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Quality and integrity in food: a challenge for chain communication and transparency research

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Food Quality and Safety

D 4.2: State of the art on information use in food chains with relevance for ethical and social concerns

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List of Acronyms

CSO	Civil Society Organisation
ETI	Ethical Trading Initiative
FLO	Fairtrade Labelling Organisation International
FLO-CERT	FLO-CERT GmbH
GlobalGap	Global Good Agricultural Practice
GRI	Global Reporting Initiative
ISEAL Alliance	International Social and Environmental Accreditation and Labelling Alliance
IFM	Integrated Farming Management
IPM	Integrated Process Management
RSPCA	Royal Society for Prevention of Cruelty Animals
SA	Soil Association
SAN	Sustainable Agriculture Network
SEDEX	Supplier Ethical Data Exchange

Executive Summary

Transparency within the food sector is of crucial importance to the sustainable development of the sector. This report sets out the key ethical and social concerns around food and provides state of the art information on how transparency exists and is enacted around the ethical and social concerns of food. More broadly these concerns:

- terms of trade
- working conditions
- animal welfare
- social capital
- production methods based on cultural and religious views

A number of certification schemes for food products presently exist that are sought to address social and ethical concerns around food. Certification schemes operate between business-to-business and/or business-to-consumer and are perceived a mean to facilitate transparency. Therefore, certification schemes were found critical in evaluations of transparency and information use in food.

A number of schemes and certification structures were identified and studied in more detail based on public available information. These include more overarching structures like Ethical Trading Initiative, Fairtrade Labelling Organisation International, GlobalGap and EU organic agriculture, that covers a very wide range of products and regions and are particular important in B-to-B communication. Also more specialized schemes in particular directed to B-to-C communication were studied like Rainforest Alliance, Soil Association Ethical trading standards, Recommended by the Animal Welfare Association (Denmark) and RSPCA-Freedom Food. Finally schemes for Kosher and Halal food were studied.

Generally, participation of diverse stakeholders contributes to transparency in certification schemes. A hierarchy of organisations exists in the creation of transparency. This facilitates cooperation that in turn has enabled convergence of range of standards and accreditation and across many organisations. Thus, many core features of schemes within a topic are similar which facilitates the general understanding of the function of the schemes.

It is important to recognise that certification schemes translate ethical and social values via management processes within the schemes. Hereby ethical and social values are somehow redefined (and often narrowed) by the management processes that govern them. The aim and the criteria used in general terms in a certification process is most often fully available to the public primarily through websites, whereas the exact compliance criteria used in auditing may be less well described.

Regarding 'terms of trade' a main indicator is the minimum price paid to the producer. This information while obviously existing, however, may or may not be accessible for the public depending on scheme. Regarding 'working conditions', indicator often used are worker's right to be member of unions and the minimum wages to be paid. This information is typically available, but it may be difficult to interpret without knowing the local costs of living etc.. Aspects of 'social capital' are a significant challenge because it relates to more than individuals or groups directly involved with the sites of production. Nevertheless, standards exist, but the benefits and impacts of i.e fairtrade experienced by growers and producers, although guaranteed by certification, are rarely revealed fully to the consumer. Regarding animal welfare, typically very detailed indicators related to housing conditions (basically reflecting the space available for the animal and its possibility to perform natural behavioural patterns) are developed and accessible for the public, whereas animal based indicators are rarely used. Across schemes it is typical that the main principles governing the scheme and the compliance criterion are publically available and therefore transparent. Results from the inspection process however (as exemplified by the case of animal welfare schemes) are primarily used for internal purposes and not available to the public or consumers.

It is concluded that technology has a vital role to play as a transparency tool and has contributed to the storage and management of data as well as allowing information to be accessible, for example, the internet. However, there is a need to develop better indicators for impacts related to the use of particular schemes and concepts and procedures to make such information available and accessible.

1. Introduction

It is widely acknowledged that transparency within the food sector is of crucial importance to the sustainable development of the sector. Due to the very complex structure of food systems – and an expectation of this to increase even further - the issue of transparency is also very complex and dynamic in nature since priorities in transparency issues may change over time. Not least ethical and social concerns regarding food systems are important in this connection because of increased consumer interest in such issues inter alia with an increased policy interest to engage business and consumers in obtaining societal goals.

As a background for suggesting innovations in order to improve transparency in future, it is the objective of this work to provide state of the art on existing information use in food chains with relevance for ethical and social concerns. This includes establishment of a framework for considering aspects of ethical and social concerns (a definition) and an examination of how these issues have been dealt with in existing food chains.

2. Defining social and ethical concerns around food (chain and products)

2.1 Social concerns about food

The social dimensions of food are identified in the first instance from the social context and societal impacts of food production, food chain practices and food consumption. With regard to transparency, food has a social dimension in that the food and its production and practices along the chain affect or impact upon:

- a) the well being and/or cohesion of societies or,
- b) have impacts which raise societal based concerns.

Hence, the social dimension includes a variety of issues including: the quality and security of the food supply, the efficiency and accessibility of the food distribution systems, the distribution of income within agriculture and at other stages of the food chain, the working conditions along the food chain, the community and social cohesion terms of food access and of the economic vitality in rural areas. The quality of the food supply includes the health impacts of the food available to consumers and other societal based concerns such as the

welfare of animals or the provenance of food. Food provenance may also be viewed through a cultural and social lens as with Halal and Kosher food.

2.2 Ethical concerns about food

Ethical concerns around food arise about the morality of the workings of food production and food supply systems through to consumption and their after-effects. Any human intervention has the potential to give rise to ethical concerns; to impact upon others which may include humans but also other living things and so food ethics can cover a wide range of issues. Ethics involve subjective as well as objective judgements as they can reflect differing combinations of values when applied to practical situations.

The focus here is upon the types of ethical concerns that have arisen over the food production and supply chain systems. A recent comparative European study of ethical dimensions which sought to identify the extent and forms in which they arose in different commodity to food supply chains drew up a potential range of ethical concerns (Coff et al 2008).

2.3 Categorising social and ethical dimensions

Table 1 identifies and categorises nine broad social and ethical concerns that are relevant to food production which are substantive in nature around the food product and the food chain processes and practices. This list is not closed. Indeed the list remains open to include any new or unforeseen concerns that might arise from the supply chains studied. Social impacts and concerns and food ethics are dynamic in their nature and new concerns may arise.

Certainly the list would have been both different and shorter had it been drawn up twenty years or thirty years previously. These are concerns that relate directly to the consequences of production practices or to the consequences or impacts of food consumption, for instance human health and food quality. They will vary according to the specific food product.

Inevitably, in any such attempt at typology there are some possible overlaps and clear interrelationships between these concerns as table 1 indicates. For example, 'working conditions' can relate to 'terms of trade'. Equally, 'origin and place' may be linked to concerns around 'working conditions', such as with food from developing countries.

