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Can Voluntary Sustainability Standards Contribute to MDGs?

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Outline



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Challenges/conclusion

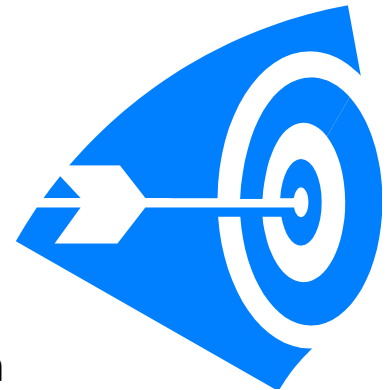
Introduction

Voluntary sustainability standards occurred in response to a range of diverse but converging sustainability objectives

- Based on third party certification and labelling in consumer markets
- Adopted voluntarily by producer groups and plantations

Important Requirements for Participation

- Strong commitment
- Behavioural change to meet criteria
- Investment
- Annual audit by independent body -> group or individual certification
- Credible and efficient information management system



UN Millennium Development Goals

Agreed by 189 countries in 2000
to be achieved by 2015!



www.betterbytheyear.org

Case of Kuapa Kokoo Ghana: Contributions to MDG



- Kuapa Kokoo is a cocoa-growing co-operative set up in 1993 in response to the partial liberalisation of the cocoa sector in Ghana
- Kuapa Kokoo was certified as a Fairtrade producer organisation in 1995.
- Fairtrade sales has been used for:
 - Social projects including the provision of wells and bore holes for drinking water, and construction of public toilets. They have also initiated alternative income generating schemes, particularly for the empowerment of women, such as tie-dye textiles, soap making, palm nut production and palm oil extraction, corn milling, and snail farming for local and export markets
 - Employment of Development Officers to advise farmers on good agricultural practices, set up training programmes in management and leadership skills, and organise HIV/AIDS workshops
 - Funding various activities including the construction of two day-care centres, a block of six classrooms and purchase of two mobile cinema vans for a farmers' education programme
 - Direct payments to farmers in the form of an end-of-year bonus

Case: MACEFCOOP -contributions to MDGs



- increased farmer incomes and social development both supported by the FT premium;
- strengthening of the democratic base and operational capacity of the certified group/market access for smallholders; and
- environmental protection ensuring long term sustainability

Case of Small holders in Uganda and Tanzania

Comparative study of farmers involved in certification schemes:
MDG1, and 3

- Significant difference in incomes/revenues for participating farmers – side selling as limit
- Increase in yields
- Change in use of family labour – possible negative effects on gender roles/MDG3: implications of access and control of incomes

Source: Bolwig et al., 2007:



Case: Fair trade effects on MDG1; 2 and 5 Nicaragua, Peru and Guatemala

- Participating farmers out produce non participating ones
- Participating farmers garner an increase in prices/incomes
- Membership in FT significantly related to the level of education of children between – 6-13years
- FT membership associated with access to health when needed and access to clean safe water
- Relationships are not limited

Source: Arnould et al., 2009: Journal of public policy and marketing

Challenges/conclusion

- Effects on MDGs not uniform amongst farmers
- Little evidence and research on the social and environmental effects of who controls incomes from processes and effects on gender equity
- Resource and dynamic capabilities constraints
- Sustained consumer demand for certified products : boom and bust challenge
- Procedural requirements for certification
- Leakages
- Land fragmentation



Thank you