

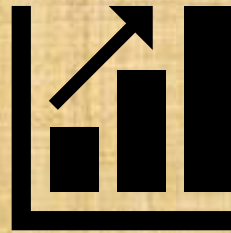


PGS as a Catalyst to shape the growth of National Organic Sectors in Africa.

Presented by Julie N. Matovu

June 2023

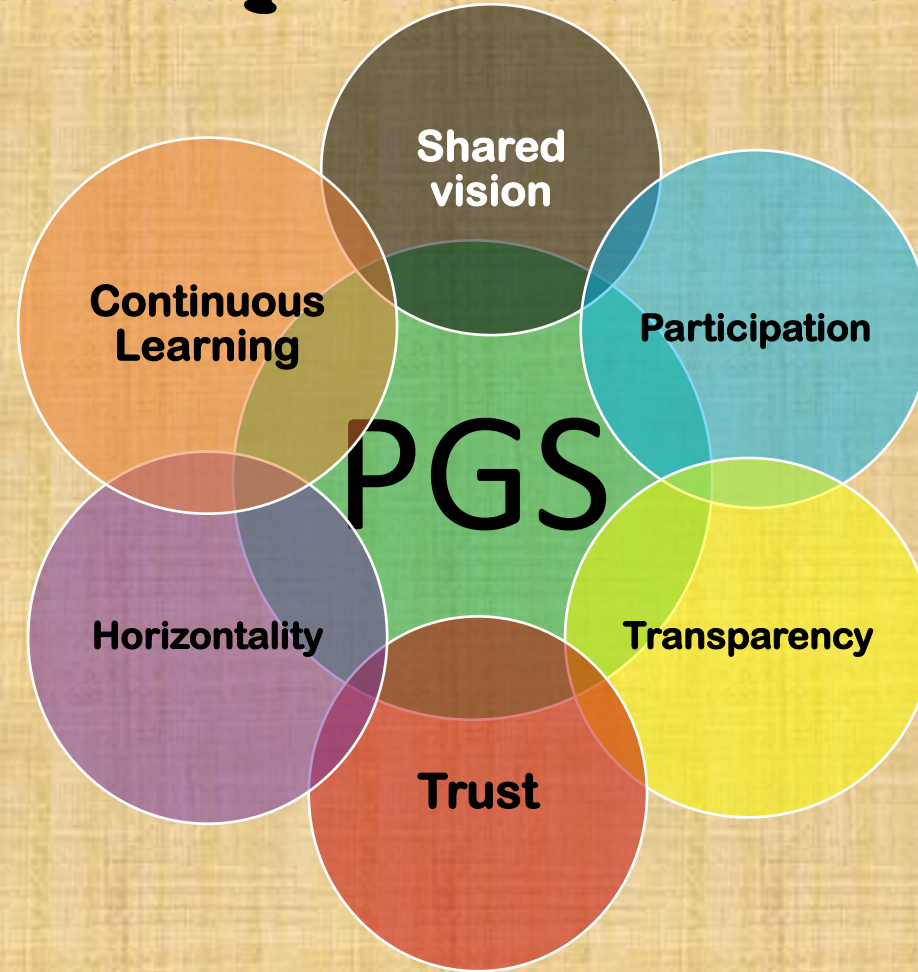




Synopsis of the development of the Organic Agricultural Sector in Africa.

- There is a growing recognition among policy makers that organic agriculture has a significant role to play in attaining Africa's food security.
- In the late 1990s and early 2000s, development of Organic Agriculture in Africa focused on produce for export to Europe.
- The African Union is committed to promoting ecological organic agriculture under her EOA-I 2015-2025 Strategic Plan.
- Generally, Organic Agriculture in Africa is on a strong growth path (FiBL & IFOAM-OI 2023).
 - total organic farmland: 2.7 million hectares
 - organic producers: 442,274
 - total exports from Africa into the global market: 458,702 Metric Tons.

What is PGS? – a recap of the definition & key elements



PGS – Participatory Guarantee Systems are locally focused quality assurance systems for organic farming. Certification of producers or farmers is based on active participation of stakeholders, built on a foundation of trust, social network and knowledge exchange (IFOAM, 2008).

Embracing the PGS approach to exploit local & Regional trade opportunities

- ❑ PGS offers a suitable alternative Organic Guarantee Systems that suits local context yet within internationally recognized procedures.
- ❑ PGS can be a proactive and practical entry point to integrate Organic Agriculture (OA) into the public domain to benefit from the upcoming National Organic Policies, strategic frameworks, standards, e.g SOASO standard and Regional standards such as the EAOPS. In the absence of a Pan-African Organic Standard, which *O.J. Lim Tung* urges that would be expected to be voluntary in Africa, with each African State setting up its own national competent authority with an inspection system for organic products, PGS provides a perfect opportunity to simulate local organic markets.
- ❑ PGS to facilitate trade and promote inclusion of grassroot small scale producers within their OFOs, CBO networks & family farms.