Similarly, taste can relate to methods of production, as can animal welfare. Methods of production can relate to ‘origin and place’ as with the Protected Designation of Origin (PDO). Furthermore, each concern may embody more than ethics. For instance, ‘origin and place’ may not necessarily be an ethical parameter, but people make a lot of associations with origin and place that involve ethical judgements.

Table 1: Categorisation of areas of social and ethical concerns about food which incur some form of food chain transparency (adapted from Coff, Korthals & Barling 2008)

Animal welfare (welfare of livestock and wild animal catch from rearing/capture up to and including slaughter) – mainly ethical but as such raises societal concerns
Human health (impact of products upon human health; dietary health impacts; link to food safety and hygiene; animal disease; working conditions)
Food security, availability and access (to adequate safe, nutritious and culturally appropriate foods; UN “right” to food)
Methods of production and processing (e.g. organic, IPM/IFM Halal, GM, Kosher, free range or cage reared – animal welfare etc)
Environmental and ecosystem impacts (sustainable agriculture codes, IPM/IFM; fisheries stewardship; natural resource protection; carbon foot printing/labelling; water stewardship etc)
Terms of trade (fair price for producers and suppliers; fair trade; fair contract terms etc.)
Working conditions (e.g. labour standards; worker safety and working conditions; hours of work and wage levels etc)
Quality (intrinsic & physical characteristics of products such as taste, composition, etc.)
Origin and place (Geographical Indicators; Country/Region of origin etc)
Social capital and community cohesion (Rural communities’ well being and economic vitality; utilisation and building of social capital of farmers and growers and of communities)

3. Transparency and the ethical and social concerns of food

The wide range of social and ethical concerns iterated above include concerns around dimensions of the food production and supply that are covered in this project under other work packages (e.g. food safety and hygiene) or other tasks within this Work package 4 (e.g. environmental impacts and origin and place). Consequently in this section we focus on those concerns identified in Table 1 which are most explicitly social and ethical in their foundation.

These are:

- terms of trade
- working conditions
- animal welfare
- social capital and community cohesion
- Production and processing methods that are explicitly cultural based on religious views and so exist irrespective of geographical place (i.e. Halal and Kosher)

The working definition of food transparency used here is:

‘Food Transparency is concerned with the forms and flows of information and access to the information about 1.the food chain practices relating to the food product and 2.the final composition, characteristics (and history) of the product’

We may say that transparency is reached if everybody with stakes and interest in food production and consumptions have access to the information needed in order to make informed decisions.

4. Assessing the state of the art of information use

A number of certification schemes for food products presently exist that are sought to address social and ethical concerns and to signal this in relation to the trade (B to B) or consumers (B to C). Certification schemes are suggested to offer a ‘visual transparency’, making it possible to ‘see along the chain’ (Muttersburgh and Lyon 2010: 30). Thus, certification schemes are used to signal information to businesses and consumers about both product and processes along the food supply chain.

Therefore we found that certification schemes were critical in evaluations of information use in transparency. This is because the standards contained within processes of certification reveal substantial amount of information relating to the practices and processes occurring along the food supply chain. For this reason, work-package 4 uses the information contained within certification schemes to evaluating the information available on the social and ethical concerns identified in chapter 3.

An excel chart, listing specific criteria, formed the basis for using certification schemes to assess transparency in relation to areas outlined along the food supply chain. The list of criteria covers a range of ethical, social and environmental dimensions of food. The standards within the schemes were used to assess the availability and comprehensiveness of information in relation to the ethical, social and environmental aspects of the schemes and in turn, of food – in relation to both product and process. By accessing information on the standards within certification schemes (as displayed on the scheme owners' websites) we were able to assess transparency in relation to particular ethical, social and environmental aspects of food.

We thus studied a number of schemes organising them by

- Origin
- Primary aim of the scheme as identified by the scheme owner
- Geographical coverage
- Reach (B to B or B to C)
- Drivers (regulation, product differentiation, image safe gardening, citizen concern)
- Owner ship
- Level of implementation (individual products, range of products, non product specific operations)
- Principle for communication
- Verification (third party or internal)
- Formal accessibility of information
- Consumer accessibility and whether expert knowledge were required or not to understand the information.

- Actual indicators used and whether these were minimum requirements for different stages in the food chain or they described the history of the individual food product distinguishable from other products

The certification schemes studied covered the areas stated in section three and are characterised by openly aiming to promote social and ethical values; for example, the fairtrade schemes primarily aim to ensure fair prices are awarded to producers, the Ethical Trading Initiative (ETI) concentrate its aims on improving pay and working conditions for workers, and the Recommended by Animal Welfare Association scheme is intended to make sure that particular animal welfare aspects are addressed beyond minimal legal requirements in this area. In addition, we assessed the standards of a prominent certification scheme, GlobalGap. This enabled a comparison of GlobalGap (a scheme that is driven by quality and safety concerns) with socially and ethical driven schemes.

The schemes we focus on in this section are:

- Ethical Trading Initiative (ETI)
- Fairtrade certification schemes
- Fairtrade Labelling Organisation International (FLO)
- Traidcraft
- Rainforest Alliance
- Soil Association – Ethical trade standards
- GlobalGap
- EU Organic Agriculture (livestock)
- Recommended by Animal Welfare Association (Denmark)
- RSCPA- Freedom Foods
- KIR Kosher Food Certification
- HMC (Halal Monitoring Committee) Certification Scheme

Regarding animal welfare 27 voluntary (private) schemes were identified in Europe recently (Schmid & Kilchsperger, 2010) with different degree of coverage among livestock species and processes. Here we studied the organic EU regulations, EC 834/2007 and EC 889/2008 (that have a very wide coverage) and a scheme that was implemented on top of that (Recommended by Animal Welfare Association). In addition, we focused on RSCPA-

Freedom Foods – a scheme which covers a wide range of livestock species (but does not focus on organic).

5. Details of certification schemes

5.1 Ethical Trading Initiative (ETI)

The ETI, set up in the 1990s, is an organisation formed on the basis of an alliance between trade unions, companies and other CSOs. Agriculture and food production is just one of a range of sectors covered by ETI. The main focus of ETI is ethical trade which, for them, is enacted when ‘retailers, brands and their suppliers take responsibility for improving the working conditions of the people who make the products they sell.’ It aims to improve workers rights and conditions throughout the supply chain.

ETI operates by gaining the commitment of company members to ethical trade by signing up to its base code. Suppliers take responsibility for improving the working conditions of the people who make the products they sell. The base code covers issues such as ‘wages, hours of work, health and safety and the right to join free trade unions.’

Transparency and the communication of the work that ETI (and its members in the food supply chain) carries out are minimal. This is, in part, because ETI is not a product based certification scheme and, on the grounds of confidentiality does not provide information on individual companies. Members are encouraged to share knowledge and exchange information and have an approach that is based on membership and cooperation. As their website states - there is no such thing as an ETI approved product. Consequently transparency operates on a business to business level and is not outward facing towards the consumer.

