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## **Innovations in linking sustainable agriculture practices with markets. An overview of the joint FAO/INRA study**

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# Innovations in linking sustainable agriculture practices with markets

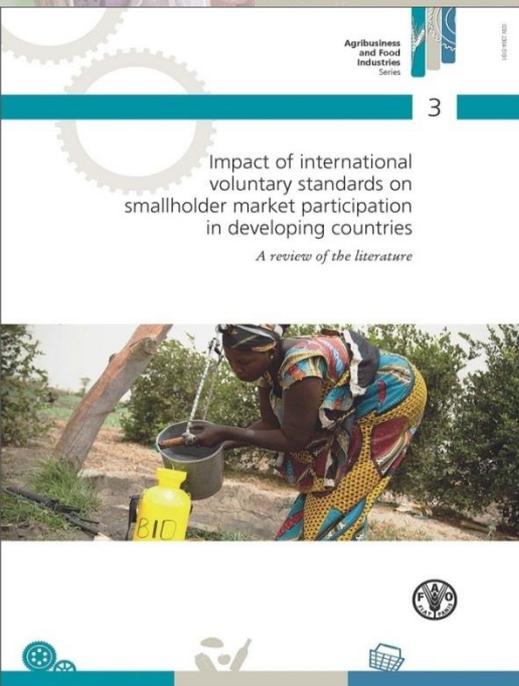
## An overview of the joint FAO/INRA study



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# The impact of voluntary, social & environmental, standards on smallholder access to markets

One of the key findings: International voluntary standards have a positive impact on smallholder access to markets when local institutions have the capacity to support smallholder adoption of standards



- NGOs
- Extension Services
- Public policies (e.g., subsidies)
- Sector-specific characteristics/Corporate culture
- Local certification bodies
- Easily accessible testing laboratories

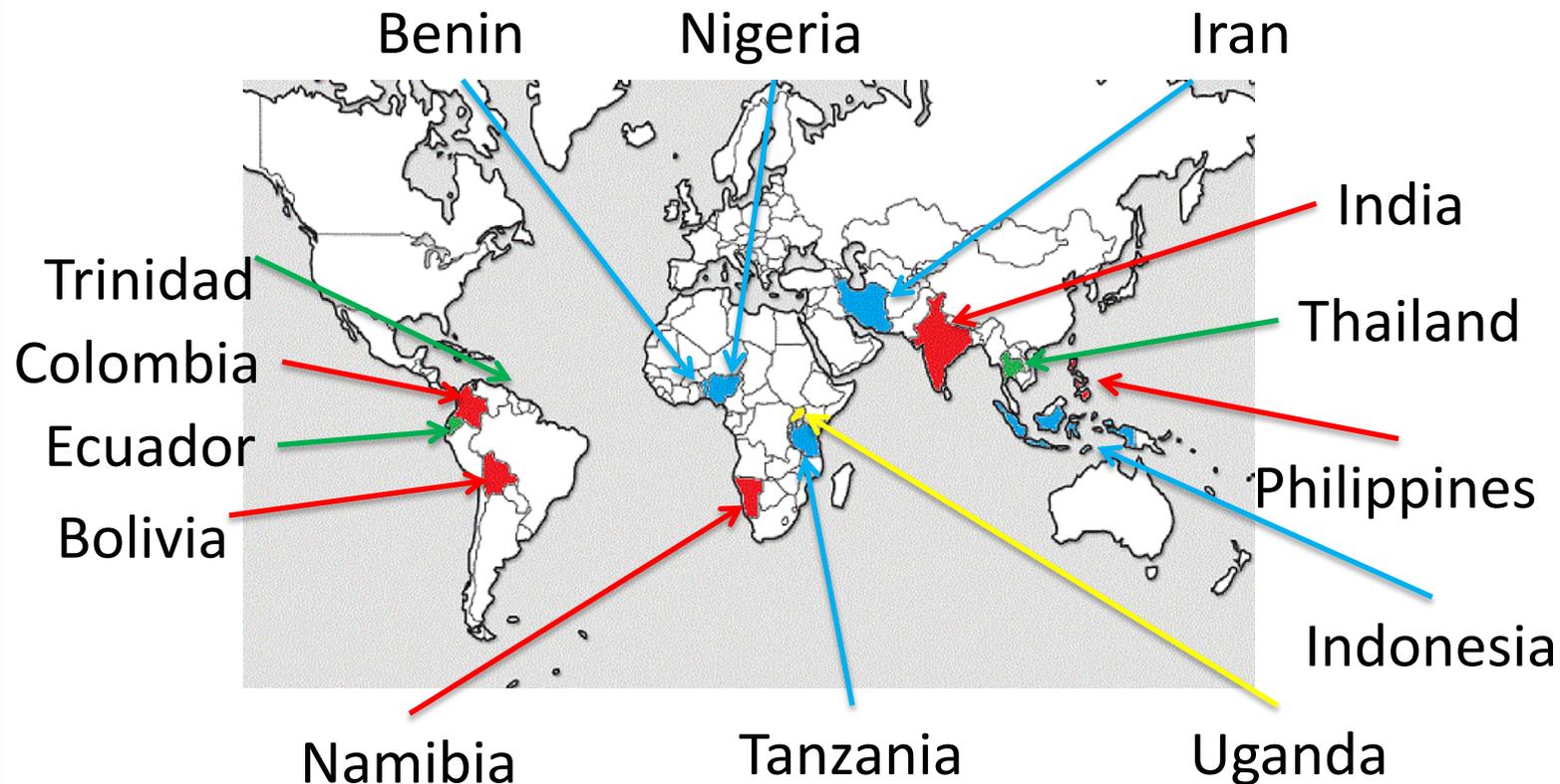
*Specifically for organic standards: national legislations in both exporting and importing countries*

