

INSTITUTE FOR MARKETECOLOGY



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Weststrasse 51 • 8570 Weinfelden • Switzerland
Fon +41 71 626 0 626 • Fax +41 71 626 0 623
www.imo.ch • info@imo.ch

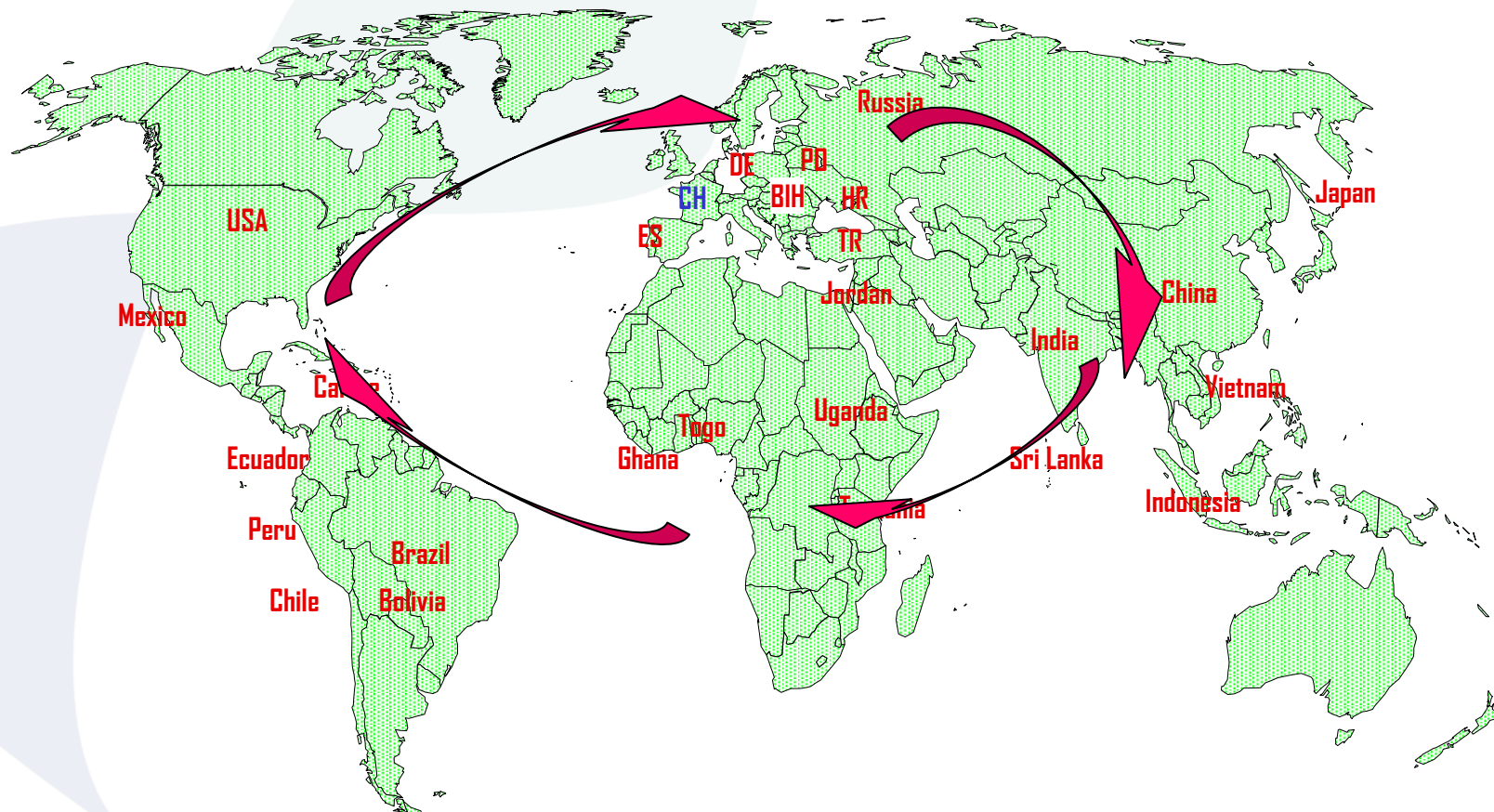
The problematics of certification and control for GIs