Challenges & Opportunities

The Challenges: Trials & Tasks

- **Weak organisational structures of OFOs that bring together smallholder farmers including family farmers.**
- **Informal status of OFOs & CBO networks technically renders them ineligible to participate in ongoing programs**
 - targeting small scale producers, yet they are the custodians of 80% of the land and food that feeds 1.1 billion in Africa and beyond.
- **Lack of direct support for capacity building for:**
 - achieving formal status with functional structures;
 - exploitation of the existing opportunities in organic trade;
 - especially that of harnessing the untapped local and regional trade opportunities
 - using alternative Organic Guarantee Systems such as PGS, National Organic Policies and Regional standards such as the EAOPS
 - to facilitate trade and promote inclusion of grassroot small scale producers within their OFOs, CBO networks & family farms.

Challenges & Opportunities

The Challenges: Trials & Tasks

- **Tunisia situation: Lack of Diversity, export-focused production & marketing, issue of certification, products too expensive, limited knowledge of consumer needs (Aymen Gharbi, May 2023).**
- **The Morocco PGS Context: Limitations to local market expansion – High prices, difficulty in finding organic products, lack of information on organic guarantee - consumer study by Marzouk & Gbemenou (2014)[Lemeilleur, S., & Sermage, J. (2020)].**

Opportunities & Challenges

The Opportunities: Openings & Prospects

- **Approaches to grow the OA sector in Africa thus advancing PGS establishments:**
 - (1) Market-Oriented Approach
 - (2) Policy-Driven Approach
 - (3) Private/Non-governmental Stakeholders-Driven Approach, and
 - (4) Government-Driven Approach.
- **Government support towards policy development.**
- **The existence of NOAMs** as Umbrella organizations coordinating all players in the organic sector at National Levels.
- **The AfrONet platform** – convergence for a for the sector on the continent.
- **Existence of National CSOs/NGOs & other regional coalitions/Networks in the OA/AE sector in Africa**
- **The emergency & strengthening of INOFO in Africa** a self-organized structure by OFOs through their established leadership specifically focusing on OFO needs at grassroot levels.
- **The existence of loose OFO & CBO networks at the grassroots -**



Opportunities & Challenges

The Opportunities: Openings & Prospects

- **Solutions underway in Tunisia:** at start-up stage for PGS growth:

(1) awareness-raising campaigns

(2) Introduction of organic products in hospitals and clinics for cancer patients.

(3) The Organic World Congress 2024

(4) Government-Driven Approach. As a state-driven sector with the April 2005 Act, Tunisia has evolved to develop its own organic inspection and certification systems.

(5) Streamlining logistics, organizing production & distribution.

(6) Introduction of a PGS label by the Tunisia Permaculture Association (ATP) – a private sector initiative.

Practical options/alternatives for implementation of PGS to promote National Organic Sectors.