Box 4 sets out information on the ETI’s standards. ETI’s minimalist approach to standards is enacted in the Base Code which contains 9 main principle-standards and 24 sub-standards which serve to elaborate on the main standards. The few standards in the Base Code reflect ETI’s pragmatic and cooperative approach to its working with its members and contrasts with standards in other schemes which demand strict compliance. ETI undertook an impact assessment of the Base Code between 2003 -2006. The impact assessment aimed to find out if

the base code had impacted on the experiences of workers in ETI members' supply chains. The impact assessment identified improvements in the areas of health and safety, working hours, wages and a decline in the employment of children. The results of the Base Code impact assessment are accessible online (<http://www.ethicaltrade.org/resources/key-eti-resources/eti-impact-assessment-part-1-main-findings> accessed 02/09/2010).

5.2 Fairtrade certification schemes

Transparency is at the heart of fairtrade as it seeks to reveal and address the market prices paid to growers. Fair trade is defined as 'a trading partnership based on dialogue, transparency and respect that seeks greater equity in international trade' (Davies, Doherty and Knox 2009: 127). The development of fair trade in recent years has led to the creation of two distinct branches of fairtrade: alternative trading organisations (ATOs) and fairtrade certification. ATO's are suggested to foster closer links with producers and buyers and producers and consumers. Until recently ATO fairtrade products were sold to consumers in specialist 'world' shops. 'World' shops were originally established in European towns and cities with the aim of promoting fair trade practices in developing countries. In contrast, the certification of fair trade aims to enable fair trade products to enter mainstream markets (Dolan 2010). The two certification schemes reviewed in this report seek to promote fairtrade and each represents the two different branches of fairtrade: FLO represents the certification approach and Traidcraft represents an ATO.

The two branches of fairtrade generate different forms of relations and governance which contribute to transparency. Dolan's research on certified fairtrade suggests that the supply of tea by certified producers into mainstream supply chain results in 'neither direct or long-term' relationships (Dolan, 2010: 36). This is because the certification of fairtrade tea, while enabling a presence in 'mainstream' trade and supply chains, also compounds a factor in obscuring transparency; namely the anonymity of trading relations in the tea supply chain.

In recent years it has become more difficult for consumers to distinguish between the two types of fairtrade. For example, the system of fairtrade labelling makes no distinction between brands which are certified and exercise close relations with their producer-suppliers (such as Cafédirect) and companies who dedicate a relatively small amount of resources to promoting

fairtrade and making commitment through certification on a limited basis (Davies, Doherty and Knox et al. 2009:130).

5.3 Fairtrade Labelling Organisation International (FLO)

Products that display fairtrade logos are certified to standards set by Fairtrade Labelling Organisation - an organisation that seeks to create improved working conditions and ‘more sustainable farming practice in grower communities’ (Davies, Doherty and Knox 2009: 28). The central aim of FLO is ensuring a fair minimum price between buyers and producers. The cost, determined by a consultative process involving stakeholders (buyers and producers) is aimed to cover the costs of sustainable production. Fairtrade standards also cover social, economic and environmental aspects of production.

The Fairtrade Labelling Organisation International is made up of 24 members (refer to Box 1). The standards set by FLO have been adopted by organisations based in numerous countries including 20 that are based in Europe. The convergence of standards lessens the need requirement to examine country-based schemes per se because they are themselves underpinned by the international standards set by FLO.

FLO members that are Fairtrade Labelling Initiatives are listed here:

- Austria: Fairtrade Austria
- Belgium: Max Havelaar Belgium
- Canada: Transfair Canada
- Denmark: Fairtrade Mærket Danmark
- Estonia: Fairtrade Estonia
- Finland: Fairtrade Finland
- France: Max Havelaar France
- Germany: Transfair Germany
- Ireland: Fairtrade Mark Ireland
- Italy: Fairtrade Transfair Italy
- Japan: Fairtrade Label Japan
- Latvia: Fairtrade Latvia
- Lithuania: Fairtrade Lithuania

- Luxembourg: Transfair Minka Luxembourg
- The Netherlands: Stichting Max Havelaar Netherlands
- New Zealand: Fairtrade Labelling Australia And New Zealand
- Norway: Fairtrade Max Havelaar Norway
- Spain: Asociación Del Sello De Comercio Justo
- Sweden: Fairtrade Sweden
- Switzerland: Max Havelaar Stiftung
- UK: The Fairtrade Foundation
- USA: Transfair USA

Fairtrade Labelling Organizations International (FLO) coordinates Fairtrade labelling at an international level. The Fairtrade certification system is run by a separate organisation called FLO-CERT. FLO sets the standards of fairtrade for its members and FLO-CERT has the task of translating the standards into technical compliance lists (see Box 1 p22). FLO is a member of the ISEAL Alliance, the global association for social and environmental standards, which was founded by the four certification organisations, FSC (Forest Stewardship Council), IFOAM (International Federation of Organic Agriculture Movements), Fairtrade and MSC (Marine Stewardship Council) in the late 1990ies.

5.4 Traidcraft

Established in 1979, Traidcraft is a UK based Christian inspired alternative trade organisation (ATO) which aims to ‘fight poverty through trade’. Traidcraft exercises a pragmatic, flexible and inclusive approach to fairtrade and seeks to develop long lasting relations with producers and communities. Traidcraft’s pragmatic approach is reflected in its approach to principles and standards set down in the ‘purchasing policy’ document (see Box 2). For example, Traidcraft seeks to implement the FLO standards (Box 1) but relies on its own standards to work with producers who, as yet, do not ‘fit the fairtrade model’ (Traidcraft 2010) Traidcraft claims to have direct relationships with producer organisations.

5.5 Rainforest Alliance

Rainforest Alliance, founded in New York by a small group of environmentalists in 1986, aims to conserve biodiversity and ensure sustainable livelihoods by transforming land-use practices, business practices and consumer behaviour. The Rainforest Alliance Certified seal is awarded to farmers who meet the standards (for responsible farm management) of the Sustainable Agriculture Network (SAN). SAN is a coalition of environmental and conservation groups. SAN is responsible for the Sustainable Agriculture Standard.

Sustainable Farm Certification, International certifies that farms comply with SAN standards. Local NGOs are authorised by Sustainable Farm Certification, to undertake audits. No information relating to the translation of the broader standards of RA and SAN into lists of technical compliance was available on the websites of RA, SAN, and SFCI.

Rainforest Alliance is a member of ISEAL and the standards of SAN comply with ISEAL's Code of Good Practice for Setting Social and Environmental Standards (see paragraph 44).