Dr. Rainer Bächli

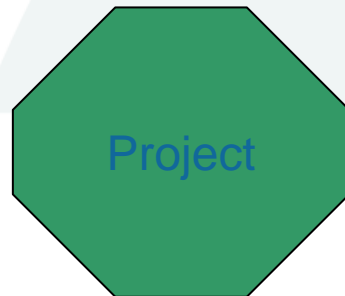
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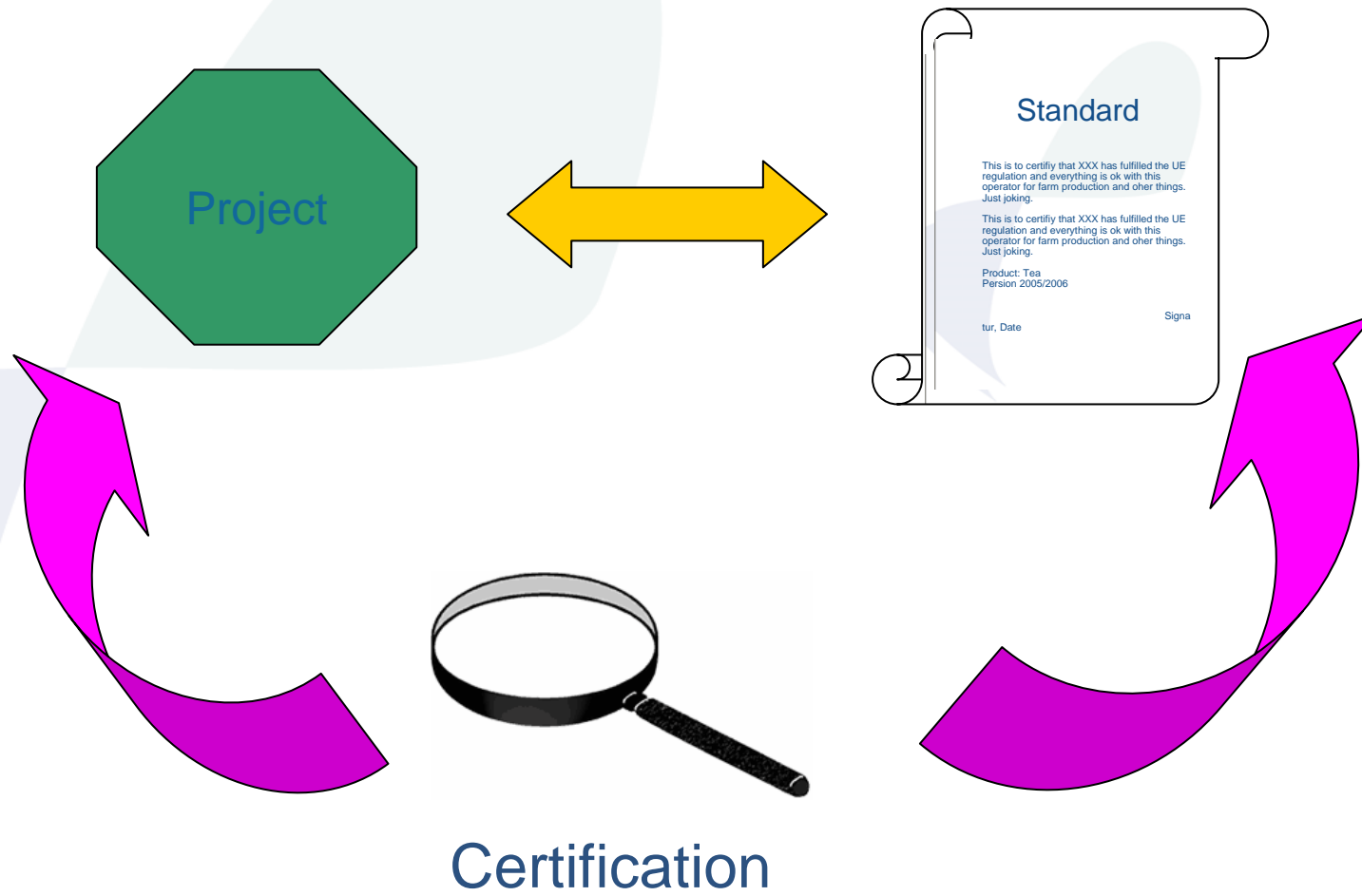
Certification of eco-friendly products and social accountability