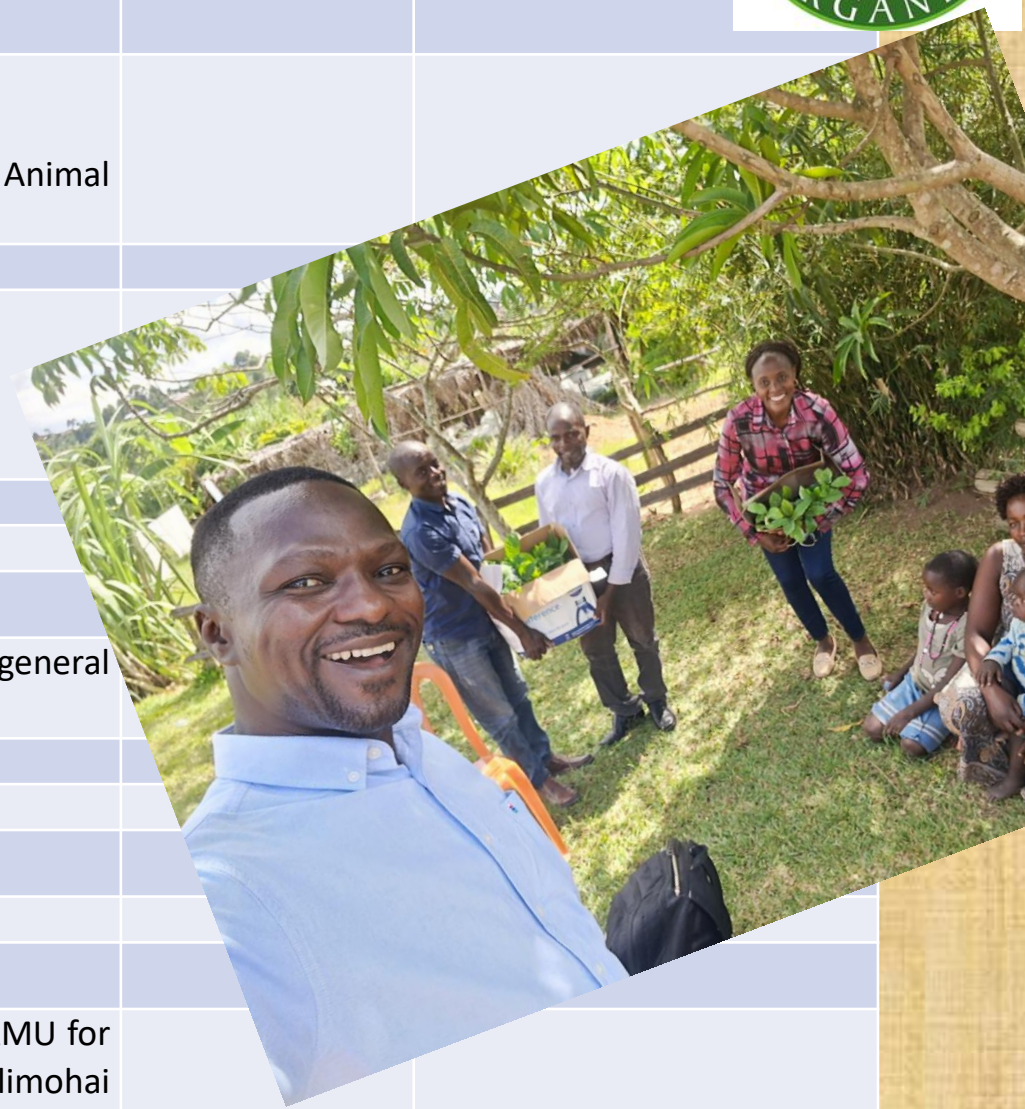
- Mapping organic producers/practitioners within a given geographical locality to initiate a functional PGS
 - Get to know your fellow organic producers
 - Get to know other potential partners, e.g. operators of farmers' markets, Organic Sale points, etc.
 - Mobilize the consumer base through applicable avenues, such as word of mouth, social media, print media, broadcast media, etc.
- Exploring existing food market locations that run daily, weekly, etc for the establishment of potential organic Points of Sale(POS).
 - List the existing market POS
 - Choose location options that are applicable in your context
 - Choose applicable marketing models; retail trade with existing vendors, appointment of PGS sales person(s), running parallel organic farmers markets, etc.
- Innovating new organic markets based on local research and engagements to tap into existing opportunities
 - <https://doi.org/10.4060/ca9917en> to read more about innovative markets. Get up to 96 case boxes & 44 tips by practitioners from over 13 countries across the globe.

Examples of practical experiences in rolling out PGS to shape the growth of National Organic Sectors across Africa.

The Ugandan experience...



#	Activity	When?	Led by Who?
1.	Agree on PGS Size - How many members?		
2.	Agree on PGS Scope: - Area covered/Geographical scope; - Product range: Coffee? Honey? Vegetables? Food crops? Poultry? Peanut? Animal products? Crafts? Agro-tourism?		
3.	Establishment of PGS Structure		
4.	Listing of existing and/new market options; - Name of market - Location - When it operates: Daily/Weekly/Monthly; delivery scheme, Event sales, etc?		
5.	Election of leaders/PGS Committees		
6.	Drafting of the PGS Internal Standard/Operations Manual		
6.	Filling in Application forms and sketching the overview maps of our fields		
7.	Sharing and Approval of Final PGS Internal Standard/Operations Manual during a general assembly by all members.		
8.	Conducting Peer Review Assessments		
9.	Generating Farmers list		
10.	Evaluation of Peer Reviews, issuance of certificate decisions		
11.	Declaration of Farmers Pledges		
12.	Issuance of Participatory Organic Certificates to approved members		
13.	Submission of signed and Pledged Farmers list to the National PGS Council/NOGAMU for the issuance of the Single Group PGS Certificate and Approval to use the Kilimohai (EAOM) Mark.		
14.	Conducting business/Trading using the Kilimohai Mark of the EAOPS		

