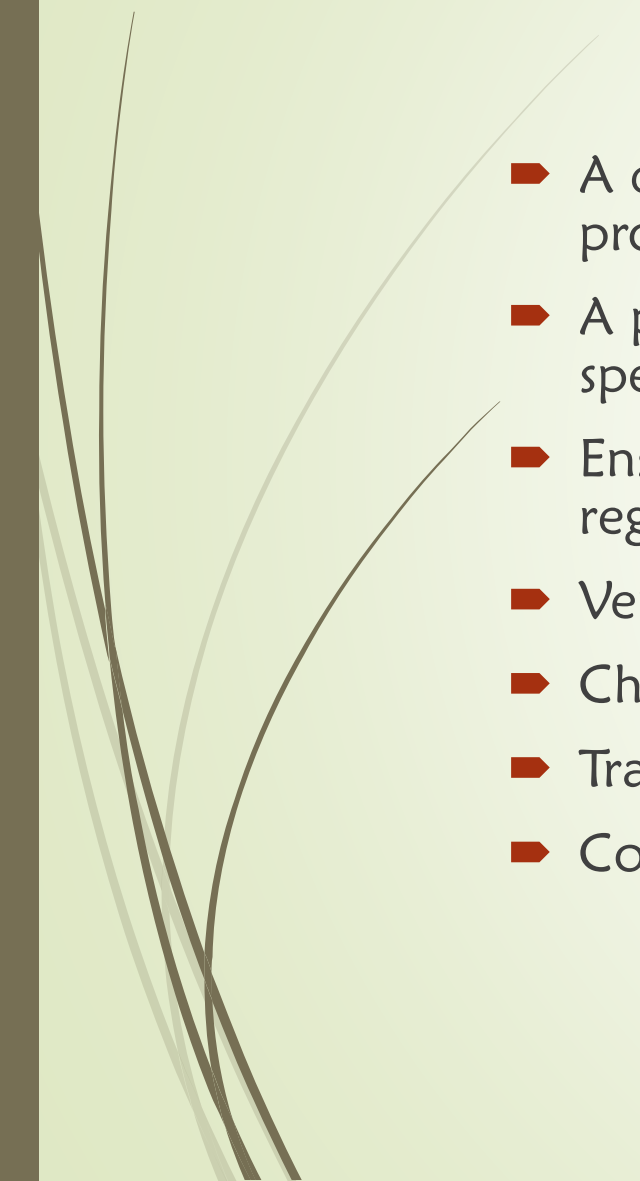




Certification and Marketing strategies



Why Certification

- 
- A quality assurance initiative to prevent fraud and promote commerce, based on set of standards and ethics.
 - A process that validates and recognizes farmers following specific principles and practices of Natural Farming
 - Ensures that farmers are adhering to the standards and regulations of Natural Farming
 - Verification of compliance by peers or external body
 - Chain of custody (Traceability)
 - Trade with Quality assurance logo
 - Consumer Trust