Rainforest Alliance has a policy of transparency that is expressed in terms of the provision of third party certification and by revealing detail on the funding sources, standards, directors and staff. Governance-related transparency exists because of the attention paid to stakeholders (identified by RA as landowners, farmers, NGOs, community members, researchers, technicians). Stakeholders are members of the International Standards Committee and are invited to comment on the revision of existing standards and the drafting of new standards. According to Bacon however, the creation and subsequent revision of standards within fairtrade more generally (i.e. FLO and RA) has been mostly opaque (Bacon 2010:22)

5.6 Soil Association: Ethical Trade Standards

The Soil Association (SA) was founded in 1946 and is today one of the leading organic organisations in the UK with own private organic and ethical trade standards. It is a charity and has as a subsidiary the Soil Association Certification Ltd., which is accredited by UKRAS according to ISO 65/ EN 45011 and certifies organic products internationally. The SA organic standards have the EU organic regulation as their baseline but in some areas the rules are stricter and the SA standards also cover more areas than the EU organic regulation, e.g. food

and drink processing standards, health and beauty standards, textile standards, livestock market standards and ethical trade standards. The ethical trade standards, which have been developed after 2005, covers organic food products certified by Soil Association Certification Ltd and they cover the whole supply chain, including retailers, distributors and importers. The main contact point as regards certification is the brand holder of the final product, but all organic operators in the chain must comply with the ethical standards and be certified.

Products fulfilling the organic standards and the ethical standards of Soil Association may be labelled with a special ethical trade SA logo. At present the ethical standards are voluntary for organic producers, but the intention is to make them an integral part of the Soil Association organic standards. The ethical standards may be found on the web site of Soil Association Certification Ltd. <http://www.sacert.org/Standards/tabid/1084/language/en-US/Default.aspx>

Many of the requirements in the standards refer to the International Labour Organisation Conventions and Recommendations, but these are supplemented with other specific requirements, e.g., that the business must make a positive social and cultural contribution over and above the legal obligations. 11 such areas are listed, e.g. training staff in organic and social awareness, supporting or being involved in research etc. The number of areas which the business shall participate in depends on the number of staff. For less than 4 employees: minimum 3 areas, up to 20 employees: minimum 5 areas. Access to the information provided when fulfilling the scheme will be through Soil Association or the label holder. The SA ethical trade scheme is a B to B and B to C communication scheme.

5.7 GlobalGap

GlobalGap sets voluntary standards for the certification of production processes of agricultural products. Its predecessor - EurepGap – was set up in the 1990s with the aim of harmonising standards set for producers by retailers. The change from EurepGap to GlobalGap reflects the international reach of the standard. The standard is primarily designed to harmonise existing standards in agriculture worldwide and operates on a business-to-business level. Additional standards exist and cover crops, livestock and aquaculture, depending on the ‘product application’ required.

5.8 EU Organic agriculture (livestock)

The European council regulation EC 837/2008 and the Commission regulation EC 889/2008 set the standards to be fulfilled in order for a product to be labelled with the EU Organic label. The organic EU regulation aim to harmonise the national legislation of the member states as regards the requirements on production, processing and control of organic food products in order to reduce technical barriers for the free trade of organic products across the border within the EU. Besides, it has the aim to define what organic production is and to protect the labelling of certified organic products from fraud. Regarding animal welfare the emphasis is put on the possibilities of the animals to perform natural behaviour patterns to a larger extent than in conventional farming through access to outdoor areas in at least part of their life and to forage, and in general to have more space available than legally required in non-organic farming. Also routinely performed mutilations of the animals are prohibited (like tail docking), and for poultry relatively slow growing genotypes should be used in order to prevent welfare problems following from too high growth rates. The regulation is meant for both B to B communication (it is a prerequisite for a product that the input used for that product in itself is certified and or specifically allowed as input) and B to C communication (the EU organic label for consumers).

5.9 Recommended by the Animal Welfare Association (Denmark)

Danish animal welfare scheme established by the Danish NGO, Animal Protection Association (APA), in 1992 in cooperation with a cooperative slaughterhouse FRILAND A/S. The scheme covers beef cattle, pigs and poultry and includes animal welfare requirements under production, transport and slaughtering. The scheme covers both organic certified production and conventional production methods. The animal welfare standard is very much in line with the EU- requirements for organic production, but stricter rules are applied in some cases – like minimum weaning age for piglets and maximum allowed transport time for live animals.

The scheme is primarily for B to C communication, and meat labelled with the "Recommended by the Animal Welfare Association" is marketed through various super-market chains, some butchers and farm shops.

The specific rules of production are changed according to the development in knowledge of welfare improvement options. The control of the producers is a combination of third party control and internal verification according to a programme set up by Friland. The third party control is carried out either by the governmental control authority, The Plant Directorate (organic meat) or by the independent control body DB Kontrol (Outdoor), which was established by the Animal Protection Association, and which is accredited according to ISO65/EN 45011 by DANAK. Minimum 1 unannounced control per year is carried out. The control at the slaughterhouse is part of the internal verification procedures.

The 'outdoor' pig and beef cattle schemes not only differ from common meat as regards the animal welfare requirements but also in relation to the quality requirements for the meat and the possibility for the consumers to trace the meat back to the producer of the meat. There is open access to the rules for production of "outdoor" meat, which can be found on the web site of www.friland.dk, while there is a link to the production rules for organic meat. A public traceability system has been developed: www.sporditkod.dk, so that all meat can be traced back to the animal by means of CKR codes on the meat packs. These numbers may be checked by the consumers on the www.sporditkod.dk web site, where they can also find information on the farmer having produced the animal.

There is no publicly available information on the numbers of controls (though mandatory once per year), the results of the controls and infringements found and the sanctions issued, but information on herd size, veterinary treatment, feed etc. should be available on the farm for control and for Friland and its customers.

5.10 RSPCA-Freedom food

Freedom Food is a UK farm assurance and food-labeling scheme set up by the RSPCA - the Royal Society for the Prevention of Cruelty to Animals. The farm assurance scheme is dedicated to farm animal welfare with the aim to provide consumers with a trusted and recognized brand as a response to growing public demand for higher farm animal welfare. The animal welfare aspects required are very detailed described in documents that can be found at the website, i.e 60 pages describing details of animal welfare all along the process for rearing to slaughter of poultry. The requirements set are not necessarily very different from

minimal legal requirements, but a routine inspection is assured. Thus all members are re-inspected by a Freedom Food trained assessor once a year. In addition, RSPCA farm livestock officers carry out monitoring visits on a percentage of the membership each year to make sure the standards are being maintained. If a member fails to comply with the rules of the scheme, their membership is withdrawn. In addition, regular traceability checks are carried out, from supermarket shelf right back to the farm, to ensure that everyone involved in the production of Freedom Food labeled products has been approved by the scheme.