Experiences from our activities in 100 countries around the world



Preconditions





When certification is needed:



1. Certification is **needed** if a product shall be marketed on a regulated market

When certification is beneficial:



1. Certification is **needed** if a product shall be marketed on a regulated market
2. Certification is **beneficial** if it adds additional value for the buyer
(trusts that the product really is organic)

Partnership in Quality



- Certification is partnership in quality development
- Certification mirrors the achievements of the operator
- Certification is not consultancy nor product development
- Certification is not police and power

Partnership in Quality

Principles

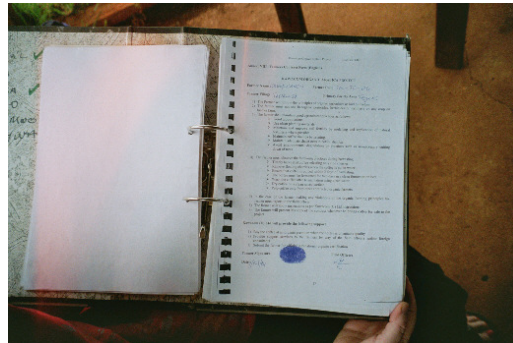
- Responsibility
- Qualification
- Performance
- Goals

reliable and trustworthy experts
well trained and highly motivated professionals
independent, unbiased and thorough
sustainable and ethical practices



