labeling of organic produce sold within Australia, this primarily affects the retail public. Commercial buyers for whom this is an issue have simply taken the export system as a de facto standard and are willing to pay premium prices for produce from growers certified under the National schemes.

In India, APEDA regulates the certification of organic products as per National Standards for Organic Production. "The NPOP standards for production and accreditation system have been recognized by European Commission and Switzerland as equivalent to their country standards. Similarly, USDA has recognized NPOP conformity assessment procedures of accreditation as equivalent to that of US. With these recognitions, Indian organic products duly certified by the accredited certification bodies of India are accepted by the importing countries.]

In China, the China Green Food Development Center awards two Standards: A and AA; while the former standard does permit some use of synthetic agricultural chemicals, the latter is more stringent.

### **Certification issues**

Organic certification is not without its critics. Some of the staunchest opponents of chemical-based farming and factory farming practices also oppose formal certification. They see it as a way to drive independent organic farmers out of business, and to undermine the quality of organic food. Other organizations such as the Organic Trade Association work within the organic community to foster awareness of legislative and other related issues, and enable the influence and participation of organic proponents.

## 2.6. CAFÉ PRACTICES

Each cup of coffee represents extensive environmental, social and economic decisions along that supply chain. Starbucks Coffee Company believes that coffee can and should be grown, processed and traded in a sustainable manner. C.A.F.E. Practices represent a significant step forward in evaluating sustainable green coffee production and encouraging sustainable production for those who strive for continuous improvement in the way they grow, process and trade coffee.

Starbucks initiated C.A.F.E. Practices to evaluate, recognize, and reward producers of high quality sustainably grown coffee. The name reflects the Coffee and Farmer Equity that is the foundation of C.A.F.E. Practices

C.A.F.E. Practices evolved from Starbucks Preferred Supplier Program (PSP). The pilot program called PSP began in 2001. The PSP guidelines were created in partnership with Conservation

International's Center for Environmental Leadership in Business, based on the Conservation Principles for Coffee Production. Since then, Starbucks has made a considerable effort to further define and refine the PSP through extensive contact with growers, Processors and suppliers of coffee as well as other concerned stakeholders.

C.A.F.E. Practices is a green coffee sourcing program developed in collaboration with Conservation International and Scientific Certification Systems (SCS), a third party evaluation and certification firm.

### **How does C.A.F.E. Practices work?**

C.A.F.E. Practices ensures that Starbucks sources sustainably grown and processed coffee by evaluating the economic, social and environmental aspects of coffee production against a defined set of criteria, as detailed in the C.A.F.E. Practices Evaluation Guidelines. The evaluation of Farmers, Processors and Suppliers against the C.A.F.E. Practices Guidelines is conducted by approved third-party verifiers. These Farmers, Processors and Suppliers form the supply chain for coffee production. C.A.F.E. Practices requires that each component of this supply chain meets the minimum economic, social, and environmental requirements of the C.A.F.E. Practices Guidelines.

The guidelines are structured to verify that produced coffee meet environmental and social performance at each stage of the supply chain - from the tree to the point of shipment.

Environmental and social issues are assessed at the farm and at processing mills. Economic accountability is required throughout the entire coffee supply chain. The key issues of economic accountability are financial transparency (how much did participants in the coffee supply chain get paid for their efforts) and equity of financial benefit (did participants in the coffee supply chain receive equitable payment).

C.A.F.E. Practices is supported by several key documents for suppliers and verifiers:

#### Supplier Documents:

C.A.F.E. Practices Supplier Operations Manual - provides applicant a workbook style approach, inviting suppliers to fill-in blanks, capture information and complete all steps while participating in the over all process of C.A.F.E. Practices.

C.A.F.E. Practices Generic Evaluation Guidelines - provides detailed information on each of the different evaluation criteria, including Product Quality, Economic Accountability, Social Responsibility, Coffee Growing-Environmental Leadership, and Coffee Processing- Environmental Leadership.

C.A.F.E. Practices Smallholder Supplement - this document addresses the specific needs of smaller farms, cooperatives and producer associations and is used in conjunction with the Generic Evaluation Guidelines.