Types of Certification



APEDA – NPOP, Ministry of Commerce and Industry, GoI

Participatory Guarantee System for India

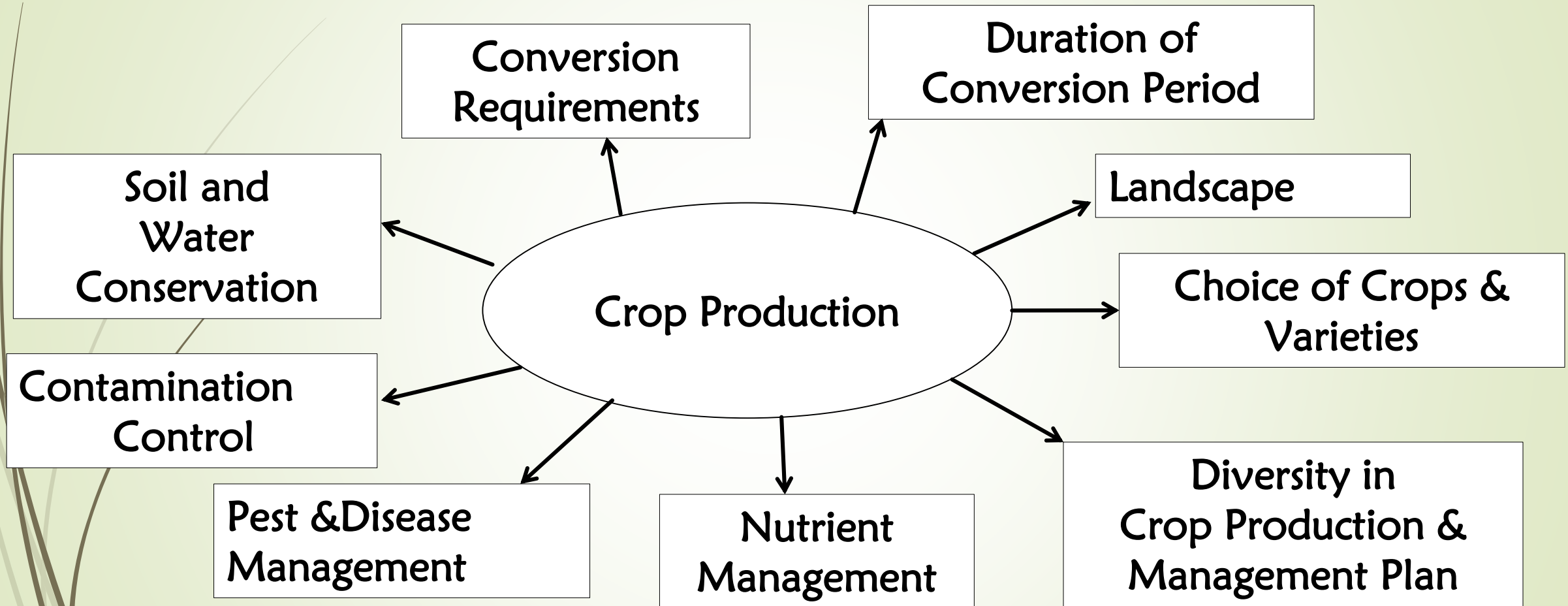
Self-Certification



Certification- Scope available in India

- Individual producer
 - ICS- group certification
 - Processor
 - Trader
 - Input approval
 - Wild collection
 - Animal husbandry
 - Meat certification
- 

Standards for Crop Production



National Programme for Organic Production



Documents required for Individual Farmer to get certified as per NPOP or PGS

- Aadhaar Card
- PAN Card
- Passport size photo
- Unit/Firm Registration document or Record of Rights, Tenancy and Crops (RTC)
- Land registration copy (Passbook)
- Valid Mobile No. of the Responsible person
- Valid Email Id

Basic Documents for Group certification

- Legal documents for ICS Registration
- Provisionally Approved Farmers List (PAFL)
- Overview map of the project area(If any change)
- Internal Control System (ICS) manual
- Updated Farm diaries (complete, date & signature)
- Updated internal inspection checklists (Complete, date & signature)
- Farmers agreements and application with ICS
- Conflicts of interests signed- ICS staffs
- Recent Training documents-ICS staffs
- Recent Training documents -Farmers
- ICS risk assessment record



