



Institutional Innovations in Ecological Organic Agriculture

Allison Marie Loconto, Anne Sophie Poisot, Pilar Santacoloma, Marcello Vicovaro

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RURAL INFRASTRUCTURE AND
AGRO-INDUSTRIES DIVISION

3rd African Conference on Ecological and Organic Agriculture,
Nigeria 5-9 octobre 2015

Institutional Innovations in Ecological Organic Agriculture

Allison Loconto, PhD

Visiting Expert, Voluntary Standards and
Institutional Innovations (AGS)

Chargée de recherche, Institut National de la
Recherche Agronomique (INRA)

In collaboration with:

Anne Sophie Poisot (FAO, AGP)

Pilar Santacoloma (FAO, AGS)

Marcello Vicovaro (FAO, AGS)

Impact of international voluntary standards on smallholder market participation in developing countries

A review of the literature

Voluntary standards to market



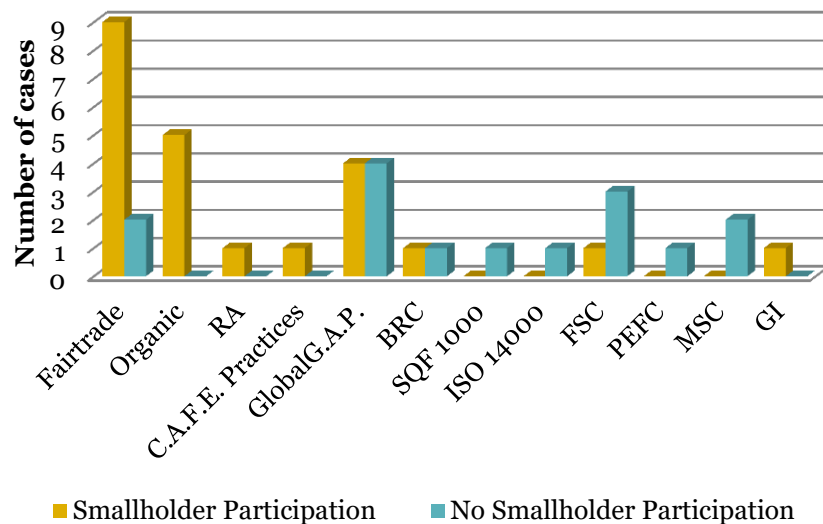
policy brief

Voluntary standards: Impacting smallholders' market

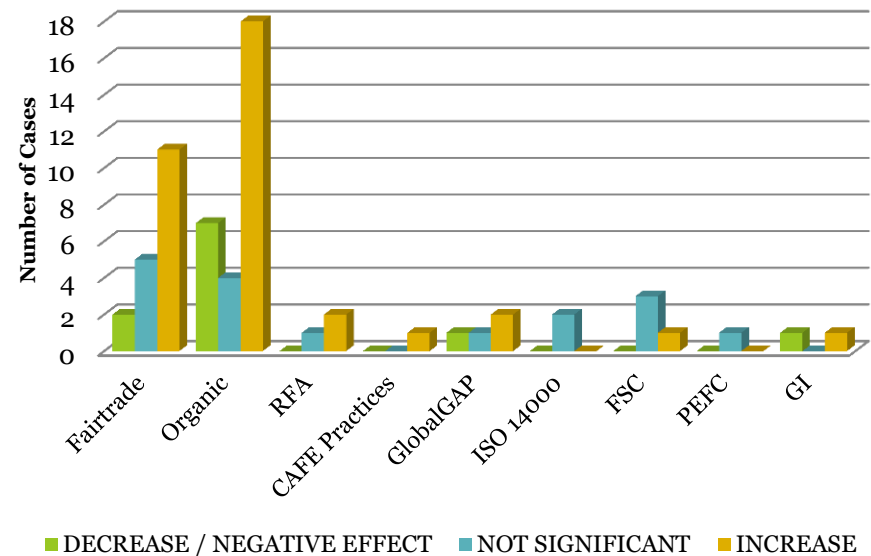
Key messages

- Equitable and sustainable supply chain linkages, increased access to assets, and

Which VSS are the most inclusive?



