



Highlights from the Organic, Fair & Ethical Trade Event

The Event

MARKET OPPORTUNITIES - APPROACHES - LABELS/PROCESSES

CHALLENGES - SUPPORT

THE EVENT

The Delegation of the European Union and African Farmers Association of South Africa hosted the Organic, Fair & Ethical Trade Event on 19 February 2019 at the Cape Town International Convention Centre in Cape Town.

The event was attended by more than 140 participants and was a great success, thanks to the quality and engagement of the participants as well as useful presentations and the direction provided by the keynote addresses.



Hon. Cecilia Malmström
EU Trade Commissioner



Hon. Sfiso Buthelezi
Deputy Minister of Agriculture, Forestry
and Fisheries in the SA Government



Dr. Vuyokazi Mahlati
President of AFASA



L-R: Amb Marcus Cornaro, Dr Vuyokazi Mahlati, Hon. Cecilia Malmström, Hon. Sfiso Buthelezi and Mr Mike Mlengana



Participants at the Organic, Fair & Ethical Trade event



Panel discussion on issues relating to sustainability. L-R: Neo Masithela, AFASA; Cristina Gozalvez, EU Commission; Bongiswa Matoti, Western Cape Dept of Agriculture and Richard Schouten, GroetenFruitHuis

MARKET OPPORTUNITIES



South Africa agri-foods: build on good foundations

South Africa is already a strong supplier of agricultural produce to the EU and new producers can build on this experience. EU overall imports of fruits and vegetables increased by 3.6% between 2016 and 2017.



Seasonality differences

South Africa has leading position as an out-of-season supplier to the EU (i.e. during European winter)



Organic? – growing fast from small base

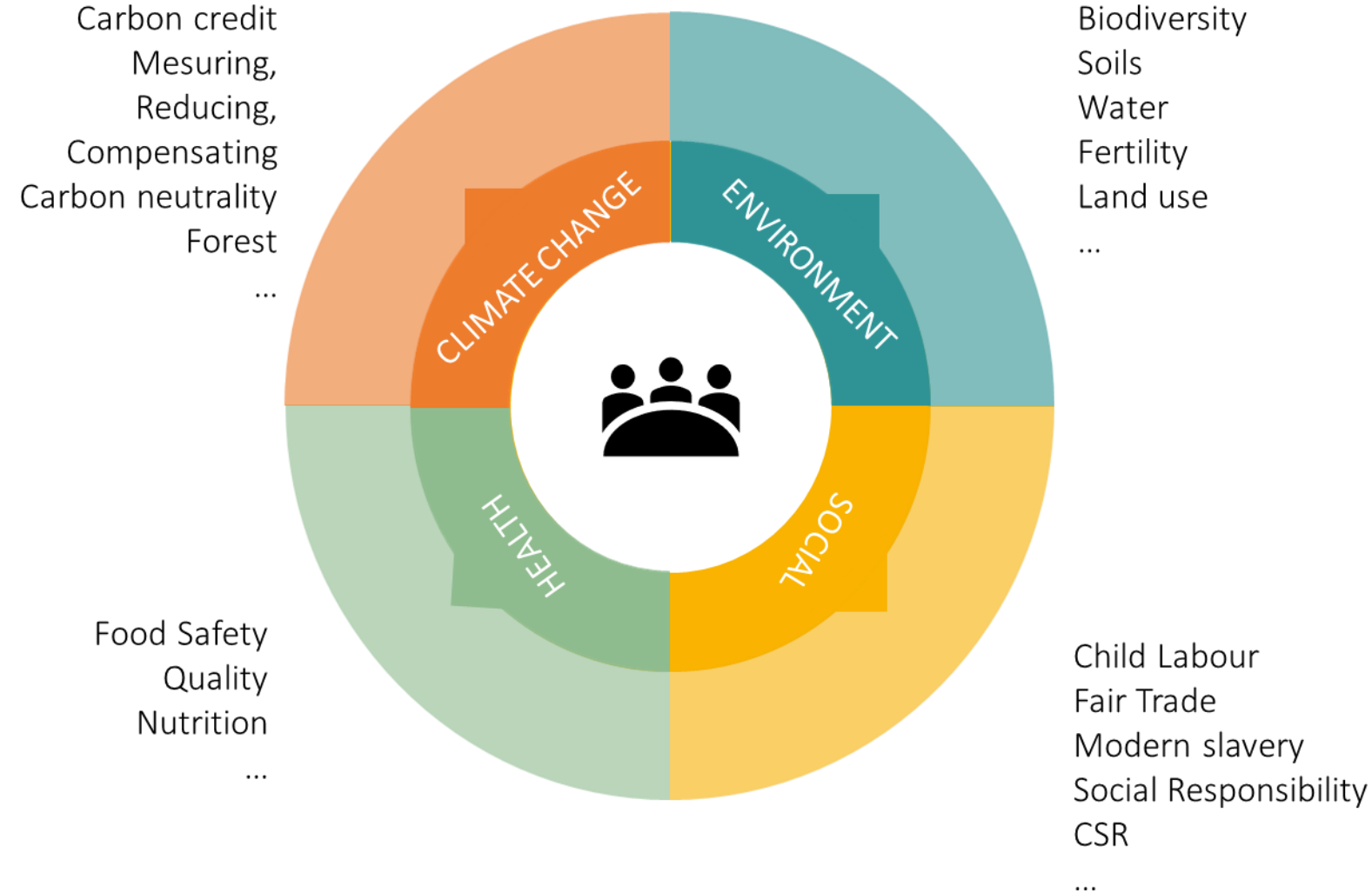
Organic, Ethical and Fair Trade is generally well suited to small farmers' resource endowment