Group Certification

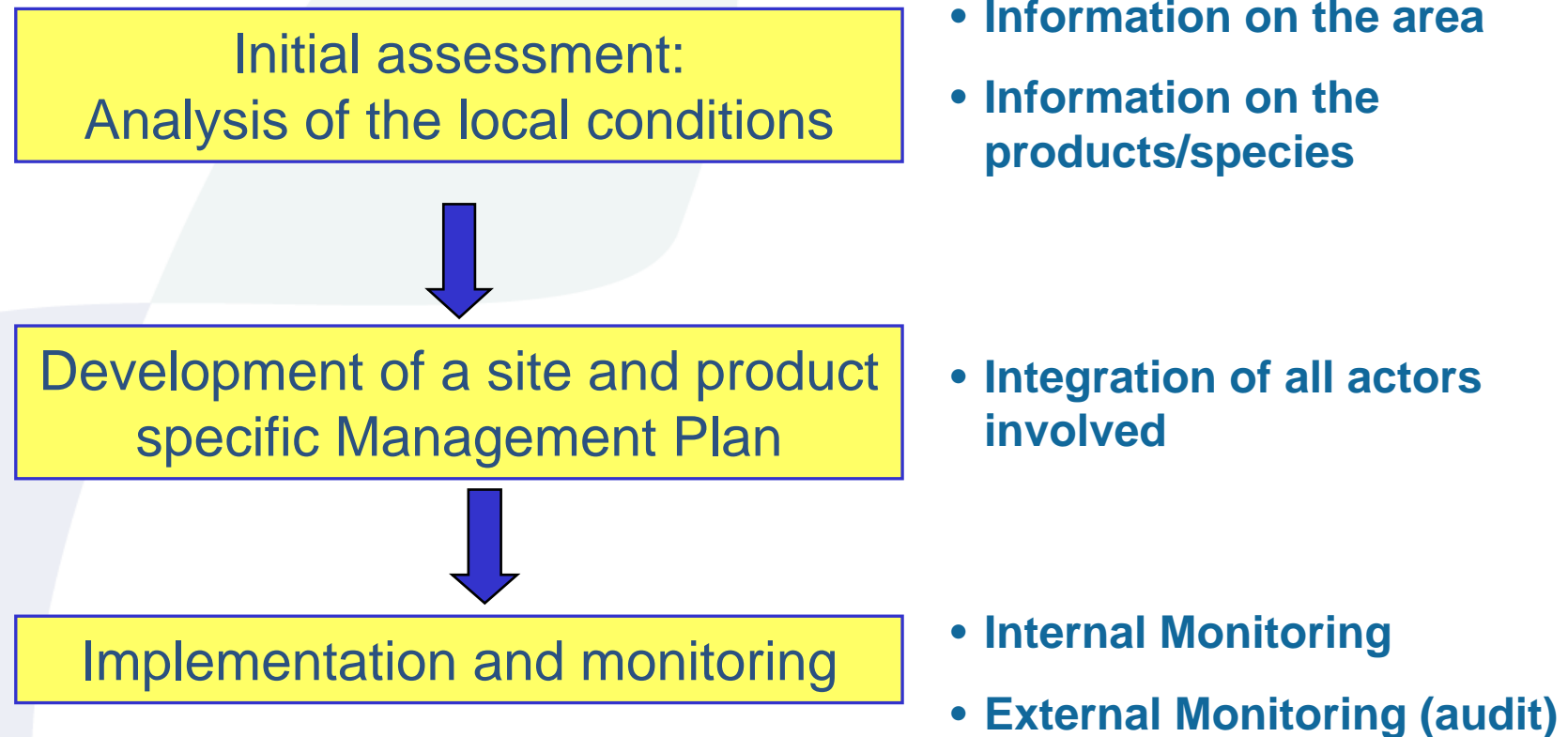
- Groups vary in size from 5 to +35'000 farmers
- Groups have an own set structure
- Groups have a functioning management
- Groups have an Internal Control System (ICS)
- Groups take responsible actions



Geographical Indication



Definition of a Resource and Area Management Plan



Management Plan

1. Ownership, transparency and participation
2. Management of the area
3. Management of the products/species
4. Financial management
5. Auditing, certification and monitoring



1. Management of the Area



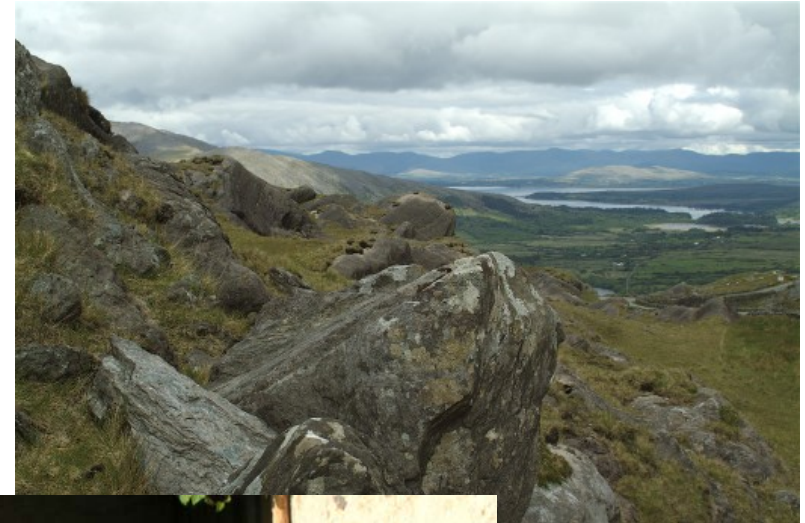
1. Identification
2. Size
3. Ownership
4. Stakeholders
5. Problem areas
6. Verification

“Conservation strategies must be developed in order to minimize the risk of a negative impact.”

Identification of Area

Well defined area (maps!)