Do smallholders profit from VSS?



Source: FAO, 2014

Inclusiveness and smallholders' profitability depend on producers' assets, enhanced collective action and an enabling institutional setting



2013-2015 : Innovations in linking sustainable practices with markets

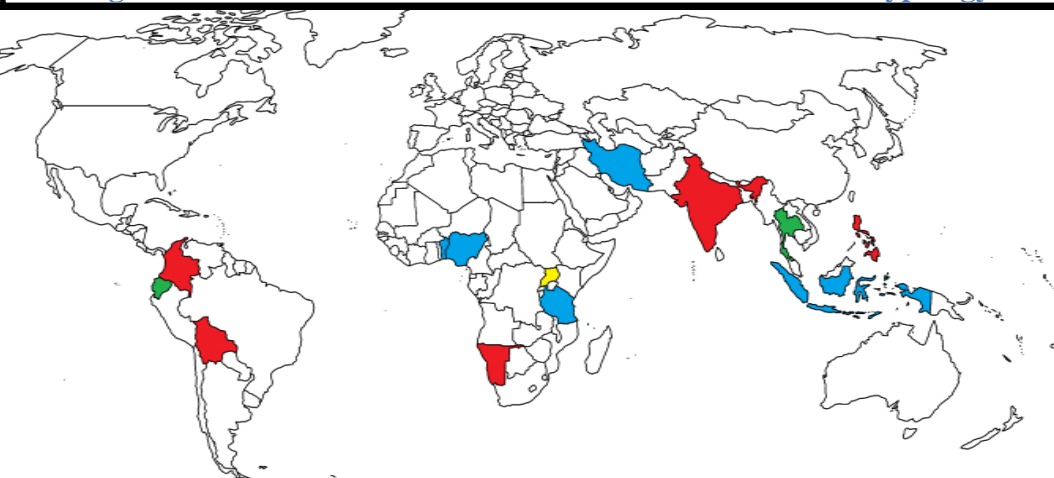
- How do standards and market-based mechanisms act as incentives for the adoption of sustainable agriculture practices?
 - What are the motivations and drivers that enable the adoption of sustainable practices?
 - How are value chains and local institutions being reorganized to facilitate the adoption of sustainable practices?
- Focus on institutional innovations:
 - Novel ways of organizing public and private actors, organizations, institutions (including rules/regulations)



EC/FAO Global Programme:
Global Governance for Hunger
Reduction [GCP /INT/130/EC]



Figure : Institutional Innovation Case studies location and typology



Phase 1 : The Study

- Call for proposals launched in September 2013
 - 87 proposals, 15 case studies selected
 - 4 Latin America & Caribbean, 6 African, 5 Asian
- Field visits to 8 case study sites - interviews with all authors
- Peer-review by local experts
- Document analysis (Actor and Functions Analysis)

Sustainable Practices: 12 with the agro-ecological practices and 3 with Good Agricultural Practices.



Multi-actor Innovation Platforms (IP)

Benin	The Songhai Model of integrated production
Indonesia	Partisipasi Inovasi Petani (PIP) Project: A participatory model for promoting farmer-driven innovation
Iran	The role of Community Based Organizations in sustainable production and marketing of agricultural products
Nigeria	Impact Assessment of the Community-Based Farming Scheme in Enhancing Sustainable Agriculture in Nigeria
Tanzania	Sustainable Agricultural Practices by Smallholder Tea Farmers
UgandaKACE	The role of cooperatives in linking sustainable agricultural practices with markets (KACE)

Participatory Guarantee Systems (PGS)

Bolivia	The Ecological Fairs of La Paz, Cochabamba and Tarija
Colombia	Familia de la Tierra PGS
India	PGS and smallholder markets: Idea of Trust and Short Market Chains
Namibia	The Namibian Organic Associations' Participatory Guarantee System
Philippines	The Innovative Institutional Approach: Quezon Participatory Guarantee System
UgandaFV	Facilitating social networks through FreshVeggies PGS

Community Supported Agriculture (CSA)

Ecuador	Reinforcing the Local Systems of Healthy Food of Sierra Centro
Thailand	Moral Rice Program, Dharma Garden Temple
Trinidad & Tobago	The Brasso Seco Paria Community Make Agrotourism their Business



What are ‘Institutional Innovations’ ?

