

Participatory Guarantee Systems

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Objective 3

Evaluate the effectiveness of participatory guarantee systems (PGS) for improving value chain linkages and performance for emerging market opportunities.

3. 1 Situational Analysis

3.2 Monitoring and Evaluation Framework

3.3 Implementation (includes training on improved business practices)



What commodities to include?

- Involve promising products already identified in ACIAR's Pacific R&D projects and potential partners (ideally including PIFON members).
- Fiji – Honey (FBA), Kava (Taki Mai) and Papaya (Natures Way)
- Vanuatu – Vanilla (Venui Vanilla/Farm Support Association)
- Tonga – breadfruit or other fruits and vegetables (Nishi Trading/Mainstreaming of Rural Development Innovation (MORDI) Tonga Trust)



Definition

- Participatory Guarantee Systems (PGS) are technically known as locally focused quality assurance systems, that certify (organic) producers based on active participation of stakeholders and are built on a foundation of trust, social networks and knowledge exchange (IFOAM, 2007).



What are the features of a PGS? IFOAM....

1. **Norms** through democratic and participatory process. The norms should stimulate creativity, instead of inhibit it.
2. **Grassroots Organization:** The Participatory Certification should be perceived as a result of a social dynamic, based on an active organization of all stakeholders.
3. Appropriate to **smallholder agriculture**.
4. Principles and values **enhance the livelihoods** and well-being of farming families and promote organic agriculture.
5. **Documented management systems and procedures** (ideally minimal but demonstrated).



6. Mechanisms to verify **farmer's compliance** to the established norms (able to stimulate participation, organization, and which allow a learning process for all the stakeholders.
7. **Mechanisms for supporting farmers** (to produce organic products and be certified as organic farmers, to include field advisors, newsletters, farm visits, web sites etc.)
8. Should have a **bottom-line document**, for example a farmer's pledge stating his/her agreement with the established norms.
9. **Seals or labels** providing evidence of organic status.
10. Clear and previously defined **consequences for farmers not complying**



- **How are various agribusinesses currently utilising PGS?**

- How long have you been involved in PGS?
- Why do it? How is it done?
- Advantages and disadvantages?

- **The following groups were interviewed:**

- POETCom – Steve Hazelman
- Bula Kava – Sanfred Smith
- Sigatoka Valley PGS – David Hicks
- Honey (ACIAR) - Cooper Schulten
- Farm Support Association – Peter Kaoh
- Loving Islands – Litia Kirwin
- Fiji Ginger – Calvin Kaiming
- FRIEND Fiji – Sashi Kiran



Found:

1. Conflicting ideas of what a PGS system is and how it is used.
2. To the organic agriculture community it meant affordable yet credible organic certification through a participatory approach.
3. In conventional agriculture it meant a participatory approach or solution to addressing a bottleneck in the value chain for e.g supply, quality, marketing, training, standards, etc



Use the term correctly or substitute it

- To avoid confusion of the term by its traditional users. This is particularly critical in regards to low literacy levels of rural communities who are part of a PGS group and have come to associate the term PGS with activities in organics and the Pacific Organic Standard.
- To avoid undermining the credibility of the growing organic movement in Fiji and the Pacific.
- To distinguish quality assurance efforts in organics (particularly in a community development setting) from conventional agriculture and
- To avoid confusion of the term by others who are not in the organics industry which may lead to misleading research efforts, outcomes, public information and applications.



Natures Way Cooperative “PGS” - Nadi

- Bottleneck: Low supply of Papaya to NWC
- Issue: Breakdown in trusting relationships between farmers and exporters
- Solution: Established and structured farmer-exporter meetings and improved communication

Farmer-buyer meetings

Natures Way Co-operative (NWC)



- APPROACH:
- Choose a representative farmer-exporter group (Sunrise Exporters)
- 5-year data of group
- Find trends in this farmer group (Economic indicators)
 - Volumes supplied over time
 - Consistency of supply
 - Rejection rates
 - Acres used for papaya farming over time
- Social indicators (motivations, takes initiative, leader features, takes risks)
 1. Meet with farmers and exporters separately
 2. Invite them to a NWC Open Day event to understand the process
 3. Establish and monitor structured farmer-exporter meetings (ensure information flow is open)