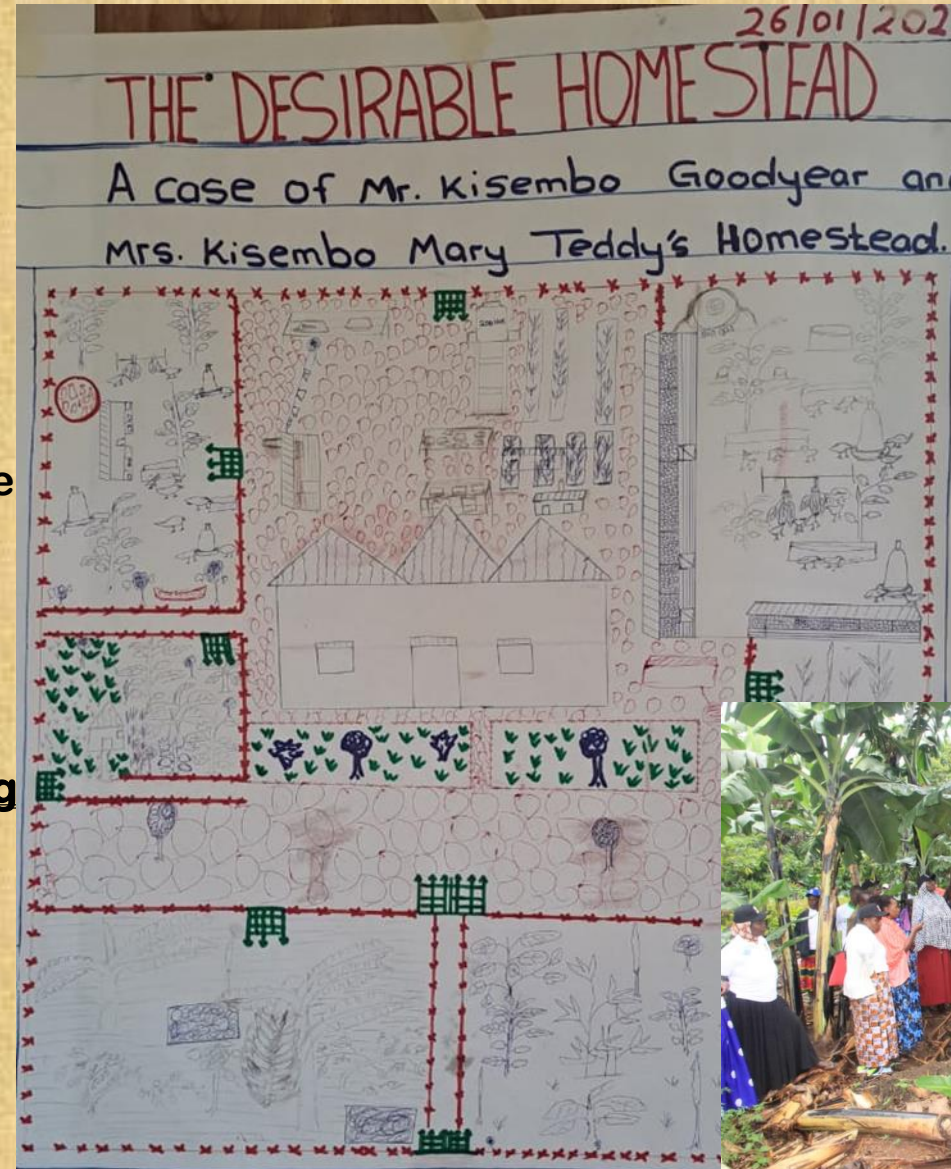


Examples of practical experiences in rolling out PGS to shape the growth of National Organic Sectors across Africa

The Ugandan experience.....

Rolling out PGS in Uganda by NOGAMU – The National Organic Agricultural Movement of Uganda

- Disseminating the NOAP – National Organic Agricultural Policy at regional level across the country;
- Existing PGS in the Eastern (Mbale), Central (Mukono) & Western Uganda (Isingiro) were mobilized to embrace the NOAP, popular versions of the policy documents were distributed; e.g. in the Eastern region the local organic farming communities are working with local authorities to formulate bye-laws.
- Several community groups in partnership with cultural institutions, political leaders, civil society organizations, organic input production & marketing companies, value addition companies, etc, have PGS establishment processes under the guidance of NOGAMU; e.g Bunyoro Kitara Kingdom, Bigodi community in Kibaale-Kamwenge.
- Consultations for the establishment of the National PGS Council are under way



The East African Organic Mark (EAOM)



Examples of practical experiences in rolling out PGS to shape the growth of National Organic Sectors across Africa

The Ugandan experience.....

Rolling out PGS in Uganda by NOGAMU – The National Organic Agricultural Movement of Uganda



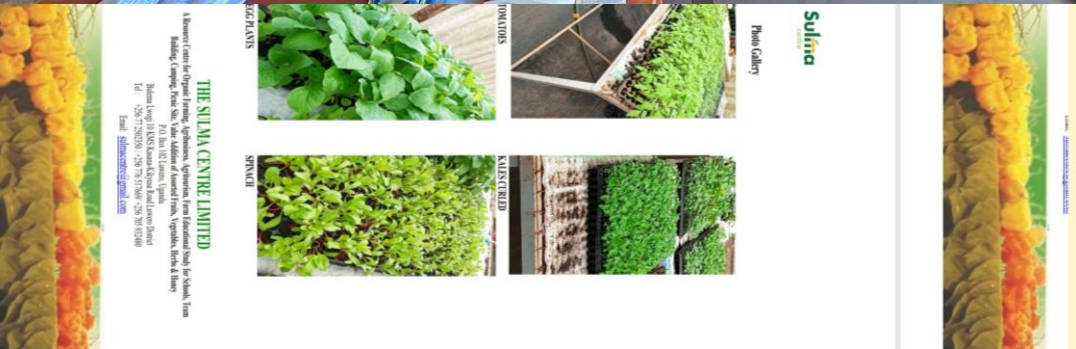
The East African Organic Mark (EAOM)



