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Participatory Guarantee Systems (PGS): a tool to improve the effectiveness of smallholders' production.

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Acronyms and Abbreviations

DES	District of Solidarity Economy
FAO	Food and Agriculture Organization of the United Nations
FQS	Food Quality Standards
IFOAM	International Federation of Organic Agriculture Movements
LAFS	Local AgriFood System
PAR	Participatory Action Research
PGS	Participatory Guarantee Systems
SF	Slow Food
TC	Theory of Conventions
TPC	Third Party Certification

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INTRODUCTION

Premise

Conducting research on Participatory Guarantee Systems (PGS) requires addressing both technical issues with an economic focus as well as other issues that are more closely tied to qualitative analysis and the social sciences. Due to the topic's distinctiveness and intrinsic qualities, the current study adopts a hybrid methodology, attempting to include objective components while also favouring a participatory methodology that would allow for the capture of the key components of the two case studies.

To portray all the factors that do not precisely come within the boundaries of a pure economic analysis, the research is therefore based on the author's actual experience and participation in the two case studies. A participatory method has been used to illuminate several features of PGS, a tool that is intrinsically flexible, participatory, and evolving.

Context

A significant development in food systems over the past few decades has been the growth of labelled or certified businesses (Geographical Indications (GIs), organic agriculture, Fair Trade, sustainability standards, and, more generally, industries that claim to stand out in terms of quality). This rise is also a response to the growing segmentation of consumer markets, the new governance modes of the industries (through contracts, standards and digitalisation) and the requirements for transition towards more sustainable food and agriculture. These developments encourage various stakeholders to combine several certifications together (multi-certification) and the process of hybridization of some regulatory frameworks.

Such attempts can increase the importance of certified products, but can also involve a risk of degrading the functioning, legibility and effectiveness of the certificates and complicate the issue of measuring their impacts.

The present research aims at exploring the opportunities associated to a specific system of certification that could potentially be used for different regulatory frameworks: the Participatory Guarantee System (PGS).

The growing interest among many actors and stakeholders in examining the possibility for PGS adoption in different situations serves as rationale for the research's scope.

The research also aims to balance the scarcity of literature and research on PGS in fields outside the Organic Agriculture framework, which is typically thought of as the primary topic of PGS research.

The ultimate challenge of the present work is to identify potential directions for future research on PGS.

Objectives

The general objective of the research is to analyse if PGS could represent a tool to improve the effectiveness of the production of smallholders.

The specific objectives are summarized by the three following research questions:

1. **Can PGS be a tool to improve access to certification for small producers?**

2. **Does PGS increase the quality of the smallholders' product value thanks to the trust relations established between producers and consumers?**

3. **Does PGS represent a valid instrument to strengthen territorial and local governance?**

The scope of the research will take into consideration the following and other aspects: access to information and governance; motivations for joining the PGS; perceived values of PGS (social embeddedness, ownership, transparency); participation (democratic access for consumers and producers); multi-certification and hybridization of regulatory frameworks; added value of PGS (reputation, trust, cost); limits and risks.

The outcomes of the specific objectives will be summarized in the final chapter, in which the conclusions will be structured around the specific areas of the research questions.

Structure

Chapter 1 - Background

The first chapter will set the scene by introducing some of the main concepts afferent to the conceptual framework to which PGS belong. The chapter will summarize the following contents:

- **Sustainable Food Standards and Food Quality Schemes:** Introducing the current regulatory setting on food safety and quality with the emergence and proliferation of private food standards responding to trends at the level of global supply chains. The role of Food Quality Schemes (FQS) as tool for communicating the characteristics of products and food processes aimed at reducing the information asymmetry on the part of consumers.

- **Smallholders: role of smallholders and access to certification:** Introducing the importance of smallholders in Food Systems and the opportunities and difficulties to deal with standards and access certification.
- **Impact of standards on smallholders:** Presenting the analysis on the impact on smallholders of the adoption of standards and the most recent trends in certification's landscape.
- **Certification of food standards:** introduction of first, second and third party certification, highlighting the main differences among the three types of certification and introducing the first elements of PGS.

Chapter 2 – Theoretical context and Methods

The chapter deals with the theoretical context on which this research rests its foundations.

- The Economic Theory of Conventions which has seen a wide application in the study of several quality food schemes such as Geographical Indication (GIs), Fair Trade and others. This theoretical paradigm also seems to respond adequately to the needs of interpretation of the dynamics that arise within the PGS.
- The references to the Theory of Conventions are also complemented by other key-concepts that are necessary to contextualize the PGS: the role of transaction costs and related hidden costs; information asymmetry and related imperfect competition; the key concept of trust among different stakeholders.
- The last paragraph will introduce the methodology used in the research and in both case studies: the Participatory Action Research (PAR)-

Chapter 3 – Participatory Guarantee Systems (PGS): main features

The chapter presents the main features of Participatory Guarantee System introducing:

- The origin of PGS linked to the sector of Organic Agriculture
- The key principles and the main technical aspects, in establishing and maintaining a PGS.
- The current data on PGS diffusion and the possible future trends, particularly associated to areas beyond the framework of Organic Agriculture. The concept of "beyond organic" will be particularly relevant for the present research, as the selected case studies make specific reference to sectors that are wider than the strict organic agriculture context.

Chapter 4 – Case Studies: Slow Food and DES

The chapter presents the two selected case studies:

1. **the PGS pilot project of Slow Food developed in two Presidia in Kenya and Mexico**;
2. **the PGS project of the District of Solidarity Economy (DES) in Parma (Italy).**

The two case studies were chosen to offer a thorough overview of the potential applications of PGS in two quite dissimilar environments. The economic, social, and political contexts of the two events are in fact very different. Country specificity (Developed Economies vs. Developing Countries), network size, PGS knowledge and experience (new adopters vs. experienced users), market size, value, and commercial channels are some of the differentiating factors.

A variety of techniques are used to assess both case studies, with a focus on the Participatory Action Research (PAR) methodology, and taking stock of the direct participation of the author in the implementation of both cases.

Chapter 5 - Conclusions

The last chapter will summarize the main conclusions and lessons learned that can be derived by the two case studies and will be organized addressing the three specific research questions.

The final chapter will also offer some concluding observations on present patterns and suggest potential directions for further study and development.

CHAPTER 1 - Background

1.1 Sustainable Food Standards and Food Quality Schemes (FQS)

Sustainability refers to production and consumption practises that safeguard natural resources and their seasonal cycles, give top priority to long-term resilience, and guard against resource depletion and environmental harm. Sustainability standards act as a potent motivator for smallholder communities to embrace good farming practices.

The main governance mechanism for deciding what sustainability involves, how to measure it, and how to judge it is now sustainability standards and related certification programmes.

When discussing standards in general, it can be said that the word "standard" has a wide range of meanings. The definition is specifically tied to a specific technical meaning for food standards: a normative document that specifies rules or recommendations that users must adhere to in international trade. The World Trade Organization's (WTO) Agreement on Technical Barriers to Trade (the TBT Agreement) therefore defines a standard as: *"Document approved by a recognized body, that provides, for common and repeated use, rules, guidelines or characteristics for products or related processes and production methods, with which compliance is not mandatory. It may also include or deal exclusively with terminology, symbols, packaging, marking or labelling requirements as they apply to a product, process or production method" (WTO, 2013).*

It is important to recall that prior to the formation of WTO in 1995, agri-food standards were primarily the competence of government ministries within nation states. Uniform public standards were seen as being vital for lowering transaction costs and increasing market efficiency. Governments were in charge of checking food, assessing its safety, and assuring the public of the safety of the food supply at the same time. The ability of nation-states to control food safety and quality standards has, however, become more challenging due to the globalisation of the agri-food system. Greater responsibilities for both international governmental entities and the private sector emerge in standard setting and enforcement as the world economy turns towards a "free market".

The following roles are acknowledged in the operation of standards systems: Standard-setting, which involves creating rules and procedures, is followed by standard adoption, which means accepting the standard, standard implementation, which refers to putting the rule into practise, and standard conformity assessment and enforcement, which ensure that the rule has been put into practise (Henson and Humphrey, 2009).

The primary distinction between public and private standards may be summed up by keeping in mind that public standards are those in which all duties are performed by actors from the public sector, with the exception of implementation, which is always handled by private firms. Actors in the private sector carry out all the tasks using private standards.

According to the operational functions that make standards work, the various governance mechanisms, and the actors involved in these functions, the interactions between public and private food standards can vary (Henson and Humphrey, 2009). In the middle, there are a number of options where adoption and conformity assessment can be carried out by both public and private actors.

Instead of a public versus private dichotomy, there is a spectrum of various standards dependent on the type of person performing the role.

The migration of standards from the private to the public sphere and vice versa is another possibility. The standards of organic agriculture serve as an example. These were initially created by non-governmental groups or for-profit businesses, and then single governments, supranational governmental bodies like the European Union (EU), inter-governmental bodies like Codex Alimentarius, or even the private sector, disseminated them.

Therefore, public and private norms are not operating independently. Several mandatory laws that are governed at the national level in accordance with international standards like the Codex standards interact and overlap with private food safety rules. Interactions occur between private standards for food safety and social and environmental concerns, as well as between these private standards and public standards. Differentiated standards may also overlap with internationally developed standards, such as those on labour rights or child labour developed by the International Labour Organization (ILO). Private standards usually include a range of quality characteristics that are not included in public standards (Farina and Reardon, 2000).

These aspect are particularly attractive for stakeholders interested in being able to distinguish between different food products based on the qualities that matter to them, such as animal welfare, environmental sustainability, and worker welfare. As a consequence, private food standards have come to the forefront and proliferate throughout the industry in recent years.

There are many explanations for this pattern. The first is related to the development of the system of national and international regulations. The dynamics of international food systems are responsible for the second, while rising consumer concern over social and environmental issues is responsible for the third. In response to consumer concerns about food safety, especially in developed nations, stronger rules have been implemented starting in the late 1980s and early 1990s (Henson and Humphrey, 2009).

Another factor influencing the creation of private standards, particularly those relevant to food safety, is the rising globalisation and the consolidation of retail chains that outsource worldwide. The growth of international retailers and food industry chains that source from remote regions has strengthened supply chain control by utilising standards as a tool for supply chain coordination.

These standards typically have stricter requirements, more enforcement, and a broader scope than public standards. Additionally, compared to international standards, which are decided upon after extensive expert consultations and the development of worldwide consensus from a large number of countries, private standards are more flexible and sensitive to changing demands.

Setting private standards is primarily done by retail chains to improve reputation (Henson and Humphrey,2009). By doing this, they also try to keep supply chain transaction costs down while maintaining standards for quality and safety. Overall, it also enhances consumer confidence and the perception of the product.

Consumers frequently bring up issues with regard to equality and fairness in the distribution of the costs and benefits of standard implementation among supply chain participants. This is especially concerning because the implementation costs are frequently transferred from the retailers to the producers.

Increasing consumer concerns about labour rights, the environment, animal welfare, and other social issues are a third reason in the growth of private standards.

This driver is composed of two movements. Professional lobbying organisations have a substantial influence on political opinion on these topics, especially in industrialised countries. On the other hand, producer organisations are urged to develop and/or put into practise private standards if they are able and willing to distinguish between the social and environmental components of their products and position them in international markets. Therefore, in response to these primary motivating factors, there are two main categories of private standards: those addressing issues related to food safety and those concentrating on consumer social and environmental interests (Henson and Humphrey, 2009). These two categories of standards have diverse structural and operational properties and focus on various goals. The objective of the food safety standards is risk management, thus producers are required to adhere to a set minimum of food safety requirements. They typically display stronger supply chain integration rather than suggesting a label and price premium to producers.

To differentiate products and gain access to higher-value markets, the second category of standards—the social and environmental standards—involves labels and typically higher prices (Hatanaka, Bain and Busch, 2006). Geographical indications (GIs), organic agriculture, and fair trade standards are a few instances of those differentiated standards.

The measurement of the sustainability requirement set by the standards, has typically been satisfied via the third party certification (TPC) mechanism, which makes sure that all production-related requirements are followed. Over the past 15 years, a rising cross-cutting movement of practitioners and stakeholders has looked into viable alternatives and complements to the TPC system in an effort to solve some of its deficiencies (such as costs and bureaucracy).

Food Quality Schemes (FQS)

FQS are based on public certification of given quality standards, aim to highlight the potential change of relationship between economic growth and respect of natural, social and cultural environments and create a fair balance.

FQS increased exponentially in the global agri-food marketplace in the latest years and even if market shares of sustainable products remain low and occupy a minor place in the market, they are facing a rising political recognition. Recent research has evaluated the FQS's viability. Generally speaking, FQS outperform their counterpart on a number of indices of social and economic sustainability. Due to the fact that FQS refer to widely varied productions in other nations, their real performance in these indicators varies greatly and can often be lower to the counterpart.

The FQS production methods incorporate a wide range of know-how and best practices that have been passed down from producers over many generations in an effort to increase the sustainability of the production process.

Good business practices can be divided into two categories: those that receive direct market compensation in the form of a premium price, and those that do not. Private goods fall under the first category, whereas public goods—often beneficial impacts—go under the second.

Public goods can be categorized along three dimensions, which are equivalent to the traditional segmentation of sustainability pillars: cultural, socioeconomic, and environmental (economic, environmental and social).Public goods can promote local development in a number of ways, generating multiple advantages for both producers and consumers. As a result, they can have a positive effect on societies. Immaterial commodities that are useful for improving skills, maintaining quality, avoiding unfair competition, and boosting the reputation of FQS and/or the region are benefits for producers. Additional advantages include the ability to facilitate stakeholder connections, lower transaction costs, boost output value by improving business reputation, and facilitate the marketing of regional goods. While concurrently protecting local knowledge, cultural legacy, and biodiversity, these techniques can increase market effectiveness.

Food products with the FQS classification (such as Geographical Indications and Organic Agriculture products) create public goods. Such public goods typically show their value through improvements in consumer health, the protection of natural resources, and the resiliency of producers following consumption. Public goods encourage product differentiation in the marketplace and support in the preservation of the production system from an environmental, social, and economic point of view.

Given that they are linked to the labour of the producers and the services offered in the territories, consumers who are aware of the relationship between FQS products and Public Goods may be ready to pay more for those goods.
Therefore, FQS can serve as an effective instrument for communicating the qualities of products and food processes in order to lessen the knowledge asymmetry on the part of customers.
Growing transnational private regulation and regimes have accompanied the governance of interstate externalities on public goods (such as climate, biodiversity, and food safety) over the past few years. The majority of these private regimes are characterised by fragmentation, so in order to minimize fragmentation, prevent conflicts, reduce uncertainty, and develop capacities for effective sustainability, their cooperation - involving numerous public and private schemes - must be supported by common rules, policies, and technical tools.

1.2 Certification of Food Standards

First, second and third party certification

In recent decades, the global agri-food system has undergone rapid organisational and structural changes that have increased complexity and variety in models of production, distribution, and consumption. As was mentioned in the previous paragraph, this has resulted in a proliferation of food standards and quality schemes.
The most recent data about food certification market provided by the International Trade Center (ITC) estimate to account for a value of USD 4.7 billion in 2020 (Meier et al. 2020). Market is projected to grow at an annual rate of 5%, to reach a value of USD 6.2 billion by 2025. The percentage of cultivated land which is currently certified is also growing and for some specific commodities it has reached double-digit numbers.

Standards can be categorised based on a number of factors (Henson and Caswell, 1999; Josling et al., 2004). The first distinction is identyfing the standards, based on the promoter of the standard (originator). Standards can be public or can be formulated by a wide range of commercial operators. The second criterion is how well the standard serves the interests of the stakeholder who established or is responsible for its enforcement. The common assumption is that the interests of all players, including producers, consumers, and society at large, are taken into account when establishing public standards, which are often based on the goal of public social welfare while private standards mainly represent the interests of the stakeholders who support them (i.e., businesses, producers, or private

organisations). The third criterion in differentiating standards is based on the level of freedom allowed in adopting the standard. Some standards are mandatory and imposed by coercive public entities (e.g H.A.C.C.P. - Hazard Analysis and Critical Control Points) whereas on the other side there are voluntary standards. It is important to note that public standards can be either mandated or voluntary, whereas private standards are voluntary. Interested stakeholders can decide to use voluntary standards as a way to distinguish products by defining specific quality attributes.

An additional criterion for differentiating standards is the conformity assessment. compliance evaluation is. Since it introduces the concepts of different types forms of certifications, this is particularly pertinent to this paragraph. In general terms, the assessment of different standards can be provided by first, second or third parties.

The first party assessment suggests that conformity assessment is carried out by the individual or group who delivers the object and can be referred to as a "self-assessment" or "Self-declaration" in a synthetic sense. When a standard (like H.A.C.C.P.) is required but legal compliance is assessed by Public Health inspections through spot and random checks or upon request, this might be used in the supplier-customer interaction.

Second party audits are typically set up by participants wanting direct control of the supply chain to decrease risks in terms of the law and reputation. The second party assessment occurs when the standard-setter evaluates the object conformity. They usually involve the supplier inspecting client activity directly in order to check process and product conformity. Due to the expense of management and oversight, they typically also have a significant economic impact.

An external entity who is not connected with the individual or group that is providing the product, can perform a third party assessment. Third-party implies the concept of certification as it is described in ISO/IEC Guide 2 as "*a procedure by which a third party gives written assurance that a product, process or service is in conformity with certain standard*" (ISO 2004).

Third Party Certification (TPC)

Third-party certifiers are private or public organisations that are in charge of examining, validating, and certifying safety and quality claims in accordance with a particular set of rules and procedures. (Deaton, 2004). Certification gives stakeholders assurances about a product by outlining the good and its manufacturing processes. Because of its claimed independence from other parties engaged in the production of food or other agricultural products, such as suppliers or retailers, TPC stands out (Zuckerman, 1996; Tanner, 2000). Third-party certifiers also claim technoscientific values like independence, impartiality, and transparency in an effort to increase the trust of their clients and lower liability. Food retailers are requiring TPC from their suppliers (Bredahl et al., 2001; Tanner, 2000),

and government organisations are also moving to implement it (Martinez and Banados, 2004). As a result, TPC became a prominent and significant regulatory mechanism in both the public and private spheres of the modern agrifood system.
The theory of the differences between informal and formal relationships proposed by certain scholars, including in a particularly detailed manner by Zanasi (Zanasi, 2009), can also be used to explain the differences between the two PGS and TPC systems. The different levels of social cohesion and social control, associated with the different levels of formality of the relationships, are indeed useful tools for interpreting the differences between the two systems.

Private food safety standards compliance is a significant barrier for businesses and farms, particularly for producers in developing Countries. Costs related to the processes of compliance and conformity assessment are frequently transferred down the global agri-food value chains from the standard-setters to the adopters' suppliers, who are frequently producers located in developing Countries (Henson and Humphrey, 2009). "*This prevents developing country producers from reaping the full benefits of implementing standards, reducing the returns to related investments*" (Henson and Humphrey, 2009, page 7). This tendency of the certification process to pour out the main costs on farmers and the difficulties of producers in accessing certification, will be discussed in the following paragraphs.

1.3 Smallholders: role of smallholders and access to certification.

There is no consensus on what constitutes a smallholder or a small-scale producer. Definitions fluctuate between nations, agro-ecological zones, and the numerous stakeholders who interact with them. In the developing world, a smallholder farm is often a family-run business that raises crops or livestock on two hectares or less. Smallholdings can be larger than 10 hectares in certain nations and industries.
The term "smallholder" refers to a variety of characteristics that may or may not be specific to a given good, region, or country. Smallholder suggests a lack of market focus and is usually used to describe or stand in for subsistence farmers. This proxy is frequently echoed in policy papers, academic writing, and grey literature, all of which place a strong emphasis on changing smallholder agriculture from a subsistence to a market-oriented system. Although a smallholder often uses little labour, it is frequently exceedingly challenging to quantify how much they utilise. Depending on the production cycle, seasonal, part-time, and informal labour are frequently in high prevalence. Family farms and

small farms can overlap, but they do not necessarily coincide. Smallholdings almost always rely primarily on family labour, but this cannot be the only criterion used to determine whether the farm is a smallholder or not.

Inputs and revenue, in addition to land, are key determinants in classifying different types of farmers. Levels of fertiliser, the utilisation of family labour as opposed to hired labour, and the degree of mechanisation are the main inputs. Income is mostly influenced by the degree of production costs, productivity (yield), pricing, and market accessibility.

Limited access to land is the key criterion used to identify smallholders. The Food and Agriculture Organization (FAO) estimates that 93 percent of countries categorise smallholders based on the size of the farm. The most popular definition of small farms is those with less than or equal to 2 hectares of land. Because the same quantity of land may have quite varied socioeconomic implications, this is a categorical distinction rather than necessarily a way to classify agricultural producers. The utilisation and quality of the land must also be considered in the calculations. The average farm size differs significantly between geographic regions and agricultural commodities, it should also be kept in mind. An estimated 475 million smallholders with 2 hectares or less produce 84 percent of agricultural products, mostly in Asia and Sub-Saharan Africa, according to FAO (FAO, 2017).

Typically, standard setting organisations are not actively involved in helping farmers become ready for certification. Other actors who are a member of the standards systems, such as organisations that build capacity, producer organisations, exporters, or marketing agencies, frequently take the lead in these activities. Market actors decide which areas and groups become certified and how to best prepare them for certification in this market-led certification environment. It is considerably more difficult for standard-setting organisations to be aware of the pipeline for companies asking for certification unless this is done in close collaboration with those organisations (for example, in a collaborative pilot or project). Who schemes reach very much depends on the sector and how they are organized and what categories of smallholders are sitting there.

Farmers can obtain certification under a number of worldwide programmes through individual, estate, or group certification. Almost all smallholder farmers have certification under groups that were either already established or formed specifically for certification. Knowledge and learning, as well as group strengthening in regard to group building for smallholder certification, are crucial elements that will contribute to the intended impact of the member schemes when looking at their theories of change in respect to how smallholders are featured. Many of the recently formed organisations are run by traders, marketing agents, or NGOs. Other organisations are run by farmers, in which case a sizable

number of farmers are represented by elected officials. The size of certified organisations varies from fewer than 10 farmers to 10,000 farmers, with an average of 700 farmers per group (ISEAL database). The interventions are distributed among the farmers within a group in various ways. For instance, providing direct extension services or merely distributing training toolkits to groups can be used to implement technical support and capacity building for better farming methods.