Self-Evaluation Handbook - helps Suppliers, Processors and Producers both assess their performance against the environmental, social and economic criteria of the C.A.F.E. Practices as well as prepare for a verification visit from independent, third-party, C.A.F.E. Practices approved Verifiers.

C.A.F.E. Practices Transparency Documentation - Provides information on what economic transparency documentation is necessary for C.A.F.E. Practices.

Regional Guidance Documents - supporting documents to the Evaluation Guidelines, incorporating regional variances and best practices related to coffee growing, harvesting and processing. (in development)

#### Verifier Documents

Verifier's Approval Procedure - Details the requirements and process for becoming an approved verifier for the C.A.F.E. Practices.

Verifier's Operations Manual - Provides standard operating procedures for verifiers on how to accurately, consistently and credibly verify compliance with the Guidelines, including calculation of a C.A.F.E. Practices score

Please refer to these documents for further explanation of how C.A.F.E. Practices works.

[http://www.scscertified.com/csrpurchasing/starbucks\\_docs.html](http://www.scscertified.com/csrpurchasing/starbucks_docs.html)

What are the incentives for C.A.F.E. Practices applicants?

Suppliers who apply to C.A.F.E. Practices and obtain independently verified scores receive preferential buying status with Starbucks Coffee Company.

Suppliers awarded with a status below have met the pre-requisites of quality and financial transparency, and have scored the required minimums in the Social Responsibility Subject Area (SR-HP1) and (SR-HP4).

Suppliers awarded with status will be listed on the C.A.F.E. Practices approved supplier roster in descending order from the highest down to the lowest score. Suppliers with higher scores will be afforded first consideration in Starbucks coffee purchasing decisions, but only if the product specifications, quality, and taste requirements have first been met.

Starbucks will extend preferred pricing and contract terms to participating suppliers who have been verified under C.A.F.E. Practices, with preference given to Strategic and Preferred suppliers. We offer a high-performance incentive of an additional one-year premium of \$.05 per pound of green coffee for any ten percentage point improvement over the previous strategic supplier score above 80% within a three year period.

The success of C.A.F.E. Practices depends upon the continuous improvement of our suppliers and coffee growing practices. Starbucks expects continuous improvement from C.A.F.E. Practices Suppliers as validated through third-party verification, clear movement to a higher level of status, verified status achieving preferred status.

### **Who can apply to C.A.F.E. Practices?**

Starbucks has committed to purchase coffee from Suppliers, Processors and Farms who produce coffee that meets the standards of the C.A.F.E. Practices guidelines. Product quality is an essential prerequisite to participation in C.A.F.E. Practices; potential participants first need to submit a sample to Starbucks Coffee Trading Company (SCTC), in Lausanne, Switzerland, in accordance with Section 1.0 (see supplier ops. manual), Product Quality, and have that sample approved.

Prior to engaging in C.A.F.E. Practices, the supply chain to be verified needs to be fully identified and understood. When applying to C.A.F.E. Practices, applicants must list and detail their entire supply network. Typically suppliers are positioned at the top of a large supply network and work with many coffee Producers and Processors simultaneously. It would be cost prohibitive to require that each and every farm be verified as part of the original C.A.F.E. Practices application.

Instead farms and Processors not holding their own independent C.A.F.E. Practices score within an application's supply network will be selected for verification using a stratified random sampling protocol established by the verification organization and with the guidance of the C.A.F.E.

Practices Verifier Operations Manual. (Also see small holder supplement for more details)

Individual estates, Processors (including their farmer supply network) and producer associations can also receive an independent C.A.F.E. Practices score for their coffee if that coffee is sold as a discreet supply directly or through an agent or exporter. Those producer associations, estates, and Processors can also use that independent score for coffees that are blended and/or contribute to a larger coffee supply network as long as that C.A.F.E. Practices-verified coffee can be accurately quantified and identified at the time of shipment. Individual producers of coffee (e.g. farming entities without any vertical integration or central Processors that cannot characterize their farmer supply network) may not independently apply to C.A.F.E. Practices.

#### **How is C.A.F.E. Practices scored?**

Verifiers score by applying the C.A.F.E. Practices Guidelines to an independent applicant or to a supplier's network on a stratified random sample basis. For a stratified supply chain Verifiers visit those Farms and Processors selected by the sampling process, as well as visit the offices of the applicant supplier. The C.A.F.E. Practices Guidelines will be evaluated on each part of the sampled supply network.