PGS Training including coffee value addition & ecotourism packages in Kibaale, Western Uganda



An exclusive organic market initiative in Entebbe, Central Uganda



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Examples of practical experiences in rolling out PGS to shape the growth of National Organic Sectors across Africa

The Ugandan experience.....

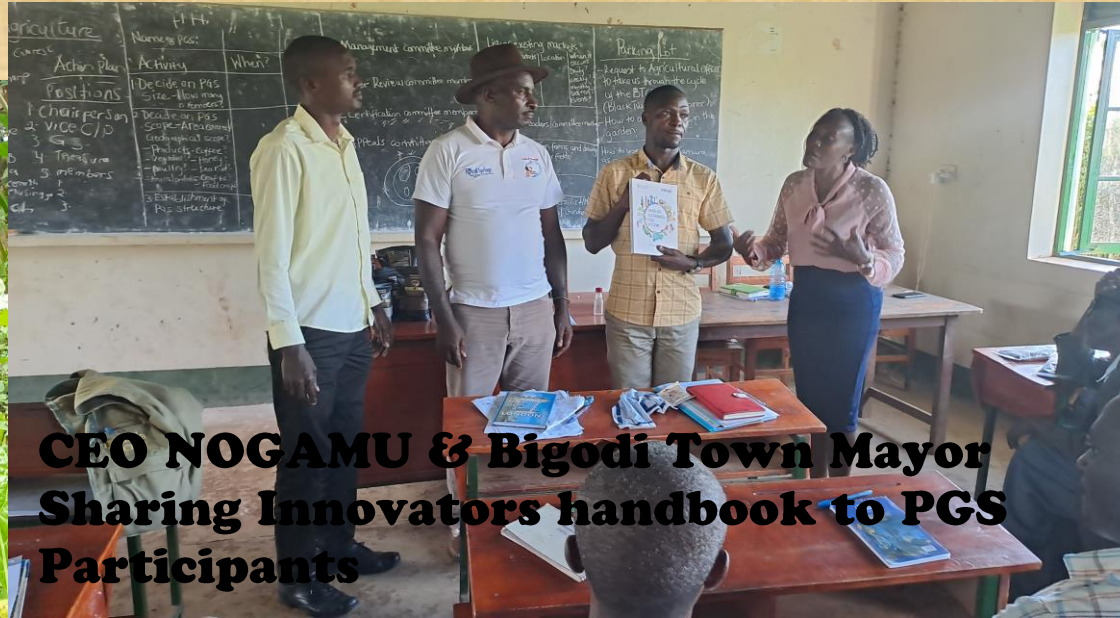
Rolling out PGS in Uganda by NOGAMU



East African Organic Mark (EAOM)



Our Family farm – A member of The Freshveggies PGS initiative in Wakiso, Uganda.



CEO NOGAMU & Bigodi Town Mayor Sharing Innovators handbook to PGS Participants



New dawn orphanage garden at Nkumba, Wakiso, Uganda



Examples of practical experiences in rolling out PGS to shape the growth of National Organic Sectors across Africa

PGS Activities in Tanzania by TOAM

- ❑ **TOAM - The Tanzanian Organic Agricultural Movement Coordinates the organic sector in Tanzania.**
- ❑ **Follows the East African Organic Products Standard.**
- ❑ **Part of other quality assurance schemes as approved by the National Organic Agriculture Movements (NOAMs) such as Participatory Guarantee Systems (PGS).**
- ❑ **Partners with NGOs, Operators of Organic outlets at SAT in Morogoro, Iam Organic in Dar and family farm initiatives at Msonge Family farm in Zanzibar to promote PGS activities across the country's mainland & Islands.**
- ❑ **Has developed a PGS Production Manual as a step to improve producer group participation.**



The East African Organic Mark (EAOM)

Examples of practical experiences in rolling out PGS to shape the growth of National Organic Sectors across Africa



*The East African Organic Mark
(EAOM)*

PGS Activities in Kenya: Criteria for Approval for PGS by Jack Juma – KOAN

Each and all of the following criteria must be complied with for a PGS to be approved for the use of the EAOM;

1. The PGS is a participatory organization or structure, whereby producers and other stakeholders participate in the choice of the standard, the procedures for verification and sanctions, and the choice of people with specific responsibility in the PGS.