Regarding the growing importance gained by Group Certification, it is also important to note that the European Union has recently raised the possibility of accepting alternative certification programmes to TPC for small farms.

Group certification is now officially recognized as a certification option inside EU nations according to the recent EU Regulation (EU 2018/848) on organic production, which was approved by the European Union's Parliament and Council. The Regulation states that "*A system of group certification should be allowed in order to reduce the inspection and certification costs and the associated administrative burdens, strengthen local networks, contribute to better market outlets and ensure a level playing field with operators in third countries*" (EU 2018/848).

The new EU legislation that supports group certification standards and procedures might be considered as a significant step toward PGS's eventual recognition and adoption, as well as toward implementing technical assistance measures for small farmers willing to adopt such certification systems.

The following list presents the primary obstacles that smallholders face in obtaining certification:

- Landless labourers, who make up about two-thirds of the extremely poor, are the poorest of the poor individuals employed in agriculture and are automatically disqualified from certification because they do not own property. Because there is such a wide range of land sizes and because many plans don't operate with the most rural and smallest landowners, there is stratification even among smallholder landowners.
- Without a group, small farmers cannot be certified; in the absence of a group, certification is prohibitively expensive for smallholders (Loconto, A., Dankers, C. 2014). Smallholder farmers' immediate environment can be thought of as consisting of farmer groups. Given such organisations frequently serve as the primary filter between certification systems and the producers themselves, the strengths and shortcomings of these groups have an impact on the success of certification schemes as well as who chooses to cooperate with them (Oya 2017).
- Limited knowledge of certification. Numerous smallholders and farmers in general are uninformed of certification, making it impossible for them to take an active role.

- For more disadvantaged producers, quality requirements may serve as a barrier to access. While smaller producers struggle to overcome market constraints and are more likely to get caught in a "quality treadmill," larger producers are better equipped to respond to tougher quality standards.
- The interests of the poorest farmers may be excluded from advantages provided by farmer groups. Numerous studies indicate that unequal power within certified groups may also shape decision-making, access to inputs, and the additional benefits from certification. For instance, wealthier farmers with higher production volumes may command more and better services because they can use their bargaining power to demand and services on their terms, while smaller and more remote producers tend to be neglected . (Staib, P.W. 2012)
- Group size is important. Larger groups can be more appealing for certification due to benefits of economies of scale, and they can also continue to provide market access and extension support to the smallest and most marginalised producers. However, larger groups can also alienate their members, especially those of lower economic status, as studies have shown that cases of elite capture have been reported. The problem is that certification programmes frequently lack formal standards for more fairly allocating advantages among group members, which makes management of bigger groups more difficult. (Oya, 2017)
- Land area is important. The size of "smallholders" has a threshold below which certification is most advantageous. There is a size threshold where using certification as a tool to support the most marginalised farmers makes sense, according to findings from four case studies on Fairtrade bananas (ISEAL, 2018), for example, which show that producers with low volumes had limited economic returns while producers with higher volumes were able to earn enough to re-invest in production. According to certain studies, certification may even harm a farmer if they are a small-scale operation.
- Farmers are often excluded for a variety of reasons, including their distance from the organisation. Distance ultimately results in the exclusion of farmers who are far from either the purchase location or the training location, not only for certification but also for government and other programmes. This is primarily a result of how much distance raises intervention costs.

Who schemes are working with is one of the most frequently discussed certification problems, and this question focuses mostly on whether certification is reaching not just large or medium-sized farmers but also small producers, or in other words, the most marginalised farmers. When discussing certification programmes for the poor, it is more accurate to refer to small producers in poor regions.

Evaluations often focus on the ability of smallholder producers to benefit from schemes and one study on Fairtrade concludes that 'it may be more accurate to say that successful fair trade benefits small producers in poor countries as opposed to saying that fair trade benefits the poor" (Oya, 2017).
Furthermore, a lot of research has already pointed out that the poorest people are typically not farmers but rather agricultural labourers. The vast differences between regions, industries, and local contextual factors make it difficult to answer the question of who certification schemes work with; however, when reviewing the research findings of the available impact reports, some general conclusions and trends across the various agricultural industries and certification schemes become apparent.
The next paragraphs try to provide a summary of these research' most important findings.

1.4 Impact of standards on smallholders

The true impact of voluntary standards and certification programmes is the subject of numerous studies and study. In this research, i have chosen to make use of the analysis produced by ISEAL[1] in 2019. The findings that can be drawn from a number of internal reports and studies carried out by independent consultants for standard-setting organisations that are members of ISEAL (such as Fairtrade, Rainforest, etc.) offer a thorough overview of various schemes and standards and summarise some important aspects that may require further analysis. The highlights listed below sum up the findings that ISEAL came to following a thorough assessment and analysis of several impact studies submitted by its members, encompassing various schemes and commodities in various Regions.
The majority of the contributors of the publications ISEAL examined seem to agree that stringent quality and safety standards put small farmers' involvement in international value chains at risk. This is because sourcing from a large number of small farms can be more difficult for companies for a variety of reasons, including (i) higher transaction costs for monitoring conformity, (ii) the requirement for more intensive farm extension, and (iii) the requirement for financial resources.
In general, vertical integration may benefit small producers by increasing their income, productivity, and product quality, as well as by giving them guaranteed prices and sales and easier access to capital. However, data indicates that these benefits are essentially hypothetical because vertical integration typically left small farmers out. Support programmes, on the other hand, can give farmers the

[1] The ISEAL Alliance is a global membership organization whose members are sustainability systems and accreditation bodies promoting sustainable sustainability and the conditions for their uptake (www.isealalliance.org)

knowledge they need to use standards to reduce transaction costs. Small-scale, labor-intensive agriculture may also provide financial rewards for small farmers. The few research that have been conducted in this field point allow to identify the main rules that exclude small farmers. Depending on the type of value chains, consequences on farmer exclusion can vary: exporters with well-organized outgrower programmes more frequently kept working with small growers, whereas exporters with unstable relationships with suppliers were found to transfer to larger producers, resulting in the exclusion of small farmers. (Hagen, 2011).

Despite the fact that households of farmers producing certified goods had incomes that were 6% higher than those of households not producing certified goods, the overall effect was not statistically significant (Oya, 2017)

On assets and wealth, no statistically significant effect was discovered. The overall result was a 3 percent rise in assets, but this effect was not statistically significant from zero. Certified producers on average had somewhat higher wealth levels than uncertified producers who had been chosen to be similar to them.

Regarding participation, there is a wide variation in the rural regions where Fairtrade certified producer organisations or other ethical trading schemes operate, but the reasons for focusing fieldwork in a particular rural region or on a particular group of certified producers are rarely fully outlined. (Cramer et al. , 2014).

Fairtrade or other certification programmes are not accessible to all farmers. For those who reside in remote or environmentally marginal areas or who have a lower income to pay for labour, it may be difficult to achieve the essential environmental and quality criteria. Marginality, a hindrance brought on by a lack of knowledge, a harsh environment, and a remote location, has the potential to effectively exclude some smallholders, who the Fairtrade initiative is primarily meant to assist.

Small producer organisations typically face a substantial barrier due to certification fees. Although there are marginalised farmers working with certification, their poor productivity and tiny farms restrict them from obtaining the benefits of certification. Certification often reaches both medium and small farmers. Because they need more extension services while producing in tiny volumes, very small farmers are substantially excluded from certification. A farmer is more likely to participate in certification if their household is larger, which may be related to the higher labour demands of certified output.

Due to the paperwork requirements at both the farm and group levels, education and literacy skills also appear to assist membership in certified groups, whereas illiteracy and language obstacles can be a hurdle.

Early adopters had longer tenure over their land, more agricultural experience, and longer stays in the area. They are also larger and better-established farmers. On the other side, it has been observed that newcomers, who typically are poorer and more marginalised farmers, have trouble entering certified organisations and find up on waiting lists instead since groups, especially successful ones, may become overcrowded and unable to take on more members.

Reachability of programmes is hampered by the low demand for certified goods. Due to the low demand for certified items, this may also apply at the group level. Fairtrade organisations, as well as development organisations and lending institutions, favour collaborating with organisations that are stable, well-established, have a track record of democratisation, and can be dependable suppliers in terms of quantity and quality. This means that for young groups with little expertise, entering certified marketplaces can be difficult.

Overall, the synthesis of the data points to significant and pre-existing disparities between certified producers, groups, and plantations and non-certified organisations or newcomers in terms of wealth and resources. Such variations are essential for certification reach as well as impact attribution, self-selection bias correction, and certification reach correction. It seems that most programmes are not generally able to reach and deliver benefits to the farmers who need them the most, despite claims that they will improve trading conditions for small-scale and economically disadvantaged producers and address the poverty of smallholder. It is also reportedly crucial to design training to address participants' low literacy levels and gender-based barriers. However, even when training is effective, whether or not new techniques are adopted depends on the market's ability to compensate producers for their efforts. Financial limitations might also make it difficult for producers to participate, since they might not be able to afford the price of training or even to take time away from their farming operations.

According to reports selected by ISEAL, producers who hold leadership positions in their organisations or on committees for plantation workers have a greater understanding of schemes and their workings. This suggests that certification-related training has not been as successful in reaching the majority of certified producers, but rather only the more active minority, and that the anticipated diffusion across the wider membership has not been successful. This is a significant hurdle overall since standard compliance and adoption can be seriously hampered by a lack of knowledge about certification standards. This ignorance can undermine producers' ability to manage the group and facilitate financial misuse, create ambiguity and mistrust regarding the computation and distribution of premia, and restrict workers' ability to address issues relating to working rights.

The cost of implementing new production methods, however, seems to be the greatest obstacle to adoption of certification. Although actions that are advised by certification, like rejuvenating plants

or harvesting at more frequent intervals, may increase yields and quality in the long run, they will involve more labour, time, and/or money up front. For farmers who lack the essential literacy skills, many farm management techniques, such as record keeping, can be inconvenient and time-consuming, which deters farmers from adopting standards.

Although often minimal, the entry fees needed to join certified associations can act as a barrier for less wealthy producers. Moreover, attendance limitations may be accompanied by fines (or even exclusion), which puts further strain on less fortunate producers (Milford, 2014). These factors may lead certain effective groups to adopt stricter membership requirements, which serve as a tool to limit the membership size and result in the exclusion of producers unable to do so. Finally, it has been noted that the direct expenses of certification and inspection might be high, discouraging certain organisations owing to a lack of funding or a lack of openness regarding the use of these fees by the certifying authorities.

It is possible to conclude that the impact of certification on smallholders is controversial and as a result, the outcome of certification is particularly context-specific and heavily reliant on how supply networks are structured.

Another theory that can provide useful indicator in assessing the impact of certification on smallholders is the **Sustainable Rural Livelihoods framework**, which was initially put forth by Chambers and Conway (Chambers Conway, 1991) and further developed by Scoones (Scoones, 1998), Bebbington (Bebbington 1999), and others. This paradigm considers how households and individuals use their tangible and intangible assets to develop a livelihood strategy. The chosen livelihood strategy then yields results for sustainable livelihoods for households.

The livelihood framework advises assessing the five assets or capitals listed below while creating a livelihood strategy:

- Human capital (skills, knowledge, education, good health, and physical capability);
- Social capital (social networks, social claims, relations, affiliations, and associations;
- Natural capital (natural resource stocks such as land and water and other environmental services);
- Physical capital (infrastructure, housing, tools, equipment), and
- Financial capital (wages, cash reserves, savings, access to credit).

The Sustainable Rural Livelihoods paradigm has been utilised in several studies to look at how certification programmes for particular commodities have impacted smallholders. In an interesting document, a study investigating the impact of certification on coffee producers attempts to summarise the results. (Bray, Neilson, 2017). The authors emphasise the context-specificity of each individual

case study, noting that certification's positive effects are rarely due to it alone but rather frequently interact with other local factors, such as market structures, regional infrastructure, administrative capabilities, and in particular education and skill levels. 2017 (Bray, Neilson). Additionally, the authors reach a conclusion that can be applied to other standards and associated certification procedures, including alternative certification methods like Participatory Guarantee Systems (PGS), concluding that *"it can be surmised that certification is generally more likely to generate positive rather than negative impacts, although the large number of neutral/mixed findings suggests that a considerable degree of uncertainty persists." (Bray, Neilson, 2017)*

Chapter 2 – Theoretical context and Methods

2.1 The Economic Theory of Conventions

The conceptual framework of the Theory of Conventions (TC) served as the foundation for defining the background setting for this study on PGS. The functioning and coordination of social actions are governed by a number of norms, in accordance with the theoretical TC model. The examination of categorizations within social conceptions is the theory's main focus.

This research paradigm, which was created in France in the latter half of the 1980s, is particularly pertinent to this study because it examines the conventions found in the socio-economic system, particularly the market models, as well as the means by which their actions are coordinated and the standards by which the actors involved are measured.

This theory develops a hypothesis that is more in line with the conditions of market reality, which are characterised by imperfect information, opportunistic behaviour of the actors, and limited rationality, starting from the consideration that the model of the neo-classical economy - in the formulation of the idea of perfect competition - excessively reduces reality through its too restrictive assumptions.

According to the literature (Boltanski,1987; Barham, 2002) the main types of conventions are:

1. **Domestic convention** focused on face-to-face coordination wherein kinds of social interactions based on trust based on stable and prior relationships linked to physical and cultural proximity intervene;
2. **Opinion agreement** which intervenes in conditions of uncertainty, and is based on the custom of the transaction and on its memory;
3. **Civic convention** where coordination issues are addressed in accordance with higher-order principles and the community's dedication to its interest and well-being;
4. **Market agreement** where the price is the only criterion for quality attribution and the parties involved do not require any other type of supplementary information beyond the companies they interact with;
5. **Industrial convention** in this situation, the coordination principle is limited to standard compliance and the capacity to produce goods that abide by the set of codified regulations.

As Wilkinson (Wilkinson, 1997) recalls, the study approach of the theory of conventions is in stark contrast to the neoclassical idea of transparency and self-sufficiency of the product in which the price mechanism gathers all the required information. The quality of the product, in the case of the model of the agreements, is interpreted in the light of an evaluation of the producers and organizations responsible for the product's insurance. This quality control is preferentially guaranteed through the consolidation of network agreements and thanks to the development of relationships based on trust

(Wilkinson, 1997). Since trust is not a natural institution but rather the product of social cooperation, it is intriguing to examine how different actors coordinate their activities in the many contexts to which they belong in order to ascertain the numerous ways in which trust can be built.

Application of the Theory of Conventions to the agri-food sector

TC has seen a particular increase in interest and its widespread use within the scope of the study of geographical indication products (Scheffer and Sylvander, 1997; Marescotti, 2002; Raynolds, 2004) and Fair Trade certified products (Raynolds, 2002).

For instance, in the case of products with geographical indication, the analysis of quality is conducted through a specific territorial mapping connected to the idea of nature and the tradition of production methods and the qualification process depends on both the civic convention and on the domestic one based on a system of reference to tradition and the dissemination of specific knowledge, as well as on the cooperation between people based on trust and respect. The expansion of the production chain, the modernization and the territorial expansion of trade, caused a substantial shift towards the industrial convention in which "quality becomes the object of codification" (Marescotti, 2002).

The recent years have seen an increase of new specific consumer needs which has increased distribution and resulted in the consequent appearance of new actors like retailers. The coordination between actors involved in this phase therefore includes the domestic, the market and the industrial conventions. The basic concepts that formed the basis of typical productions appear to have undergone a significant transformation as a result of this shift toward more standardised methods governed by industrial coordination.

A similar dynamic had an impact on organic agriculture, which saw a rise in processes that were industrialising and a drive toward uniformity of organic methods at the expense of the domestic aspect based on mutual trust and local expertise. This development suggests a shift away from domestic and civic convention in favour of industrial and commercial convention, which is connected to rules, businesses, and transactions. (Raynolds, 2004).

For smallholders in underdeveloped nations, where the cost of organic certification can reach 5% of total income, this abrupt adjustment represents a significant barrier to accessing organic certification. (Raynolds, 2004). The author claims that the pricing issue, along with problems with the bureaucracy of the procedure, render certification almost unavailable to producers who are only semiliterate. The only way for smallholders to compete with the major organic enterprises that are generating competition is by creating groups and alternative trading networks. (Raynolds, 2004).

There is the ideal combination to address some of the main issues for smallholders when the needs of smallholders meet the needs of consumers focused on a new style of consumption, more conscious

of social, ethical, and political issues in addition to the economic ones related to the material quality and price of the good (Micheletti, 2003). In fact, a crucial component of alternative certification procedures like Participatory Guarantee Systems is the active, conscious engagement of consumers (PGS).

The Theory of Conventions and PGS

In this regard, it appears that the PGS implementation contexts completely fit the domestic convention. PGS typically stem from solid network agreements and are made possible by the growth of trust-based neighbourhood relationships and the regular contact of the many actors. The PGS models restore the fundamental logic underlying the organic movement by drawing on the dynamics of social and civic customs. A social mechanism is combined with the contextual and local elements in addition to individual preferences.

This PGS method differs from that of Third Party Certification (TPC), which is more focused on the industrial logic of adhering to established standards and norms and leaves little to no room for discussion or negotiation amongst the parties engaged in an interaction.

The Group certification is placed in an intermediate position between the PGS and the TPC approach. In Group Certification the actors involved participate in a collective action that justifies their individual behavior (Boltanski and Thévenot, 1987). The strategies and methods to achieve the objectives of organic production, in this case, are taken collectively and the individual decision to adapt to them refers to a benefit that is instead collective.

What therefore distinguishes the participatory model (PGS) from the one of group certification concerns the entity of the community considered. In the first case, as we have seen, this includes all the actors involved in the guarantee process, from producer to consumer. In the second case, contrarily, only the production group gains from access to worldwide markets after adhering to a predetermined set of guidelines and norms.

2.2 Other theoretical elements

A part from the TC theory, several other theoretical methods and approaches have been taken into consideration for the current inquiry and used to clarify certain areas of investigation.

The approach of Sustainable Rural Livelihoods (Chambers, Gordon, 1991), already introduced in the previous chapter, has been particularly useful to address some critical aspects related specifically to smallholders.

The **Localized Agri-Food System (LAFS)** has been notably useful for assessing the sustainability of FQS products whose value chain may be considered of as embedded within the region. The Local AgriFood System is an effective concept of how territory, production methods, and local development interact in the agri-food industry (LAFS). The Industrial District (ID) concept, as it has been presented by authors like Beccatini, is comparable to the concept of LAFSs (Beccattini, 1989).

Both LAFSs and IDs consider the close relationship of the participants in the local production system as a positive asset and serve as models of economic growth, social development, and environmental management. Their primary traits include a close connection to the territory in all of its facets, including not only its social, economic, and environmental factors, but also the role played by all types of territorial actors and their managing institutions in terms of governance actions, regional resources, and particular environmental traits.

A LAFS is defined by three key characteristics: i) the place, which, in the broadest sense of the French term "terroir," refers to the unique characteristics of local natural resources, production history and tradition, and the presence of local know-how (Sylvander, 1995; Belletti et al., 2012); ii) the social relationships, which are comprised of trust, reciprocity, and cooperation among actors; and iii) the institutions, which are made up of private and public actor. The LAFS is especially pertinent to explore the specific features of PGS. It allows understanding how agri-food systems satisfy consumer needs and how the specific dynamics among various stakeholders – such the ones generated by PGS - become a central focus in the local system's evolution process. LAFS can be used to examine if PGS can significantly improve connections with a particular local area and to comprehend how PGS could affect the second dimension of LAFS, which is the one of reciprocal and trustworthy social relationships.

2.3 Methodology: an introduction

As was noted in the introduction, the analysis used a combination of instruments because of the subject's inherent distinctiveness and to investigate the limits and traits of PGS outside of organic agriculture.

In choosing the most appropriate methodology for the research, the innovative qualities of the case studies that were chosen were taken into account. In particular, the Slow Food case study, which is still in its early stages and can be considered a pilot project.

The research also focuses on case studies that don't always relate to the organic agriculture industry. The existing PGS literature is particularly important for the organic agricultural industry, but it has not yet been articulated for topics outside of that niche.

The research, which combined some quantitative data with more pertinent qualitative information, concentrated on a combination of both economic and social components, as was noted in the introduction.

The author engaged personally in the implementation of the Slow Food case study and attended numerous meetings and visits to the DES Parma, therefore the objective was to reflect on that direct experience.

Some of the observations are also based on details and opinions given to the author by experts and resource persons he came across while serving as a consultant on numerous joint projects centred on food sustainability and certification.

It has been determined for this research to adopt a methodology that might reflect the approach used by the author and that may be useful to put a spotlight on some specific aspects of PGS, building on the practical experience and taking stock of some empirical outcomes.

For all of these reasons, the Participatory Action Research (PAR).was chosen for the present research.

2.4 Participatory Action Research (PAR)

The participatory-action research approaches (PAR), was applied to this research in both case studies (DES and SF), with a specific and deeper application in the SF case study, due its characteristics.

The PAR methodology allows the author to interact with both public and private stakeholders working at various institutional levels, including local, national, and worldwide (Chambers 1994; Baum et al., 2006), and to apply qualitative methodologies for data collection and analysis.

As a new methodology, PAR has gained popularity in the social and environmental sciences as well as in economics in recent years (Kindon et al., 2007; Pretty, 1995). This growing interest, along with the finding of widespread use of this methodology by international development organizations (i.e. FAO, IFAD and other UN Agencies), confirmed to the author that this was the most appropriate methodology to use.

Some key steps have been followed in both case studies with regard to the implementation phase of the PAR methodology and the qualitative methods of data collecting and analysis.

The following are the primary duties carried out:

i) Desk research and gathering of primary and secondary data;
ii) integration, analysis, and synthesis of the data;

iii) formulation and document creation (questionnaires, training materials, draught proposals, etc.)
iv) Field visits; training and exchange opportunities with stakeholders;
v) analysis of the outcomes
vi) discussion and disclosure of findings with the stakeholders (both in person and virtually)
vii) feedback and follow-up (both in person and virtually) with the key stakeholders to discuss the process' evolution and update the documentation (guidelines, manuals, etc).

Specifically on tasks i) and ii) primary data were gathered for all of the cases under consideration, through in-depth interviews with chosen key informants (Wang et al., 2017; Patton, 2002). Data collecting continued until saturation was reached (Saunders et al., 2018).