Large Scale Beekeepers (Kumars, Ians, etc) "PGS"

- Bottleneck: Saturation of local supply of honey by local beekeepers
- Issue: Currently larger beekeepers are able to meet most local demand and are looking to export.
- Solution:
 1. Assist large scale beekeepers in determining export requirements, risks and process (Agromarketing and other exporters)
 2. Assist local beekeepers (regardless of scale) in understanding the local market (retail and consumer perceptions) through market study and producing some marketing guidelines



Commercial Farm Visit – Ian Smith



Research questions

1. What are consumer preferences in Nadi, Fiji?

2. What are the challenges faced by honey retailers in supermarkets in Nadi, Fiji?

- **Honey Consumer Questionnaire – 24 questions**
- **Honey Retail Semi-structured Interviews – 14 guide questions**

Survey	No. Respondents
Retail	12
Consumer	20
Totals	32



Surveys, consumer and vendors



PARDI2

To what extent to you agree or disagree with the following statements?

Question	Disagree	Not sure	Agree
I would use honey more frequently if it were easier to use	5	2	13
Honey should come in tamper proof containers	2	4	14
Honey has medicinal properties	1	1	18
All honey tastes alike/similar	11	4	5
Before I purchase honey, I compare prices of available brands	3	2	14
I tend to purchase the most inexpensive honey	10	1	9
I find honey labelling to be very helpful	4	3	13
It is important for me to know where the honey I buy is produced	2	1	17
It is hard to trust the quality of honey I buy	8	2	10



Positioning of Honey – Supermarkets



Fiji Kava (Taki Mai) “PGS” - Ovalau

2 possible bottlenecks (in progress)

1. Ban on Green Kava (farmer-end)
2. Code of conduct/Standards on farmers end/Training of Kava farmers to improve quality/quantity and will include traceability (Traseable Solutions)



Vanuatu PGS – Plans (Oct/Nov 2019)

2. Farmer organization intermediary supporting quality

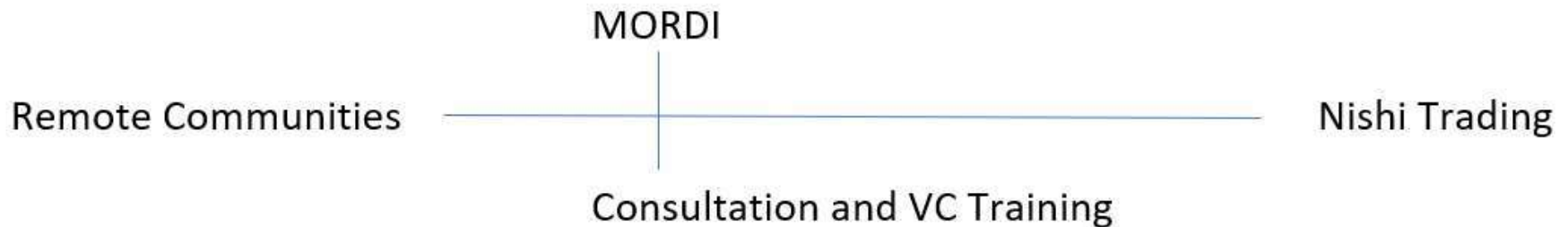


"Farmer organizations are a critical mediator in providing services to farmers and leads to an improvement in supply towards exporters."



Tonga PGS – Plans (Nov/Dec 2019)

3. Community Engagement for commercial agriculture



“The community-engagement approach towards commercial agriculture is effective in improving quality and supply to exporters.”



Papers accepted/progress

- Tropical Agriculture Conference 2019 (organised by ACIAR) proceeding - accepted for poster presentation, November.

“Adopting and adapting the principles of participatory guarantee systems for local quality assurance systems in conventional agriculture”

- Paper in progress to be submitted to South Pacific Journal of Natural and Applied Sciences.

“Retail challenges and consumer preferences for honey in Nadi, Fiji”

- Various standards guides where relevant e.g marketing, training, communication, quality, etc. which can ideally be used by farmer organisations, farmers and hopefully Govt. extension officers