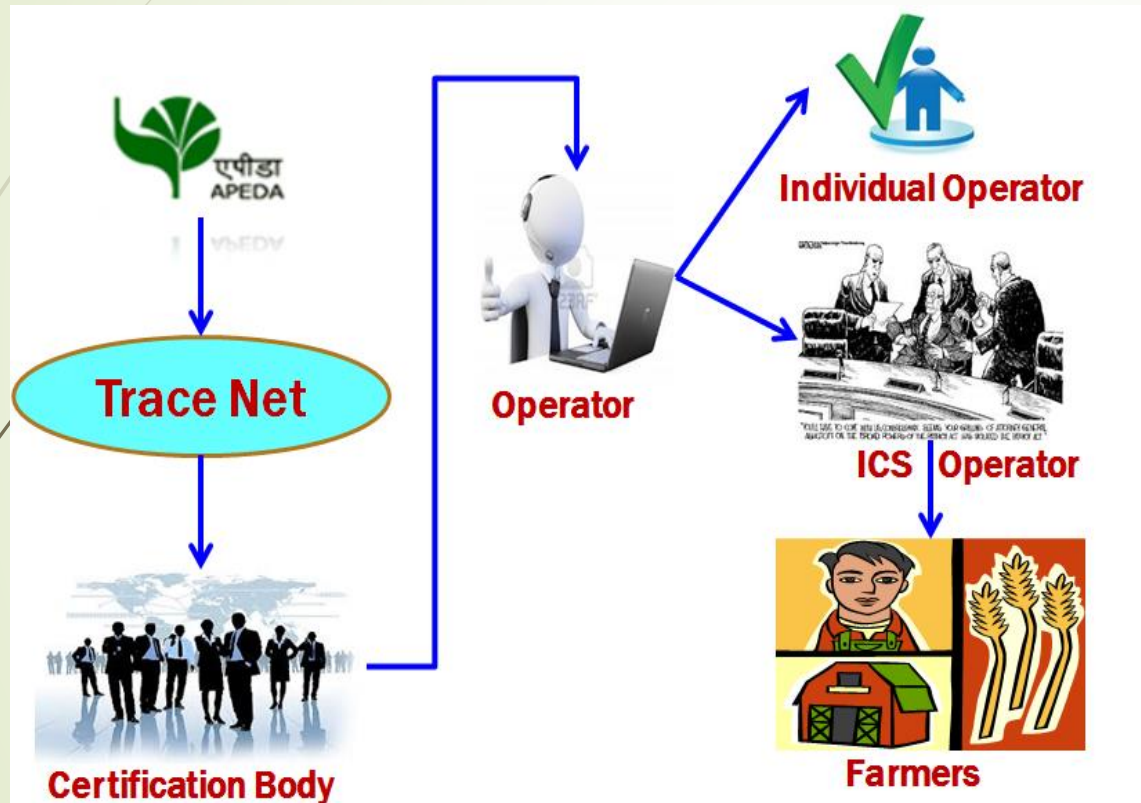
Internal Control System

NPOP Certification of Grower Groups

- The grower group shall be based on the Internal Control System (ICS)
- The ICS should have a registered legal identity -organizational chart
- Responsibilities shall be delegated to individual members / committees for carrying out specific activities
- Group must apply similar production systems Farms should be in same geographical location
- Grower group shall consist of minimum 25 and maximum 500 farmers.
- Individual farms with land holding of 4 ha (10 acres) and above
- The total area of such farms shall be less than 50% of the total area of the group
- Farmers of the group should sale their product to ICS only.