Regarding the task iii) related to the implementation of the field activities, some activities carried out in the field, particularly the SF project in Mexico and Kenya, involve the fusion of a number of different instruments. In fact, we might characterize them as a hybrid of a teaching activity, a territorial laboratory, and a formal institutional moment (assembly or working groups meeting). The duration of the events was actually designed to ensure the attendance of a large number of stakeholders, including those who travelled from distant locations and took a considerable amount of time to arrive to the locations of the meetings. As a result, it was decided to plan residential events that lasted roughly three days in order to enable the simultaneous application of several participation techniques. A considerable number of persons participated in the activities, both in Kenya and in Mexico, and they fairly represented all the actors in terms of gender, age, and type.
In fact, a substantial number of women attended the sessions (about 30% in Kenya and 40% in Mexico), and it was made sure that there was a good representation of young people in both settings. Everyone had the chance to openly express themselves, including those who may not be accustomed to public speaking or interacting with others, by employing approaches that might be helpful. In both Kenya and Mexico, the availability of an interpreter for translation into regional native tongues was ensured. In all meetings, several facilitation strategies and techniques were used (from group work, interviews, focus groups, canvas, individual interviews).
In terms of participant types, an effort was made to always provide a balanced coverage of all types. Along with a predominance of producers, consumers, institution representatives, and members of civil society participated in all of the activities conducted for both the DES and the SF cases.
The moments of informal exchange and sharing (dinners, coffee breaks, etc.) were extremely important in addition to the previously mentioned formal structured moments because it was simpler

and more natural to establish a dialogue with the participants during these times, who provided helpful elements for reflection that hardly ever emerge in formal moments.
In fact, the living-labs concept has enabled the development of an extremely creative and dynamic co-creation path. For all participants (local and international), this process has essentially been a continuous alternation of training and learning opportunities.

Regarding task v), analysis of the outcomes, after gathering the necessary information, a qualitative text analysis was conducted. In order to increase the validity of the findings, it was intended to triangulate the interview results with the literature study and documentary analysis (Patton, 2002). As a result, primary data as well as secondary qualitative and quantitative data as well as literature were combined, developed, and synthesized.

The last two tasks vi) and vii) were extremely crucial and challenging to complete in order to improve the outcomes and validate the chosen course. The proactive participation of the stakeholders involved allowed for the creation of an open conversation based on impartial technical factors. At the conclusion of the fieldwork, there was an in-person feedback and follow-up process, as well as a remote one a few weeks later.

Chapter 3 – Participatory Guarantee Systems (PGS): main features

3.1 Origin of PGS and Organic Agriculture

The PGS system originates within the framework of Organic Agriculture. The movement of organic producers was born in the last century from the desire to create a sustainable, equitable and ecological alternative that would counteract agro-industrial production practices. The basic idea was represented by the creation of alternative models of production, distribution and consumption that favored a local and cooperative dimension between the actors involved in a network scheme in which all the individuals interested in the exchange actively and consciously participated in the transaction.
The rapid spread of these ideals and production methods led to the foundation of IFOAM in 1972 with the aim of guiding and assisting the organic movement in all its diversity in defending the principles underlying organic production.

Faced with the multiplicity of experiences and the different needs that can be encountered at a global level, in 1980 the IFOAM established the basic standards which have influenced the development of many national legislations for the regulation of organic agriculture. , including Regulation (EEC) no. 2092/91 - repealed by the subsequent Reg. (EC) no. 834/2007 - and the Codex Alimentarius of the Food and Agriculture Organization (FAO) and the World Health Organization (WHO) of the United Nations (FAO-WHO, 1999).
IFOAM's objective of harmonizing production standards is ambitious, considering that many countries in the global South have not yet developed legislation on organic production and that, where local reference models exist, these are only a means aimed at exporting products to Europe or other Western countries. The key question is whether the regulations were created using the criteria of the destination countries. This is advantageous in terms of the growth of a market and a customer-centered strategy, but it runs the risk of obscuring one of the core tenets of the organic movement, namely the importance of the farmer's role in preserving a healthy balance between production and the environment, by excessively shifting the emphasis from agricultural production to the market.
In addition, IFOAM provides an accreditation service (IFOAM Accreditation Program) to certification bodies that comply with or are similar to the basic standards to ensure their equivalence. However, as Sylvander argues, agricultural reality is diversified and may not lend itself to a priori codification of practices (Sylvander, 1997).
Conformity assessment can be carried out in different ways depending on who is the person or organization performing it. The different forms of assessment (first, second or third party) have been

already introduced in the first chapter and will be detailed in the following paragraphs. The two best known alternative quality assurance models that IFOAM recognizes, guides and supports are Internal Control Systems (ICS) or collective or group certification, and the aforementioned PGS.

The first model provides for the creation of associations and networks of companies that voluntarily adhere to compliance with a series of production standards and that organize an internal inspection system on the basis of standard procedures for internal audits and by virtue of a delegation from a certification body. The independent certification body is therefore engaged in verifying the internal control system of the group or association, rather than the quality assurance system of individual producers as occurs in third party certification. The advantages in using this model are many, among others we remember the simplification in bureaucratic terms for small producers not used to interfacing with the extensive documentation provided and the substantial reduction in costs compared to those that the classic third-party certification model part requires, especially if you use foreign certification bodies. This system is, in fact, mainly used by producers from low-income countries who aim to export their products to the markets of high-income countries.

PGSs have a substantially different nature from ICS, even if their final purpose, that is to provide a credible guarantee of production processes to consumers of organic products, is common to that of third-party certification and the ICS themselves. It is possible to trace the first "experiments" of PGS back to the seventies, also linking them to sensitivity towards issues related to agroecology in general and organic farming in particular in 2004, the first international conference on Alternative Certification was held in Brazil jointly organized by IFOAM and the Latin American and Caribbean Agroecological Movement (Movimento Agroecológico da América Latina e Caribe - MAELA).
According to the report by Fonseca (Fonseca, 2004) presented at the conference were various farmers' organizations from various countries of the world. In particular, seven of these (Argentina, Costa Rica, India, Japan, Philippines, Thailand and the United States) had already implemented a system of organic regulation, three (Brazil, Chile and Mexico) had established standards in compliance with organic production but they had not completed the process, four (Peru, Lebanon, Uruguay and New Zealand) had developed a draft principle and three (Palestine, Paraguay and Uganda) had not yet started any kind of regulatory project.
After the international conference, a working group was founded by IFOAM which is now better known as the IFOAM PGS Committee.

3.2 Key principles and main technical aspects

PGS Definition

The official definition of PGS formulated by IFOAM is the following: "*Participatory Guarantee Systems (PGS) are locally focused quality assurance systems. They certify producers based on active participation of stakeholders and are built on a foundation of trust, social networks and knowledge exchange."* (IFOAM, 2008).

This definition has been translated in various languages and officially adopted, becoming the benchmark for every PGS at the global level, within and beyond the organic agriculture context.

What is a PGS and how it works

The Participatory Guarantee System (PGS) - a second party certification system - has been recognized as a reliable certification system that could be alternative and/or complementary to the TPC. The PGS is consistent with alternative modes of conceiving and organizing Food Systems and is based on an innovative holistic approach, combining several dimensions of sustainability (economic, social and environmental) with technical and traditional knowledge. It also emphasizes other aspects such as equity, solidarity and justice and, in the context of food value chains, it can represent the building block of the multi-stakeholder platform responsible for the governance of the value chain itself.

Most research and investigation initiatives on PGS have been conducted and developed within the framework of organic agriculture practices. The International Federation of Organic Agriculture Movements (IFOAM), which unites and represents different organic agriculture movements worldwide, has worked since early 2000s to coordinate and formalize the PGS methods and initiatives. Starting from the first studies on PGS in Brazil (2004), and based on a number of case studies, IFOAM has reached an official definition of PGS which is generally adopted nowadays: "Participatory Guarantee Systems (PGS) are locally focused quality assurance systems. They certify producers based on active participation of stakeholders and are built on a foundation of trust, social networks and knowledge exchange." (IFOAM, 2008)

The key elements and features of PGS can be summarized as follows (adapted by IFOAM 2007):

- **Principles and values that enhance livelihoods**: the PGS builds on clearly defined principles and values that aim, among others, at improving the well-being of small-scale producers, ensuring fair relations with consumers;
- **Suitable to small-scale agriculture**: the participatory nature and horizontal structure of the PGS allow for more appropriate and less costly mechanisms of certification for small-scale producers, in addition to highlighting, celebrating and encouraging consumers' engagement with producers;
- **Norms developed by stakeholders**: PGS norms are identified and developed through a participatory process;
- **Grass roots organization**: participatory certification is the result of a social dynamic, based on the active participation of all stakeholders;
- **Producer's pledge**: through a documented process, each PGS member commits to adopt and comply with the agreed standards and to abide by the PGS process;
- **Clear and previously defined consequences**: from the outset, producers are aware of and agree on the consequences of not complying with the established standard and procedures. Actions to be taken in such cases must be transparent and consistent;
- **Documented management systems and procedures**: the PGS aims at reducing paperwork and administrative burden, fostering the full transparency and accessibility of the documents for all stakeholders;
- **Mechanisms to verify producers' compliance with the established norms**: the PGS mechanism must enable and stimulate participation and allow a learning process for all stakeholders;
- **Mechanisms for supporting producers**: these include learning opportunities; facilitation of market access and parallel social processes;
- **Seals or labels**: seals or logos on a product label enable consumers to quickly recognize which products have been guaranteed through the PGS.

The underlying principles of PGS differ greatly from the TPC systems established by the International Organization for Standardization (ISO). TPC is usually conceived and used to certify the trustworthiness of the so called "Trust Goods", according to private and/or public standards, and is mostly suitable for medium and large operators. In a TPC system there are international norms to be applied and control activities are implemented by external actors using generic guarantee forms that are applied globally. In a TPC system confidentiality is protected by law and no information regarding

the reasons underlying non-compliance is made public. Non-compliance means the loss of certification and the inability to sell products with the (organic) label.

On the contrary, PGS are low-cost, local systems for product or value chain quality assurance, that strongly emphasize social control and knowledge-building. Their approach is based on diffused rather than specialist technical knowledge, inclusion rather than marginalization of some actors, and collective instead of individual accountability. PGS are networks, created within local communities, that include producers, experts, public sector officials and consumers. All the stakeholders can actively participate in the process, establishing the PGS norms tailored to local conditions and socio-cultural context and playing a key-role in the control procedures, as all actors could be engaged in control activities having access to all the documentation generated by the guarantee procedure. This active participation of the stakeholders enhances transparency, trust, social networks, knowledge exchange and a form of social control. Non-compliance in a PGS does not automatically result in the loss of certification, though it can lead to the exclusion of the non-complier from the PGS membership. Participation and horizontality are key aspects of PGS membership that promote producer self-awareness and self-confidence, while simultaneously benefiting consumers in terms of access to information and end-user guarantee.

The box below summarizes some of the main differences between PGS and TPC, with reference to the laws and procedures relevant to the framework of regulated organic agriculture.

Basic elements	**TPC**	**PGS**
Governance	The guarantee procedures are regulated at the institutional level and by the certification body. Producers and consumers are not active actors	Decisions on guarantee procedures (what, how and when to control) are discussed and agreed within the social network. Producers and consumers play an active role
Responsibility	Certification bodies are technically responsible for the process	Responsibility is jointly shared within the community by producers and other stakeholders
Administration	Technical documents (i.e. check-lists) are globally adopted	Documents are tailored to the context of the producers that will be controlled
Costs	The certification process entails costs (i.e. audits by international experts, travels, administration)	The process is cheaper, also thanks to some volunteering contribution by stakeholders

	that often are too expensive for small-scale producers	
Transparency	Confidentiality of the data of the controlled operator is guaranteed by law	All stakeholders of the network are fully informed about the outcomes of the control process
Non-conformity	The certification could be suspended or cancelled (commercial exclusion)	There are different levels of non-conformity that must be agreed among stakeholders and that can lead to commercial exclusion and social exclusion

Box 1. Basic features of the TPC and PGS. (Author's elaboration)

The similarities and differences between the two systems are the subject of several studies and inquiries.

The author would like to draw attention to one of the earliest empirical attempts to compare the two systems made by a team of specialists from Italy and Brazil who collaborated on a project based on in-person field research in both countries. During control visits to several operators, the experts and practitioners jointly and practically tested the various instruments of the two systems. The report (Piccioli, 2006) listed some of the common characteristics and identified some of the potentially critical issues related to international norms (UNE-EN-ISO/IEC 17065) and other international standards, bringing forward some of the issues that have since been examined and organised. Some of the main similarities and some of the most important differences between the two system are summarized in the paragraph below.

PGS and TPC

Before outlining the similarities and differences, it is important to keep in mind, that due to a lack of official regulation of PGSs, there is no universal umbrella framework covering all PGSs, so they do not all share the same procedures.

In contrast, third-party certification bodies do have an umbrella framework that guides the development of their activities. The documents used are the Standard UNE-EN-ISO/IEC 17065, which establishes how third-party certification bodies must work.

In order to facilitate the comparison between the two systems, the main similarities and differences have been summarized in three main areas: i) procedures; ii) fees and paperwork and iii) governance.

Procedures

A visit to the farm, a review of the visit with the participation of someone who was not present during the visit, and a final decision about the authorization of certification are the same for both PGS and TPC. Both systems call for supplementary paperwork as well, like initial letters of commitment, tour guides, or visit reports. Therefore, both systems share the same fundamental vision from the standpoint of idea and design of the approach for establishing trust. Trust is built by oversight of the required paperwork, peer assessment of the evaluation's conclusions, and on-site examination of the farm. There are two primary processes in each of the two guarantee systems. Building trust with a new producer who wishes to participate in the guarantee system for the first time is the first step. The second involves follow-up and trust-building, or how the system strengthens the producers' guarantee over time. A mechanism is provided in the entrance process for both guarantee systems that enables new producers to make first contact and request entry. Both systems then want the new producer to sign a letter of commitment admitting the principles and standards of the assurance system to be upheld during a follow-up initial visit.

Both types of schemes (PGSs and third-party certification) establish similar activities once the producer or farm is registered and authorised in the initiative. These activities include visits to the farms, evaluation of these visits, and decision-making regarding whether or not to renew the guarantee. Prior to making a final decision on whether to renew the registration, third-party certification and PGSs both establish regular visits that are examined using a visit checklist.

Analytics are established as a regular monitoring tool by third-party certification, and most PGSs, but not all, also follow this approach. It's important to remember that PGSs don't always call for keeping a field record book (which is called a field notebook in third-party procedures).

The documents that each system uses are a critical concern as well. In comparison to PGSs, the third-party system requires additional documentation of various types and the use of a distinct language. The third-party certification is written by technical staff using the language of public administration and administrative procedures according to the legal framework it functions under. People on the ground, producers, and, in certain circumstances, consumers create the PGSs' papers. As a result, they are easier to use and comprehend for non-technical persons.

Even though frameworks for the two systems' procedures described above are identical, it is crucial to first draw attention to the variations in the dialogue held with the user requesting the guarantee. While PGSs operate through direct communication between the applicant and one or more members of the initiative, typically other producers, or through a commission or the general assembly, third-party systems establish technological interaction through their offices and websites.

The way they handle the first visit is the second important point of differentiation. In PGSs, the visit is a peer-review visit conducted by various initiative participants, with other producers and, typically, consumers and/or persons with technical backgrounds always present. Each PGS may specify a minimum number of producers that must attend each visit, at least one of whom must be in the applicant's sector. The applicant producer's membership in a sector that is new to the PGS constitutes the lone exemption to this rule. The individuals who take part in the visits are usually from the same region as the applicant in every case examined. This is very dissimilar to third-party certification, where the visit is conducted by a single individual with a technical experience, and this same expert typically covers various geographical areas.

The final determination of whether or not to accept the new applicant is the third significant distinction between the two systems. In PGSs, the initiative's members vote together to make this choice. This is a gathering of people, sometimes the general assembly itself, that may include producers who weren't there for the visit as well as other initiative participants like consumers or technical support staff. These are individuals from the same social and geographic environment as the subject of the evaluation in every case examined. When it comes to third-party certification, this is chosen by the organization's relevant body, which is composed of one or more independent persons with technical backgrounds who were not there during the visit and who made the decision.

The visit, the evaluation of the visit, and the decision on whether or not the producer or farm visited receives the endorsement are the three actions that make up the basic guarantee method in both systems; however, the two systems execute these tasks very differently.

PGSs are carried out by additional producers and, as necessary, consumers or technical employees from the project. Participants in the programme are required to make a minimum number of visits annually or, if they choose, to spend the entire year as a visiting group member. In other words, since visits are always collective, each person who is visited will do so in turn while being accompanied by others. The technical person who conducts the visit, in contrast, acts solely in the capacity of an auditor because third-party certification systems are prohibited by law from performing advisory functions.

The examination of the visit report serves as the second screening step in both systems. This peer review in PGSs consists of other producers, consumers, or individuals with technical backgrounds who were not present during the visit. On occasion, individuals who did visit the farm and the producer being evaluated provide those who weren't there with pertinent justifications and clarifications. This second screening in third-party certification may be founded on the work of a certification commission, the membership of which is not specified in the documentation being examined, and in certain circumstances by a separate technical expert within the same organisation.

The fact that PGSs assess visits from prior years in addition to the most recent visit is a crucial differentiator. In this approach, the management of the entity is evaluated throughout time, and any suggestions for improvement made during earlier visits can be carried out. This demonstrates that the visits are occasions for the exchange of knowledge, counsel, and information between farmers, resulting in suggestions for farm-management improvement that will be put into practise in following years.

A factor for review and a factor that will affect the conclusion is whether or not the farm that is being assessed complies with these suggestions. This is not the case with third-party certification; the individual visited is assessed using the annual report and an inspection-style reasoning, with a simple pass/fail outcome.

The organisational structure and the individuals who make the ultimate decisions are two more differences in various PGSs. In these situations, after the relevant commission has analysed the visit report, the ultimate decision is made by a significant group of people, such as the general assembly, in which every participant in the initiative takes part. This third screening does not exist in third-party certification.

Third-party certification methods have more steps to the process, which is typically accompanied by more paperwork. PGSs, on the other hand, require substantially less paperwork for the guarantee. The language and formats of these documents also reflect the local context because the design and content are selected by participants in the projects (producers, consumers, and occasionally directly involved technical staff).

This contrasts with the legal language and technical terminology used in documents created by third-party organisations. The nature of the visits in each system is a crucial differentiating factor. Technical audits for third-party certification follow an exam format, determining if the production conforms with the standards and assigning a pass or fail. According to the law, the certifying bodies are not allowed to take on an advisory role during this activity (Loconto; 2017).

Fees and paperwork

Both approaches include fees, and the initiative requires an annual fee in order to provide the assurance. Despite this, there are noticeable disparities.

The membership dues of PGSs are fixed; they remain the same regardless of the activity, size, or industry. The amount paid more accurately reflects the idea of being a part of the programme. In several of the cases examined, self-managed supplemental sources of funding, like canteens or catering services, are established as part of the public events they plan. The cost in third-party

certification programmes reflects the cost of the service that was rendered. As a result, it is valued by taking into account a number of factors, including size, activity type, and variety.

The third-party certification system entails increasingly expensive, demanding checking processes like analytics. The distinct approaches of the two systems are reflected in the discrepancies evident in the levels and meanings of the fees payable, as several writers have emphasised (Zanasi 2009; Cuellar Padilla 2011). In third-party certification, they are only a fee for services, and the amount is determined by the attributes of the farm or producer (size of the farm, variety, and type of activities to be certified, etc.); in PGSs, you pay to join the group, and the fee is set.

As a rule, PGS fees are less expensive than the base price for third-party certification. Therefore, it may be argued that PGSs are more available to all types of producers and do not penalise productive diversity (the blending of many productive sectors on one farm) or pluriactivity (the blending of, for instance, agricultural activity and processing) with a cost rise.

Governance

The individuals in charge of each task and procedure represent the main distinction between the two systems. This is directly tied to the commitment and involvement requirements that both systems place on the producers.

In the third-party system, the organisation employs technical personnel to conduct assessments, frequently from outside the context and geographic area. Stronger private retail norms and the consolidation of the retail food industry have both had significant consequences. They have caused the global agri-food system, which is now mostly governed by the power of the supermarkets, to undergo a reconfiguration of social, political, and economic ties (Hatanaka 2005).

The members of PGSs, on the other hand, take on this duty themselves, sharing a social and geographical context and, in the case of the producers, offering a guarantee through participation in the system.

As a result, it is the responsibility of producers (and consumers when they join) to foster trust among the participants in their own initiative. They must be completely involved in the process, including making decisions regarding each step, in order to accomplish this. This process includes steps that help the social groups concerned grow their powers and abilities, as well as their collective knowledge. PGSs function as tools to fortify or reinforce linkages of solidarity in the local community since they necessitate collective places for discussion, creation, and decision-making (Sacchi 2019; Zanasi 2009).

The requirements placed on the employees in each guarantee system are a crucial topic of debate given the preceding disparities. In the guarantee procedure, third-party systems only require the

producer to receive the technical inspector's visit and maintain current documentation (field notebook). When this expense can be covered economically, the substantial amounts of paperwork needed can be outsourced to personnel with technical backgrounds. As a result, it is a mechanism that is open and available to every independent producer who can afford the associated fees and handle or outsource the management of the required documentation.

But in participatory guarantee systems, producers are required to participate in the entire process as well as the activities related to the guarantee and to running the initiative, which is set up as an association. Therefore, all PGSs establish commissions or working groups (whose composition usually is on a rotation basis) for certain tasks or internal processes, as well as frequent meetings (general assembly or mandatory meetings) where decisions relating to the operation of the PGSs are taken. These activities must be carried out by members and cannot be outsourced.

In the process of third-party certification, none of this is taken into account, and the certified producers just play a secondary role. PGSs demand more active engagement from its members in the many spaces of governance due to their internal structure (general assembly, working groups).

3.3 Current data and trends

The PGS is a tool consistent with alternative modes of conceiving and organizing food systems, is based on innovative holistic approach, combines several dimensions of sustainability (economic, social and environmental) with technical and traditional knowledge and emphasizes other aspects such as equity, solidarity and justice. Furthermore, in the context of food-related value chains, a PGS represents the building block of the multi-stakeholder platform responsible for the governance of the value chain itself.

The PGS proposes a different vision of relationships among food systems stakeholders, wherein trust should emerge from social dialogue and horizontal processes. Therefore, in addition to the technical compliance with standards and related learning process, PGS play an important role in community building and empowerment, by demanding a high level of commitment and engagement by all actors involved. Time, mutual efforts, participation, conflict resolution, building of confidence and management of collective responsibility are some of the critical elements that contribute to the success of the PGS.