5.11 KIR Kosher Food Certification (UK)

Kashrut is the body of Jewish law dealing with what foods that can and cannot be eaten by Jews and how these foods must be prepared and eaten. “Kosher“ describes food that meets these standards. According to these laws all vegetables and all fruits are Kosher, but beverages manufactured from grape or grape based derivatives may only be drunk if the grapes come from a kosher winery, prepared under strict Rabbinical supervision. Of farmed mammals, it is only allowed to eat animals that chew cud and have clove hooves, i.e. cattle, sheep and goats. It is forbidden to eat blood, for which reason they shall be slaughtered according to the kosher rules, which says that the animal shall be killed by a single cut across the throat to a precise depth causing the animal to bleed to death. This means that electrical stunning before the slaughter is not allowed. Pig meat and any substance derived from pigs (e.g. gelatin) are strictly forbidden. Only fish with fins and scales are allowed as well as some birds, but shellfish are not allowed. Further, it is not allowed to mix milk and meat nor use the same utensils for preparation of food with meat and milk products. KIR has offices in 5 countries and certifies all over the world. It is specialized in industrial kosher certification of processed food products. Certified products are marked with a KIR kosher label and the Kosher rules can be found on their web site. The KIR Kosher Food Certification is a B to B and B to C certification scheme.

5.12 HMC (Halal Monitoring Committee) Certification Scheme (UK)

“Halal” is the Islamic word for “allowed” in contrast to “haram” meaning forbidden. The halal rules are very similar to kosher, but some differences exists. The kosher rules are more strict on which animals that may be eaten, e.g. shellfish are halal but not kosher and on the

separation of utensils used for cooking on meat and milk. The Islamic halal rules forbids alcoholic beverages and food products while they are allowed according to the kosher rules. HMC is a non profit making organisation set up to monitor, inspect and certify Halal products, in particular the Halal meat and poultry sector. HMC is imploring, liaising and co-ordinating with and inviting all concerned who provide, trade, manufacture or supply meat to guarantee that their product is obtained and manufactured in accordance to the Islamic Shari`ah. The scheme covers processing, retailers, consumers. The major aspect is on slaughtering procedure and aspects of stunning in relation to slaughter. The argumentation and reference to the particular religious rules appear on the website. For certified slaughter houses HMC will deploy full time inspector(s) at the facility who will personally and physically witness the slaughter. Thereafter based upon their approval, the inspector(s) will stamp, label or tag the meat with the HMC certification logo. All certified local monitors are appointed by HMC and inspects the butcher /retailer on a daily basis.

6. Assessing transparency

6.1 Certification process

The level of compliance required to gain certification varies between schemes. FLO-CERT, for example, sets out detailed standards (box 1) on a range of production topics. Examining the lists of standards reveals that in order for certification to be gained, not all the standards listed are required to be met. Only those marked as ‘M’ (mandatory) are considered as a critical standard requiring full compliance for FLO-CERT. The 70 broad standards laid out in FLO-CERT’s technical compliance criteria list for *Small Producers’ Organisations* are accompanied by 215 standards. Of these, only 20 are listed as a mandatory prerequisite for gaining certification. GlobalGap follows a similar approach with its ‘major must’, ‘minor must’ and ‘recommended’ approach to the compliance of standards.

Consequently, it was necessary to consider the process of certification, including the level of compliance required by scheme owners to ascertain the degree to which information on standards reflects reality or aims promoted by the scheme.

Information on how many producers have received certification, however, indicates to some degree, a level of compliance. For example, the fairtrade organisation FLO cites on their website that there are 746 fairtrade producer organisations in 58 producing countries (and this, according to FLO represents over one million farmers and workers). Again, caution is required however, because, in some cases, compliance and certification does not demand 100% compliance of the standards publically listed. Indeed, some schemes seek to pursue a flexible approach to the compliance of standards in order to include a greater number of small producer organisations to the benefits of fairtrade (for example Traidcraft).

It is important to differentiate between standards which require compliance and those which are optional because the latter may indicate an aim of the scheme rather than an actual practice occurring as a result of compliance. This does not apply to the Ethical Trading Initiative (ETI) which uses an approach based on cooperation and flexibility rather than compliance and certification per se. Similarly, the process of certification used by Rainforest Alliance relies on a ‘scoring’ method in which a producer organisation is required to comply with a percentage of the standards (box 3).

Transparency cannot be read off from standards within certification schemes alone. This is because standards expressed in certification schemes *may* reflect an ideal or a principle rather than represent aspects of actual events occurring in relation to products and/or processes. Consequently processes of verification of information, especially relating to the level of compliance required to gain certification (including ongoing monitoring of compliance) become critical in ensuring integrity of the information generated from the schemes.

FLO-CERT, GlobalGap, EU Organic farming, and RSPA-freedom food all reveal significant amounts of information on how standards are translated into auditable forms. For example, these schemes publically share lists of ‘technical’ compliance which detail the precise measures needed to be undertaken to meet the standards and achieve certification. Notably, so far, only GlobalGap and FLO-CERT share publically the lists of technical compliance that effectively translate the broader standards outlining the principals and intent of schemes into ‘tick box’ lists of compliance standards. This process is illustrated more succinctly in Figure 1:

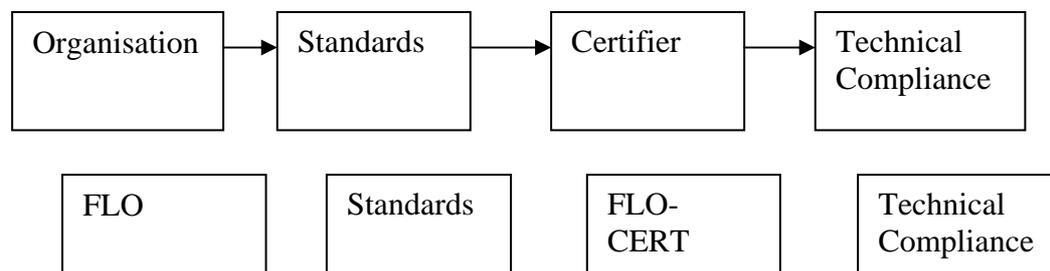


Figure 1. The process of standards and compliance

Creating a criterion in which to assess transparency on a set of key topics enables comparisons to be made within a certification scheme and between one or more schemes. Comparisons are limited however because the structure and size of organisations differs significantly (e.g. Traidcraft and FLO). In addition, some schemes provide information relating to technical compliance as well as standards. The increasing convergence of standards results in the harmonisation of standards and information. The presentation of standards by organisations does not necessarily represent transparency. Hence, the next section briefly explains how certification schemes and others seek to ensure that information presented is verifiable, accessible and credible and thus transparent.

6.2 Transparency: towards verifiable, accessible and credible information

The provision of credibility, accessible and verifiable information is paramount in achieving transparency. Approaches to ensuring the information relating to standards are credible and verifiability varies. One approach is linked to the provision of information linked to the monitoring of compliance of standards. This includes:

- results of audits and certification processes, which disclose information on the regularity of compliance-based checks,
- the topic areas covered by compliance and,
- the levels of compliance and non-compliance.