TRACENET

An on-line Traceability and monitoring system

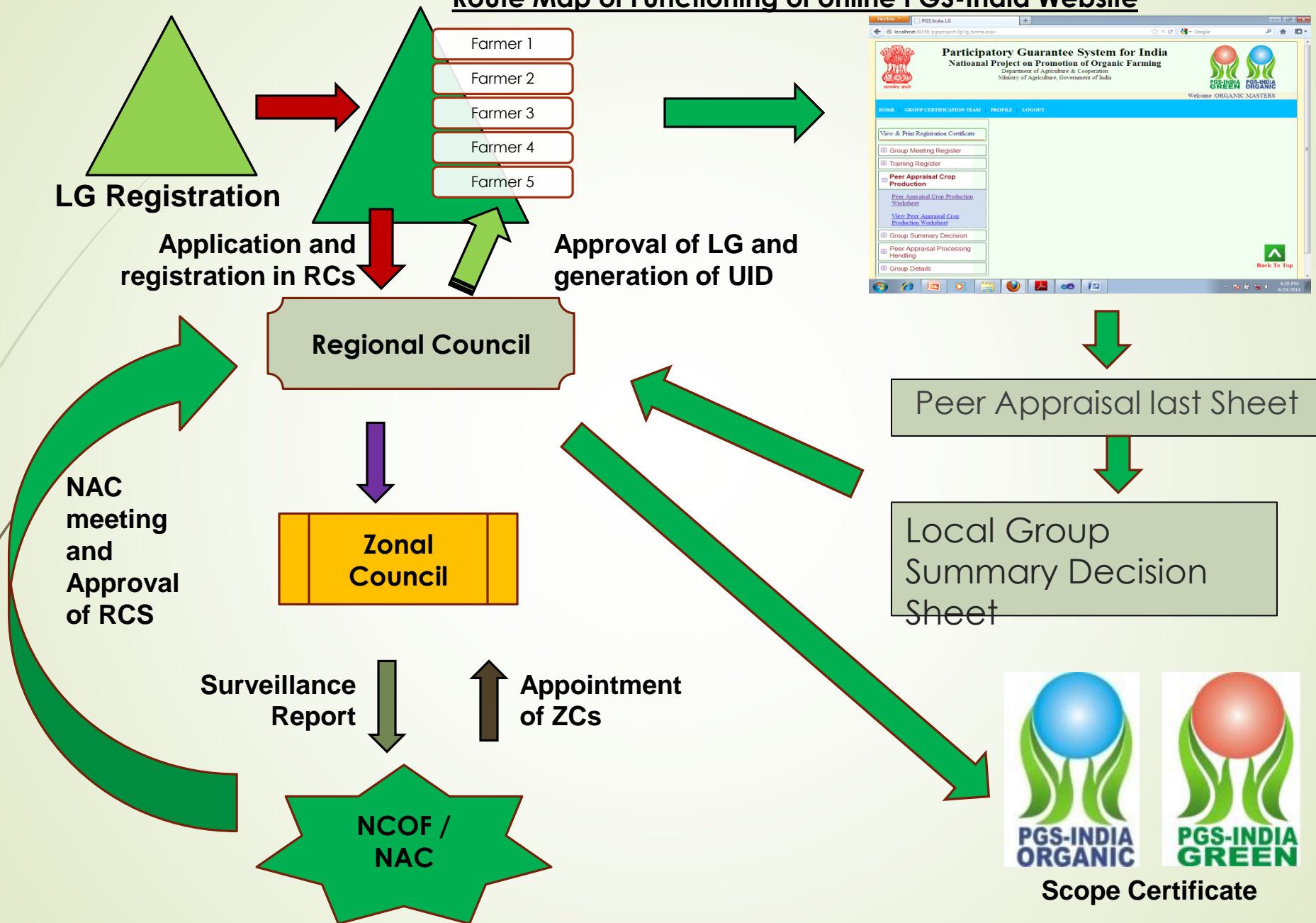


- Ensures uniformity in operation documentation and practices
- Maintains chain of custody
- Provides end-to-end traceability
- Instant on-line query redressal
- Help desk 24x7 looks after grievances and provide quick solutions
- Serious issues referred to Technical committee
- Redressal time 1 hr to 24 hrs

Participatory Guarantee System for India (PGS-India)



Route Map of Functioning of online PGS-India Website



Local Group/ICS

PGS group operations are similar to ICS with a difference

- Groups are small 5-50
- Located within a village or close by villages – farmers known to each other
- Encourages frequent meetings – learning and problem solution
- Entire activity done by farmers – no cost for ICS
- No documentation by farmers
- No binding for similar crops and similar inputs
- Peer appraisals done by farmers, each member participates
- Peer appraisal sheets are the only recurring documents
- Farmers are decision makers and owners of the group
- Each member has liberty to sale its produce
- Encourages entrepreneurship

Certification of Local groups under PGS

At Farmers end

- Make a group of minimum 5 (10 is ideal)
- Each member signs a pledge
- Register with programme through RC
- Implement organic standards in practices
- Participate in group meetings and trainings
- Members verify each other's process (no third party)
- Members collectively take decisions and provide guarantee of compliance
- Group communicates compliance to programme controllers (Regional Council)
- Programme gives certification and logo
- Traceability maintained through PGS website

Certification of Local groups under PGS

At Regional Council level

- Registration of groups
- Provide copy of standards and LG operation manual
- Capacity building on procedures
- Receive group decisions
- Can monitor on real time basis through on-line traceability network
- Check it for completeness
- Consider inputs from physical verification, complaints, surveillance reports, random physical verification, past history of compliance
- If satisfied approve the decision of LG
- Verification of Traceability through information in public domain