Decisions regarding PGS procedures are made either in general assembly, regular group meetings, or by regularly elected producer representatives.

2. The PGS ensures compliance of its endorsed producers for the registered products for all crop products with the EAOPS.

3. The PGS has developed a system for managing non-compliance, with clear consequences that are implemented, including suspending operators with serious non-compliances.

4. The PGS grants open and easy access to consumers, the public and any interested person to: Its chosen standard; Its list of group members and its list of endorsed operators; Information concerning its structure and its main procedures (steps in the certification process).

5. The PGS has mechanisms to ensure that producers understand: the principles of organic agriculture and expected practices; the purpose and structure of the PGS and their rights for participation; the role of verification and the sanctions that might be imposed on them in case of non-compliance.

6. Participating producers take a public pledge to follow the standard and are subsequently subject to on-site reviews/inspections at minimum once a year to verify their continued compliance with the standard.

7. Farm/site review/inspection involve a team of persons, including at minimum 2 experienced persons and including at minimum 1 peer operator.

Examples of practical experiences in rolling out PGS to shape the growth of National Organic Sectors across Africa

PGS Activities in Zambia *by Chitalu Mpakafye*



OPPAZ operates Organic Kalanga whose immediate focus is to enable farmer access to production resources to guarantee consistency market supply of demanded volumes of organic products of acceptable quality.

Organic Kalanga is a PGS based approach for production, marketing and certification.

The **Zambian Organic Code of Practice is the basis on which Organic Kalanga functions**

Farmers are mobilised along value chains that have potential to make business sense in Zambia and elsewhere.

Examples of practical experiences in rolling out PGS to shape the growth of National Organic Sectors across Africa

PGS trends in OA development in Madagascar

December 2021:

- ❑ A peer-to-peer exchange between policy makers, to strengthen the capacities of Malagasy actors in relation to the creation of the political and legal framework for the development of organic agriculture in Madagascar;
- ❑ the tools it proposes, such as participatory guarantee systems and organic farming territories;
- ❑ Learning experience from policy-makers from Tunisia, India, Italy and Bhutan in their respective national context.

Key Action points:

- To develop a coordinated strategy to promote demand for organic and agroecological products among Malagasy consumers;
- To set up a massive national program for the development of organic inputs, certified or not, from the production of seeds, including on the farm, to biofertilizers;
- To document and share OA practices, conduct action research in relation to the demand and needs of producers and businesses.

Examples of practical experiences in rolling out PGS to shape the growth of National Organic Sectors across Africa