Group certification and social responsibility

Pooling costs & sharing resources is the answer to tackling conversion & accreditation

(https://ec.europa.eu/agriculture/sites/agriculture/files/trade-analysis/statistics/outside-eu/countries/agrifood-south-africa_en.pdf)

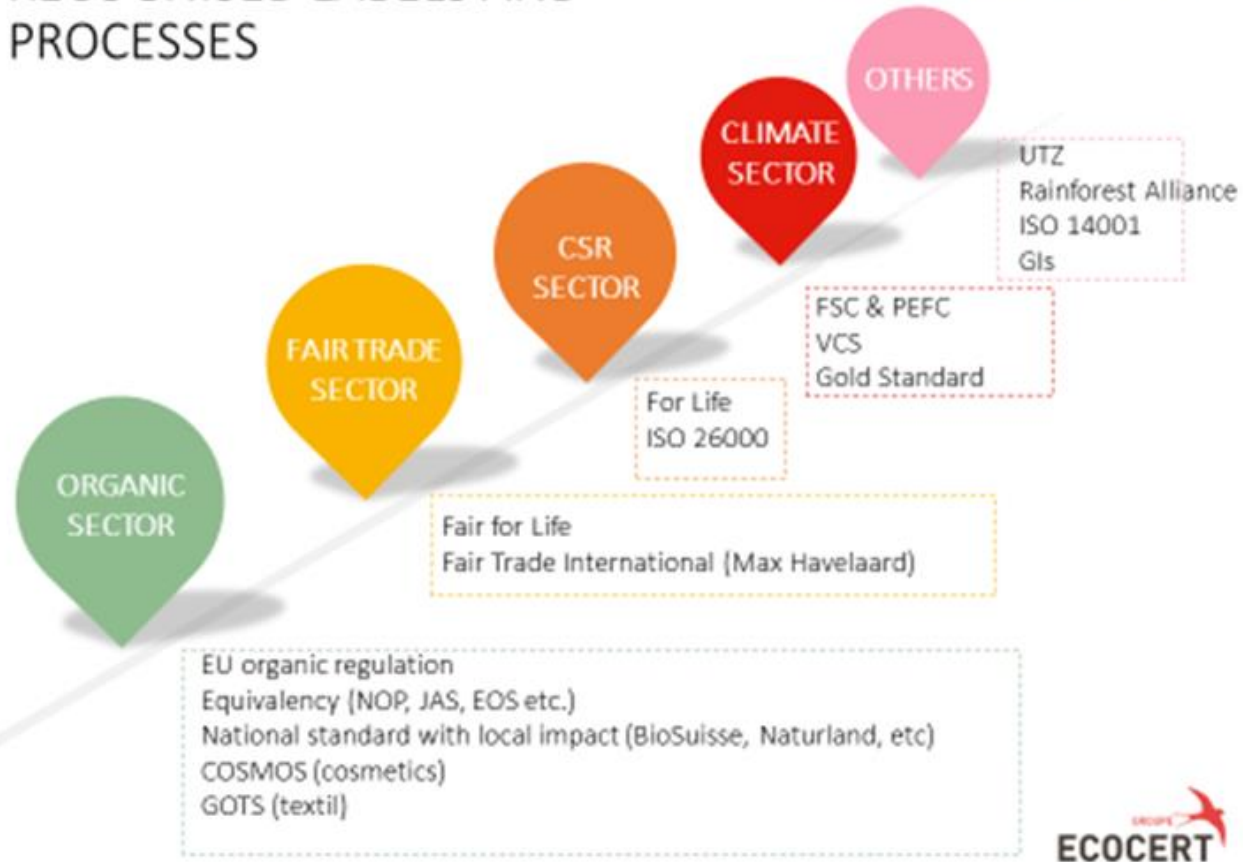
APPROACHES TO SUSTAINABLE TRADE



- **Public Sector driven standards:**
International/National norms (i.e. ISO)
- **Private Sector driven standards:**
corporate standards/ sustainability programmes
- **Voluntary approaches:** (producer defines standard)
- **Combination approach**

SUSTAINABLE CERTIFICATION – LABELS

RECOGNISED LABELS AND PROCESSES



- All labels/processes are certified by an independent accredited certification body
- Standard are set and maintained by national authorities, NGOs or private organisations
- Typically products carry certification label