Comparison between NPOP and PGS

Things in common

- National institutional structure, backed by Government
- Common standards
- Both process verification based
- Compliance verification at group level similar
- End-to-end traceability
- Accepted as legal certification under FSS Act 2006 in domestic market



Major Differences (For farmers)

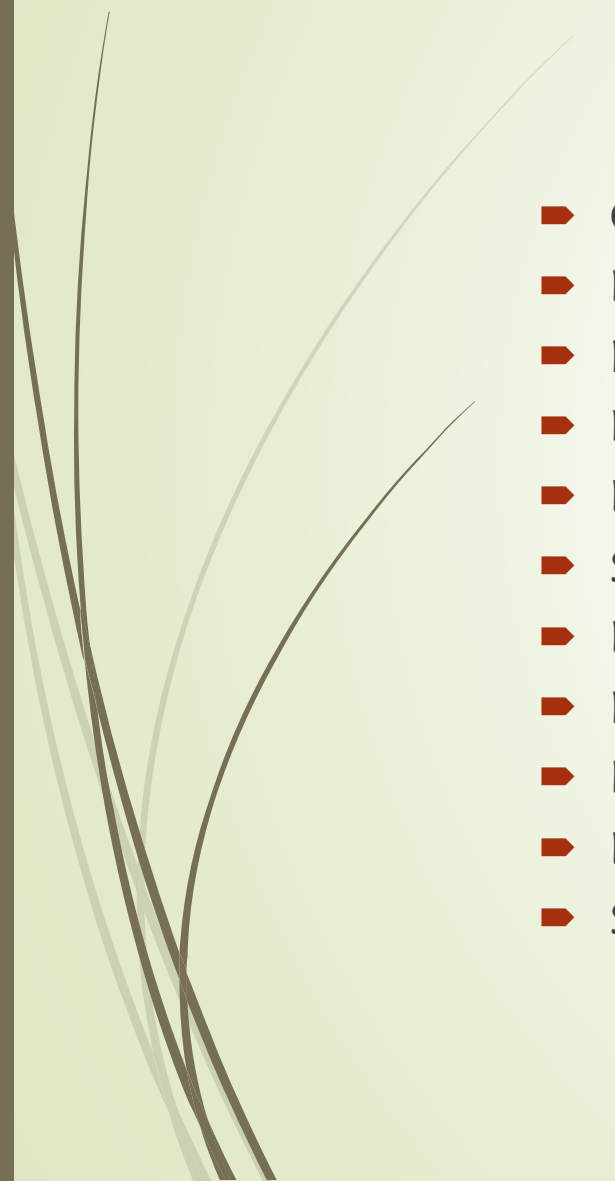
NPOP	PGS
Third party verification and guarantee	Groups collective verification and guarantee
Exhaustive and complex documentation	Minimum documentation
Cost intensive (certification fee + ICS cost))	Low cost (Low or No fee)
Large groups, require another agency for ICS management (costly)	Small group, members do every thing (no cost)
Generally farmers are not owners (Traders/ exporters controlled)	Farmers are owners (Farmer empowering)
Certificate to group as single entity. Individual farmers can not trade independently	Individual farmers can sell independently
Widely accepted in international trade	PGS systems are emerging
System adopted from west, suited to large farms	India's own, suited to small farms



Food Processing and Handling



Specific Requirements

- 
- Organic production and handling plan
 - Description of practices and procedures
 - List of each substances/inputs used
 - Description of the monitoring practices and procedures
 - Description of the record keeping system
 - Separation measures established
 - Description of the management practices
 - Legal registration
 - FSSAI Licence
 - Production Plan
 - Source TCs

Pest control

- Physical barriers, sound, ultra-sound, light and UV-light, traps (incl. pheromone traps and static bait traps), temperature control, controlled atmosphere
- Preventive methods such as disruption, elimination of habitat and access to facilities
- Mechanical, physical and biological methods
- Pesticidal substances contained in the Appendices of the national standards
- Traps
- Irradiation is prohibited.
- There shall never be direct or indirect contact between organic products and prohibited substances.