# Study Objectives

- September 2013 – A joint initiative between FAO & INRA to bring together case studies on institutional innovations that have created local markets for sustainable products in developing countries
- Research Question:
  - *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?
- Hypothesis:
  - *Innovative institutional arrangements mobilize actors and provide support that incentivize the adoption of sustainable agriculture practices*
- Focus not on global value chains, but on local value chains in developing countries:
  - **What are the other market mechanisms that link sustainable practices to markets**

# Case studies

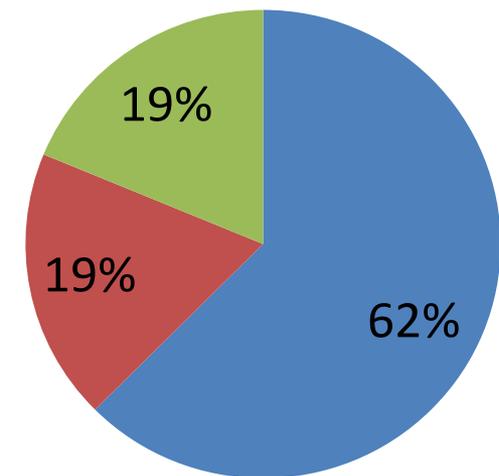
- 87 case study proposals received, of which 42 of good quality that fit the criteria of the call
- 15 case studies selected:



# Sustainable Practices

- Agroecology – both un-certified and certified through local organic standards
- IPS - un-certified, based on local agro-ecosystems
- IPM/GAP – both un-certified and certified through international standards

- Agroecology (10 cases)
- Integrated production systems (3 cases)
- IPM/GAP (3 cases)