Institutional innovations are when people and organizations (actors) strategically mobilize others through network relationships in order to repair or replace existing institutions (rules and norms governing agri-food systems).

They are new rules and ways of organizing the relationships between different actors in a system.

They are new guidelines for sustainable production and consumption and new partnership opportunities for applying them.

(cf. Hargrave and Van De Ven, 2006)





6 cases from Af

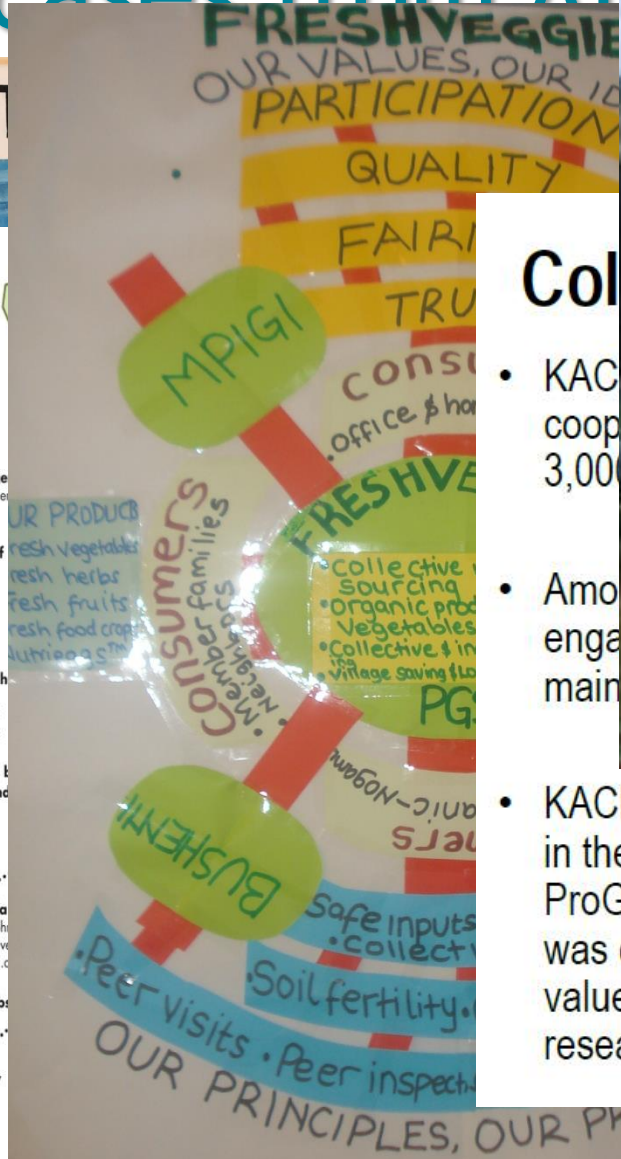


Steinhausen - Farm Roge
Ina and Ernst-Ludwig Cramer
ina@cramer.com.na
Tel 062 561 424
Dairy, ice-cream, beef

Windhoek - Farm Krumh
Ulrich Voigts, Ralph
& Christiane Ahlenstorf
info@krumhuk.com.nam
Tel 061 233 645
Chicken (eggs and meat),
milk, vegetables, herbs and

Dordabis
Green Sheep Namibia
Anne & Wolfgang Ramdohr
Organic status: 1st year of conver
veggie@greensheep-namibia.c
Tel 062 573 524
Vegetables, fruit, herbs

Blumfelde
Farm Springbockvley
Judith Iselle
iselkuel@iway.na
Tel 062 581 606
Beef & lamb



Col

- KAC
coop
3,00
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main



- KACE provided a perfect partner in the implementation of the ProGrOV project whose focus was on development of organic value chains in Uganda through research.