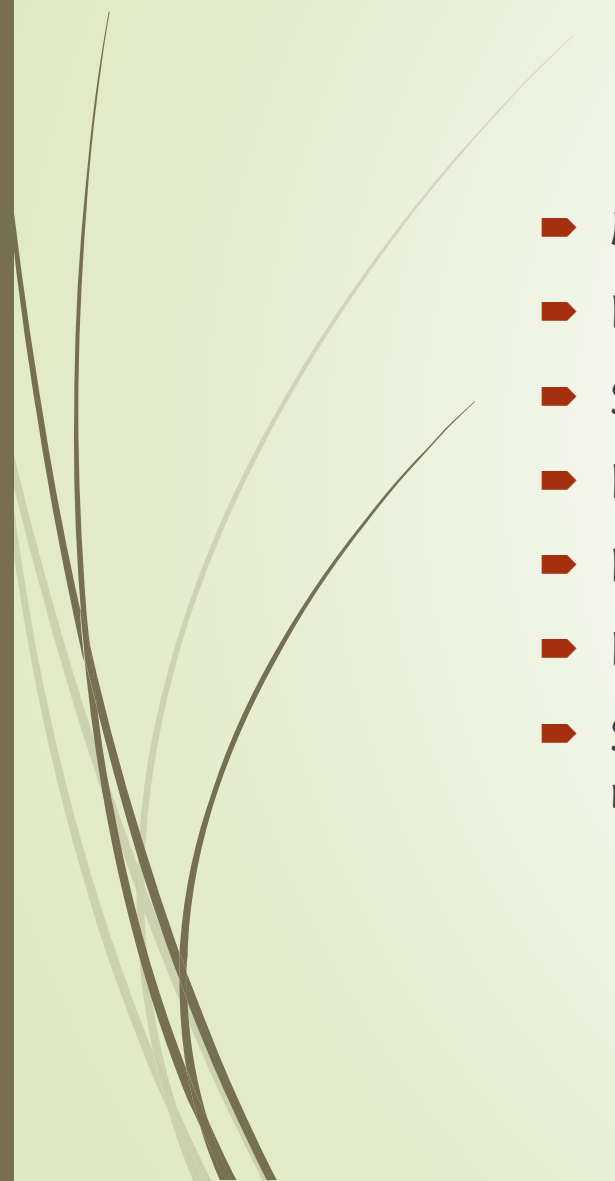


Ingredients

- 100% of the ingredients used in processing shall be organic
- except an organic ingredient is not available in sufficient quality or quantity,
- Non organic ingredients for technological need or for particular nutritional purpose.
- Such non organic raw material shall not be genetically engineered.
- The same ingredient within one product shall not be derived both from an organic and non-organic origin.
- For the production of enzymes and other microbiological products, the medium shall be composed of organic ingredients.
- Water and salt may be used in organic products
- Minerals, vitamins and similar isolated ingredients shall not be used.
- Ethylene gas is permitted for ripening



Processing Methods

- 
- Mechanical and physical
 - Biological
 - Smoking
 - Extraction
 - Precipitation
 - Filtration
 - Single ingredient products may be labelled as "Organic" when all standard requirements have been met

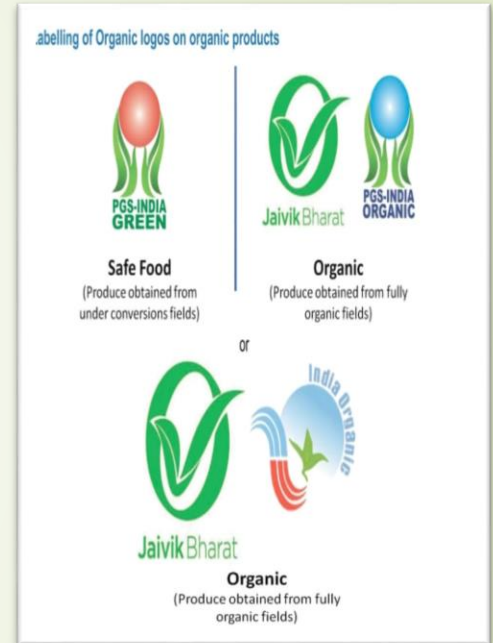
Packaging

- Eco-friendly packaging materials
- Shall not contaminate food
- Packages shall be closed manner
- Certification Body shall approve