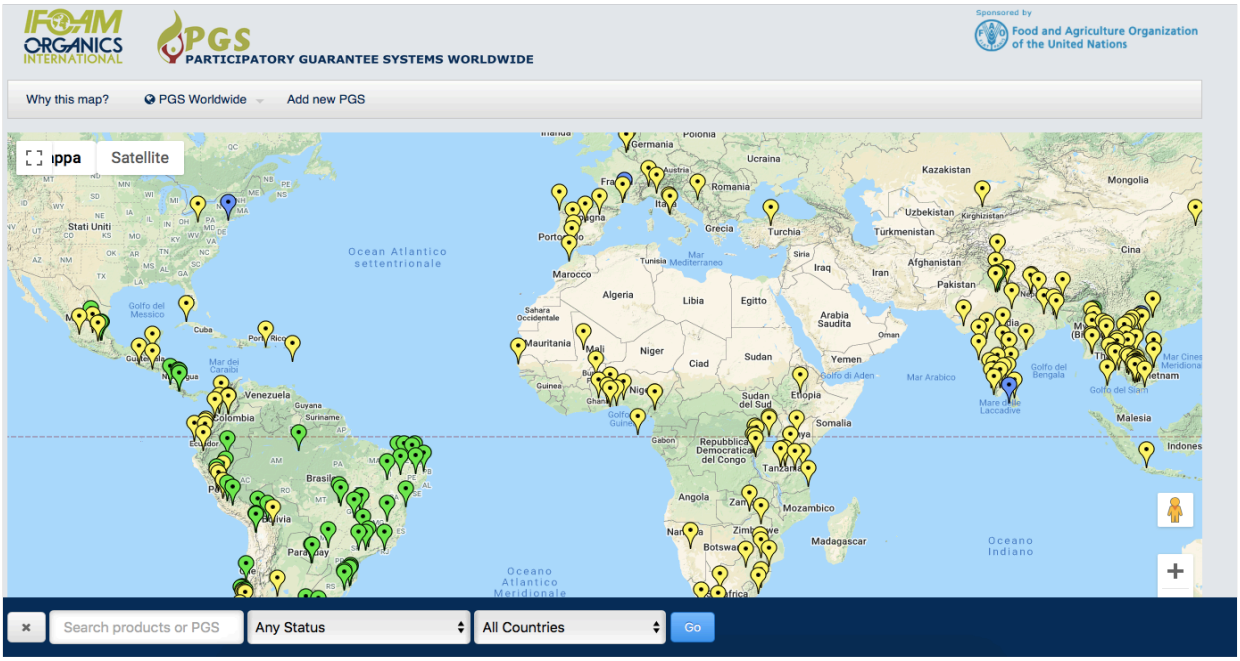
The PGS has by now expanded its boundaries and is perceived and adopted as a reliable and promising instrument to assess sustainability in agriculture across a wider spectrum of practices, beyond organic agriculture. For example, some operational PGS adopt and verify broader concepts of sustainable agriculture and PGS is currently being considered as a viable tool in some pilot

initiatives connected to other sustainability standards and quality schemes outside the organic agriculture framework.

During the last years, a constant growth in the adoption of PGS Worldwide has been observed. In 2019, there were almost 200 PGS initiatives active in more than 70 countries, involving almost 500,000 farmers (IFOAM, 2019), with a significant presence in Asia and Latin America.
In 2020, it has been reported a substantial increase in the PGS figures, both in terms of number of certified producers (with a relevant increase in India) and Countries recognizing PGS under their national organic agriculture regulations. This latter element is particularly relevant from a political perspective: Countries like Peru, Madagascar, Fiji and the Philippines have joined other Countries (Brazil, India, Chile, Bolivia, Costa Rica, etc.) that are already recognizing and supporting the adoption of PGS.

The growth of PGS has been impressive and constant over the las decade. The most recent and official data related to PGS are the ones recorded by IFOAM and published in the yearly publication "The World of Organic Agriculture – Statistics and Emerging trends" (2021).
As explained in the report, IFOAM collects data by conducting a global survey every two years. The last data available refer to 2019, due to the difficulties related to the COVID-19 pandemic in 2021. Some data are corroborated through exchanges with international and national expert that are able to provide updates. The initiatives registered by IFOAM obviously refer to PGS linked to organic agriculture. For other data related to PGS "beyond organic" or mixed, there are no specific data sources.
According to IFOAM data, there has been a remarkable increase over the past ten years: in 2010, statistics showed that almost 6,000 farmers were PGS certified globally. In 2020, figures increased to an impressive number of more than 1milion farmers globally.

IFOAM and FAO created a specific webpage with further noteworthy information regarding the regional distribution of PGS (pgs.ifoam.bio). A worldwide visual picture of the PGS mapping is shown in the box below.



Box 2. Screenshot of the Website IFOAM-FAO on PGS. https://pgs.ifoam.bio

A synthesis of the most updated current data on PGS (World of Organic, 2021) can be summarized as follows:

- 235 PGS initiatives
- 77 States
- More than 775.000 Ha of land are PGS certified (estimate)
- More than 1 millions producers involved/certified.

The data on PGS considered in this project and map are surely underestimated, as they only keep track of PGS that have registered themselves in the system. According to experts, it could be reasonable to estimate that the map possibly represent only half of the PGS currently active Worldwide.

PGS distribution India is the most predominant Country according to the number of producer certified with PGS (mote than 1 million). It is interesting to refer to the manual developed by the Ministry of Agriculture , that is summarizing several theoretical and practical information and guidelines that could be adopted also by other Countries.[2]

[2] http://pgsi.php-staging.com

Other seven Countries have more than 1.000 producers officially registered and certified and are Brazil (7'821), Thailand (2'029), Uganda (2'044), Peru (1'790), Bolivia (1'287), Vanuatu (1'269) and France (1'147). (World of Organic, 2021)

PGS distribution in different Regions:

Africa

Africa reported an overall increase compared to 2019: more than 20.000 producers involved in PGS. There are currently 21 PGS initiatives already operational, while another 11 are under development.

Asia

Asia counts 35 PGS initiatives, being the second Region after Latin America. Thanks to the case of India, Asia has more PGS producers than any other region, with more than 1 million producers certified. An increasing number of farmers is joining the program "PGS-India" promoted by the Indian Ministry of Agriculture and Farmers Welfare, and they reached an impressive number of over 1 milion producers, cultivating more than 610.000 Ha of agricultural land.

Kyrgyzstan, Thailand and South Korea have shown a growth in the number of producers involved in PGS.

Europe

According to the last data available, Europe is showing some increase in the figures of PGS certified producers, with France being the Country with more certified producers (around 1200). The number of PGS initiatives under development reported this year is also slightly higher: 14 in 2020, instead of 12 in 2019.

Italy

Since registration in the database is voluntary, it is likely that the figures given by IFOAM are understated. The Italian situation serves as an example of what has already been said in relation to the estimations developed by IFOAM. IFOAM states that there are currently four networks of farmers and consumers using PGS models, while a recent investigation (Sacchi, 2019) has shown that there are seventeen networks in Italy. The

social innovation activities that are emerging inside the alternative agri-food networks adopting PGS make the analysis of the Italian experience particularly interesting.

Latin and Central America

Brazil and Chile are the two countries responsible for the increase in overall PGS figures observed in this region in 2020. The total number of producers involved in PGS initiatives has increased and also the total area PGS certified is likely to have increased, no final precise data are available.

88 PGS initiative are active in Latin and Central America. Peru has approved in 2020 a regulation recognizing PGS initiatives at the same level as TPC.

Oceania

Oceania figures gathered by IFOAM, indicate a small decrease of PGS certified producers compared to 2019. Vanuatu is the Country with the highest number of PGS certified producers (over 1200).

Chapter 4 – Case Studies: Slow Food and DES

4.1 Introduction of the two case studies

The two case studies selected for this research were chosen on the basis of a number of factors,.
First, it was determined to investigate the potential applications of the PGS system in very diverse scenarios.
For this reason, case studies with a range of characteristics were chosen, including different dimensions, locations (in both economically developed and developing Countries), a range of experiences and histories (duration), levels of stakeholder involvement, a variety of products, marketing channels, and cultural contexts.
The author's active involvement in the case studies was another factor taken into consideration when choosing the case studies.
The case study conducted by Slow Food (SF) in Kenya and Mexico is the first case study that will be presented.
The second is the case study carried out by the Solidarity Economy District (DES) of Parma in Italy.

4.2 Slow Food case study

4.2.1 Background: Slow Food and worldwide Presidia

Slow Food (SF) is a global, grassroots organization, founded in 1989 to prevent the disappearance of local food cultures and traditions, counteract the rise of fast life and combat people's dwindling interest in the food they eat**,** where it comes from and how our food choices affect the world. Since its inception, Slow Food has expanded into a worldwide movement with millions of participants in more than 160 countries. The foundation of the SF approach is a conception of food that is constrained by three interdependent principles: good, clean, and fair. According to SF Manifesto, good concept refers to quality, flavorsome and healthy food; clean means that the production should not harm the environment and Fair makes reference to accessible prices for consumers and fair conditions and pay for producers.

One of the most innovative aspects of the SF movement is the concept of the Presidia that has been developed and adopted by SF since 1999. Presidia are initiatives in which SF works with groups of small-scale producers to address issues they encounter, bringing together producers who are otherwise isolated, and connecting them to alternative markets that are more supportive of their condition and appreciative for their high-quality products. The Presidia work to protect traditional products and practices at risk of extinction and also rural landscape or ecosystem at risk of extinction.

The SF Presidium should pay a special attention to two aspects: the Environmental sustainability ("clean") and the Social and economic sustainability ("fair"). Concerning the sustainability of the environment, SF insist that the cultivation methods used by Presidium producers must maintain the fertility of the land and hydrographic ecosystems, avoiding the use of chemicals as much as possible, and maintaining traditional methods of land management where possible. Additionally, the landscape and historic buildings must be protected in the production processes and places. Regarding the Presidia's social sustainability, the project's focus is always on the food community and not a project in support of a specific producer. Producers must play a major role and have the ability to influence corporate decisions, according to SF, and they must also have complete business autonomy. The norms of production (protocol) and strategies for selling the product must be decided upon cooperatively by the producers. They might come together to form collective bodies (e.g. associations, consortia, cooperatives). To increase producers' quality of life and the socioeconomic welfare of their families, one of the Presidia's goals is to provide a fair and lucrative price for them. Therefore, one of the most important factors for consumers is pricing transparency.

4.2.2 SF and control

As previously highlighted in the description of the Presidia, SF has always favored a direct relationship with producers and has identified and selected them to include them in its projects. This selection of producers was essentially based on first party control. Essentially, the entry into the SF community and network was based on direct contact of the producers or through the presentation of producers by others.

Recent changes in market conditions and rising consumer awareness prompted Slow Food to start a lively internal discussion on the subject of control and certification. The main goal of this discussion was to find a reliable control system that would respect the unique qualities and complexity of Slow Food and could be used to upgrade its current first-party control system.

The goal of Slow Food was to create a system without penalties for noncompliance. Instead, the development of a quality control system that could assist all parties and promote their growth process served as the vision that guided the conversation. In this sense, the SF system would become more credible in the eyes of outside actors as the end consequence. The objective was to find a suitable control system that would allow Presidia products to adhere to all SF standards for a good, clean, and fair food. Following this articulated internal discussion and investigation, SF has made the decision to see if the PGS can respond to a number of critical criteria. The following are the main characteristics that SF required and that are consistent with its vision:

- **Flexibility**: the control system should be reliable and flexible, fit to interact with the multifaceted and changing realities of the SF Presidia worldwide;
- **Adaptability**: the system should be able to deal with the rich 'biodiversity' of SF products, locations and conditions; it should be a living process, that can evolve over time and further testing;
- **Locally-centred**: the core of the system should rest in the Presidia and Communities, giving these a primary role, based on recognized levels of autonomy, ownership and trustworthiness;
- **Accessibility**: the technical complexity of the PGS should be easily accessible and manageable by all SF stakeholders, particularly small-scale producers who have different sets of skills;
- **Sustainability**: the system should be technically and economically sustainable, with minimal additional administrative and economic burden affecting SF at all its organizational levels and the concerned Presidia producers.

Flexibility is the critical aspect for reaching an adequate balance among the different actors within the SF system. SF decided to put the Presidia at the core of its PGS model, whereby the latter must abide by, and adapt to the Presidia specific and unique characteristics. In other words, the SF global guarantee and certification system must respect and adjust to the extreme heterogeneity of the Presidia, to be accepted and managed by SF at all levels.

The centrality of the Presidia is key along the entire PGS process and is particularly evident in its initial phase, when Presidia members must define what should be controlled and how, for example by formulating the questions in the checklist. It is important to stress that the range and diversity of the elements to be controlled in each Presidium do not diminish the technical credibility of the system, rather it testifies to the robustness of a system that can encompass a huge diversity of products and respect the extreme rich 'biodiversity' of SF Presidia.

SF has identified a core structure of essential elements that must be embedded and controlled in all Presidia, while allowing flexibility and autonomy to each Presidium to identify other key and specific issues, the latter representing approximately one third of the elements to be checked. This approach is respectful of the local context, the production techniques and local traditions, and aims at ensuring a correct balance between the founding criteria of SF and the local technical requirements.

In the view of Slow Food, the PGS model allows the development of a technically sound and credible system that can be adopted at the global level and be easily manageable at the local level by each

Presidium. The combination of this global and local approach represents one of the main innovation – and challenges – of the SF approach to PGS.

In order to comply with this ambitious combination of global and local level of control, SF has identified as a fundamental prerequisite the wide and proactive participation of all SF stakeholders. SF has decided to develop a system based on a bottom-up approach, inclusive and respectful of the expertise of all stakeholders in the Presidium, while avoiding the risk to impose a model from the top (headquarters), that could be perceived as foreign to SF culture.

The methodology adopted by SF to ensure the engagement and the ownership by all stakeholders is based on a participatory approach that also gives specific attention to the communication strategy.

After a vibrant internal debate, SF has decided to test the PGS in two case studies in two Presidia in Mexico and Kenya, with the support of IFAD (International Fund for Agricultural Development)[3].

4.2.3 Background on the pilot project

In 2017, after several years of partnership between IFAD and Slow Food (SF) on themes related to food security, indigenous peoples and youth, IFAD approved a large grant project, with title "Empowering Indigenous Youth and their Communities to Defend and Promote their Food Heritage," to be implemented by Slow Food over three years. Total project costs amounted to US$1.16 million, through a co-financing scheme wherein IFAD provided S$900,000 and Slow Food the balance. The overall goal of the project was to empower indigenous youth and their communities, improve the livelihoods of beneficiaries by protecting and promoting their food heritage and upholding the sustainability and resilience of their practice. Through Component 1, the project supported in total five existing and five new Presidia, eight in Latin America and the Caribbean and two in East Africa. Furthermore, one output provided for the implementation of two pilot cases to test participatory certification/labeling for indigenous products.

The Participatory Guarantee System (PGS) was selected as the most appropriate approach to be tested and two Presidia, the Ogiek Honey Presidium in Kenya and the Oaxaca Mixteca Agave Presidium in Mexico, were selected as pilot cases based on the interest demonstrated by members at Terra Madre (TM)[4] in September 2018 and later considerations of the complexities linked to providing the necessary assistance. When the PGS was introduced in the first half of 2019, the Ogiek Honey

[3] Slow Food-IFAD project 2000001632, "Empowering Indigenous Youth and their Communities to Defend and Promote their Food Heritage"(IFAD – International fund for Agricultural Development).

[4] Terra Madre is a worldwide network, created by Slow Food in 2004, which brings together the "food communities" committed, each in its geographical and cultural context, to safeguarding the quality of local agro-food production. The Terramdre event normally takes place every 2/3 years in Turin (Italy).

Presidium had been operational for four years, whereas the Oaxaca Mixteca Agave Presidium had just been established.
The case study adopted a participatory approach based on the Participatory Action Research (PAR), including different steps and tasks performed by a working group.
The working group was composed by SF staff based in the headquarters in Italy and staff based in Kenya and Mexico offices. The working group was accompanied by a senior consultant specialized in food certification and another specialized in communication.

The author of the present research was appointed by SF as senior consultant to lead the process of analysis of the case studies in Kenya and Mexico, with the responsibility to co-write the final project report. As a result, most of the information and data presented in the description of the SF case study are drawn from direct experience and engagement and refer to the project reports document prepared by the author.

4.2.4 The SF PGS pilot project

As previously mentioned, the SF/IFAD project adopted a participatory approach, in consideration of the heterogeneity and complexity of the Presidia of Slow Food. The most appropriate methodology to analyse and test the PGS, appeared to be the Participatory Action Research (PAR). (See chapter 2 for a description of the PAR methodology).
International consultants, international and local Slow Food staff together with other local actors jointly analyzed the context and performed participatory field research activities with a prior detailed desk research process on official statistics and literature.
An initial desk review on the existing literature and documents has been realized in close collaboration with SF staff. During the preparation phase, prior to the field missions, the PGS concept was presented to the SF actors involved in the pilots through meetings in person and online.
The next tasks included field visits to the selected Presidia to carry out interviews, focus groups, meetings and direct observation of achievements and to canvass the views of direct and indirect stakeholders about strengths and weaknesses, areas for improvement and prospects for sustainability.
The author coordinated an initial focus group, in the form of a general assembly of all the relevant and involved stakeholders, in order to co-design the participatory research.

The methodology adopted for the SF case studies included the following steps and tasks:

i) Consultation with the leaders and members of the two Presidia, to ensure they were interested and willing to be part of the process.

ii) Desk review of all available information about each Presidium and PGS process

iii) Mapping of direct and indirect stakeholders for each Presidium, locally and nationally.

iv) Preparation of the interview protocols and checklists.

v) Visits to the two selected Presidia, to carry out interviews/focus groups/meetings and direct observation of achievements and to canvass the views of direct and indirect stakeholders about strengths and weaknesses, areas for improvement and prospects for sustainability. At the Agave Presidium in Mexico, separate meetings were held with women and men to enable a more in-depth understanding of gender-based differences in viewpoints.

vi) After the field activities, a constant and regular follow up through email and virtual meetings was also provided, to facilitate additional discussion on technical aspects, to gather feedback and identify weaknesses or difficulties that might have emerged after the first field visits. On completion of the visit in Kenya and Mexico, the key findings of the data-gathering process were shared with the Presidium leadership, together with a few suggestions for the way forward.

The case study work was carried out between May 2019 and June 2020 and included field visits and meetings: in Kenya, with the Ogiek people who manage the Ogiek Honey Presidium; and in Mexico, with the Mixteca people who manage the Agave Presidium in Oaxaca.

In total, 28 men, including four young men, and 20 women, including eight young women, were interviewed in the two Presidia. In addition, 13 stakeholders (key partners in the PGS mechanism) were also interviewed.

During the field activities, specific attention was paid to making available accurate translations in the local languages to avoid misunderstandings and misinterpretations. During the field missions ample time and opportunities were provided to enable discussions, open to all members, around the main concepts of PGS and on the SF approach to PGS.

SF also decided to implement an additional testing of the PGS in one Italian Presidium, the Lucca Red Bean Presidium. The same participatory methodology and approach used in Kenya and Mexico was followed in Lucca, with several meetings held with stakeholders, particularly useful to collect technical feedback and make comparisons with the tests implemented in Kenya and Mexico. Interestingly, many similarities emerged from the feedback provided by stakeholders in the three countries. This aspect provided additional strength to the PGS model designed by SF, as it is

recognized as a very flexible instrument that can be adopted in very diverse environments, while still fully respecting the overarching SF principles.

4.3 Slow Food Kenya case study

Background – The Kenya Presidium

On the south-western edge of the Kenyan Rift Valley, in and around the Mau Forest, reside the Ogiek, an indigenous group. Around 40000 Ogiek people were thought to be living in the United States in 2000. The Ogiek people are traditionally hunters and gatherers. The Ogiek people's entire belief system and way of life are based on the forest and its resources, with honey being the most significant product and the primary food source for all Ogiek households. For long-term continuity, honey production is rooted in the native knowledge of the area that has been handed down from generation to generation. Traditional methods include blessing males during male maturity initiation rituals, harvesting, brewing, and raising the hives high up on the trees in the forest. Honey is also used as a cultural food item. Abundant honey production depends on a healthy forest and the Ogiek people perceive and protect the as their own home and source of their livelihood. Estimates suggest that 90% of Ogiek households engage in beekeeping and honey production.

The honey produced by their log hives, as well as the money made from the selling of it, are all within the hands of Ogiek men. Men trade excess honey output for other foods, like as meat from the Maasai tribe, in the forest itself. Selling honey in the neighbourhood markets has grown more popular recently, and many, if not most, homes now engage in small-scale farming and livestock keeping. Ogiek women customarily participate in the production of honey by hauling log hives into the forest, creating honey collection bags out of antelope skin, helping with various aspects of the traditional beehive construction, and occasionally carrying honey back home. The dowry system and customary ceremonies also heavily rely on honey and wood hives. However, Ogiek people hold strong taboos against women harvesting honey and placing log hives in the trees. Married women can “own” log hives by asking a male relative to place the hives in the trees and harvest honey on their behalf. In these cases, the woman’s honey is typically used mostly for family consumption, although women can control selling some of it. Women have easier access to modern beehives, which are placed in the farms, where control and management are easier. Taboos about women harvesting from modern hives seem to be less strict, but farm located hives have not performed satisfactorily yet. Reasons seem to include the quality of the plywood used for construction and design issues, as well as the potential exposure of bees to pesticide spraying in the cultivated fields.

The youth of the Ogiek community actively participate in the construction of hives, their transportation to the forest and placement in trees, their collection and transportation to the refinery of honey, as well as their processing, packaging, labelling, marketing, and sales. Most of the processing, packing, labelling, and selling of honey is done by young women. They also process the wax and keep the refinery clean. Due to their abilities to read, write, and act swiftly, youth frequently serve in leadership positions within local organisations. Some are in charge of leading various groups, some of which are made up entirely of young people. They participate in the decision-making procedures as well.