When an application is not independent, the C.A.F.E. Practices score will be based on a weighted aggregate score held by the supplier. The weighted aggregate score is calculated by assessing the environmental criteria on a volume-produced basis as well as social criteria on worker day basis. Please refer to the C.A.F.E. Practices Verifier's Manual for a detailed explanation of the stratified random sampling process.

In the case of independent entities wishing to secure their own C.A.F.E. Practices score, such as Estates, Producer Associations, Mills, or Processors representing a farmer supply network, verifiers will apply the C.A.F.E. Practices Guidelines to each contributing component of the application. C.A.F.E. Practices is scored out of 105 total points. There are three acceptance categories for C.A.F.E. Practices suppliers: Strategic, Preferred and Verified.

#### **For Strategic Supplier status:**

In the areas of Social Responsibility, Environmental Leadership -Coffee Growing, and Environmental Leadership - Coffee Processing, the scores assigned by the approved verifier must meet or exceed 80% of the possible points in each subject area.

#### **For Preferred Supplier status:**

In the subject areas of Social Responsibility, Environmental Leadership - Coffee Growing, and Environmental Leadership - Coffee Processing, Applicants must achieve a minimum of 60% in each subject area.

### **For Verified Supplier status:**

Applicants who do not achieve a minimum of 60% or more in each of the scored Subject areas, but meet the minimum required indicators for the criteria Minimum/Living Wage/Overtime Regulation (SR-HP1) and Child Labor/Discrimination/Forced Labor (SR-HP4). Starbucks expects a Verified Supplier to undergo a re-verification within one year after approval and demonstrate a 10 percentage point improvement with the aim of achieving Preferred or Strategic Supplier status. If an improvement of 10 percentage points is not attained the Verified Status will be lost. Starbucks Coffee Agronomy Company is available to provide further guidance and technical assistance for improvements.

Conditional status is extended to suppliers who have not previously delivered coffee to Starbucks but meet the quality prerequisite through an approved sample. Conditional status is further expressed as Conditional Verified, Conditional Preferred and Conditional Strategic, incorporating the conditions and terms of Verified, Preferred and Strategic statuses as expressed above in this document, with the exception of the potential for long term contracting. Once conditionally accepted suppliers fulfill their first contract with Starbucks, their status will then convert to full C.A.F.E. Practices status in accordance with their score. Should the conditionally accepted supplier fail to fulfill their first contract with Starbucks, they can re-apply to C.A.F.E. Practices only after they have fulfilled a subsequent contract with Starbucks and after they undergo re-verification.

### **What other coffee sourcing programs qualify for C.A.F.E. Practices?**

C.A.F.E. Practices encompasses a comprehensive set of economic, social and environmental standards that must be followed in order to qualify for a C.A.F.E. Practices status. Many existing environmental or social guidelines were considered, analyzed and evaluated when constructing C.A.F.E. Practices, such as Fair Trade, National Organic Program, Sustainable Agriculture Network, Conservation Principles for Coffee Production, the Smithsonian Migratory Bird Center's Bird Friendly standard, Utz Certified, and the Starbucks PSP pilot program. During the course of this evaluation it was determined that while these programs contribute to C.A.F.E. Practices, no single pre-existing program sufficiently met the comprehensive standards of C.A.F.E. Practices. Suppliers who meet such existing standards or certifications may have some advantages in preparing for C.A.F.E. Practices.

### **Where do I find more information?**

Additional information, application materials, and program updates can be found online at <http://www.scscertified.com/csrpurchasing/starbucks.html>

## 2.7. Nespresso AAA Sustainable Quality™ Program AAA

Nespresso AAA Sustainable Quality™ Program AAA Sustainable Quality™ Program is a program of integrated coffee farm management practices ensuring compliance with quality and sustainability guidelines. The aim of the Program is not only to safeguard the long-term supply of highest quality coffee but also to reward farmers who produce these beans by focusing on quality and by using sustainable methods. The program aims to:

- Stabilise the supply chain and safeguard the long-term supply of highest quality coffee
- Created shared value with strategic partners in the value chain (from the farmers through to the Club Members)
- Improve the quality of life of farmers and their communities

Launched in collaboration with the Rainforest Alliance in 2003, the Nespresso AAA Sustainable Quality™ Program aims to safeguard the long-term supply of highest quality coffee, while at the same time improve the quality of life of farmers and their communities.