Labelling

- Clear and accurate information on the organic status
- Fulfilled, products shall be sold as "produce of organic agriculture"
- Conversion products shall be clearly distinguishable
- Name and address of the person or company legally responsible
- List processing procedures, which influence the product properties
- All components of additives and processing aids shall be declared
- Ingredients or products derived from wild production shall be declared as such




Multi ingredient products

- 95% of the ingredients certified organic origin-**"certified organic"**
- 95% -70% of the ingredients -**"made with organic ingredients"**
- <70% of the ingredients - **an ingredient is organic**
- All raw materials of a multi-ingredient product shall be listed. All additives shall be listed with their full name.
- If herbs and/or spices constitute <2% of the total weight of the product, they may be listed as "spices" or "herbs" without stating the percentage.
- Organic products shall not be labelled as GE (genetic engineering) or GM (genetic modification) free
- Label approval by CB



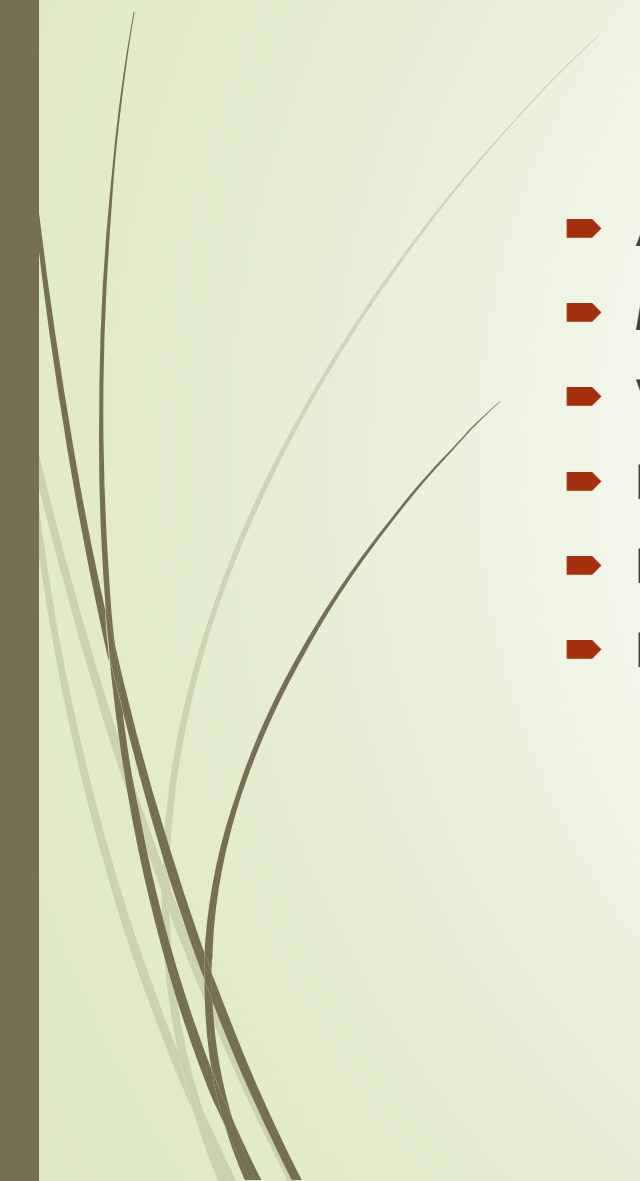
Marketing Linkages



Marketing linkages for natural farming involve establishing connections between producers of natural or organic agricultural products and various stakeholders within the marketing chain. This includes retailers, distributors, consumers, and other relevant parties.