PGS Activities in Morocco



<https://youtu.be/FjddVXaLM2k>

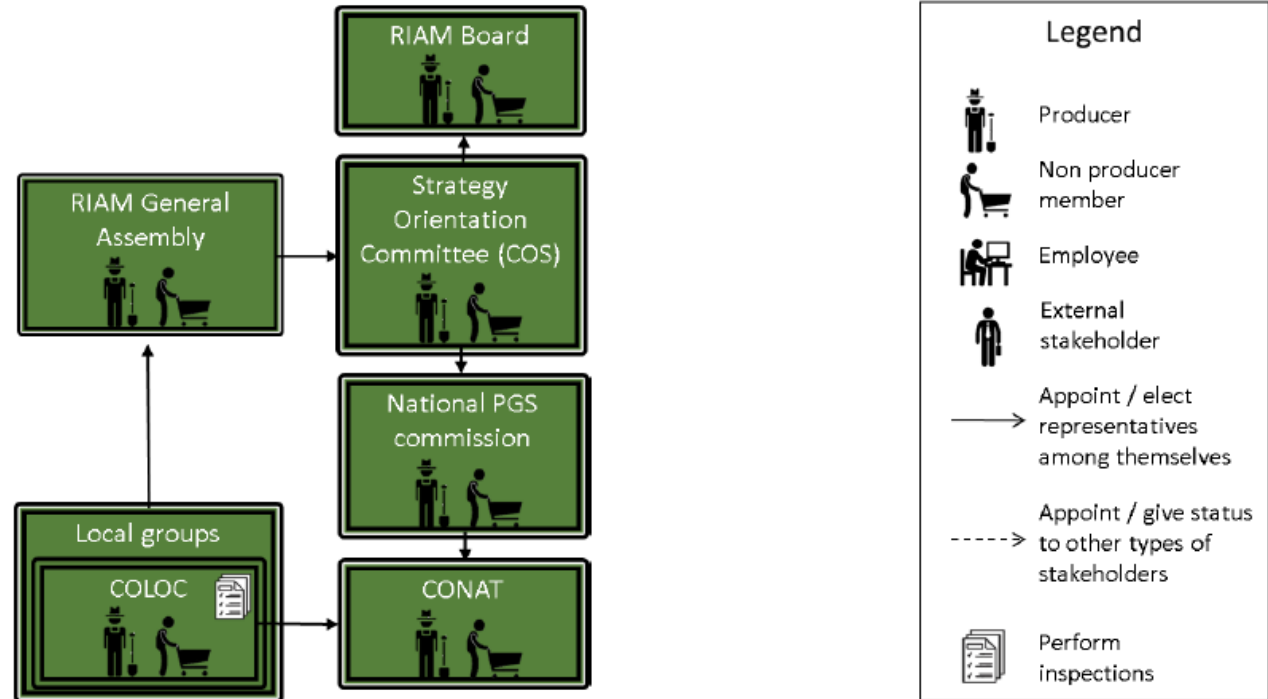


Figure 20 – Structure of PGS AE Maroc

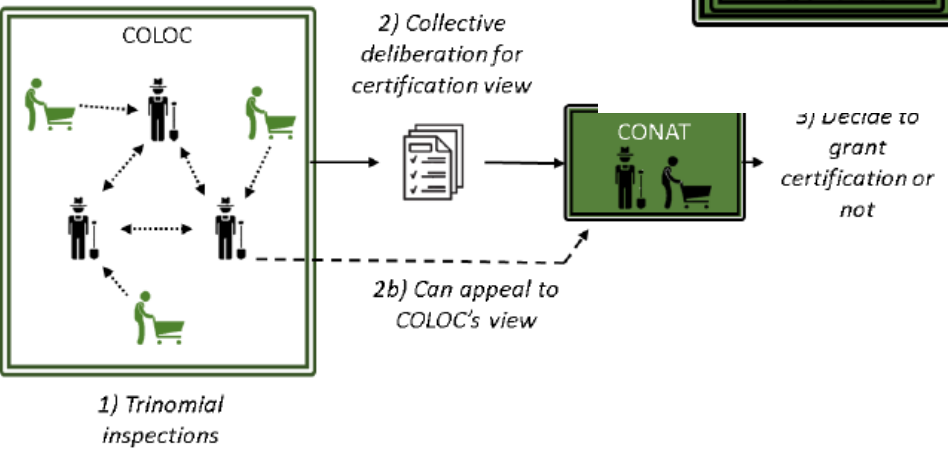


Figure 20 - Certification process for the Agroecology Morocco PGS.

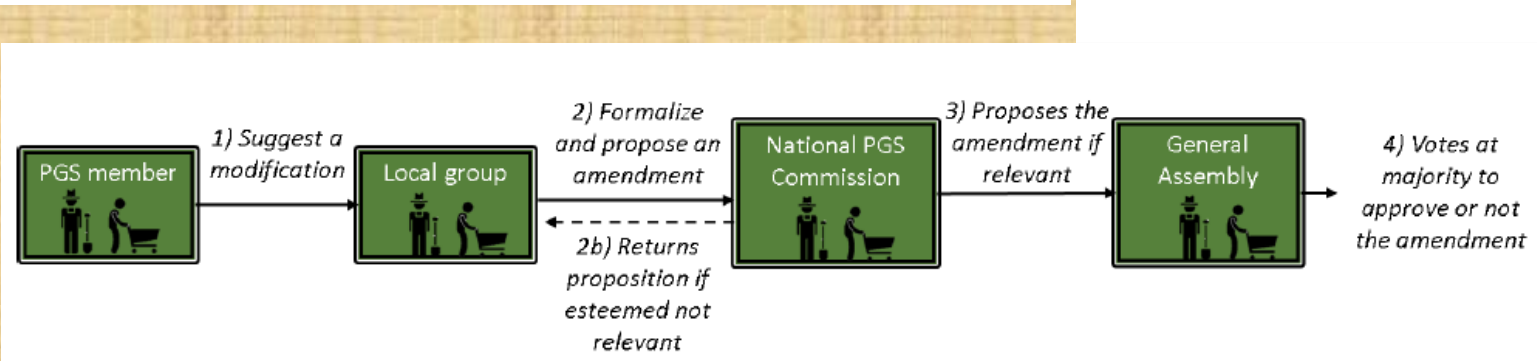


Figure 21 - Process of modification of a reference text of the PGS Agroecology Morocco.