SUSTAINABLE CERTIFICATION – LABELS

(Click on logos to link to website)



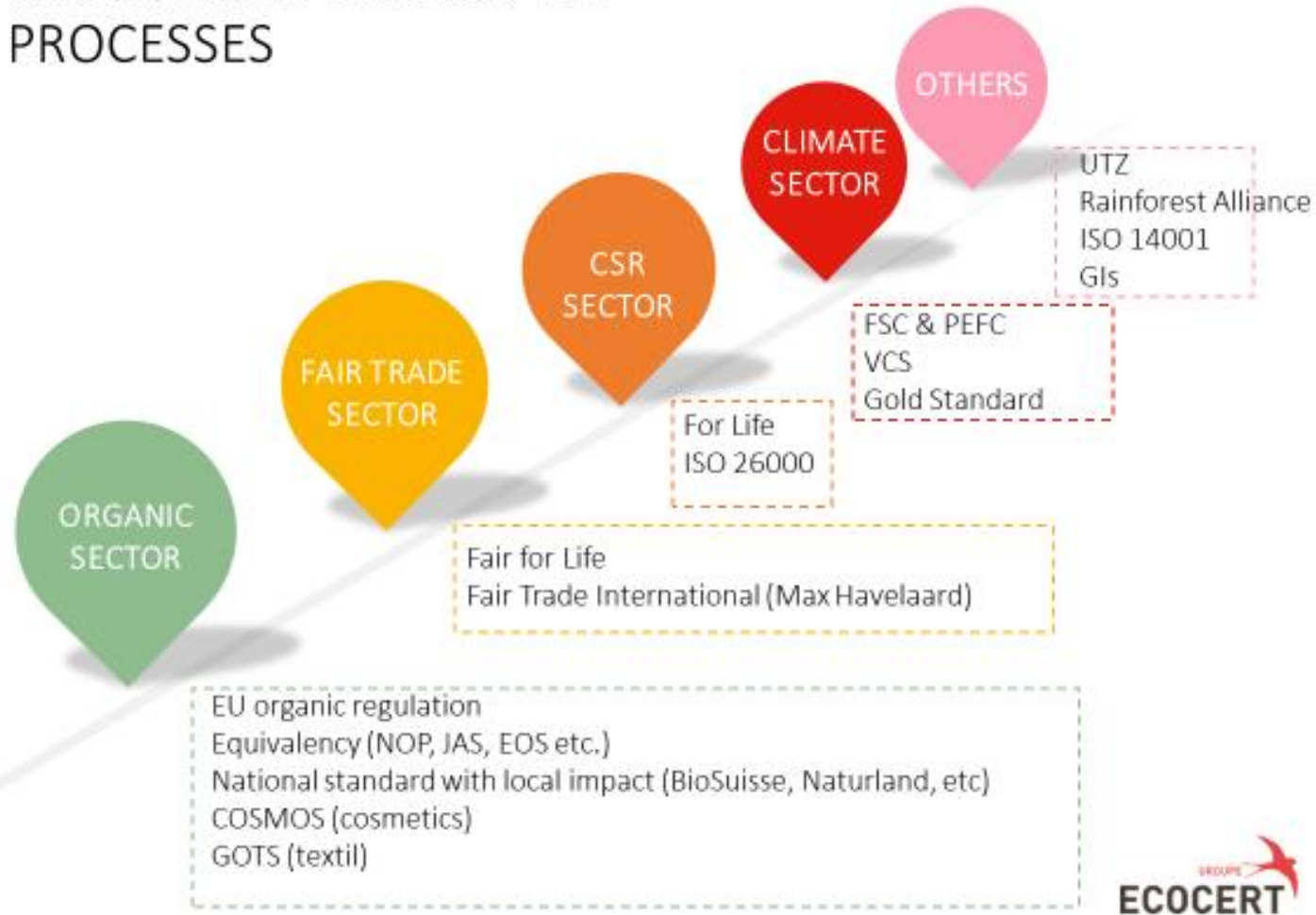
CHALLENGES



- Initial compliance and certification can be expensive for smaller farmers (costs are the highest in the 1st year and decrease in subsequent years)
- Different farming approaches, e.g in terms of equipment, might be required initially
- Maintaining detailed records is an administrative burden
- Market changes to standards and approaches represent additional challenges

SUPPORT / RESOURCES

RECOGNISED LABELS AND PROCESSES



- General Marketing Standards: <https://eur-lex.europa.eu/legal-content/en/ALL/?uri=CELEX:32011R0543>
- United Nations Economic Commission for Europe Standards for large fruit and vegetable products: <http://www.unece.org/trade/agr/standard/fresh/ffv-standardse.html>
- Codex Alimentarius standards - <http://www.fao.org/fao-who-codexalimentarius/codex-texts/list-standards/en/>
- EU Database for maximum Residue Levels: <http://ec.europa.eu/food/plant/pesticides/eu-pesticides-database/public/?event=homepage&language=EN>
- <http://www.ecocert-expertconsulting.com>