Traditional knowledge is typically passed down through stories about Ogiek food customs and identity, apprenticeships in which young people learn by observing their fathers and older relatives and by actively participating in the entire beekeeping and honey production process, as well as other means. They participate in customary rituals where honey is a major ingredient. The Ogiek also have knowledge of the nutritional and medicinal properties of honey and its by-products. They understand that the product has a rich medicinal value and can be used to treat coughs and stomach problems, as an antidote for poisons, to heal burns and fractures and as a food for sick people due to its energy-giving properties. Honey is also valued as a food for pregnant women and for several ailments.

The African Court on Human and People's Rights in Arusha rendered a decision in favour of the Ogiek people in 2017 by recognising their right to Kenya's Mau Forest as their ancestral home and their role in protecting it. This decision came after a protracted legal battle between the Ogiek people and the Kenyan government over the right to inhabit the forests. As they work to secure their livelihoods from their ancestral woodlands, the Ogiek people encounter a number of difficulties.

The Ogiek people established a Community Forestry Association for the Mau Forest which collaborates with the Kenya Forestry Service on the joint management of the forest. Starting in 2012, a group of Ogiek honey producers living in and around the Mau Forest decided to join forces and set up beekeeper groups to increase their production and incomes. This led to the decision to establish MACODEV, a Community-Based Organization responsible for marketing honey on producers' behalf.

In 2015, Slow Food started engaging with MACODEV to improve honey marketing, by introducing honey refinement, branding, packaging and market analysis. This led to the development of the Ogiek Honey Protocol and the establishment of the Ogiek Honey Presidium.

In order to produce and commercialise high-quality pure organic honey that is harvested from both traditional and modern beehives located in the forest and verified through the internal peer-control process, MACODEV decided to establish a PGS. The Cooperative had already attained the Kenya

Board of Standards mark and was fully aware that the traditional organic certification is challenging to obtain because of the expense and necessary red tape.

4.3.1 PGS in Kenya

The IFAD-funded activities in support of the establishment of the PGS had been the following: a study to assess the viability of PGS in Kenya versus a standard third-party certification mechanism; a capacity development workshop on the PGS in May 2019 in Nakuru, attended by 31 MACODEV members and other stakeholders, including 4 women and 11 youth; close follow-up by SF Kenya and SF International, by supporting MACODEV members in the various steps, including: the election of the two PGS Governing Bodies, namely the Ethical Committee and the Guarantee Groups; the preparation of the check-list for the verification process, its testing and translation in Ki-Swahili; the organization and conduct in November 2019 of the verification field-visits of bee-keeping and honey harvesting and conservation at producers' level by the Guarantee Groups; and the subsequent discussion of findings and challenges. Overall, nine meetings were carried out between June and December 2019. Attendance varied significantly, depending on the topic; across all meetings, youth always represented at least 50% of participants, whereas women's participation was always significantly below 50%.

All of the MACODEV members who were interviewed concurred that the PGS workshop hosted by SF had played a key role in bringing to their attention the need of both good honey quality and clean handling as well as the need to increase the number of hives in order to boost production. The first round of peer review by the Guarantee Groups had encountered a number of issues related to poor planning and transportation issues brought on by the weather. However, according to participants, each visit had been a good chance for everyone present—which frequently included the chosen individual producer and several nearby producers—to learn through knowledge and experience exchange, even on highly practical parts of the process. Members found that responding to the questionnaire had been encouraging and enlightening, and that the peer reviewers' approach had been constructive. Additionally, the MACODEV structure in groups of contiguous producers makes it easier to share knowledge and information with others who were unable to attend any event. MACODEV members are eager to enter the market with their own branded product and become one of the leading honey producers in the country, by improving both quantity and quality of their honey. In their views, the PGS represents a key step in this direction and empowers the Cooperative by being better equipped in addressing the market challenges since the PGS, in their view, will make the honey "sure" and recognized by consumers.

Members also believe that the PGS participatory approach increases everyone's awareness of how they can all work together to achieve the shared objective of increasing the quantity and quality of honey production by actively managing and improving their day-to-day activities as beekeepers and honey producers. As a result, the members' relationships are strengthened and they feel more ownership and dedication to the cooperative and its work. In more than one meeting, participants mentioned that keeping high the motivation of youth to stay engaged in beekeeping was a key issue, and the PGS might contribute to this as well.

At the same time, MACODEV members identified several challenges that need to be addressed to sustain the PGS mechanism. These included:

- The cost of the peer review phase, mostly for transport and food for the Guarantee Group members; MACODEV is aware that it is necessary to keep accurate record of all expenses related to the entire mechanism for future planning;
- Continuous capacity building of MACODEV members, at all levels;
- Sustained and continuous monitoring of the entire production process at all levels.

4.4 Slow Food Mexico case study

Background: The Mexico Presidium

The fourth-largest indigenous group in Mexico is the Mixteca. Since the beginning of time, they have lived in the Mixteca region of the country's southwest, which crosses the States of Guerrero, Oaxaca, and Puebla. The agave plant, also known as maguey in Spanish and yaavi in Mixteco, is a characteristic element of the landscape of Mexico. The traditional fermented beverage pulque is made from twelve different agave types. For the Oaxaca Mixteca people, the maguey has been part of the traditional cropping system for millennia; and both maguey and pulque are fundamental pillars of their traditional livelihood and belief systems. The *pulque* has typically been produced and consumed in most households, as well as in traditional events, over centuries or more. Due to a broad trend of renewed interest in local and traditional products, possibly complemented by greater trust in the health-benefits of pulque, the market potential for the drink has been increasing in recent years among the Oaxaca and Mexican urban consumers.

The shelf life of aguamiel and pulque, which range from a few days to a few weeks depending on storage temperature, severely restrict their use outside the area of production. There is a market for pulque that has been pasteurised and canned that is made in Mexico. Despite the fact that the

technique significantly alters the flavour, it nonetheless offers a potential market outlet in the event of overproduction or to guarantee pulque availability during the rainy season, when the quality of the fresh pulque is poorer. The fact that every family has their unique pulque recipe, however, means that flavour and quality vary greatly between providers.

In 2018, Slow Food Mexico proposed the selection of the Oaxaca Mixteca Maguey as a new Presidium to be established towards protecting and fostering the cultivation of local varieties of magueys at risk of disappearance, as well as the group's membership that mostly comprised indigenous women, including several youth. Six separate communities in the Nochixtlán district provided the Presidium's original membership of 58 people, which contributed to some degree of socioeconomic and cultural diversity among them. Women made up 56.3% of all attendees at the meetings to establish the Presidium, which was consistently higher than men's participation. In terms of age cohorts, the majority of the women in attendance were between the ages of 18 and 25, making up 40% of the total, followed by women over the age of 35, who made up 36% of the total.

4.4.1 PGS in Mexico

Beginning in September 2019, SF's efforts to establish the PGS closely adhered to the predetermined standard operating procedure. This involved holding meetings with each Presidium member to explain the idea, choosing the members of the Ethical Committee and Guarantee Group, creating the Guarantee Sheet, conducting the first round of field visits to five Presidium members' plantations to verify their plantation practises, and reporting the pertinent findings to the entire Assembly. Along with a list of non-conformities, a list of important concerns to be examined during the verification process was also created.

The minimal pricing of the two primary Presidium items was one of the main topics covered during the Ethical Committee's discussion. Presidium members are required to sell at or above the set price, as is the case in Oaxaca City, but they are not permitted to sell below the set price. In this context, specific sanctions and control mechanisms have been implemented.

Members has worked on the Guarantee Sheet and tested it during some field visits. he discussions in the fields were said to have been helpful and interesting by Presidium members who had participated in the verification field visits, either as visited members or as members of the Guarantee Group. This was in part because the Guarantee Groups included maguey cultivation experts who could explain what needed to be improved in plain language. Presidium members frequently mentioned how the

PGS mechanism had increased their own incentive to make sure that their pulque was 100 percent natural and that it all adhered to the established requirements for quality.

4.5 Results from the Kenya and Mexico pilot projects

While the PGS process in the two Countries is still on-going and some elements of the system are still evolving, the study of the case studies might already produce some interesting outcomes.

It is important to note that the Covid-19 pandemic caused numerous issues for the project and caused many of the scheduled activities to be delayed. It is hoped that SF will work with the researchers on a subsequent round of outcomes analysis.

In any case, the study conducted has attempted to define some criteria and interdisciplinary issues that have been used to determine which findings are the most pertinent.

The main criteria identified are the following:

- **Effectiveness**, with regard to the achievement of the stated objective of establishing a functioning PGS, including with regards to prices and volume of production;
- **Sustainability**, with regard to the perspectives for the sustained management of the PGS, in terms of economic capacity and social acceptability;
- **Empowerment**, with regard to the self-perceived empowerment of Presidia/PGS members;
- **Gender equality**, with regard to the gender balance of participants and the effects of the PGS on gender roles and equity;
- **Participation**, with regard to the type of participation and engagement of members in the Presidia/PGS process.

Effectiveness

The project had achieved the objective of establishing a functioning PGS for the Ogiek Honey Presidium in Kenya and the Oaxaca Maguey Presidium in Mexico. In both Presidia:

- Information, awareness-raising and capacity development events have been conducted with significant membership attendance of the process;
- the governing bodies have been elected and operated according to their respective mandates;
- the first round of verification field-visits of a small number of members has been carried out in both Presidia in the last quarter of 2019;
- marketing labels were developed and used to testify the origin and quality-assurance of the produce through the PGS

All interviewed members in both Presidia stated that the mechanism is useful to strengthen the ownership of the production process and the sense of belonging to the association, as well as the sharing of experience and knowledge for improving the final quality of the produce.

However, no information was available yet on the immediate effects of the PGS, if any, on both price and volume of sales. This is due to the relatively short time since the PGS establishment; and mostly, to the dramatic consequences of the Covid-19 pandemic on mobility, that affected the retail marketing activity by isolated communities, the typical main selling outlet for both Presidia, across the world.

Sustainability

The findings from the interviews and discussions with the Presidia members and the PGS governing bodies indicate that there is a high level of commitment to maintaining the PGS process. The PGS in the two Presidia has a high level of social and cultural acceptance because of its capacity to adapt to the local social and cultural context.

By ensuring that ecologically sustainable practises are completely embraced throughout and by all members, the PGS also contributes to the sustainable management of the natural resources sustaining the industrial processes. At the same time, as mentioned by some interviewees, the long-term sustainability of the PGS will also depend on the effects of the mechanism in terms of increased sale volumes and/or unit sale price.

The difficult market perspectives ahead should not however lead PGS Governing Bodies to postpone facing the need to achieve the internal economic sustainability of the PGS system. The possibility to apply to funds and call for projects (local and national) has been identified as a possible solution to ensure the short-term viability. But in the long-term, the costs of running the PGS must be covered through the revenues from the produce itself, or through an annual contribution from the Presidia members as part of a membership fee. Thus, the costs of implementing the PGS, from the meetings of its Governing Bodies to the verification process, should be accurately recorded and analysed to identify areas for efficiency savings.

In parallel, information and awareness-raising campaigns at the national level with like-minded associations and groups to promote PGS as a consumer-friendly approach would represent an additional element of sustainability.

The basic observation that the PGS guarantees quality for consumers while keeping costs – and therefore market price increase - at a very reasonable level, could be the core content of such campaigns. The same focused partnerships, possibly supported by SF, could also conduct advocacy

actions directly with the Governments to include the PGS in the national legislations on food-safety and quality.

Empowerment

Evidence from every interview suggests that creating a Presidium is a socially empowering activity in and of itself, especially for Indigenous People. The simple fact that the traditional food or produce of the concerned IP gains national or even international attention, contributes to develop within the groups and at the individual level, both pride and self-confidence, which are the initial steps towards overcoming cultural, social and political segregation.

The PGS builds on these initial seeds of self-confidence and further strengthens members' empowerment, by giving producers full control, responsibility and recognition for the quality of the production process and of the final product. The appreciation by external people of the high quality of the product automatically becomes an appreciation and recognition of the worth of the producers who are responsible for it.

The PGS also helps to build and trigger the following additional powerful elements:

• improved relationships and a sense of community among Presidia members;

• more ownership of the procedure and outcome;

• capacity building and improved process and product expertise;

• economic empowerment, which enables increased product and income generation.

Gender equality

Gender equality is consistently incorporated into Slow Food's activities and strategy for establishing Presidia. In addition, many Presidia aim at preserving and giving visibility to process and products that are traditionally managed by women. In this context, the establishment of a PGS should in theory further contribute to gender equality by strengthening empowerment of Presidia groups and members. For this to happen, the balanced participation of men and women in the PGS Governing Bodies should be systematically ensured. So far, this has not happened in the two PGS analysed here. Members of PGS Governing Bodies are elected by the Assembly of the Presidium members. Despite women being a large minority among the Ogiek Honey Presidium members and the majority – and founders - of the Oaxaca Maguey Presidium membership, women's inclusion in the governing bodies of both PGS was, respectively, very low and low. The main reason seems to be the traditional pattern of gender-

based discrimination, including by women, towards women in public decision-making roles. This likely inhibits women who are sufficiently capable to take on the role, from sitting as candidates for the positions, with a few exceptions. SF could consider introducing and enforcing gender-based quotas in the membership of each PGS Governing Body, as part of the Presidium and PGS Protocol.

Participation

The term "participation" refers to a wide range of behaviours, from basic attendance at an event to meaningful decision-making involvement.. In these case-studies, the criterion of participation analyses who took part in the PGS establishment and when, how this happened and the purpose of the participation.

Evidence available shows that participation in meetings has been uneven for the establishment of both PGS, which entailed that information had to be repeated on several occasions. This may have been due to the obvious complexity of scheduling meetings at suitable time and days for large numbers of members, as well as to a varying degree of interest and understanding among members for the specific PGS initiative. In addition, the available data for the Oaxaca Maguey PGS suggest that gender and age play a role in the interest and/or commitment to the PGS, in favour of adult men.

Nevertheless, all interviewees in both Presidia stated their strong and serious commitment to the concept of the PGS, perceived by all as an important element of the Presidium, and to running the process in future to ensure and possibly enhance the quality of the final product. The verification process, which is the more time-consuming and demanding step, was duly carried out in both PGS with a good level of attendance and participation. In some Ogiek groups, those who could not attend in person the field visits, were subsequently informed of the results by the group-chairs and this was proposed as standard practice. In this respect, the first round was uniformly perceived as a great opportunity for testing and adjusting the procedure and sharing knowledge among participants. It also enhanced the sense of ownership for the entire process, which should contribute to ensure participation in future.

Sustained participation in the PGS will also depend in future, as discussed under sustainability, on the added value that the PGS will bring in terms of revenue. This will likely be a key factor ensuring the interest and willingness of both groups to follow up and invest their own time and resources, in running the mechanism.

Lessons learned

Some preliminary results, considering that the case studies are still in their initial phase, could be summarized and could be helpful to identify some of the main implications for the stakeholders.
The evidence available indicates that in both Ogiek Honey and Oaxaca Maguey Presidia, the establishment of the PGS was adequately carried out through awareness-raising and capacity development sessions, election of the Governing Bodies and testing of the verification process. This led to a good level of appropriation of the mechanism by Presidia members, also thanks to the flexibility of the proposed PGS model that builds on few basic principles while allowing sufficient adaptation to facilitate adoption for the diverse products and cultural and social environments where it was piloted.

The PGS has proved to be a valuable additional component of the Presidia, and contributed to strengthen the sense of belonging to the group and to generate further empowerment of members who have full control and ownership for the quality of the production process and its final output. The two pilots have indicated a few necessary adjustments to the mechanism that can be easily integrated in future interventions; in this respect, the mechanism enables immediate lessons learning from the local practice and improved performance over time.

Overall, the Slow Food tested model of PGS has been highly relevant and effective in enhancing the contribution of the concerned SF Presidia to the implicit broader goal of poverty alleviation among the participating Indigenous People, by raising their returns and incomes through better and guaranteed produce quality and consequent expansion of the marketing potential for the respective products.

The implementation of the PGS in the two case-studies has been affected by the COVID-19 pandemic, therefore estimating the sustainability of the PGS model is even more complex. The disrupting impacts of the pandemic in the rural areas of Kenya and Mexico, in terms of mobility constraints – and consequent limited access to markets for both producers and clients beyond those immediately local – and economic and financial indicators at local, regional and national level, are just incipient as of now.

The marketing potential for both products is likely to be seriously affected in the short term, also considering the isolation of the production areas from urban markets. In the medium-term, however, the global disruption of long-term value chains for bulk products and beverages might indeed mean that consumers and restaurants will, by preference or necessity, include more local products in their catering strategies. If this scenario will prevail, there are good perspectives for an expanded market for both the Ogiek honey and the various products of the Oaxaca Maguey and the inclusion of the

PGS in the Presidia will prove to be an additional tool of resilience for the Ogiek and the Oaxaca Mixteca people.

Adoption of PGS in Slow Food: the PGS guidelines

One of the most significant tangible results of the pilot project conducted in Kenya and Mexico is that SF has defined the Guidelines of its PGS system, which has been adopted globally by SF and have been adopted in all its Presidia, since the end of 2020.

The Guidelines offer a thorough rundown of the system created by SF and offer technical direction for the Presidia to enter the system. The Guidelines are divided into three parts: an introduction to PGS; a list of the papers Presidia must produce in order to use the system; and an explanation of how the system works. Finally the guidelines present a chart that summarize the SF PGS process. The chart is copied below for easy reference.

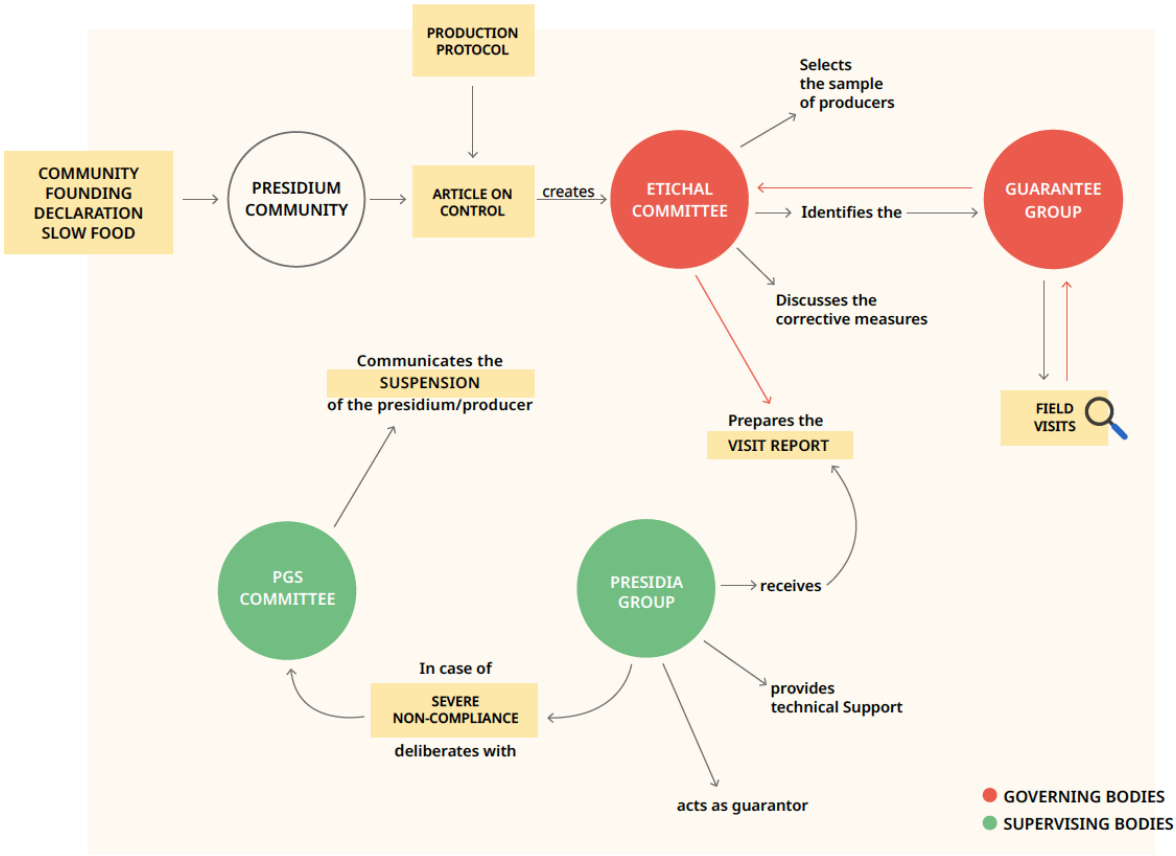


Chart 1. The structure and the bodies of the SF PGS. (Graphic taken by the Slow Food publication "Slow Food Participatory Guarantee System Guidelines"; Slow Food 2020)

The Guidelines have been developed and modified based on the feedback supplied by the two case studies, the primary bodies and their functions are specifically mentioned in this last point and deserve

a synthetic presentation here. It is particularly interesting to quickly introduce the role of the Ethical Committee and Guarantee Group, the two main bodies that characterize the entire SF PGS system.

- The Ethical Committee is the body that establishes and oversees the PGS of a particular Presidium. It corresponds to the Presidium community that signed the Slow Food Community Founding Declaration and consists of various actors: producers; the Slow Food Presidium Coordinator; and other actors, such as cooks, consumers, representatives of NGOs or institutions, experts or technicians. It performs crucial tasks like defining, organising, and overseeing the whole PGS certification procedure at the local level.
- The Guarantee Group is responsible for conducting field visits. Members of the group are chosen by the Ethical Committee among producers representatives; consumer representatives; other actors such as cooks, and representatives from policy areas, civil society and public or private actors. The Guarantee Group performs the control field visits in accordance with the Ethical Committee and in direct communication with producers being controlled.

Upscaling PGS in Slow Food: the coffee Coalition

After adopting PGS for its global system, SF has chosen to use PGS in a brand-new project called the SF Coffee Coalition[5]. The Coffee Coalition is made up of a variety of stakeholders, such as privately held coffee-related businesses and SF producers from the coffee Presidia. The SF Coffee Coalition, which was established in April 2021, intends to enhance and promote a sustainable value chain for coffee within the Slow Food system. The Coffee Coalition consists of Slow Food system producers as well as business partners (traders, wholesalers, processors, roasters) involved in the coffee value chain and committed to the Slow Food philosophy. The Coffee Coalition has used PGS as a distinctive identifying signal from the outset. With the pilot initiative between SF and IFAD as a foundation, SF has chosen to make PGS the standard reference guarantee method for all coffee Presidia. SF is investigating extending the use of PGS to additional platforms that are comparable for particular products.