The program is a unique approach to sustainability, with a vision to add highest quality to sustainability, which is now further differentiated from other programs by adding the dimension of long term economic value creation. In June 2009, Nespresso committed to a target to source 80% of its coffee through the AAA Program, from Rainforest Alliance Certified™ farms, by 2013. Real Farmer Income™ is the set of new insights into the economics of highest quality sustainable coffee cultivation that will allow Nespresso to meet this challenging target - as well as many thousands of smallholder coffee farmers with limited other opportunities to meet the standards required for certification.

Real Farmer Income™ brings long-term economic value creation as a key financial enabler into the Nespresso AAA Sustainable Quality™ Program. It is an integral part of the program's virtuous circle that offers enhanced environmental, social and income benefits for partner farmers, while providing consumers with highest quality coffee from farms well along the path to achieve sustainability. Nespresso launched Real Farmer Income™ in 2007, and the groundbreaking work identifies enhancing quality and yield as the two critical drivers of long term economic value creation for coffee farmers.

"Real Farmer Income™ has established that sound economics must go hand in hand with enhanced environmental and social outcomes. The discussions of this forum will take us toward an action plan for investment to deliver this future for our partner farmers."

## **3.0 IMPLEMENTATION**

### **3.1. Getting started**

When a coffee producer decides to pursue certification/verification they need to be aware of the issues involved and

### **3.2. Logical steps**

While implementing certification/verification standards, the following logical steps enable the producers tackle the various steps toward compliance in a more organized manner.

### **3.3. Selecting a standard**

When embarking on certification producers should consider various parameters when selecting a standard to implement. These include:

- Current status
- Costs involved
- Target market
- Production methods

### **3.4. Gap analysis**

A Gap analysis is usually carried out on the producer to establish the digression between the current status and the certification standard requirement.

It is conducted against the certification standards codes of conduct where all aspects of operations were audited with shortcomings of the systems in place noted and corrective actions proposed.

The main objectives of the Gap analysis are;

- To establish the gap between the situation on the ground and the prescribed certification codes of conduct.
- Give recommendations on corrective action to attain the desired status as per the codes of conduct.

### **3.5. Corrective action plan**

Working with the recommendations provided during the Gap analysis the producer designs corrective actions to attain the desired status as per the codes of conduct.

This involves having a work plan, budget and timeframes for implementation of the corrective auctions.

### **3.6. Contact the standard of choice**

At the ideal timing, Contact the certification standard of choice for guidance on the implementation process. They will explain about the standard in detail to you and answer your questions. They will send you:

- A copy of the standards Code of Conduct
- A Self-Assessment checklist
- The standards implementation Guide
- The Registration Form
- Request for documentation
- Application/registration fees

You can also download these documents and information directly from the respective website. [See annex](#)

Make sure you understand how the program works and prepare yourself well before you proceed with the certification.

### **3.7. Application & Evaluation**

Most standards require producers to first apply for registration either online or by filling forms and sending them back to the standard owners.

It's important to apply well in advance so as to give the standard owner ample time to vet and evaluate the application. Some standards will require producers to provide varied documents

The Application process always starts with the completion of an application questionnaire by the producer and subsequent evaluation by the standard owner on the certifiability of the applicant.

The purpose of the application process is to:

- Establish if an applicant falls within the scope of the certification system,
- Provide the applicant with sufficient information regarding the system in order to properly prepare for the rest of the certification process,
- Inform the applicant of all rules and regulation that apply to their case,

### **3.8. Fees payment**

After the application and registration is complete, some standard require the producer to pay a registration fees. The fees are based on the type of producer organization, hecterage or production

### **3.9. The Internal Control System ICS - Definition**

An internal control system (ICS) is a quality management system that indicates the necessary measures that producers should take to improve their organizational skills, management and efficiency. Moreover, it provides a template for good administration and continuous improvement. However, when trying to implement an ICS and take it to the operating stage, a clear and concrete approach to the concept is required.