1. Borders of the identified area
2. Roads, infrastructure
3. Potential contaminations
4. Culture, history
5. Sociology, politics



2. Management of Products/Species

The management practices are based on adequate identification, resource assessment and monitoring of the target products



Management of Products/Species ⁽²⁾



1. Product identification
2. Recipes, methods
3. Uniqueness
4. Sourcing, prices
5. Problem areas
6. Verification

The product should be unique, well to be identified and traceable

3. Definition of Production Practices

Internal Production Manual

- Product specifications
- Production methodology
- Verification parameters
- Membership participation
- Management responsibilities
- Monitoring system
- Documentation and Traceability

e-WorldTrace v1.0

login: pef2
locale: en_us

Production Trade Recipes Certificates Administration Help

Certificates

Overview
Certificate List
Homepage
Contact IMO
Log out

Certificate List

Internal and External All groups 1 2 [Next >>]

Anytime search

Date	Batch-N°	Product	Price	PDF
2006-12-08 12:29:01.0	CTNV-00001	Mint 2006 dry	\$ 10.0	
2006-12-08 12:55:30.0	CTNV-00002	Mint 2006 dry	\$ 10.0	
2006-12-08 12:55:46.0	CTNV-00003	Mint 2006 dry	\$ 10.0	
2006-12-08 13:10:01.0	CTNV-00004	Black Tea 2006	\$ 0.0	
2006-12-08 13:10:30.0	CTNV-00005	Black Tea 2006	\$ 0.0	
2006-12-08 13:11:25.0	CTNV-00006	Green Tea 2006	\$ 0.0	
2006-12-08 13:11:46.0	CTNV-00007	Black Tea 2006	\$ 10.0	
2006-12-08 13:11:58.0	CTNV-00008	Green Tea 2006	\$ 20.0	
2006-12-08 13:12:26.0				
2006-12-08 13:12:39.0				
2006-12-08 13:12:58.0				
2006-12-08 13:13:11.0				
2006-12-08 13:20:24.0				
2006-12-08 13:20:51.0				
2006-12-08 13:21:10.0				