Levels of compliance and results of monitoring are, for the most part, unavailable to the public because certification issuers follow a protocol that seeks to provide elements of

commercial protection for producers. In addition, detailed information relating to the methodology in certification processes remains confidential to protect intellectual property (Fuchs et al 2010:11). FLO-CERT acknowledges this dilemma of transparency. FLO-CERT expresses their commitment to the confidentiality of operators' information yet claim that 'because most operators know that transparency is crucial to the Fairtrade system, most operators agree to the release of some information'¹.

The difficulty of creating performance-based transparency is a reason for the development of process which ensures information is credible: accreditation. Processes of accreditation aim to confer independent approval of standards set by certifiers and associate organisations. Essentially, the logic behind accreditation is *quis custodiet ipsos custodes?* – who watches the watchmen?

An organisation fulfilling this role of conferring approval is the International Social and Environmental Accreditation and Labelling Alliance. ISEAL Alliance is an organisation that describes itself as a global association for social and environmental standards. ISEAL works by advising certification schemes and conferring independent approval. This, it is argued, contributes to the credibility of the standards of certification schemes. The ISEAL Alliance operates by working with its member organisations to develop credible standards. Two members under review here are FLO and Rainforest Alliance.

ISEAL develops codes of good practice that are implemented by the member organisations, for example, the Code Of Good Practice For Setting Social and Environmental Standards. In 2010 the ISEAL Alliance began to develop a Code of Good Practice for Assessing the Impacts of Systems (Impacts Code) and has also expressed its intent to develop a Verification Code of Good Practice in the near future. This indicates that greater attention towards capturing information relating to impacts of standards will be made in the future.

Global Reporting Initiative (GRI) describes itself as a network based organisation which has developed a sustainability reporting framework. According to GRI, the framework sets out

¹ <http://www.flo-cert.net/flo-cert/main.php?id=33>

the principles and indicators that organizations can use to measure and report their economic, environmental, and social performance. Traidcraft follows GRI *Quality of Information Principles* as criteria for evaluating performance information. The GRI sets out the following as key to underlying the principles for ‘effective transparency’:

- reliability
- clarity
- balance
- comparability
- accuracy
- timeliness

GRI specifies two types of disclosure that are required within reports produced by organisations such as Traidcraft. The first relates to management and seeks to reveal how an organisation approaches its aims and more about its organisation. The second is the provision of performance indicators which ‘elicit comparable information on the economic, environmental, and social performance of the organisation’.

The information used to assess transparency in the writing of this report relied on information accessible by the internet. This in itself suggests that technology is important in facilitating information and aiding transparency. Fuchs et al (2010:6) makes a similar point suggesting that ‘transparency is also subject to technological and financial constraints’. Two examples can be provided of how technology and traceability, as a corollary of transparency combine to offer insights in relation to social and ethical concerns.

CARETRACE uses technology to bring consumers and producer organisations closer. Using an internet based product-tracking scheme, consumers are able to match their product with a specific geo-region and producer and access information on the livelihood and community experiences of the producers involved with growing their purchased commodity.

CARETRACE utilises technology and the existing embedded traceability systems to create transparency. Sceptics might argue however that transparency is selective (for example, the basis on which producers are included is not clear) and independent verification is limited.

A further example of the role of technology in aiding the facilitation of transparency is drawn from Sedex (Supplier Ethical Data Exchange). Sedex uses internet technology to create a platform in which allow businesses and suppliers to share social and ethical data. Technology, in this example, is used to enhance accessibility and prevent duplication of information. Note however, that Sedex claims it is not an accreditation body nor does it sets standards. It is an organisational tool of transparency based on technology.

7. Thematic observations

7.1 Terms of trade

FLO includes a minimum price and fairtrade premium table which specifies:

- the product (e.g. fresh fruit)
- type (e.g. pineapple)
- quality (conventional or organic)
- form
- characteristics (e.g. dried or fresh fruit)
- country/region
- certification scope (e.g. small producer level)
- price level
- unit, currency
- fairtrade minimum price
- fairtrade premium
- date of validity.

Fairtrade Minimum Price and Fairtrade Premium are set specifically at either country, regional or global level. The provision of the minimum price and fairtrade premium table results in a high level of transparency. Less transparent is how the prices were agreed (and the extent of processes and participation involved in price setting).

Greater transparency might be achieved with the inclusion of information of the minimum prices actually paid to producers and the fairtrade premium received. This would enable

information regarding the difference between the minimum price paid to producers to be generated and further, to consider the extent that the minimum price may have become the maximum price.

Standards relating to the length of contract and terms of trade other than price provide minimal information. Information does exist on the amount of notice required and due dates of payments but this applies to specific producer-commodity situations (FLO). Likewise, information exists on exactly what is included for the price – for example, packing requirements and provision of transport for goods.

In contrast, Rainforest Alliance and Traidcraft do not include information on the minimum price standards. Traidcraft is however a member of the Fairtrade Foundation, which is, in turn a member of FLO. While not stating specific prices, Traidcrafts' purchasing document contains a definition of fair price and payment terms are stated. There is no information on the actual prices paid to producers or the minimum prices paid to producers by suppliers involved with Traidcraft or Traidcraft itself.

7.2 Working Conditions

Working conditions cover a range of issues including:

- health and safety
- treatment of workers (non-discrimination)
- provision and use of materials relating to work (e.g. sanitation and protective clothing)

Transparency regarding workers conditions and pay has gradually increased as fair trade scheme owners' have sought to include standards which address issues pertinent to workers (and not only producers). This has also been prompted by fairtrade sourcing from large producer organisations and plantation sites of production (e.g. bananas).

ETI however represents a scheme that focuses entirely on workers (box 4). As mentioned previously in the discussion, ETI shares information on a business to business level.

RA's standard of the humane and dignified treatment of workers is principle-based and because so, potentially less easy to monitor. One has to consider the evidence that would be required for compliance to demonstrate that the standard has been fulfilled. This makes independent verification, indicators on the participation of workers in decision-making on the 'shopfloor' and, the involvement of worker organisations to represent interests of workers considerably important sources of information. All certification schemes except GlobalGap cite standards which promote and encourage the creation of workers' organisations, trade union membership. Non-discrimination in the workplace is also a common standard within these schemes.

Minimum wage rates are the subject of many standards suggesting that wage rates should be set at the national minimum wage. Again, verification of information is significant and the provision of information to substantiate the wage rates paid is required. The technical compliance criterion, where provided (FLO-CERT) does not include information on the methodology used by auditors to ascertain correct and fair wages are being paid. A long term and in-depth approach to transparency is needed to enable comparisons of wage rises over a particular time period. For the consumer, the provision of wage levels paid to workers requires a context in order to evaluate the value of the wage and therefore assess its 'fairness' and social and ethical dimensions. Such a context requires both the inclusion of information relating to the local cost of living as well as local and national wage averages.

7.3 Social capital and community cohesion

Transparency in the context of social capital and community cohesion is a significant challenge because it relates to a) more than individuals i.e. sole workers b) groups which may not be directly involved with the sites of production. Standards exist however which contribute to the creation of social capital and community cohesion.