Through the use of an internal control system, coffee producer organizations can improve their performance.

Certification places the internal control system as a central part of its process of certification of producers.

The Internal Control System (ICS) is a documented system of quality management that addresses all aspects of the production process. It also controls the producers achievement of the standard according to the internally defined procedures.

The objective of the ICS is to ensure that the producers are organized in a way that easily detects the errors or non-compliances of the production systems.

It also includes preventive or corrective measures to eliminate any weaknesses or shortcomings, before the external audit.

An ICS gives a clear definition of the responsibilities of individual members and the organization as a whole. An ICS requires the effective use of regulations, records and documents. It is a system with inputs such as information from certification requirements e.g. Code of Conduct and has internal processes, like internal inspections, training and product management.

Further to these internal processes, the ICS has outputs or results, i.e. information of the internal inspections and external audits.

The minimum requirements for an ICS are:

- The list of the group members.

- The agreement between the producer and the group or ICS management, specifying the rights and obligations of both parties.
- The internal standard of the group, which is an adapted interpretation of the Code of Conduct which is applicable for the specific situation of the group, indicating the applicable control points.
- The results of the annual internal inspection.

ISEAL has introduced the term “Internal Management System (IMS)”: A documented set of procedures and processes that a group will implement to ensure it can achieve its specified requirements. The existence of an Internal Management System allows the certification body to delegate inspection of individual group members to an identified body within the producer.

An ICS contains different elements:

- An analysis of the situation of the group members identifying the risks and management.
- Procedures for data collection and documentation of each group member.
- Procedures for internal inspections.

### **3.10. Documentation**

In certification and verification accurate and concise documentation is paramount as it's the only way an auditor/verifier can ascertain the operations of the producer. Using the ICS, the producer has to maintain accurate, concise and up-to-date records of the farm operations.

Some of the relevant records include:

- Farm details
- Crop protection products usage
- Fertilizer/manure usage
- Human resource
- Production

### **3.11. Self-assessment**

Prior to the audit it is important and mandatory for the producer to conduct a documented self-assessment using the standard's checklist. This will help the producer gauge their compliance and give an indication of how the audit will fare.

It's important that the producer be very honest when filling the self-assessment so as to give a clear compliance status.

### 3.12. Audit preparation

Once the producer is ready for an external certification/verification audit, they contact an accredited certification body (CB) to arrange for the audit. Each standard has its own list of accredited CBs in the various countries which can be accessed from their websites. [See annex](#)

The CB will send a quotation for the audit detailing the cost, payment terms and deliverables to the producer for approval. If the producer is agreeable, the CBs will issue an invoice to the producer of which they will be required to settle in full or partially for the audit to go ahead.

After the payment, the CB will give tentative audit dates and schedule/plan for the producer to approve. A certification contract might be included to tie up the legal aspects.

On approval the CB will confirm the audit and advise the producer to prepare accordingly for the audit. This involves

- preparation of all necessary documents as mentioned above
- ensuring that all responsible persons are aware of the audit and are available
- Ensure that all areas of production are accessible to the auditors

### 3.13. Audit

Audits by third parties are the only sure way to ascertain compliance to the standard criteria by the producer.

During the audit it is important for the producers to conduct themselves in a cordial manner and respond truthfully to all questions from the auditors. As it is often said, there is no wrong answer in an audit!

Audits vary in length and intensity depending on the production size and complexity of the producer and logistical situation, eg terrain, transport etc.

However, notwithstanding the length and complexity of the audit, the following phases are always relevant:

#### ➤ Opening meeting

On arrival, the Auditor meets with the producer for introduction and explain how the audit will be conducted, roles and responsibilities, timelines and what the producer can expect of the audit.

### ➤ Document Review

The Auditor inspects, amongst others, the following documents:

- ICS
- Farm background information
- Farm operation records
- Organisation structure
- Financial and marketing documents
- Statutes, internal policies, Work plans
- Labour Documents, Policies related to Occupational Health and Safety.

The auditor will cross-checked the information contained in these documents during field visit and interviews.

### ➤ Interviews

The Auditor interviews different people and cross-checks information with each interviewee against the record and observations from field visit.