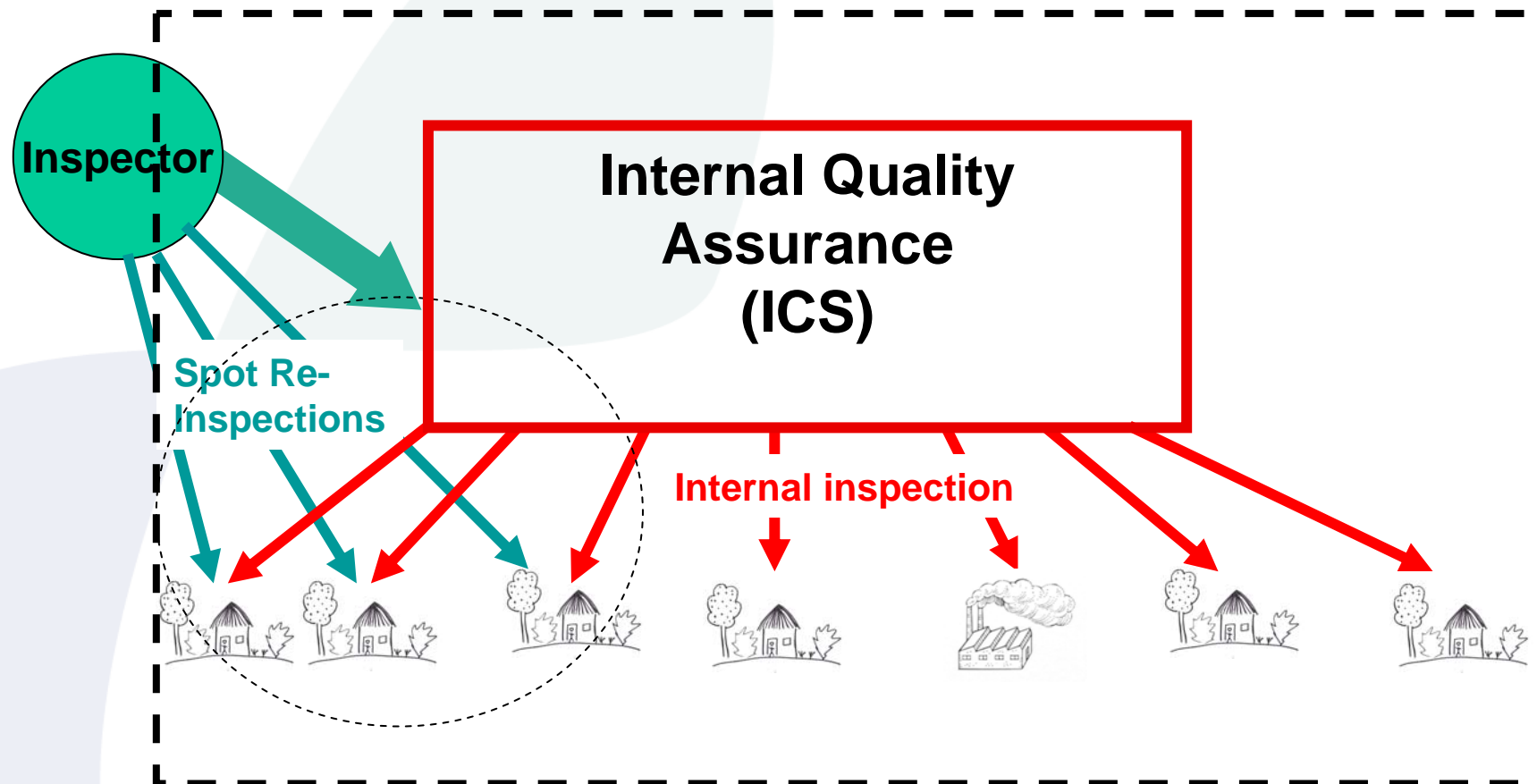
Management of Products/Species ⁽³⁾

Ressource access and Benefit sharing

- Compliance with national laws and regulations
- Informed consent given by the source community
- Resource access and benefit sharing agreements
- Transparency and stakeholder involvement



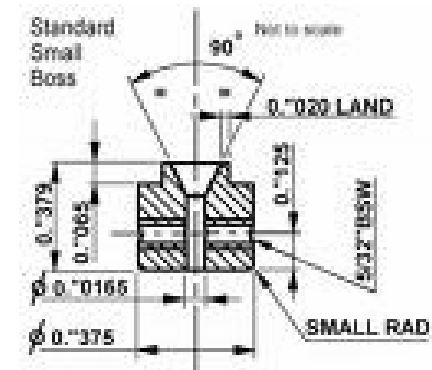
External Inspection of the Group



Internal Monitoring



- Defining monitoring system
- Setting quality assurance parameters
- Training of auditors
- Training of administrative staff
- Setting financial conditions
- Time plan for implementation
- Monitoring implementation
- Check on corrective actions



External Monitoring



- Periodic visits to the production area
- Verification of the products and the production systems
- Monitoring of the functioning of the internal quality assurance system (methods, records, actions taken...)
- Interviews with stakeholders (collectors, authorities, other users)
- Product flow and traceability controls