From a political standpoint, the private sector's acceptance of PGS as a reliable control system—which includes both large and small businesses—represents an important acknowledgment and endorsement that might serve as an example for other efforts of a similar nature. Additionally, it offers an interesting case study that should be further examined in order to analyse the economic implications of the PGS on smallholders.

[5] https://coffeecoalition.slowfood.com

4.6 District of Solidarity Economy of Parma (DES) case study

Background information

The Parma area has a long tradition of quality food. It is widely considered the capital of the "Italian Food Valley" and is officially a UNESCO Creative City of Gastronomy.

The food industry is the spearhead of the Parma economy, with a turnover of 7,600 million euros, produced by 1,200 companies and 14,500 employees. A series of interrelated agricultural and industrial activities have given life to a real district of the supply chain where the raw material is transformed into a finished product thanks to the excellent know-how of some large industries combined with the artisan experience of small and medium-sized companies. businesses.

Known as the Food Valley, the province of Parma is inextricably linked to its products: cheeses, cured meats, vegetable preserves, wines, gifts of a generous and modern land perpetuating a rich and authentic tradition: a millenary history has consolidated precise procedures, which modern technologies have been able to preserve without upsetting, overcoming the challenge of not compromising the quality of the products.

Big food companies, small producers, food markets, rural festivals, and Solidarity Purchasing Groups all co-exist in the area. On one hand, there is an intensive export-oriented agricultural model, and on the other, small farms oriented to preserving biodiversity and maintaining a direct relationship with consumers. The local agri-food sector features important social and productive aspects: (i) The area is famous for products bearing Geographical Indications known all over the world for quality and reputation and represented by governance bodies like the Consortium of Parmigiano Reggiano, Consortium of Parma Ham; (ii) Tomato growers represented by three producer organizations are organized in an organization called "Tomato District of Parma"); (iii)Wine-gastronomic routes that develop local marketing strategies promoting tourism that enhances food production; (iv) Big processing companies producing preserves, sugar and pasta having headquarters in the Province of Parma; (v) Other intermediate institutions acting on behalf of members and supporting the functioning of their respective industries including agricultural Unions, the European Food Safety Agency (EFSA), certification bodies. All the aforementioned stakeholders share common goals, produce common goods and are interconnected working in the same area, the Province of Parma.

The Province of Parma is the largest area under EU organic production in the Emilia Romagna Region. In 2018, there were 859 organic producers and processors and the Used Agricultural Area (UAA) of organic farming was 24,900 ha, representing almost 20% of the total UAA area of Parma Province. Forty-one percent of total organic farmers and processors are small famers (up to 15 ha) representing 11% of total organic UAA of Parma Province.

Various alternative food networks also exist in the area. The first Solidarity Purchasing Group (SPG) was set up in the Province of Parma in 1994. Currently, the Parma Province has 23 SPGs, organized in a network supported by the District of Solidarity Economy of Parma (DES). There are also numerous local farmers' markets, including the market Mercatiamo, that is another initiative directly supported by the District of Solidarity Economy of Parma.

Mercatiamo[6] is a network of producers and consumers aiming at promoting and enhancing the typical products of the territory and at helping to build a sustainable local economy. The network organizes two weekly markets which involve around 30 local farmers, producing organic certified food and/or belonging to the Participatory Guarantee Systems (PGS). Mercatiamo is based on solidarity values and trust among producers and between producers and consumers, with the idea of building community through food. Mercatiamo is based on the ten pillars of the solidarity economy: collective management of common goods, respect of natural resources, collaboration and cooperation, relationship construction, links with the local area, preserving small initiatives, networking, social transformation, respect of human rights and retrenchment of role of the market.

The core activity of Mercatiamo is the organization and management of farmers markets taking place three times a week in different areas of the city of Parma. The network follows the principles of the circular economy, pursuing a strategy of zero waste and promoting its principles among all members. Members are encouraged to reduce packaging, sell bulk products and use recyclable, reusable and compostable packaging.

DES Parma

The District of Solidarity Economy (DES) are local economy networks connecting the solidarity economy actors of a territory (producers, civil society organizations, associations, etc.) to promote the exchange of ideas, information, products and services. The DES give value to local production and exchange of quality goods and services, respectful of man and the environment, and at the "right price", which must be transparent, adequate for the producer and accessible to the consumers. The logic of the district is to create an economic circuit, as well as social and cultural, between local realities in order to be able to strengthen them and at the same time provide answers to critical consumers who ask for products and services that respect people and the environment. The development of the districts takes place with the prospect of enhancing the local resources, creating employment and defending the weaker sections of the population.

[6] https://www.mercatiamo.org

There are around ten DES currently active in Italy, having as primary objective the creation of economic spaces attentive to the territory, common goods, and promoting widespread well-being at the local level. It is expected that products and services not available within a district will be exchanged, on an equal basis, with other districts or with other solidarity economic entities in the area. The construction of the districts has represented a fundamental step for the development of a network of solidarity economy at the national level.

In this sense, the districts serve as laboratories that seek to improve local resources and produce wealth in conditions of justice and ecological and social sustainability, with the help of the subjects involved. These subjects are committed to acting to: i) a fair and socially sustainable economy, based on rules of justice and respect for people; fairly in the distribution of proceeds; with transparent criteria in the definition of prices; ii) the strengthening of the local dimension, placing emphasis on the production and consumption of local resources, including raw materials, energy, knowledge, customs, and connections; iii) an active, democratic involvement in the formulation and administration of economic policies and interactions with other subjects residing on the firm's territory as well as within the company itself.

The DES of Parma, established in 2008, is the result of a participated process started in 2003 and involving a vast network of stakeholders of the district of Parma, that have been working on critical consumption and solidarity economy. These actors decided to work together to enhance and promote solidarity economy practices based on trust and solidarity relationships among the subjects of the community. This vast network of associations from the Parma area also included the network of the solidarity purchasing groups (GAS) and INTERGAS groups start as a tool for comparison and coordinated work between the various GASs in the area in relation to orders, purchases and projects to be supported.

The project formally started in 2007, with the drawing of the charter of principles of the Parma area and the organization of several public initiatives aimed at promoting the contents and philosophy of DES among the citizens. In September 2008, the DES Parma association - Solidarity Economy District – has been officially registered

The functioning of the association takes place through three stages: the Assembly, the Council and the Working Groups (and the secretariat of the Council which makes the mandates of the Council operational): i) The Assembly is the main body of the Association (Article 7 Statute of the Association). ii) The Council "coordinates the programs established by the Assembly" (by the statute of the Association), receives and evaluates proposals and indications that emerge from the working tables, evaluates the entry of new members into the Association and the entry of new subjects in the

DES. Participation in Council meetings is open to all members of the Association. iii) The working groups have the function of operating on products and projects and the members are identified by the Association, among all the stakeholders "*All interested parties can participate in them without the need to become members of the Association*" (DES Statute). Joining the DES Association does not necessarily mean participation in the economic exchanges that take place within the DES and vice versa participating in the DES market does not mean joining the Association.

Main characteristics of PGS in DES

The DES of Parma has developed a PGS system since February 2013. It currently counts around forty producers, members of the DES. The main founding principles of the PGS developed by DES are inspired by the Charter of Principles of the DES Parma, where it is mentioned that DES "*aims to be a structure enhancing the local production and promoting the exchange of quality goods and services, respectful of man and the environment, and at the right price, which must be transparent, adequate for the producer and accessible to the consumer. The logic of the district is to create an economic circuit, as well as a social cultural one, between local realities in order to be able to strengthen them and provide responses to critical consumers asking for people and environmental friendly products and services*". (DES Charter of principles). The PGS initiative was set out to provide a helpful tool for producers, who are given the chance to increase their share of the local market; GAS and the general public who can gain from having more in-depth direct contact with producers.

The following points serve as a general summary of the PGS's guiding principles, which are drawn from the DES Charter of Principles: i) Environmental responsibility; ii) the strengthening of local relationships and dimension; iii) social sustainability and justice.

The Participatory Guarantee System has been identified by DES to be the practical mechanism for putting the outlined ideas into practise.

4.6.1 Methodology

The methodology applied in analysis the PGS of DES Parma refers to the Participatory Action Research (PAR) as it has been introduced in the previous chapter 2.

The main tasks implemented are the following:

i) preparatory meetings with the coordination committee of DES;
ii) desk research and collection of primary and secondary data;
iii) formulation of a questionnaire for producers;
iv) distribution of the questionnaire to forty producers pertaining to the PGS DES;
v) analysis of the questionnaires received;
vi) discussion of the results.

A small working group was set up in the Department of Agricultural Economics of the University of Parma, including two interns and with the supervision of the Department's academics to perform the above mentioned tasks. The working group also benefited from the active participation of

representatives of the DES coordination committee, who attended several meetings and supported the implementation of various tasks in a very transparent, active and participatory way.

In particular DES was very supportive in the initial implementation phase - tasks i) and ii) - providing all the relevant information necessary to get a full understanding of the roots of the PGS path and its primary founding criteria. The desk research in collaboration with DES, allowed to find all the technical data and information about the members of the PGS, including the pertinent documents such as technical profile of each producer and other key production-related features.

The DES coordinator was also involved in task iii), providing useful feedback to the first drafts elaborated by the working group. The elaboration of the questionnaire focused on finding an adequate balance among economic and social elements that could be functional to the final analysis.

The working group completed task iv) (distribution of questionnaires) mostly through in-person interviews conducted with farmers who participated in the weekly local markets in the city of Parma (Mercatiamo market).

Under the direction of the Department academics, the analysis of the questionnaires, (task v), has been completed.

The final stage, discussion of the results, (task vi) was implemented by sharing the preliminary results with the DES coordination committee and subsequently by presenting them in a public event gathering all the stakeholders of the DES of Parma (Solidalia Festival)[7].

This last event has been particularly useful to collect immediate feedback and reactions from the producers attending the event. Those feedback have been incorporated in the final analysis and, additionally, they have served as a springboard to formulate additional research hypotheses that will

[7] Solidalia Festival; 11th June 2022. https://www.solidalia.org

be developed in a subsequent phase of study in cooperation between the University of Parma and DES. (For the following steps, see chapter 5 as well.)

The final structure of the questionnaire distributed to the producers was organized into six sections. (The full version of the questionnaire can be found in the Annex section).
1) The first section focuses on the key information about the company's structure and the commercial orientation of the productions;
2) The second section refers to the company's involvement in the PGS system;
3) The third section discusses the relationship between the interviewee and the other PGS producers;
4) The fourth section includes questions about the relationship with the coordination group of the PGS system and with consumers;
5) in the fifth part there are questions concerning producers' opinion on PGS and future perpectives;
6) the sixth part was created to possibly compare PGS certification with Geographical Indications (GIs). In fact, the latter was designed exclusively for DES companies that, in addition to having the PGS certification, were also in possession of the GI certification.

The initial administration of the surveys involved live interviews conducted at the three weekly farmers markets of DES/Mercatiamo. About 40 minutes are allotted for each interview.
A serious problem has emerged in interviewing producers who, despite being PGS certified and DES Parma members, choose not to attend the weekly market. Most of these producers are also scattered around the Province of Parma.
The initial choice was to personally visit the producers at their companies, following a scheduled appointment, and complete the questionnaire with the producer. However, after discussing this alternative with a few farmers and consulting with the DES coordinator, this concept was abandoned due to the producers' severely restricted time availability and the impossibility of setting up a meeting on the farm in a timely manner. Taking into account the aforementioned difficulties, it has been decided to create an online questionnaire using the Google Forms platform in order to generate a link that could be distributed to all the organisations that had not yet been interviewed. Thanks to the support of the coordinators of the DES, it has been possible to get in touch with all the producers and send them the link to the questionnaire, via e-mail and WhatsApp messages. In order to have all the

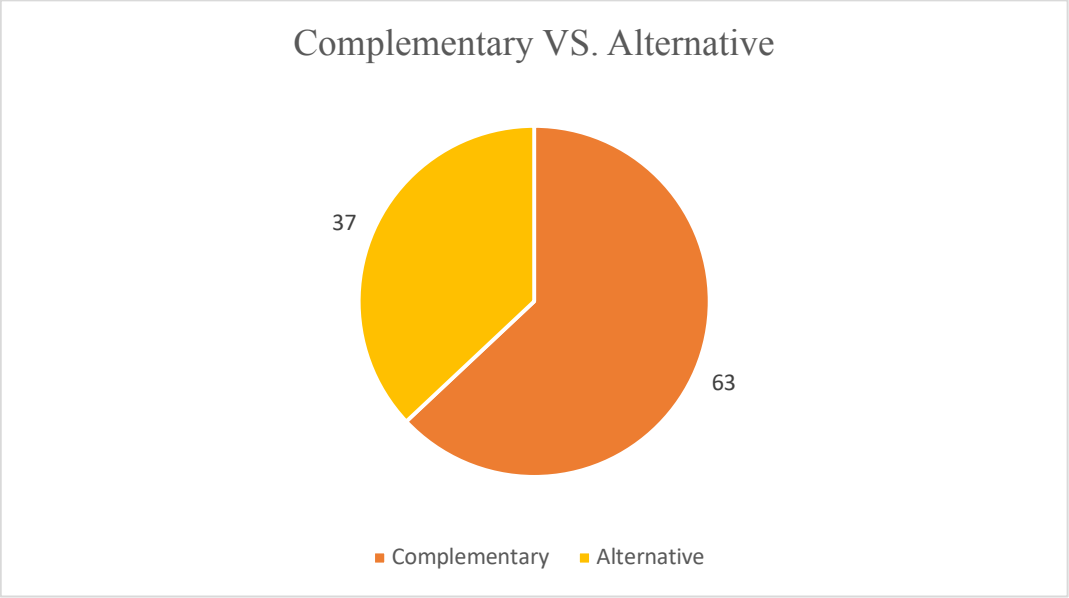
data in one place, all the additional questions that were gathered during the live interviews were uploaded to the same Google Forms platform.
All 40 producers that are actively participating in the PGS DES network were given the surveys.
The percentage of responses has reached fifty percent.
The producers were physically interviewed for 80 percent of the responses, with the remaining 20 percent of the questionnaire being completed online using Google Forms.

4.6.2 Analysis of the PGS DES

The analysis of the completed surveys helped to describe the profile of the producers and provided a number of debate points that will deserve additional research.
Some key facts that are pertinent to this study's goals are listed below and offer a broad overview of the Parma DES's PGS status. Below is a summary of the data with some graphs and bullet points to help with comprehension of the data.

- Business type: More than 70 percent of respondents own their companies and actively participate in managing the PGS certification on top of running their companies.
- Gender: While 58 percent of owners are men, 42 percent of owners are women.
- Age: Regarding the age of the owners, the majority falls in the age group between 35 and 55 years.
- Size: In addition to several additional hectares of rented land, the average size of the land owned ranges from 1 to 6 hectares (from 1 to a maximum of 12 additional ha).
- Ownership of the company: 68 percent of farms are privately held and operated by the proprietors.
- Workforce: For 56 percent of producers, family members are the sole workforce, and for another 37 percent, they are the primary workforce. Extra-family workers are only involved in less than 10 percent of situations.
- Awareness: The totality (100 percent) of the producers surveyed, claimed to be completely informed and aware of how the PGS certification process work.
- Participation in the process: Similarly to the previous point, every producer asserts to have received a control visit, and more than half of them (55 percent) indicate that they have participated in the control visits to other producers.
- Other certifications: There is an almost perfect balance with half of the producers having organic certification, and the other half not.

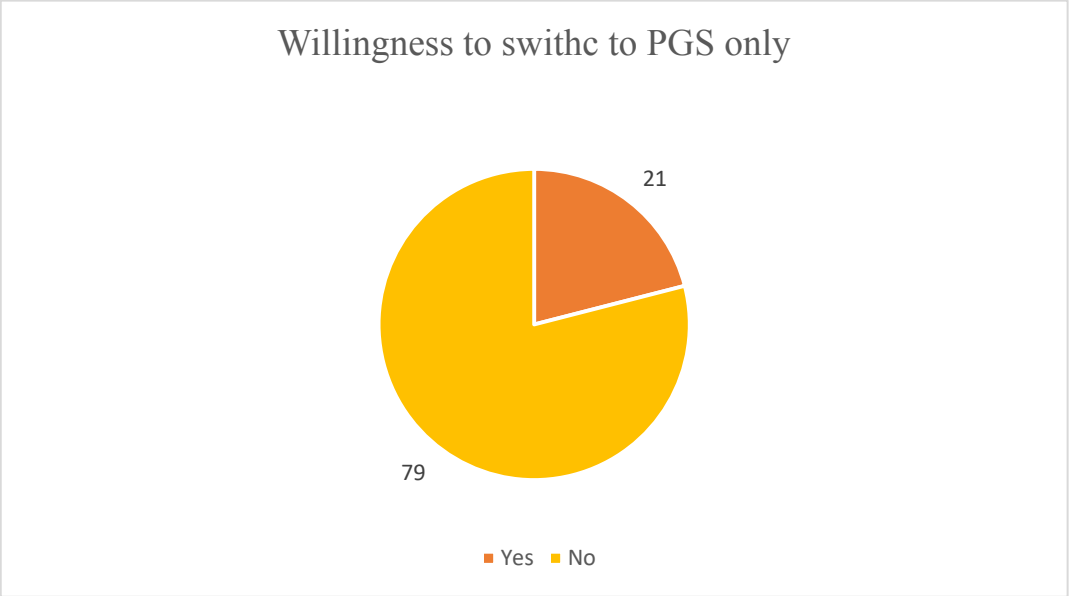
- Coexistence of certifications: Interestingly, 63 percent of producers regard PGS as a certification that complements others, while the remaining 37 percent see PGS as a certification that cannot coexist with other certifications.



Graphic 1. Percentage of producers considering PGS complementary or alternative. (Author's elaboration)

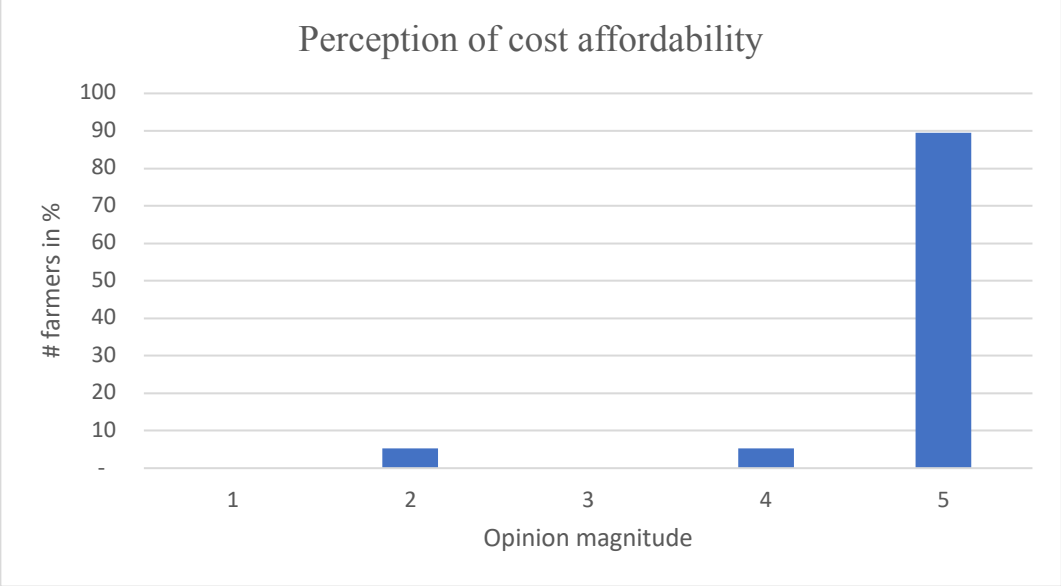
- Choosing certification: A particular inquiry examined the producers' readiness to switch from TPC organic certification to PGS. "*Would you be available to quit other certifications to invest on PGS certification only?*" was the inquiry. Only 21 percent of producers would contemplate choosing to be certified only by PGS, according to the respondents. The following factors

were cited by producers who were willing to switch to PGS alone as their main justifications: greater emphasis on ethical issues, greater transparency, and better trust.



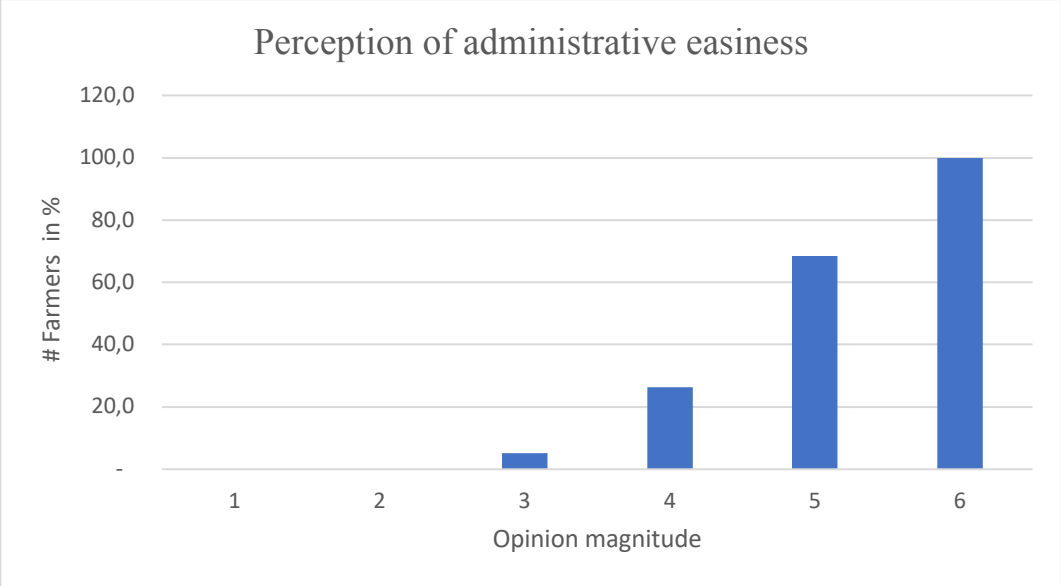
Graphic 2. Percentage of producers considering the possibility to quit other certifications to invest on PGS certification only. (Author's elaboration)

- Cost: PGS DES certification costs results to be definitely less expensive than the alternatives: the cost of PGS DES corresponds to the DES membership charge (a total of € 50 per year) with no other additional costs involved.