Traidcraft seeks to ensure that procurement is undertaken in such a way as to not affect concerns of food security. The provision of training for community and producer group members and, the targeting of specific community members (i.e. women's groups) are examples of attempts to build social capital. The premium price paid to producer

organisations aims to offer community benefits through the provision of schools and health/medical clinics (covered by FLO and Traidcraft).

The benefits and impacts of fairtrade, experienced by growers and producers, although guaranteed by certification, are rarely revealed fully to the consumer – and in some cases, the growers and producers themselves. According to Dolan (2010), there is a considerable lack of information about the realised and actual benefits for tea producers from fairtrade.

Accreditation organisations, such as ISEAL, are developing a good practice document which may potentially offer a remedy to this information deficit. Not stated by ISEAL is the extent to which its members will share these forms of information.

7.4 Animal welfare

One problem in discussing (and monitoring) animal welfare is that definition and assessment of animal welfare are still inconsistent and heterogeneous among researchers as well as within the public. However, a typical overall distinction in applied indicator sets is between animal-referenced parameters and those aiming at the assessment of the animal's housing conditions. Although animal-referenced evaluation approaches with focus on ethological, physiological, pathological, and performance indicators enable a direct assessment of the animal's well being, they require, apart from a time consuming on-site examination of the respective animals, in most cases expert knowledge or techniques. In contrast to this, the livestock husbandry obligations in relation to what resources are provided for the animal to support its welfare as given by legislative standards and certification schemes open up the possibility to conduct evaluations of the effective minimum animal welfare standard without on-farm visits. Another distinction may be between predominantly views of farmers/ researchers on the one hand and the public at the other hand. In a recent paper (Tuytens et al, 2010) it was confirmed that farmers view on animal welfare were more in terms of biological functioning (instead of affective states or natural living) as compared to other citizens, thus any operational definition of animal welfare is unlikely to match equally well with the perception of every single stakeholder group or person.

Basically, the schemes studied here: 'Freedom Food', 'EU Organic', "Recommended by the Animal Welfare Association", and 'Global Gap' follows the procedure of monitoring the

resources available for the animal - though through a very detailed assessment of resources available actually monitored at the certified farm to support animal welfare, like space, feed and water. This facilitates also a translation to consumer expectations on welfare issues (possibilities to perform natural behaviour), and is manageable from a resource point of view.

However, it can be argued that these measures support animal welfare but does not assure animal welfare. Therefore, in the schemes ‘Recommended by the Animal Welfare Association’ and ‘Freedom Food’ also in some cases clinical assessments on groups of animal are performed when the inspection takes place and/or at the slaughterhouse. However, the outcome of these assessments is not a prerequisite to maintain the certification. Instead, if assessment fall short of accepted standards, it is mandatory for the farmers to take (and document) initiatives to improve the situation. Thus, the assessment serves as feed back to farmers rather than as information to be used in transparency. In fact, no schemes seem to make such information available for the public or to the consumers, and it is not obvious how this information is stored although it is stated that the information should be available for the stakeholders in the production line and the certifying body.

8. Conclusions

Transparency within the food sector is of crucial importance to the sustainable development of the sector. This report set out key ethical and social concerns around food and provides state of the art information on how transparency exists and is enacted around the ethical and social concerns of food including terms of trade, working conditions, animal welfare, social capital, and production methods based on cultural and religious views.

We defined food transparency as the forms and flows of information and access to the information about the food chain practices relating to the food product and the final composition, characteristics, and history of the product. Transparency may also be conceptualised as a process (comprising of the verification of information and the accessibility of information, which, in turn, contributes to the credibility of information which transparency relies upon. Based on the study of certification schemes key findings were:

- Certification schemes translate ethical and social values. One example of how ethical and social values are applied and redefined by certification schemes is identified from fairtrade. 'Fairness', it is argued by Muterbaugh and Lyon (2010) primarily relates to the price paid to the producer and less in relation to the democratic participation of producers; price disputes over a particular fair trade commodity price are not resolved by industrial participation but by a special committee which uses commodity market prices as its reference point not producer cost of living (Muterbaugh and Lyon 2010:30). Consequently, in using certification schemes to examine transparency in relation to the social and ethical dimensions of food, it is necessary to recognise that certification schemes translate ethical and social values via management processes within the schemes. This results in ethical and social values (as identified in table 1) being redefined by the management processes that govern them.
- In many cases while criteria for certification are fully available to the public, results from the inspection process (exemplified by the case of animal welfare schemes) are primarily used for internal purposes and not available to the public or consumers.
- Technology has a vital role to play as a transparency tool and has contributed to the storage and management of data as well as allowing information to be accessible, for example, the internet.
- Participation of diverse groups contributes to transparency in certification schemes. A hierarchy of organisations exists in the creation of transparency.
- Cooperation has enabled convergence exists on range of standards and accreditation and across many organisations.
- Measuring impacts (in relation to capturing the benefits of particular schemes, for example, fair trade and the outcome of standards associated with these schemes) will be a key in the future development of transparency.

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10. Appendix

Box 1: Fairtrade Labelling Organisation International and FLO-CERT

Fairtrade Labelling Organisation International (FLO)

Generic Fairtrade Trade Standards

6 main standards with an approximate total of 27 sub-clauses that seek to elaborate of the main standard statement.

Areas covered:

- Certification
- Traceability
- Contracts
- Sustaining trade
- Pricing.

Generic Fairtrade Standards for Small Producers' Organisations

Areas covered:

- Social Development
- Democracy
- Participation and Transparency
- Socioeconomic Development
- Economic Strengthening of the Organisation
- Environmental Development; Labour Conditions

Generic Fairtrade Standards for Contract Production

Standards under these headings contain sub clauses, which are in two categories: minimum requirements and progress requirements.

Areas covered:

- Social development
- economic development;
- Fairtrade Premium
- Environmental Development;
- Labour conditions.

Generic Fairtrade Standards Prohibited Materials

Standards which detail the prohibited agricultural inputs.

Fairtrade Minimum Price and Fairtrade Premium Table:

FLO includes a minimum price and fairtrade premium table which specifies:

- The product (e.g. Fresh fruit)
- Type (e.g. Pineapple)
- Quality (conventional or organic)
- Form
- Characteristics (e.g. Dried or fresh fruit)
- Country/region
- Certification scope (e.g. Small producer level)
- Price level
- Unit, currency
- Fairtrade minimum price
- Fairtrade Premium
- Date of validity.

Product specific standards exist in addition to the Generic Fairtrade Standards.