# Songhai Centre, Bénin

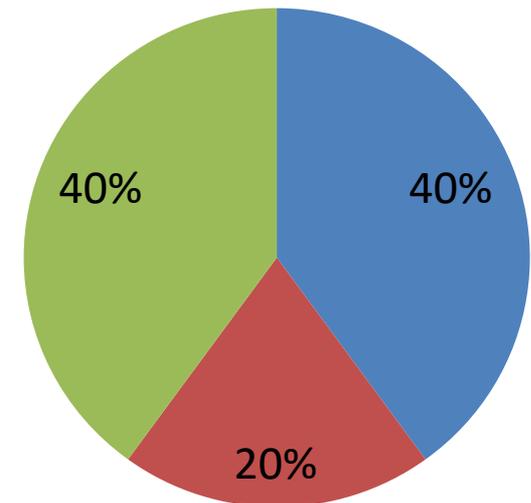
- A training center:
  - ‘learning by doing’ for young agricultural entrepreneurs
- Integrated system:
  - Interdependent production: Livestock, aquaculture, field crops, biogas
- Closed-circuit value chains:
  - sourcing from ex-trainees and recycling of plastics
  - Own consumption, direct sales and national markets (fresh and processed products)



# Institutional Innovations

- MIP: producer-researcher networks created to work on developing/promoting a specific sustainable agriculture practice or technology
- CSA: producer-consumer networks created to support community development through direct markets
- PGS: producer-consumer networks created to certify organic practices based on peer-review

- Multi-actor Innovation Platforms (6 cases)
- Community-Supported Agriculture (3 cases)
- Participatory Guarantee Systems (6 cases)



# FreshVeggies PGS, Uganda

- Farmer groups
  - Building on SACCOs
  - 88 farmers
  - 3 farmer-auditors
- Local adaptation of regional public standards
  - ‘dos and don’ts’
  - 3 local medicinal plants
  - Rotating responsibilities
- Value chains
  - Own consumption first
  - Using social media (facebook) to create markets
- Consumer-led production approach providing healthy/difficult to find products



 **Introduction to PGS.**

- What is a PGS?
  - ➔ Participatory Guarantee system (PGS) are less formal methods for guaranteeing the organic status of organic farmers production.
  - They Share a common goal with 3<sup>rd</sup> party certification in provision of credible guarantee for consumers of organic produce.
  - However, They have a different approach of direct participation, are adapted to realistic realities of the small farms, smallholder farmers & the local markets that they mostly serve.





# Institutional Innovations facilitate collective marketing “putting ‘culture’ back into agriculture”

- Farmer-consumption
- Input markets (seeds, biofertilizers, compost)
- Farmers’ markets and Fieras
- Box-schemes
- Hospitality industry (restaurants, hotels, tourism)
- Public procurement (schools, hospitals, prisons)
- National supermarkets and wholesalers
- Export markets

# Different roles for different actors

Based on:  
Hekkert et al.  
2007

	% Of the functions performed on the total	Entrepreneurial Activities	Creating Knowledge	Knowledge Diffusion	Guiding the Search	Market Formation	Resource Mobilization	Legitimation
Public actors	(221/1260) 17,5%	(18/180) 10%	(23/180) 12,8%	(26/180) 14,4%	(51/180) 28,3%	(23/180) 12,8%	(23/180) 12,8%	(63/180) 35%
Civil Society	(156/1470) 10,6%	(16/210) 7,6%	(23/210) 11%	(29/210) 13,8%	(22/210) 10,5%	(21/210) 10%	(12/210) 5,7%	(35/210) 16,7%
Private actors	(193/945) 20,4%	(28/135) 20,7%	(20/135) 14,8%	(28/135) 20,7%	(39/135) 28,9%	(43/135) 31,9%	(14/135) 10,4%	(19/135) 14,1%

# Conclusions

- Standards and market-based initiatives act as incentives by integrating knowledge (creation and training), markets, resources and policy support into local networks that engage with national and international organizations.
  - Public/private/civil society actors (including consumers) are all important for incentivising farmers' adoption of sustainable practices
- The value chains are focused on local markets, but are highly diversified.
- Next steps:
  - Focus on the agroecology innovations to better understand the value chain development
  - 3 regional workshops to share experiences with broader networks working on these innovative approaches