Important Steps for Successful Marketing

- Aggregation of fresh produce and products
 - Manage the supply chain of fresh produce under FIGs & collection centres.
 - Value addition aspect of naturally cultivated fresh produce
 - Packaging
 - Branding
 - Preservation
- 

Aggregation of fresh produce and products

- Identifying Farmer Interest Group (FIGs) & Collection Centre units
- Cataloging Fresh Produce and Products
- Quality Assessment
- Logistics and Transportation
- Storage and Warehousing
- Market Access
- Financial Management
- Data Management & Analysis



The supply chain of fresh produce under FIGs & collection centres

- 
- Demand Forecasting
 - Communication and Coordination
 - Quality Control and Standardization
 - Inventory Management
 - Compliance and Regulation
 - Training and Capacity Building



Value addition

- 
- Processing & Preservation
 - Packaging and Branding
 - Market Diversification
 - Product Differentiation
 - Adding Convenience
 - Value-Added Services
 - Collaborations and Partnerships
 - Export Opportunities

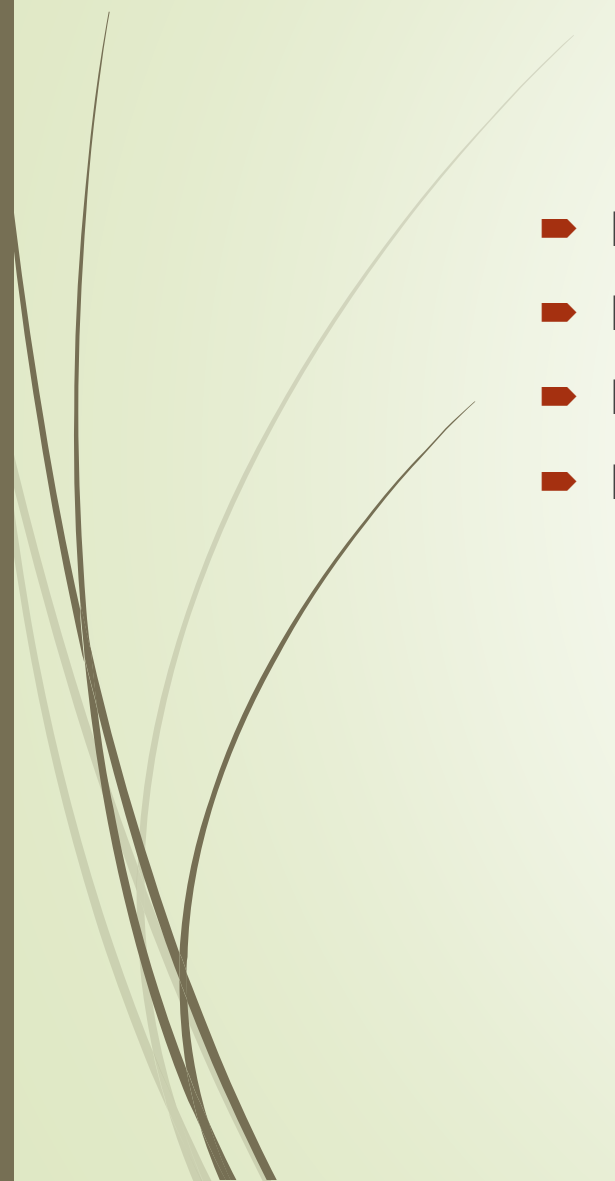


Packaging

- 
- Differentiation
 - Product Information
 - Story Telling
 - Brand Identity
 - Functional Packaging
 - Window Packaging
 - Regulatory Compliances
 - Batch or Lot information
 - Consumer Engagement
 - Sustainable Packaging Practices
 - Packaging Durability



Branding

- 
- **Brand Name**
 - **Logo Design**
 - **Brand Colors and Fonts**
 - **Brand Story**

Different types of Marketing Strategies

Offline Marketing

- Canopies
- Captive Outlets
- Shops at Vantage Points and Reputed Market Locations
- Visual Merchandising
- Sampling and Product Demos
- Seasonal Marketing
- Customer Loyalty Programs
- Collaborations and Partnerships

Online Marketing

- Market Research
- Professional Website
- Domain and Hosting
- Website Design and Development
- Product Catalogue



Marketing strategies at Farmers' level

- 
- Community Supported Agriculture (CSA)
 - Subscription base marketing.
 - Farmers Markets
 - U-Pick farms
 - Farm Stands, Restaurants
 - Farm to School and Institutions
 - Agritourism
 - Move from *1-To-Many* to *1-To-1 Marketing*



Thank You