

**Voluntary Sustainability Standards  
from an ASEAN Perspective –  
Its Importance on the AEC 2015**

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# **The Sustainability Debate**

**Population needs : production**

**Organic is sustainable; but not the other way  
around (?)**

**(Codex Alimentarius – 1963)**

**1972 – Age of the Green Revolution**

**IFOAM is born**

**1987 – Rainforest Alliance**

**1992 - fear of social and environmental breakdown, the Rio Earth Summit to sign the Rio Principles and launch Agenda 21. From that moment onward, the concept of sustainable development was born**

**1993 - Forest Stewardship Council (FSC)**

**Plantation crops - coffee, tea, cocoa  
and bananas**

**Today – there is still disagreement on  
sustainability**

- **1997 – Fairtrade (Germany) and Social Accountability 8000 (USA)**
- **1998 Ethical Trading Initiative (UK)**
- **2002 – UTZ and Sustainable Agriculture Initiative (SAI) (Amsterdam)**
- **Today – there are as many standards as you can think of**

# Message No. 1

**Sustainability standards is market-driven, better yet consumer-driven. It started in developed economies, rather than in developing countries for a very fundamental reason – they have the money to pay extra.**

# Context of VSS

- **Market- driven**
- **Voluntary**
- **Sustainable as to the product's content or composition,**
- **function or performance,**
- **process or production methods,**
- **origin, and/or labelling or packaging**

# ASEAN

- **10 countries situated in approximately 3% of the total land area of the earth)**
- **home to a population of around 600 million people, nearly 9% of the world's population**
- **Annual population growth 1.3%**
- **Population density – 136/sq km**
- **predicted to grow economically at an average of 5.6% PA until 2016**

# **VSS in ASEAN**

- **Sustainable Spices Initiative – Indonesia and Vietnam**
- **Sustainable Coffee Program, powered by IDH (The Sustainable Trade Initiative) – Vietnam**
- **Roundtable for Sustainable Palm Oil in Indonesia; Malaysia is following.**
- **30 ecolabels in Thailand**

# Message No. 2

**By 2050, the world's population will be around 9 billion. (The Philippines is forecasted at 150 million for the same period). The fundamental question is: how to feed 9 billion, aggravated by climate change.**

**As a result, there is now a concept labelled as sustainable consumption and production.**

# Message No. 3

**Proliferation of private food standards is a concern to many Codex members as they may act as commercial requirements for market access and can impose food safety requirements that go beyond those set by international consensus in Codex and food safety standards set by importing countries.**

## **Message No. 4**

**Since the number of sustainability standards is already bewildering, it is necessary that producers and buyers should remain focused as much as possible.**

1. 4C Association
2. Audubon International
3. Australian Certified Organic
4. Best Aquaculture Practices
5. Bio Suisse
6. bluesign® standard
7. Bonsucro
8. C.A.F.E. Practices
9. Compostability Mark of European Bioplastics
10. DIN-Geprüft
11. Dolphin Safe / Dolphin Friendly
12. EarthCheck
13. eco-INSTITUT
14. EU Ecolabel
15. Fairtrade
16. Forest Stewardship Council (FSC) Chain of Custody Certification
17. GEO Certified
18. Global Organic Textile Standard
19. Green Globe Certification
20. GREENGUARD
21. IMO Certified
22. LEAF Marque
23. Marine Stewardship Council
24. NSF/ANSI 140 Sustainability Assessment for Carpet
25. Programme for the Endorsement of Forest Certification (PEFC) schemes logo
26. Programme for the Endorsement of Forest Certification (PEFC) schemes
27. SFC Member Seal
28. Singapore Green Label Scheme (SGLS)
29. Thai Green Label
30. UPS Carbon Neutral

# **Message No. 5**

**Certification is expensive.**

**Government should help farmers who cannot afford such services but are willing to change and adopt their farm management practises in order to take advantage of this market niche.**

**Credibility has to be maintained.**