Graphic 3. Perception of PGS' cost affordability for producers (1 minimum – 5 maximum). (Author's elaboration)

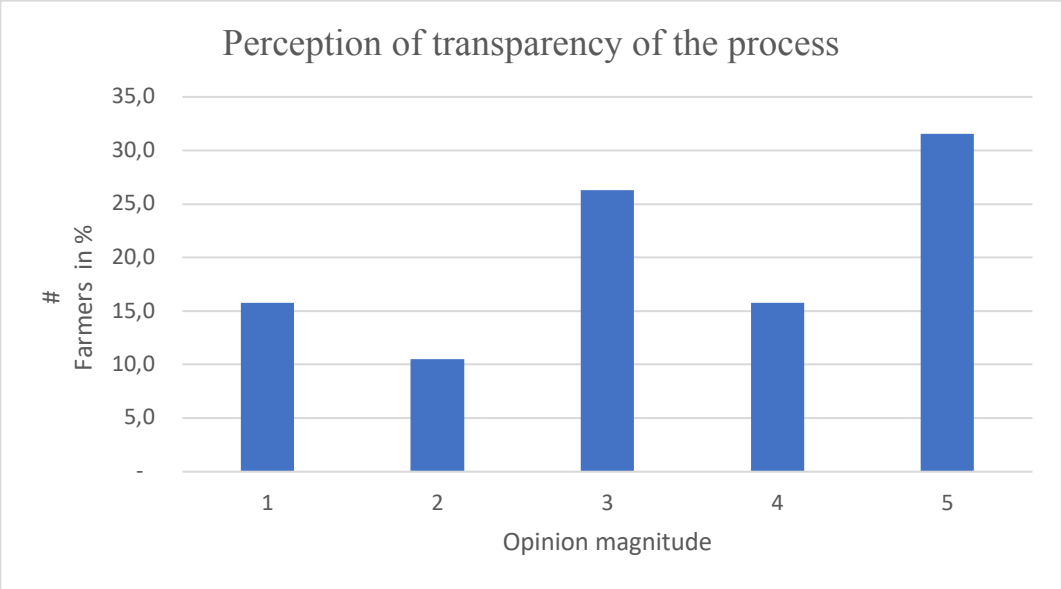
- Administrative easiness of PGS: In line with the previous graph, 94% of the producers believe PGS to be less "bureaucratic" and time-consuming when taking into account the time spent on administrative duties associated with the certification procedure. Producers typically spend less than one day per year on document administration.



Graphic 4. Perception of PGS' administrative easiness (1 minimum – 5 maximum). (Author's elaboration)

- Comparison between PGS and other certifications: According to the responses, producers consider PGS's lower costs and reduced administrative requirements for management as key

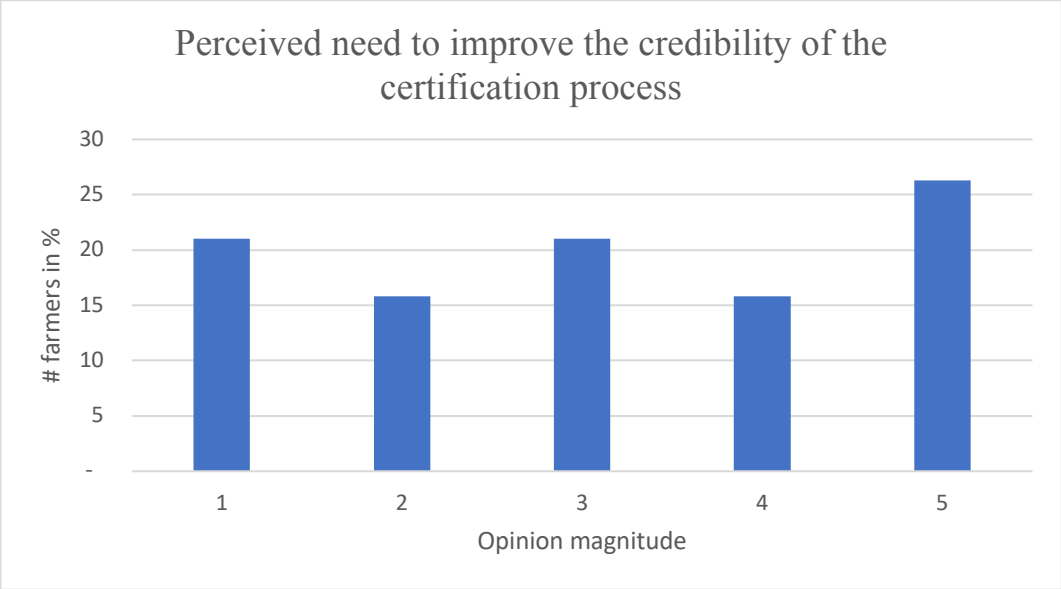
benefits. Additionally, PGS is perceived to be a transparent system of certification by more than 45 percent of the producers.



Graphic 5): Perception of the transparency of the PGS process of certification. (1 minimum – 5 maximum). (Author's elaboration)

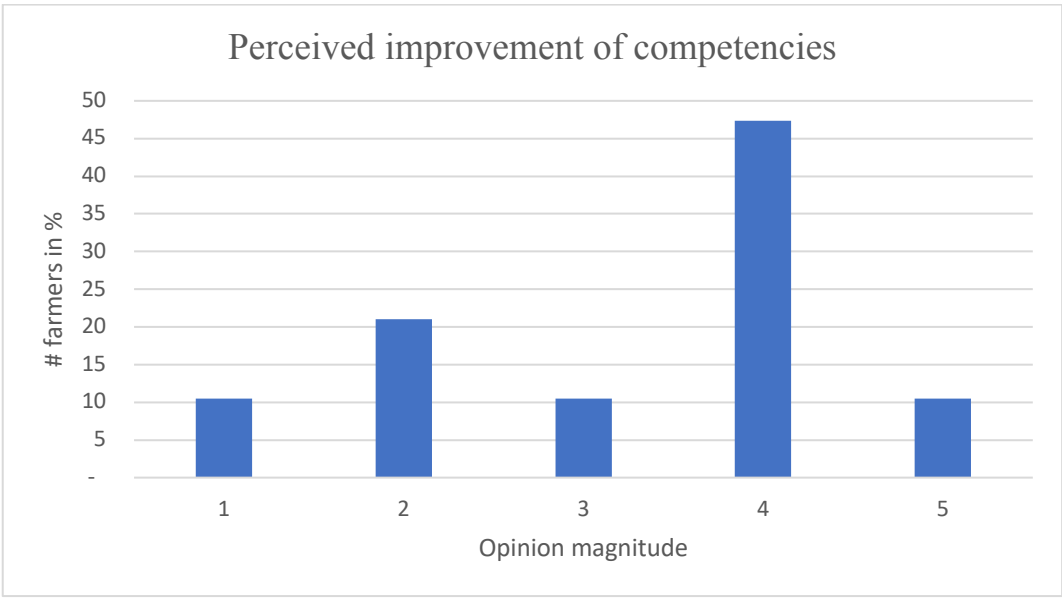
- Horizontality: The importance of the transparency has been reinforced by a significant percentage of producers stating that PGS producers can participate democratically and equally in the certification process and have a common understanding of the PGS's goals. Additionally, producers mention that relationships among producers—especially those between like-minded producers—are of utmost importance to them.

- Awareness and recognition: According to producers, PGS helps to increase trust and improve relations with end consumers, who gain loyalty more easily thanks to the quality of the products and the safety attributed to the control method. On the other hand, consumers are perceived by producers to be not fully aware of the real meaning of PGS products. The issue of the necessity to increase public awareness and the "credibility" of the PGS certification was brought up by more than 50% of the producers. The concept of credibility should be intended as a mix of increased awareness and improved recognition and acceptance among producers, consumers and other stakeholders.



Graphic 6): Perception of the need to improve the credibility of the PGS certification process. (1 minimum – 5 maximum). (Author's elaboration)

- Knowledge sharing: Over 50 percent of the producers declared to have improved their skills and competencies thanks to the engagement with other producers and thanks to the increased relations with other stakeholders..

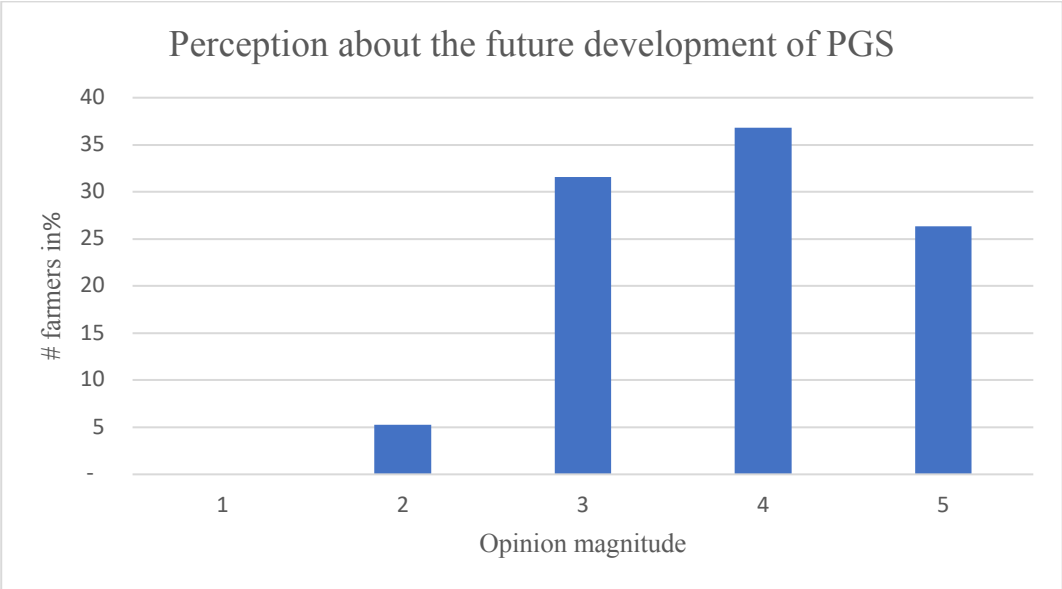


Graphic 7): Perception of the improvement of competencies thanks to PGS certification process. (1 minimum – 5 maximum). (Author's elaboration)

The producers who participate more actively and frequently in the weekly markets are those who are most aware of and included in the processes of DES and PGS, according to the results of the surveys as well as from informal meetings and chats with the producers.
The producers can debate different market dynamics and engage in a discourse because their presence in the markets signifies a moment of proximity. When producers communicate openly and with mutual trust, it is possible to disclose important details and identify possible critical issues that later become the focus of PGS control visits.
The producers engaging in the PGS control operations take a proactive approach in this way: the producers who are the subject of the inspection visit and are discovered to have non-conformities are already prepared to find the most appropriate remedies, having already discussed them with the other producers during their attendance in the weekly markets.
On the other hand, the producers who participate in the visits as a "similar producer" are prepared to advise technically sound solutions to resolve non-conformities during the control visits and to provide overall insights to enhance production as a whole.

The questionnaire finally requested the producers to offer a general thought and opinion on the future development of the PGS DES. Based on their responses and in view of the economic, social, and

technological aspect investigated, the results are represented in the accompanying graph, which ranges from 1 ("extremely pessimistic") to 5 ("highly optimistic").



Graphic 8): Perception of the foreseen future development of the DES PGS. (1 minimum – 5 maximum). (Author's elaboration)

Chapter 5 - Conclusions

The final chapter summarises the key findings, explains the lessons learned from the two case studies, and looks ahead to the subsequent research stage expected to be performed to deepen the analysis of the two case studies.

In the paragraph that follows, we'll try to offer a few closing thoughts on significant developments and PGS-related trends.

The final section will offer a few potential areas for thought in order to develop further research and analysis on PGS.

5.1 Lessons learned from the two case studies

The preceding chapters went into detail on the key takeaways from the two case studies. The purpose of this final section is to provide a rapid bullet points recap of the key elements, structured around the primary research topics suggested by the three research questions. These can be condensed into the following main topics: access to certification, value added, and governance.

1. **Access to certification (Research question: *Can PGS be a tool to improve access to certification for small producers?*)**

- PGS is a flexible and adaptable tool that can be easily used by smallholders and its adoption improves the capacity of small scale producers to access more remunerative markets by properly managing and certifying the quality of their products, thus overcoming the major challenge represented by food certification and traceability, which entail costs and specialized technical knowledge.
- The benefits for small and medium-sized productions of opting for PGSs as an alternative to third-party certification (lower costs and less administration) may be counterbalanced by the additional costs of the time and ongoing participation required by the PGS.
- The attitudes of participation by the people to be involved is crucial. In the case study of Slow Food it has been reported an easy-going approach to the main features of PGS in terms of participation, as the Presidia of Slow Food where somehow already used to participatory approaches. Engaging with different stakeholders, community and institutions was not particularly new to the members of the Presidia.
- It is recommendable that when an external institution (such as Slow Food) aims to promote PGSs in local communities of producers, a preventive analysis should be conducted on the attitudes of participation of the stakeholders. The procedures adopted by PGSs require people

to take on responsibilities and tasks that in third-party systems are delegated to an intermediary not involved in the context. It takes a particular type of person who is willing to become involved in these kinds of procedures, and not every social group can develop these collective procedures. Some procedures in PGSs are not so defined or consensual, which make PGSs adaptable to groups and specific social and geographical contexts and allow people at all levels in the PGSs to participate. However, this can also make it more difficult to obtain recognition, both from institutions and from communities and society in general.

- While there is no doubt that the costs and paperwork of the entry procedure set by third-party systems exclude these producers, how PGS's frame entry methods may likewise restrict accessibility. The process of making initial contact through persons who are already involved in the initiative and views regarding opening the farm to visits from members may both filter out some prospective applicants to the PGS.

2. **Value addition (Research question: *Does PGS increase the quality of the smallholders' product value thanks to the trust relations established between producers and consumers?*)**

- A PGS enhances the quality management of all process phases, from input supply through production, transport, and processing to packaging and labelling, helping to increase the sustainability of the certification process along the entire value chain.
- Consumer confidence in the product's safety and quality is increased by the full commitment and accountability of all parties engaged in each step of the value chain.
- By boosting pricing and enhancing product quality, PGS could serve as a strategy to combat poverty.

3. **Governance (Research question: *Does PGS represent a valid instrument to strengthen territorial and local governance?***

- PGS promotes and backs the usage of open governance processes and generally enhances resource management in a sustainable way, being gender inclusive and appealing to younger audiences.
- All PGS construct governance systems with a horizontal and participatory approach, as well as operating procedures that call for the active engagement of members.
- The amount of personal commitment required of PGSs members also corresponds with the objectives of alternative agri-food networks, which go beyond reducing the length of food chains to emphasise the value of local trust and community. (Renting, 2003).

- As previously indicated, the primary distinction between PGSs and TPCs is in the structure of their governance and how collective it is. The individuals in charge of each task and procedure represent the main distinction between the two systems. This is directly tied to the commitment and involvement requirements that both systems place on the producers.

5.2 Next steps in the analysis of the two case studies.

The two case studies were analysed using a PAR approach, which is more adaptable and compatible with the fundamental elements of the two situations. These are alternatives to traditional production and market experiences, which, as was already said, primarily highlight the value of social ties. The PAR analysis that was conducted allowed for in-depth knowledge of the PGS's primary characteristics as they emerged in the two case studies and the identification of potential paths for more research.

The two case studies should be carefully analysed in order to identify any limitations and possible strengths because they are in fact constantly evolving and in some ways resembling experimental pilot projects. The methodology for this second round of the investigation will also include Social Network Analysis (SNA).

SNA is an analysis that concentrates on the network in which each individual is embedded and adds a significant new element by accounting for producers' intricate relationships with one another. Understanding these core producer-stakeholder network linkages might be crucial for comprehending a variety of economic and social aspects.

Graph theory-based SNA is a reliable methodology, according to the literature, for determining the links between actors (Chiffoleau, 2014). The analysis carried out for this research on the two case studies of DES and Slow Food has demonstrated that producers are a part of several networks (including family, friends, and other producers), each of which may have a different effect on the producer's performance and actions. Farmers interact with a variety of public and private organizations, groups, institutions, and so on. Peer networks appear to have a greater influence on producers' decisions than technical support, networks among family members, or organization communities, per research (Cofrè 2019). Finding out the traits and effects of those networks will be made easier by the SNA analysis that will be carried out in the next step.

In this manner, the SNA will make it possible to more effectively examine the two case studies from both a qualitative but more systematic and a quantitative point of view. The primary characteristics that emerged from the initial analysis can be systematized through the qualitative analysis of the SNA.

The quantitative component of the SNA will make it possible to quantify data pertaining to the interactions between various stakeholders.
The second phase of analysis, as it occurred throughout the analysis described in this research, cannot be conducted without the main subjects (DES and Slow Food) and other relevant stakeholders taking an active role.
In order to improve the impact of PGS in the two cases and discover components and pathways for development, it is hoped that the findings of this first research, which will be confirmed and supported by what will be revealed in the second phase, will offer some potential aspects for reflection. to serve as a guide for other case studies as well.

5.3 Conclusions on trends

The food certification industry has undergone significant change in recent years as a result of a number of variables including numerous aspects that have been outlined in the preceding paragraphs, related to the feasibility of accessing certification and its actual impact especially for smallholders.

The concepts of hybridization and multi-certification are connected with the most recent changes in certification. According to various academics' studies (Verbruggen, 2017), hybridization in food governance refers to the governance level of certification processes in which government, industry, and civil society actors all play significant roles. Food governance is no longer solely a function of national governments but is becoming more and more hybrid, and the outcome of coordinated public and private regulatory actions regularly cross national state boundaries.
In many private and hybrid food schemes, certification is crucial and it is significant to highlight that social scientists have focused on the "legitimacy" of certification as an authoritative governing instrument when discussing the dynamics of local to global trust in these systems. (McDermott, 2012).

This hybridization process is connected to the development of dynamics and processes such as the raise of new consumers, the development of Alternative Food Networks (AFN) and the consequent growth of multi-certification processes. Multi-certification makes reference to the actually evolving situation in which consumers place a high value on certifications that provide endorsement, authenticity and credibility to a brand's product.
However, for many consumers, it is becoming harder to tell the difference between claims and certifications, largely because marketers have developed their own terminology and seals that are

making difficult to discern from real certifications and "marketing talk." Consumers find the outcomes of certification to be unclear, which lowers the marginal value of each label and also dilutes the genuine meaning of certification (Mc Fadden, 2017) and – ultimately - also the value of "trust".
A broad devaluation of the concept of trust in favour of other processes aimed toward standardisation and "conventionalization" of certification is one of the important elements that all theories and analyses are striving to emphasise (Nelson, 2010). Authors like Nelson and Vann - among others - have examined criticism of the characteristics of mainstream versus alternative certification (Nelson, 2010) (Vann, 2006).

Researchers like Loconto (Loconto, 2017) and Mc Dermott (McDermot, 2012) point out how the certification industry has started along a path that is more focused on "certainty" than "trust." Enforcing (or rediscovering) the idea of trust in the interactions between producers and consumers is considered as a major concern for quality food certification schemes. Strategies and tools that can foster trust among stakeholders are therefore becoming more and more important.
PGS is a type of producer-consumer partnership in which consumers and farmers share, to varied degrees, the risks and benefits of farming through subscription or share arrangements, placing therefore a high weight on the aspect of mutual trust. (Venn, 2006)

The majority of PGS research and investigations have been conducted in the context of organic farming methods (IFOAM, 2015). However, over the last years, the PGS's scope has been expanded beyond organic agriculture. Today, the concept of "beyond organic" (Nelson, 2010) refers to a wide range of unconventional and cutting-edge standards, practises, and methodologies that sit at the nexus of organic, agroecology, regenerative, and other sustainable agricultural approaches.
Today, PGS is recognised and used as a trustworthy way to evaluate sustainability in agriculture across a larger range of schemes that adhere to the broad definition of "beyond organic." Additionally, PGS is currently regarded as a convenient tool in many initiatives and programmes that employ a variety of sustainability standards and quality food schemes.
PGS is emerging as one of the possible options to address some of to the aforementioned problems affecting certification. The PGS proposes a different vision of the relationships among food systems stakeholders, in which trust should emerge from social dialogue and horizontal processes and direct knowledge between consumers and producers. Therefore, in addition to the technical compliance with standards and related learning process, the PGS play an important role in community building and community empowerment, by demanding a high level of commitment and engagement from all actors involved. Time, mutual effort, participation, conflict resolution, building of confidence and

management of collective responsibility are some of the critical elements that have relevant implications in the development of PGS.

One of the purposes of this research was indeed to start investigating some of the potential factors that might make PGS a trustworthy quality control system, beyond the focus on organic agriculture and taking into account any potential links with other quality schemes.

5.4 Possible paths for future research on PGS

This final paragraph attempts to stimulate discussion about potential directions for PGS research in the future, particularly beyond the conventional Organic Agriculture paradigm. The issues listed below are not exhaustive; rather, they are intended to represent some of the author's reflections and to point out some potential areas that should be taken into account for further analysis and research. These issues surfaced during the research for this thesis as well as during numerous conversations and meetings with international experts.

Growing interest

There is an increasing amount of interest in participatory systems like PGS, and new projects and efforts supported by international organisations (such as FAO, Bioversity, CIRAD, etc.) aim to evaluate the system's feasibility in the context of Sustainable Food Systems. PGS is becoming increasingly important among stakeholders, especially consumers who are willing to take an active role in the food value chains and who are eager in using a certification system that can better meet their needs and expectations.

PGS is becoming increasingly popular in industries that are often outside the regulatory framework of organic agriculture. PGS is being tested by other food standards and schemes (like Fairtrade and Geographical Indications) as well as non-food standards (like sustainable textiles). The viability of implementing PGS in their initiatives is also being investigated by worldwide agroecology movements.

PGS and Geographical Indications (GIs)

PGS components may be applicable to or adapted in different food quality schemes, according to several initiatives now looking at food standards and schemes. Particularly, PGS is attracting the attention of academics and industry experts in the field of geographical indications (GIs). The GIs sector, that is exhibiting special interest in PGS, serves as an example of the general growing interest

on PGS. Some research (Vandecandelaere et al., 2011) claim that PGS could be a good system for quality programmes like Geographic Indications. *"A participatory guarantee system is based on the active participation of stakeholders, both internal and external to the GI value chain (even consumers) and is built on a foundation of trust, social networks and knowledge exchange. Such an alternative is entirely realistic in the context of the small-scale farms and local direct markets. This can be managed by local association of stakeholders (including producers, local authorities and buyers) which carries out its own GI supply chain control".* (Vandecandelaere et al, 2011).