Alternatives Rural(7)
www.alternatives-rurales.org Octobre 2012

Système Participatif de Garantie pour un label agro-écologique au Maroc

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Résumé
Au Maroc, un nombre croissant de producteurs s'engageant vers une meilleure prise en compte de l'environnement et des facteurs sociaux dans leur manière de produire. Par ailleurs, cette qualité socio-environnementale est aujourd'hui demandée par un nombre non négligeable de consommateurs

Institutional Innovations for Organic Agriculture in Africa (IIABA)
Work Package 3: Participatory Guarantee Systems (PGS)
2021 Analysis report – Governance models of 6 PGSs in the world



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IIABA
IIABA International Institute for Institutional Innovations for Organic Agriculture in Africa

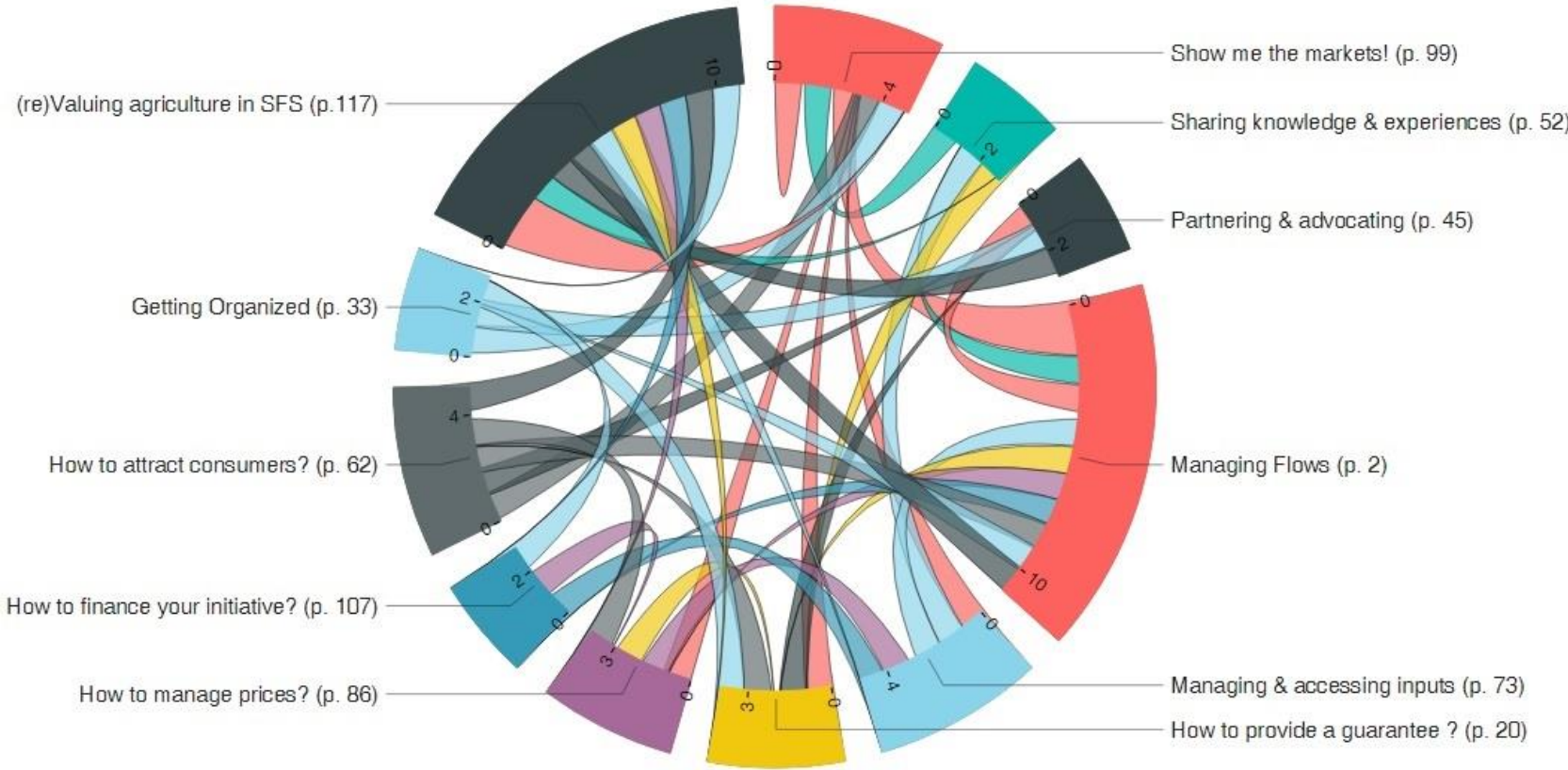
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My take away points

- ☐ We are all in our timeline, facing similar challenges in slightly different contexts**
- ☐ We need to organize production, logistics and viable services to our communities**
- ☐ We need to invest in PGS as a business initiative**
- ☐ We need to encourage CONTINUOUS LEARNING through sharing as a key pillar of PGS**

Learning how to operationalize sustainable food systems and inspire innovations: A guide for food system drivers

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THANK YOU FOR YOUR ATTENTION!

Lessons from a consumer study in Uganda By Audrey – IIABA Project

CONCLUSION

PROFILE



PERCEPTIONS



BEHAVIOR



- Better collaboration between the different actors
- Invest in education to promote organic agriculture and to raise awareness against pesticides.
- Organic certification. PGS should be developed.

Audrey

Audrey N'gom

