

Lessons from PAN UK project
***Food & Fairness: Changing supply
chains for African health &
environment***

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Food & Fairness project 2005-2007

- ▶ **Partners: PAN UK; PAN Africa (Senegal); PAN Germany; Natuur & Milieu (Netherlands)**
- ▶ **Goal: To generate support for safer & more sustainable farming systems that enhance the livelihoods of African women & men farmers & supply the quality of food that consumers demand**
- ▶ **EC EuropeAid development education budget line: awareness-raising & influencing European stakeholders**
- ▶ ***www.pan-uk.org/Projects/Fairness/***



Project objectives

- ▶ Use food safety concerns in Europe to raise awareness of the adverse impacts of pesticide dependence in Africa
- ▶ Create public-consumer awareness about small-scale farmers access to EU markets
- ▶ Encourage food companies to support sustainable pest management for smallholders under CSR
- ▶ Facilitate stakeholder dialogue to deliver appropriate & sustainable agricultural options for small-scale farmers

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What the project did: in Europe



- ▶ Informal dialogue with food chain companies on pesticide issues in imported produce & support for African smallholders
- ▶ Farmer exchange of 5 Senegalese vegetable growers to visit organic, IPM & conventional farms in UK, DE, NL (focus: tomato)
- ▶ Outreach material for consumers, NGOs, the concerned public, media
- ▶ Technical briefings for food chain companies, donors, African regulators



What the project did: in Senegal

- ▶ Smallholder survey on pesticide & pest management practice in vegetables
- ▶ Consumer & trader surveys on purchasing practice & food quality/safety perceptions
- ▶ Residue testing of tomato & cabbage from conventional/ export/ IPM/ organic farmers
- ▶ Stakeholder workshops on how to improve market reward for organic/IPM trained farmers



Achievements & failures

- Synergy between organic & IPPM farmer organisations, For collaboration on a common goal
- Residue testing suggested that farmers trained in organic or IPPM can produce residue-free produce.
- Clearer understanding of how supermarkets are driven by consumer demands & different concerns of European consumers
- Raised awareness of African smallholders in European NGOs & horticulture media, gave voice to 5 farmer associations
- Raised PAN's profile in supply chain issues and generated demand for our technical advice on pesticide regulatory & hazard status
 - Failed to generate any new export options for 5 smallholder associations involved
 - Enabled PAN Africa to work with farmer groups & other stakeholders to discuss in depth next steps and concentrate on local markets.



Lessons on IPPM & organic production

- ▶ **Market incentives or improved access are necessary to provoke change in practice.**
- ▶ **IPPM trained farmers not fully changed practice, due to lack of penalties or incentives.**
- ▶ **IPPM farmers still need support to eliminate some hazardous and problematic pesticides in their practice.**
- ▶ **Training must cover business planning & budgeting aspects of vegetable growing, not just pest control & crop husbandry**

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Lessons on marketing



- ❖ “How can I meet consumer requirements?” rather than “Who will buy my produce?”
- ❖ Local marketing important for EU organic farmers, linking with local consumers
- ❖ Lack of storage for perishable produce puts farmers at the mercy of buyers, little negotiating power.
- ❖ Farmers want contractual relations with more certainty about price & purchase. Better relations with ‘bana-bana’?
- ❖ A good communication policy aimed at consumers is essential
- ❖ Food safety programmes must include microbial contaminants, as well as pesticides.



Lessons on smallholder enterprises (1)

- **No clear-cut farmer opinions on whether export or local market channels are best for them- they can be equally abused in both!**
- **Ask honestly whether SSF are capable of operating in export environment.**
- **You clearly need an intermediary between African farmers and supply chains**
- **Think first if/how they can produce to EU market requirements**
- **PAN's role cannot be in direct marketing- what can we best focus on?**
- **African farmers need to understand why ethical European consumers don't always want to buy African produce (food miles/local issues).**
- **Senegalese farmers' requests for support (drip irrigation, cool storage equipment, etc.) didn't "fit with" EU food companies even if interested in sourcing.**



Lessons on smallholder enterprises (2)

- ▶ **Adapting practices is technically feasible; problem is high cost of demonstrating compliance**
- ▶ **SSF should always use organic practices to produce for demanding markets?**
- ▶ **Still EU market opportunities with less strict standards (but decreasing...)**
- ▶ **60% SSF involved in export markets dropped from top 10 Kenyan exporters since EurepGAP introduction.**
- ▶ **Sustainable agriculture needs continual support from food chain- in today's economic climate?**
- ▶ **SSF in today's markets: trained & empowered farmers; facilitating policy sector; receptive business sector interested in development; facilitators to build partnerships.**



Senegal work 2008-2009: developing safe & healthy food supply chain

- ▶ List all producers trained in IPPM and bring them into a network.
- ▶ Feasibility study on effective pest management without toxic pesticides for 6 target vegetables (onion, tomato, cabbage, green beans, aubergine & okra).
- ▶ Farmers + PAN +govt officials to discuss & define criteria for a 'Safe & Healthy Food' national labelling scheme'
- ▶ Consumer outreach material in local language on pesticide hazards, food safety and the benefits of organic & IPPM produce
- ▶ Field visits for consumer representatives & policy makers to organic/IPPM farms



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Next steps...

- ▶ Tell good stories of organic and IPPM trained farmers
- ▶ '*African Voices*' sections of PAN UK & Africa websites
- ▶ Challenge obsession of farmers, donors & others on export market opportunities?