Interviewed persons could be Members of the Executive Committee, Control Committee, individual members of the cooperative and of course also workers. It is also sometimes necessary to interview people that are not members of the organisation but they have relevant knowledge of local conditions, Trade Unions, NGO's, etc.

### ➤ Field visit

The field visit usually includes, the central offices, production fields, processing facilities, employee housing, waste disposal areas, water bodies and any other relevant areas as deemed fit by the auditor. The producer is required to give access to any areas the auditor requires to visit in good faith to enable the auditor

The field visit is a participatory activity where the auditor is always accompanied by an appointed responsible person, identified by the producer, in order to ensure that any questions can be asked and explanations provided.

The borders of the farming activity are also observed in order to understand the possible impacts the organisation might have on the environment.

### ➤ Closing Meeting

To conclude, a closing meeting is held between the auditor and the producer where the findings are disclosed to the producer.

The auditor points out the strengths and weaknesses of the producer reports on all detected non conformities against the Standards.

The producer is allowed to give clarifications or suggest corrective action for the detected non conformities against the Standard. The producer can also ask questions or seek clarification on aspects that are not clear prior to conclusion. When in agreement the two parties will sign the findings report and await the official detailed audit report.

### **3.14. Corrective action**

Further to an audit, and receipt of the audit report all the NCs identified have to be addressed prior to certification. The producer has to present a detailed corrective action plan to the auditors with specific timelines and attendant budget allocations. Ideally, the producer is given a window to undertake the corrective action and provide objective evidence to the auditor proving compliance.

### **3.15. Certification and Certification cycle**

After the producer closes all NCs identified during the audit and specified in the corrective action, the standard will then issue a certificate of conformity.

The certificate has several functions:

- It acknowledges the certification of the producers
- It indicates the validity period
- It indicates the certified production

Different standard have different validity periods for their certificate. This might range from 1 - 3 years with or without annual renewals. It's imperative for the producer to display the valid certificate and send copies to buyers and services providers for good order.

The producer should also note the validity period and plan accordingly for upcoming renewal or surveillance audits.

### **3.16. Continuous improvement**

In sustainability, it is widely accepted that certification is a process and not a product. Consequently the producer needs to continuously improve their operations and processes with time. This enables the producer to use available resources responsibly and effectively to improve their production processes.

#### 4.0 TRAINING

Ideally this manual is intended to equip the prospective trainer with the essential, understanding of the conceptual background of the process of training in general and Training of Trainers (ToT) in particular. The fruitfulness of the use of this manual, however, depends on the use of some of the 'tips' that may optimize the effectiveness of the training imparted to build a potential cadre of trainers.

While using this manual, the basic consideration to be kept in mind is that training is not dominantly dependent on the use of lectures, which are not only monotonous in nature but also less productive in terms of transmission of knowledge to the trainees. In fact, training can be a rewarding experience to both the trainer and the trainees if its major thrust is on the promotion of participatory learning, through the use of methods which make the training process more interesting and also ensure the training's more productive results.

Training session wise use of these methods has been indicated specifically in scheduling of the ToT course. Specific steps for the effective use of these methods may be mentioned as under:

##### (i) Brain Storming

The use of this method is generally made as a first step to generate initial interest and essential involvement of the trainees in the training activity. For this, the trainer asks the trainees to think of any ideas without evaluation or judgment. The quantity, not the quality, is what matters. Ideas can be discussed later for practical consideration. Sometimes 'unwanted' or seemingly ridiculous ideas lead to a more practical idea, which would otherwise not have been considered.

##### (ii) Interactive Talk

This method is marked by encouraging the trainees to be quite active and analytical in their learning approach. They are also motivated to be inquisitive and anxious to know new things by asking questions and exploring alternatives.

##### (iii) Illustrative Talk

This is a lecture method supplemented by the use of proper illustration using training materials, including audio-visual aids. Presentation of success stories and case studies is also one of the essential elements of this method.

##### (iv) Group Discussion

Use of this method is based on the principle of the trainer taking on the role of a group promoter. This method is also an effective instrument of participatory learning,

whereby the trainer acts as a group adviser, a group facilitator and a group torch bearer.

(v) Panel Discussion

The use of this method is marked by greater involvement of trainees in promoting participatory learning. In this situation the trainer's role is limited to be that of coordinator and moderator of the discussion, in which the trainees as panelists act as catalyst agents of the learning process.