- Fresh Fruit (except Bananas)
- Fresh Fruit (except Bananas) for Hired Labour
- Fresh Vegetables for Hired Labour
- Fruit Juices (except Banana) for Hired Labour
- Tea for Hired Labour
- Wine Grapes for Hired Labour
- Bananas for Small Producers' Organisations
- Cocoa for Small Producers' Organisations
- Coffee for Small Producers' Organisations
- Dried Fruit (except Bananas) for Small Producers' Organisations
- Fresh Fruit (except Bananas) for Small Producers' Organisations
- Fresh Vegetables for Small Producers' Organisations
- Fruit Juices (except Bananas) for Small Producers' Organisations
- Herbs and Spices for Small Producers' Organisations
- Honey for Small Producers' Organisations
- Nuts and Oilseeds for Small Producers' Organisations
- Quinoa for Small Producers' Organisations
- Rice for Small Producers' Organisations

- Soybeans and Pulses for Small Producers' Organisations
- Cane Sugar for Small Producers' Organisations
- Tea for Small Producers' Organisations
- Wine Grapes for Small Producers' Organisations

FLO-CERT (follows ISO 65 (EN 45011)) Technical Compliance

- Hired Labour-Single Plantation
- Trade Certification
- Small Producers' Organisations
- Trade Certification Supplement Banana
- Supplement Banana
- Multi—Estate
- Supplement Wine
- Hired Labour- Dominican Republic
- Small Producers' Organisations 2nd/3rd grade organisations
- Contract Production Products
- Hired Labour-Supplement-Fresh Vegetables-South Africa
- Hired Labour-Supplement-South Africa
- Hired Labour- Supplement- Multi Estate
- Hired Labour - Single Plantations

Website: <http://www.flo-cert.net/flo-cert/index.php>

<http://www.fairtrade.net/>

Box 2: Traidcraft

Subject area of standards:

General Standards (apply to purchase of all goods and services) 4 standards listed which cover areas of: traceability and transparency in Traidcraft-producer relations; sympathy and understanding to Traidcraft's mission; sustainability in production; compliance with internationally recognised labour standards – including if work is subcontracted;

Standards for Fair Trade Purchasing: - divided into 'essential' and 'desirable'.

Essential: (5 standards listed)

- Fair price and payment terms, expressed intention of relationship between buyer and supplier to last for at least the medium term.

- Products are purchased only from suppliers where there are clear and definable benefits accruing to the producers as a result of the purchase
- Safe and non-exploitative working conditions combined with a proactive approach to ensuring rights, dignity and personal welfare
- FLO (but not FLO-CERT) and IFAT standards followed if and when this suitable and appropriate for supplier to adhere to the standards.

Desirable:

Added Value

Targeting (of groups, regions, women's groups, marginalised producers)

Other considerations in FT purchasing decisions

Staple Food Products (so not to jeopardise food security). Applies mostly to cereals, root vegetables, pulses etc).

Environmental Sustainability (including the development , implementation and monitoring of appropriate systems).

Animal Welfare

Composite Products – (refers to process of value adding – and the consequence of mixing with non fairtrade):

Partnership Process Review

Standards for Purchasing of Products which are not FairTrade.

- Compliance with general standards (areas listed above)
- Product promotes mission of Traidcraft
- Product assists fairtrade (i.e. by being composite)

Product Specific Policies:

GMO: Seek to avoid use of in all products and not knowingly use.

Food Miles: Seeking to minimise

Organic Products: If in best interests of producers and offers benefits

Within the document, a definition of fair price and payment terms is provided. There is no information on the actual prices paid to producers or the minimum prices paid to producers by suppliers involved with Traidcraft or Traidcraft itself.

Unlike FLO- CERT, Traidcraft is not a member of ISEAL.

Traidcraft created Cafédirect and has a 10% share in Cafédirect.

Geo-scope: Africa, Asia and Latin America.

Website: <http://www.traidcraft.co.uk/>

Box 3: Rainforest Alliance**Compliance Criteria: Sustainable Farm Certification, International**

In order to obtain certification for the first time or renew a certification agreement, the audited farm must meet the criteria detailed below:

1. Conformity with 80 percent of the applicable sustainable agriculture standards.
2. Conformity with 50 percent or more of every principle of the applicable standards.
3. No evidence of critical non-conformities to the applicable standards.

Subject area of standards:

Pesticides (prohibited list of 101) (some of which are subject to phase out period of 3 years)

Social and Environmental Management System: 10 standards (7 of which are not subject to the non-applicability rule including 1 critical criterion)

Ecosystem Conservation: 8 standards (3 (4 if include agro-forestry) of which are not subject to the non-applicability rule including 1 critical criterion). Also, additional critical criterion.

Wildlife Protection: 6 standards (2 of which are subject to the non-applicability rule including 1 critical criterion).

Water Conservation: 9 standards (3 of which are subject to non-applicability rule) In addition, 2 critical criterion.

Fair treatment and good working conditions for workers: 19 standards (6 of which are subject to non-applicability rule). 4 critical criterion

Occupational Health and Safety: 20 standards (7 of which are subject to non-applicability rule). 1 critical criterion.

Community Relations: 5 standards (4 of which are subject to non-applicability rule) 0 critical compliance.

Integrated Crop Management: 7 standards (2 of which are subject to non-applicability rule including 1 critical criterion). In addition, 1 further critical criterion.

Soil Management and Conservation: 5 standards (3 of which are subject to non-applicability rule). 1 critical criterion.

Integrated Waste Management: 5 standards (4 of which are subject to non-applicability rule). 0 critical criterion.

Additional SAN criteria for oil palm, Sugarcane, soy, peanuts and sunflower farms.

Compliance audited annually.

Crops: coffee, banana, cocoa, citrus, pineapple, flowers, ferns and tea among other crops.

Geo: Approximately 64,000 small and large farms and cooperatives with a combined total area of approximately 500,000 hectares (939,000 acres) : Brazil, Colombia, Costa Rica, the Dominican Republic, Ecuador, Ethiopia, the United States, El Salvador, Guatemala, Honduras, Indonesia, Jamaica, Costa de Marfil, Kenya, Mexico, Nicaragua, Panama, Peru, India, Vietnam, Uganda, the Philippines, Tanzania and Zambia.

Website: <http://www.rainforest-alliance.org/>

Box 4: Table Ethical Trading Initiative

Base code information: 9 main principle-standards and 24 sub-standards which serve to elaborate on the main standards.

Impact assessment: Undertaken between 2003 -2006 with the aim of finding out if the base code had made any difference to the workers in ETI members' supply chains. Impact assessment focused on one company.

Members include: International Union of Food Workers, The Fairtrade Foundation, Traidcraft Exchange, Fyffes Group, Premium Food, Sainsbury's, Typoo Tea, Tesco, Winfresh(UK). In addition, a separate association of tea packers exists: The Ethical Tea Partnership (Accord Tea Services Ltd, Bettys & Taylors of Harrogate Ltd, DJ Miles & Co Ltd, Drie Mollen, Importent UK Ltd, Keith Spicer Ltd, Metropolitan Tea Co Ltd, The Nambarrie Tea Company Ltd, Republic of Tea, Sara Lee, Tazo Tea, The Tetley Group, R Twining & Company Ltd, The Windmill Tea Co Ltd)

Website: <http://www.ethicaltrade.org/>