Institutional Innovations in Africa

Multi-Actor Innovation Platforms

- Begins with partnerships located within local research, training or extension bodies and includes farmers
- Uses national and international knowledge to promote organic or sustainable agriculture practices
- Initial legitimacy comes from outside of the group, then builds internally
- The focus is on specific technologies and farmer-led experimentation
- A new local market is created as an outlet for supply: on-farm sales
- Changes seen in the rules for training, extension, production, and the allocation of responsibilities among these actors

Participatory Guarantee Systems (PGS)

- Begins with partnerships between farmers, consumers and intermediaries (including service providers, organic movements)
- Uses local and national knowledge (and harmonized international organic standards)
- Initial legitimacy comes from within the group, then outside recognition
- The focus is on an alternative form of certification (based on free or low-cost peer review) and farmer-led experimentation
- New local markets are created based on direct contact with consumers: farm visits, farmers' markets, internet sales and supermarkets used
- Changes seen in the rules for organic production, internal organization and the sharing of roles and responsibilities among different people within the groups



How do market mechanisms incentivize the adoption of sustainable practices?

- Greater communication between producers and consumers
 - Identifying/communicating market demand for specific 'qualities' of the products (e.g., safe, organic, GAP)
- Multi-Actor Innovation Platforms : flexible platforms facilitate collective problem solving around technologies
 - The incentives are found in the creation of local networks that integrate knowledge (creation and sharing), markets, resources and policy support at multiple levels (municipal, national, international trade)
- Participatory guarantee systems: Alternative certification mechanisms reduce costs of compliance with standards
 - Small farmer inclusion in the value chain is critical - not only as a producer, but also as an auditor and researcher – increases trust
- Shifting roles and sharing responsibilities between producers, consumers, researchers, intermediaries and public officials – **reciprocity rather than solidarity**



Phase 2: Dgroups Discussion

☰ Institutional Innovations: Linking Sustainable Practices with Markets

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Welcome to the Institutional Innovations: Linking Sustainable Practices with Markets dGroup.

This community, composed of practitioners and researchers, is a place to exchange ideas and experiences with the purpose of sharing knowledge and innovations.

Recent discussions

Discussions →



1) Sustainable practices - What sustainable innovative agronomic practices have been most impressive in your field experience?

enomh2@yahoo.fr on February 20 48

Recent resources

Library →



Sustainability assessment of food and agriculture systems.pdf



Smallholder business models.pdf



Save and Grow.pdf



Impact of voluntary standards.pdf



Building a common vision for sustainable food and agriculture.pdf

86 Participants from 23 countries

Feb
26
2015

2nd DISCUSSION: Sustainable practices & Input Markets - What strategies do you follow to source inputs for sustainable production?

Mar
9
2015

3rd DISCUSSION: 3) Social relations & Markets - What are some strategies for attracting consumers and for improving product quality?

Mar
19
2015

4th DISCUSSION: Markets – How are prices negotiated?

Mar
30
2015

5th DISCUSSION: Markets or External support - What to do about scaling up?





Researcher-Practitioner Workshop



- 23 – 25 June 2015, Bogotá, Colombia
- In collaboration with Slow Food and IFOAM





Recommendation 1

- **Promote interactive learning to create and spread knowledge**





Recommendation 2

- **Strengthen farmers' capabilities in strategic market negotiation**





Recommendation 3

- Support communication and trust relationships between farmers, intermediaries and consumers





Recommendation 4

- Improve logistics management





Recommendation 5

- **Scale-up and legitimize innovative initiatives**





Conclusions

- Incentives for adopting sustainable practices can come from the autonomy created when local actors develop innovative rules for market interactions.
- Local actors rely upon social values (e.g., trustworthiness, health (nutrition and safety), food sovereignty, youth development, farmer and community livelihoods) to adapt sustainable practices to local contexts and create new market outlets for their products, which are core components of institutional innovations.
- Even when private actors (farmers, consumers, cooperatives, firms, etc.) are leading the innovations, partnerships with public actors and civil society are fundamental for legitimating political and physical spaces where sustainable agricultural knowledge, practices and products are exchanged through market interactions.
- Policies that are conducive to these types of innovations need to have flexibility built into different levels of governance
- These are long-term processes that require significant commitments and collaboration from all stakeholders



Contact:

allison.loconto@fao.org