(vi) Role Play Exercise

This is one of the most effective training methods of participatory learning, in which the trainees are provided an opportunity to put into action the skills learnt through the training. For this, an artificial situation is created, whereby every individual trainee is assigned a role which he/she enacts to demonstrate the skills learnt through the process of training. In ToT these assigned roles may be such as the trainer, the trainee, the operator of audio-visual equipment, etc. While using this method, the role of the facilitator of training is that of a 'guide' or 'director' of the enacted play.

(vii) Workshop Method

This method is used not only to promote participatory learning, but also to make the best use of the mix of talent and skill of the individual trainees. In the workshop method the trainees are arranged into a number of groups, keeping in view their interests and areas of learning. In accordance to the leadership qualities demonstrated by some of the trainees during interactions with them, each group gets a leader to coordinate the discussions and present the decisions arrived at during the exercise. Each group is assigned a theme of discussion relating to the topic being covered during the training session. This method is used at an advanced stage of ToT.

(viii) Classroom Practical

This method is generally used to reinforce the learning experience through classroom practice. In case of ToT this method may be used as a supplement to the knowledge input given to the trainees through the lecture method, to cover a particular topic of the training session. One such example may be that of developing a tool of Training Needs Assessment (TNA) or designing a plan of action for a training programme.

(ix) Field Practical

In case of ToT, as envisaged under HCFP, this method has a special significance for providing the trainees an opportunity to use their skill in field situations. For example, a trainee who has been told about the principle and practices of imparting training in village resource management to the leading

VRMC members cannot get a more appropriate opportunity to use the skill than in a practical situation in the classroom. For this, the only place to provide such facility is the village, where such conditions of practice can be made available.

(x) Practice in Participatory Evaluation of Training

A skilled trainer particularly engaged in building a cadre of facilitators of sustainable development at the grassroots level, as envisaged in the overall framework of the ideals and activities in HCFP, needs to be given practice in monitoring and evaluating the impact of the training conducted by him/her. Such a practice can be arranged both in the classroom and in a village situation.

There are specific measures that can be adopted for a successful ToT course. The guiding principles which need to be followed for achieving the desired results of ToT are the following;

Important tips OF ToT

1. Share learning with the trainees, rather than imparting knowledge to them.
2. Be creative yourself and also encourage the trainees to be creative.
3. Supplement your talk by suitable illustrations with a view to make your presentations more interesting by using different types of visuals like pictures, drawings, a flannel board, flash cards, models, samples.
4. Start the talk by inculcating in the trainees an interest in the subject matter being covered and end up by creating a curiosity to learn more about the topic in future.
5. Make maximum use of two-way communication by inviting comments and queries from the trainees and sharing your views with them.
6. Remember, the job of a trainer in ToT is not only to build a potential cadre of trainers for preparing functionaries for different development activities, but also to inspire, encourage and enthuse them to be the facilitators of a self-sustaining growth process through participatory approach.
7. Assess the impact of your role as a committed and competent trainer and do it as objectively as you can. This can be done by constant monitoring of the extent to which the trainees have been receptive, responsive and reinforced by the information input provided to them.
8. Equip yourself with knowledge of recent developments in the materials and methods of training skills. This can be done by keeping yourself in touch with the latest literature and widening your knowledge by frequent interactions with those who have earned a 'status' of a successful professional in the field of training.
9. Inculcate a sense of ideal role performance while facilitating ToT.

The success of such efforts can be judged in terms of someone of your trainees following your example while himself/herself practicing the same principle as a trainer.

10. Finally, continue to think and act on developing new tools and techniques which may further enrich the exciting area of training. For this one needs not necessarily be highly educated or enormously resourceful, as some of the most valuable inventions have been made by persons and professionals of a very modest background.

By doing this you will not only share an experience of excitement and achievement, but also a feeling of pride and privilege.

## 5.0 ANNEXES

### 5.1. Standard code of conduct

- Utz Certified
- Fair Trade
- Rainforest Alliance
- Organic
- 4C
- Café Practices

### 5.2. Implementation guides

### 5.3. Standards comparisons

### 5.4. Important contacts, websites and links

### 5.5. Market info

## References

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