Quality Assurance and Traceability

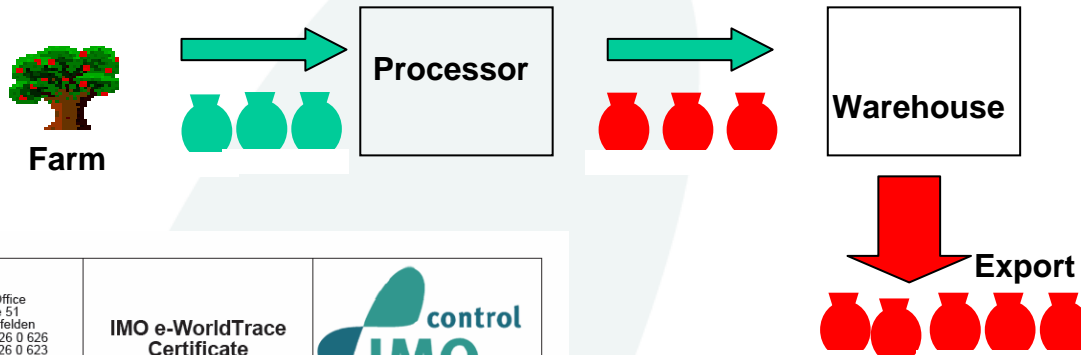
is based on implementation of

- an effective and credible certification scheme based on responsibility and trust
- a decentralized traceability system based on an individual monitoring system in each operation



support online programmes: WorldCert & World Trace

Authentication



IMO Group Office Weststrasse 51 CH-8570 Weinfelden Fon +41 (0) 71 626 0 626 Fax +41 (0) 71 626 0 623 info@imo.ch www.imo.ch	IMO e-WorldTrace Certificate	 IMO INSTITUTE FOR MARKETECOLOGY
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Date of issue:	Fri Dec 08 12:55:30 CET 2006
Product:	Mint 2006 dry
Batch-N°:	CTNV-00002
Amount:	500.0 kg

Seller:	
Name:	Tea Estate Factory
Address:	Estate Road 25
ZIP Code -	IN- Valley Village
City/Community:	
Country:	India
Buyer:	
Name:	Exporter's / Trader's Warehouse a
Address:	Trade Road 146
ZIP Code -	IN- New Delhi
City/Community:	
Country:	India

e-WorldTrace v1.0

login: pef2
locale: en_us

Production Trade Recipes Certificates Administration Help

Homepage

Messages
You have 16 incoming batch(es).

Deposit
710.0

Please select the desired category.

Production Trade Recipes Certificates Administration Help

Contact IMO
Log out

e-WorldTrace v1.0

login: pef2
locale: en_us

Production Trade Recipes Certificates Administration Help

Certificate List

Internal and External All groups 1 2 [Next >>]

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2006-12-08 13:10:01.0	CTNV-00004	Black Tea 2006	\$ 0.0	
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2006-12-08 13:11:25.0	CTNV-00006	Green Tea 2006	\$ 0.0	
2006-12-08 13:11:46.0	CTNV-00007	Black Tea 2006	\$ 10.0	
2006-12-08 13:11:58.0	CTNV-00008	Green Tea 2006	\$ 20.0	
2006-12-08 13:12:26.0	CTNV-00009	Tea 2006 green leaves	\$ 10.0	
2006-12-08 13:12:39.0	CTNV-00010	Mint 2006 dry	\$ 10.0	
2006-12-08 13:12:58.0	CTNV-00011	Black Tea 2006	\$ 10.0	
2006-12-08 13:13:11.0	CTNV-00012	Mint 2006 dry	\$ 10.0	
2006-12-08 13:20:24.0	CTNV-00013	Pop Corn 2006	\$ 10.0	
2006-12-08 13:20:51.0	CTNV-00014	Black Tea 2006	\$ 10.0	
2006-12-08 13:21:10.0	CTNV-00015	Pop Corn 2006	\$ 10.0	

Fair Trade & Social Accountability



www.fairforlife.net

The problematics of certification and control for GIs

- **Definition of area and products**
- **High organisational requirements**
- **Participatory process (ICS, ABS)**
- **Management manual, defined procedures**
- **Professional performance and reliability**
- **Fair play and social accountability**
- **Transparency and traceability**

**→ a challenge in many countries
and situations!**

Independent Control System

international → national



Marketing



Manufacturers



Producers



Certifiers

Annual inspection,
spot-checks,
analyses,
documentation

Accreditation and
Surveillance



Authorities



This is, what we DON'T want !

the Controllers of the Controllers' chain





Thank you

... any questions?