

Public-Private Partnerships – The East African Organic Standard and Mark



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Outline

- Background
- The process
- The Results (EAOPS & EAOM)
- Next steps
- Conclusion



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Background

- East African economy is predominantly agricultural with majority of farmers small scale producers characterized by low input, less intensive.
- Standards are a necessity for market access but used inappropriately can be a disincentive to development.



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Background

- Standards in the international markets are developed basing on developed country systems, a modern farm perspective
- Developing countries are "standards takers and not standards makers", poor participation, no appropriate input into the processes
- Low income, small scale producer groups involvement in the development of standards
Is it possible?



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Keys to successful standardization processes

- Open, balanced and transparent system
- Provides voice to the affected
- Avails the standards to the users
–Is this possible for organic standards?



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EAOPS- At the beginning:

- Proliferation of standards in East Africa, both public and private
- Rediscovery of the East African cooperation in 1999 in search of opportunities for regional markets development



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EAOPS- At the beginning:

- Mid 2005: UNEP/UNCTAD CBTF project *Promoting Production and Trading Opportunities for Organic Agricultural Products in East Africa*
- IFOAM, the OSEA project joined the UNEP/UNCTAD CBTF standard component



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Opportunity -A public-private partnership

- Regional Standards Technical Working Group (RSTWG).
 - 5 representatives from NSBs Kenya, Tanzania, Uganda, Rwanda and Burundi.
 - 3 from certification bodies,
 - 3 from National organic Agriculture movements (NOAMs)
 - 1 from the East African Business Council
- Support from IFOAM and UNCTAD
People consultation process to get national feedback



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Use Of the EAOPS?

A unified standard is a basis for:

- Export market access
- EA market development
 - Cross border trade
 - EA organic mark
- Consumer awareness raising
- Extension, education and research
- Policy dialogue
- Increase respectability of organic
- Cooperation within the sector in general



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The process

- Establishment and launch of the RSTWG-2005
- Agreement on Framework of the standard and initial national consultations.
- Production of the 1st draft
- 3 RSTWG meetings in 2006
- Wider Stakeholders consultation at National level to reach the farmers in September 2006
- "Field Testing" in Nov 27- Dec 1 2006
- Comparison with International std (Codex & IFOAM)



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The process

- 4th RSTWG in December 2006 produced final Draft
 - Draft submitted to the Committee responsible for standards in the EAC (EASTSC) for adoption
 - The EAC Council of Ministers approved in April 2007
 - Regional Launch May 2007
- National adoption and implementation



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The Standard

- General requirements for all organic production
- Crop production
- Animal husbandry
- Bee-keeping
- Wild collection
- Handling, storage and processing
- Labeling
- Lists for inputs in agriculture and food processing



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The East African Organic Mark (EAOM)



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How?

- The EAOM was developed through a participatory and intensive consultative process in the EA countries, from the initial draft to the adoption of the final version.
- National Organic Movements (NOAMS) (TOAM, NOGAMU and KOAN) took the lead.
- The mark was developed and agreed upon as a tool to promote and identify organic products in the market place.
- The mark has been registered in the five countries
- NOAMS are the custodians
- Joint Management committee for the management of the use of the mark - Regional



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The EAOM

- Kilimo Hai – Swahili word for organic Agriculture
- Green colour to represent nature
- The valleys, river at the center and hills to represent agricultural lands in East Africa.
- The slogan Naturally Nurtured describes organic as natural and nurtured by nature.



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In the market place

- Is used to define the organic claim and assure the consumer of the organic status
- Is a promotional mark and not a certification mark
- Third Party Certification – exists today
- Participatory Guarantee Systems – under development
- Users apply to the NOAMs to use the mark and pay a nominal fee.
- The products should have been produced in accordance with the EAOS or a standard considered being equivalent with the EAOS, e.g NOP, EU, JAS. For categories of production not yet part of the EAOS, the mark can be used for production according to any standards endorsed by a NOAM (e.g.the UOS fishery standards).
- Other marks, e.g, mark of the certification body, can be used in parallel.



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Labelling

- 100% organic
- 95 – 100% organic
- 70 - 95% organic
- Below 70%

“Produced according to the East African Organic Standard”



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Next steps

- Search for international recognition
- Development of alternative processes for certification especially for small scale farmers/group certification
- Expansion of scope and continued updating of the standard
- Use as input to influence work elsewhere



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Conclusion

- Harmonization of standards and certification/compliance systems is possible.
- EAOPS & EAOM is true testimony



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Thank you
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