For quality programmes like GIs, enforcing the concept of trust in relationships between producers and consumers is seen as a major concern, and techniques that can promote trust among stakeholders are becoming more and more critical. This need could pave the way for additional GIs-related research opportunities in the future, allowing for an analysis of the feasibility of integrating PGS into the control management of GIs. For small GIs that concentrate on local markets, especially for new GIs outside of Europe, this may be quite useful and appropriate. This is particularly accurate for Africa and Asia - where there is a visible increase in interest in developing new GIs - but it can also apply for any small GIs that primarily serve local markets and are operated by smallholders who lack the resources to make significant expenditures in the establishment of costly control and management systems. The increasing demand for GIs in extra EU Regions may be therefore the catalyst for novel usage of PGS in the context of GIs, which should be backed by a comprehensive examination of the process' long-term viability.

Resilience to shocks

In spite of some of the COVID-19 pandemic's most detrimental impacts, PGS has demonstrated an extraordinary capacity to forge solid and reliable partnerships between producers and consumers. First analyses have already demonstrated that the PGS system has improved the producers' economic resilience while simultaneously enabling consumers to regularly have access to sustainable food, despite the challenges brought on by the pandemic. These analyses focused particularly on case studies in Asia.

Differences between developed and emerging countries

PGS could be a useful instrument to locally test some specific parts of the certification process in countries with poor institutional and regulatory frameworks and/or incomplete legislation governing certification procedures. A recent instance is the case of Madagascar, where the government is now

using the PGS to strengthen the regulatory framework for organic agriculture certification. IFOAM is advising the government technically.

Flexibility

Each PGS is unique by design and is meant to self-govern the members' activities. This intrinsic flexibility of the PGS control system refers to the understanding that diversity (of context, dimensions, etc.) is a crucial component of each sustainable food system and every process, rather than implying a lack of quantitative measures. The PGS's strength as a tool is its ability to recognise the relevance and importance of particular criteria that stakeholders view as essential. Environmental considerations may be prioritised in some plans while ethical, social, or other considerations may be prioritised in others.

Adaptability

The ability of PGS to adjust to local circumstances might be an important benefit for this system. Smallholders will find them more useful and accessible if the international certification procedures are adjusted to local conditions in producing nations. This will make them less expensive and more in line with local conditions and priorities. Therefore, domestic and regional consumers will have greater access to the standards-compliant products. According to a study on standards and poverty reduction (Elder et al., 2021), one example may be the growth of national Globalgaps that have been produced in numerous nations and are being benchmarked to the global GLOBALG.A.P.

Sustainability of PGS

The previously mentioned idea of the PGS's flexibility also serves as a key component supporting the sustainability of the system as a whole. In contrast to the specifics of the control system, the stakeholders' commitment to the PGS's fundamental principles can actually guarantee the system's sustainability. As mentioned by Loconto (Loconto, 2017) "*the use of adherence to principles over strict, check-listed measures also points to an alternative ethics of reciprocal responsibility among members of the collective*."

Another crucial component to ensuring the sustainability of the process is the idea of responsibility, which is based on the direct interaction and relationship between consumers and producers, combined with a sense of belonging and the sharing of a common vision based on accepted ethical principles. The social and economic ties that have been built among the stakeholders, notably the sense of reciprocal accountability and social control, are the foundation for the PGS's long-term viability and durability. It's also crucial to keep in mind that the same sense of shared responsibility serves as the

fundamental component for designing and defining sustainability as it is accepted by the community of stakeholders (Loconto, 2017). The idea of sustainability utilised in PGS is typically comprehensive and rather wide, but it seeks to include the key elements pertinent to the particular situation (for instance, in the case studies that are the subject of this research). These sustainability components that are chosen and agreed upon by the stakeholders must obviously be sustainable in the sense of being attainable (by everyone) and verifiable in their own right.

Risk assessment: as with traditional certification processes, there may be some hazards intrinsic to the technical process (such as corruption, collusion, free-riding, and falsification of certifications and documentation). Risks cannot be completely eliminated or minimised by the PGS alone, but it can help. Since the non-compliance of one individual will have an impact on the entire community, it is especially important to reduce the possibility of free-riding. Betraying this contract could have significant repercussions that go beyond the productive/economic components, and the social consequences should serve as a deterrent (producers residing in the community are linked not just by a formal agreement, but are also bonded by a social/general involvement with the entire community).

Capacity building

PGS might be a useful instrument for creating capacity that can be utilised to offer more technical assistance in connection with other related fields like food safety and nutrition. The innovative and democratic approach to knowledge that PGS proposes with regard to expertise and knowledge is what makes it so essential. The PGS specifically provide voice to novel and hybridized types of actor knowledge. As noted by Loconto, PGS is encouraging the development of a new hybrid perspective on expert knowledge and new forms of expertise *"Farmer-experts – who are allowed/encouraged to experiment to find solutions to their problems; Farmer-auditors – who are required to conduct 'peer-reviews'; Producer-consumers (or 'prosumers') (Toffler 1980) – who are very knowledgeable about what they are eating and why; Consumer-citizens – who are creating democratic structures within*

civic and private relations" (Loconto, 2017). This hybridity of knowledge in PGS may, for example, encourage more studies on the division of labour in agro-food systems.

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ANNEXES

Annexes SF case study:

- Annex 1) SF List of people met
- Annex 2) SF Kenya Meeting notes
- Annex 3) SF Mexico Meeting notes

Annexes DES case study

- Annex 4) DES PGS Questionnaire (in Italian)
- Annex 5) DES list of producers

Annex 1)

SLOW FOOD CASE STUDY

LIST OF PEOPLE MET

Interviews, focus groups, meetings

Country	Presidium	Name	Member of	Gender (Woman/ Man)	Adult/ Youth	Role
Kenya	Ogiek Honey	Alexon Tobiko	Kenya Forestry Service	M	Adult	Stakeholder
Kenya	Ogiek Honey	Ben Sirma	Guarantee Group	M	Adult	Presidium Member
Kenya	Ogiek Honey	Boniface Kyalo	Baraka Agricultural College	M	Adult	Stakeholder
Kenya	Ogiek Honey	Brother Boniface Kyalo	Baraka Agricultural College	M	Adult	Stakeholder
Kenya	Ogiek Honey	Clare Ronoh	East Mau Group	W	Youth	Presidium Member
Kenya	Ogiek Honey	David Barsaloi	Songi Group	M	Adult	Presidium Member
Kenya	Ogiek Honey	Edward Muiruri	Pelum Association	M	Adult	Stakeholder
Kenya	Ogiek Honey	Enry Kalegu	East Mau Group	M	Adult	Presidium Member
Kenya	Ogiek Honey	Fredrick Lesingo	Guarantee Group	M	Adult	Presidium Member
Kenya	Ogiek Honey	John Bowen	Baraka Agricultural College	M	Adult	Stakeholder
Kenya	Ogiek Honey	John Pesa	Songi Group	M	Adult	Presidium Member
Kenya	Ogiek Honey	John Wachira	Network for Eco-farming in Africa	M	Adult	Stakeholder
Kenya	Ogiek Honey	Joseph Berngetuny	Community Forestry Association	M	Adult	Stakeholder

Kenya	Ogiek Honey	Joseph Kibilo	Ogiek Honey Guarantee Group	M	Adult	Presidium Member
Kenya	Ogiek Honey	Josphat Muigu	Community Forestry Association	M	Youth	Stakeholder
Kenya	Ogiek Honey	Martin Lele	MACODEV	M	Adult	Presidium Chair
Kenya	Ogiek Honey	Martin Munia	Chef	M	Adult	Stakeholder
Kenya	Ogiek Honey	Mary Ondolo	Chef	W	Adult	Presidium Member
Kenya	Ogiek Honey	Monicah Cherimo	Ogiek Honey Guarantee Group	W	Youth	Presidium Member
Kenya	Ogiek Honey	Nicondemus Chemonos	Sogoot Group	M	Youth	Presidium Member
Kenya	Ogiek Honey	Peter Ken Otieno	Reconcile	M	Adult	Stakeholder
Kenya	Ogiek Honey	Sam Nerito	Nakuru County Government	M	Adult	Stakeholder
Kenya	Ogiek Honey	Samuel Cherop	Kwesta Group	M	Adult	Presidium Member
Kenya	Ogiek Honey	Samuel Ndungu	Kenya Organic Agriculture Network	M	Adult	Stakeholder
Kenya	Ogiek Honey	Simon Kimngen	Kwesta Group	M	Adult	Presidium Member
Kenya	Ogiek Honey	Stanley Willa	Sogoot Group	M	Youth	Presidium Member
Kenya	Ogiek Honey	Stephen Lele	Sogoot Group	M	Adult	Presidium Member
Kenya	Ogiek Honey	Wesley Kiplangat	Songi Group	M	Adult	Presidium Member
Kenya	Ogiek Honey	Wilson Kipta	Kalanda Group	M	Adult	Presidium Member

Kenya	Ogiek Honey	Wilson Samoei	Kalanda Group	M	Adult	Presidium Member
Mexico	Pulque Maguey	Adrián Hilario Hernández Gómez	El Fortin Alto	M	Adult	Presidium Member
Mexico	Pulque Maguey	Alejandra Rodríguez Bautista	El Almacén group	W	Adult	Presidium Member
Mexico	Pulque Maguey	Alejandro Hernández Cruz	Producer Ixtaltepec	M	Adult	Presidium Member
Mexico	Pulque Maguey	Armando García García	Producer El Almacen	M	Adult	Presidium Member
Mexico	Pulque Maguey	Cecilia Cruz Hérnandez	Teposcolula Technology Institute	W	Youth	Stakeholder
Mexico	Pulque Maguey	Citlali Hernandez Cruz	San Pedro Quilitongo group	W	Youth	Presidium Member
Mexico	Pulque Maguey	Cresenciano Betanzos Manzano	San Pedro Quilitongo group	M	Adult	Presidium Member
Mexico	Pulque Maguey	Daniel Betanzos	San Pedro Quilitongo group	M	Youth	Presidium Member
Mexico	Pulque Maguey	David Fernando García Bautista	El Almacén group	M	Adult	Presidium Member
Mexico	Pulque Maguey	Fernando George Pluma	Pulque Maguey Guarantee Group	M	Adult	Tijtoca SA representative
Mexico	Pulque Maguey	Fidel Betanzos Manzano	San Pedro Quilitongo group	M	Adult	Presidium Member
Mexico	Pulque Maguey	Francisco Guzman	Mujeres Milenarias	M	Youth	Presidium Member
Mexico	Pulque Maguey	Francisco Ricardo Betanzos Manzano	San Pedro Quilitongo group	M	Adult	Presidium Member
Mexico	Pulque Maguey	Genaro Hernández	San Pedro Quilitongo group	M	Adult	Presidium Member
Mexico	Pulque Maguey	Girmey López	CONABIO	M	Youth	Stakeholder

Mexico	Pulque Maguey	Gonzalo Arturo Hernández Mayoral	San Pedro Quilitongo group	M	Adult	Presidium Member
Mexico	Pulque Maguey	Irene Hernandez Cruz	El Fortin Alto	W	Youth	Presidium Member
Mexico	Pulque Maguey	Isaac Hernández Gaytán	El Almacén group	M	Adult	Presidium Member
Mexico	Pulque Maguey	Jaime Muñoz	Los Danzantes	M	Adult	Stakeholder
Mexico	Pulque Maguey	Juana Garcia Morales	El Almacén group	W	Adult	Presidium Member
Mexico	Pulque Maguey	Leónides Hernández López	San Pedro Quilitongo group	M	Adult	Presidium Member
Mexico	Pulque Maguey	Lucia Angelina Guzmán Guzmán	San Miguel Chicahua	W	Adult	Presidium Member
Mexico	Pulque Maguey	Lucia López Rodríguez	El Almacén group	W	Adult	Presidium Member
Mexico	Pulque Maguey	Luis Agustín López García	El Almacén group	M	Adult	Presidium Member
Mexico	Pulque Maguey	Luis López Gómez	El Fortin Alto	M	Adult	Presidium Member
Mexico	Pulque Maguey	Margarita Cruz Betanzos	San Pedro Quilitongo group	W	Adult	Presidium Member
Mexico	Pulque Maguey	Margarita Cruz Duran Hernández	La Union Libertad	W	Adult	Presidium Member
Mexico	Pulque Maguey	Maria Antonia Rodriguez Garcia	Mujeres Milenarias	W	Youth	Presidium Member
Mexico	Pulque Maguey	María Martínez Martínez	Santiago Ixtaltepec	W	Adult	Presidium Member
Mexico	Pulque Maguey	Martina Reyna Hernández López	El Almacén group	W	Adult	Presidium Member
Mexico	Pulque Maguey	Micaela Francisca Juárez	San Pedro Quilitongo group	W	Adult	Presidium Member
Mexico	Pulque Maguey	Micaela García Reyes	Mujeres Milenarias	W	Youth	Presidium Member

Mexico	Pulque Maguey	Nancy Juárez Mayoral	San Pedro Quilitongo group	W	Youth	Presidium Member
Mexico	Pulque Maguey	Pedro Guzmán Ruiz	El Fortin Alto	M	Adult	Presidium Member
Mexico	Pulque Maguey	Rogelio Hernández García	El Almacén group	M	Adult	Presidium Member
Mexico	Pulque Maguey	Ruth García Lago	Pulque Maguey Guarantee Group	W	Adult	Stakeholder; journalist
Mexico	Pulque Maguey	Sabina García Cruz	El Almacén group	W	Adult	Presidium Member
Mexico	Pulque Maguey	Santiago Florino García Bautista	El Almacén group	M	Adult	Presidium Member
Mexico	Pulque Maguey	Sebastiana Alfonsa Gaytán Bautista	Santa Maria Apazco	W	Adult	Presidium Member
Mexico	Pulque Maguey	Sofia Lopez Jimenez	El Fortin Alto	W	Youth	Presidium Member
Mexico	Pulque Maguey	Zeferino Manohatl	Pulque Maguey Guarantee Group	M	Adult	Tijtoca SA representative

Annex 2)

Grant Slow Food-IFAD 2000001632, Empowering Indigenous Youth and their Communities to Defend and Promote their Food Heritage

SLOW FOOD IFAD PGS

KENYA

Kenya Ogiek Honey PGS case study

Stakeholders

1. From the Action Plan:
   - 350 producers, members of MACODEV CBO, 150 youth, 180 women, in 12 groups;
   - 7 members, 4 men and 3 women, members of the processing, packaging and marketing sub-committee;
   - Network for Eco-farming in Africa (Necofa)
   - Kenya Forest Service
   - Ministry of Agriculture through the Kenya Agricultural Productivity and Agribusiness project (KAPAP)
   - Baraka Agricultural College

2. From the reports and conversation on 26 August:
   - Martin Lele, the coordinator of MACODEV
   - John Kemoi and Stephen Lele, youth "facilitators" at community level
   - Mary Ondolo, a member of the Slow Food Chefs' Alliance
   - 7 leaders, including two youth and two women;
   - 12 group leaders participate in the capacity development events;
   - Network for Eco-farming in Africa (Necofa);
   - Kenya Forest Service;
   - Ministry of Agriculture through the Kenya Agricultural Productivity and Agribusiness project (KAPAP);

- Baraka Agricultural College, close to Nakuru;
- TRAME AFRICA and Wamiti herbal clinic in Nairobi, buyers;
- Participatory Ecological Land Use Management (Pelum) Kenya and KOAN (Kenya Organic Agriculture Network), trainers;
- Restaurants and cafés in Molo and Elburgon.

Case study framework and purpose

3. The case study on the Ogiek Honey Presidium will focus on the PGS, and its main purpose is learning lessons about the process for the establishment of the PGS so far. Thus, the visit aims at discussing with PGS participants:

- the reasons that led to the establishment of the PGS and the expectations that members have about it;
- the work done since the beginning up to now;
- what was done well and what could have been done better;
- what have been the achievements and what still remains to be done.

4. At the same time, as the PGS is developed around a Presidium that has worked already for many years with Slow Food, the visit will also offer the opportunity to carry out similar work with the leaders of the MACODEV CBO, to hear their views about the work done since the beginning up to now, what was done well and what could have been done better, what have been the achievements and what still remains to be done. If possible, during the visit it should be important to hear the views of a larger number of producers on what has changed in their livelihoods through the project and what are their views for the future.

5. Time required: 0.5 - 1 day for group leaders and 1 - 2 days for 3-4 producers' groups; plus travel time and time for meeting with partners.

Check-list for community-level interviews

- Introduction of participants and visitors;
- Explanation of the purpose of the meeting: open discussion to share views and jointly identify lessons from the past experience of collaboration with Slow Food, for the future of the Presidium/PGS;
- Recall by participants of the key activities carried out so far for the Presidium/PGS;
- Sharing by various participants of the reasons for taking part in the work on Presidium/PGS and their expectations;

- What participants think have been the most successful activities so far and what has come out of these;
- What has been not so successful and how to remedy it;
- What are participants' plans for the future with regards to the Presidium and the PGS;
- What would they suggest to other groups that want to start a Presidium and a PGS.

Questions for individual interviews with producers

Ogiek Honey beekeeper member of the group, Mr Joseph Lesingo

- What does the Ogiek honey mean to you?
- When did you become a beekeeper and why?
- Why did you decide to join the Ogiek Honey Presidium?
- What is your role in the Ogiek Honey presidium?
- What has changed in your work as beekeeper with the establishment of the Presidium?
- If the Presidium has changed something in your life, can you please tell us what?
- What does Slow Food mean to you?
- This video will be seen by many people around the world. Would you like to send them a message?

Ogiek Honey beekeeper young woman member of the group, Ms Clare Rono

- What does the Ogiek honey mean to you?
- Why did you decide to join the Ogiek Honey Presidium?
- What is your role in the Ogiek Honey presidium?
- If you think that the PGS is important, can you tell us why?
- As a young woman, what does it mean to be a member of the Ogiek Honey Presidium?
- If the Presidium has changed something in your life, can you please tell us what?
- What does Slow Food mean to you?
- This video will be seen by many people around the world. Would you like to send them a message?

MACODEV Chair, Mr Martin Lele individual interview

- What is your role in the Ogiek Honey Presidium?
- What does the Ogiek honey mean to you?
- The Ogiek Honey Presidium is working on the PGS: how important is this for the Presidium in your view?

- What are your expectations from the establishment of the PGS?
- Do you think that the introduction of the PGS has an impact on the way beekeepers operate? Are beekeepers more committed?
- What are the plans for the future of the Ogiek Honey Presidium?
- What does Slow Food mean to you?
- This video will be seen by many people around the world. Would you like to send them a message?

MACODEV chair, checklist meeting with SF team

- Overall perception of the Presidium;
- His personal engagement as beekeeper, genealogy;
- Why did you decide to join the Ogiek Honey Presidium?
- What is your role in the Ogiek Honey Presidium?
- What have been the main achievements if the Presidium so far?
- Role of other partners in the Presidium;
- View on the PGS, expectations, challenges and achievements, impacts on producers;
- Role of other partners in the PGS;
- Effects for the community from the training of youth in SF events;
- What have been the impacts of the SF Ogiek Honey Presidium on the Ogiek broader community?
- What are the plans for the future of the Ogiek Honey Presidium and the main challenges you see?
- Suggestions for Slow Food on the project approach;

Checklists for meetings with Producer Groups and PGS group

Ogiek Honey PGS Guarantee Group

- Introduction of participants and visitors;
- Explanation of the purpose of the meeting: open discussion to share views and jointly identify lessons from the past experience of collaboration with Slow Food, for the future of the PGS;
- Participants asked to share the reasons that led to the establishment of the PGS;
- Participants asked to share the reasons for being a member of the Guarantee group and opinion about the benefits, learning and challenges of the role;

- Participants asked to share what have been the activities carried out with SF support for the establishment of the PGS;
- Information on the establishment of the Guarantee Group;
- Participants asked to share their views on the achievements of the PGS so far;
- Participants asked to share their views on the impacts of the PGS on the beekeeper groups, e.g. impacts of the Guarantee visits;
- Participants asked to share the plans of the group for the next two years;
- SF would like to know what should be done better next time they plan the establishment of a new honey PGS;

Ogiek Honey Producer Groups

- Introduction of participants and visitors;
- Explanation of the purpose of the meeting: open discussion to share views and jointly identify lessons from the past experience of collaboration with Slow Food, for the future of the Presidium;
- Participants asked to share the reasons for taking part in the work on Presidium and their expectations;
- Participants asked about their views on the relation between the Ogiek honey and the forest;
- Participants asked to share what has been the work done since SF arrived up to now;
- Information on the organization of the community for the Presidium;
- Participants asked to share what have been the activities carried out with SF support for the establishment of the Presidium;
- Participants asked to share their views on the positive changes in the lives of the group members with the establishment of the Presidium;
- Participants asked to share the plans of the group for the next two years;
- Participants asked about the role of women in the Presidium;
- Participants asked about the role of youth in the Presidium;
- Participants asked about effects for the community from the training of youth in SF events;
- SF would like to know what should be done better next time they plan the establishment of a new honey Presidium;
- What does Slow Food mean for each of the members.

Proposal for a different approach to sampling for the Red Maasai Sheep T1 and the Ogiek Honey T2

6. According to the information received so far, the RMS-T0 and the Ogiek Honey-T1 were conducted interviewing individual members in the groups. The total number of interviewees in the Ogiek Honey group was 30, which was very cumbersome and time-consuming. This approach would tend to produce 'individual' responses, which can be very diverse also because of lack of information of respondents. We do not know how many interviews were carried out in the case of the RMS-T0, nor who was interviewed but it should not be difficult to get the information from Ms Jane.

7. According to what Carolina Modena had explained to Tullia over the phone, the information should be collected by the Coordinator of the Presidium with a representative of the producers, who together should canvass the views of all producers discussing as a group, or with representatives of producer sub-groups.

8. It is thus suggested that the next round of data-collection is carried out through a more participatory process, by interviewing homogenous groups who bring together producers who are likely to have similar perspectives on the work and characteristics of Presidium. The opinions of the different groups analysed together should allow obtaining a more comprehensive and rich description of the achievements and challenges. The groups could be organized by: role in the Presidium, gender, age and geographical location.

9. The interviewers should comprise SFK and one member of the Presidium Management group (Chair, Vice-Chair, Secretary, Treasurer). During the interviews, when opinions differ a discussion should allow reaching a consensus; if this is not possible, the diverging views should be included, possibly explaining the reasons for the differences.

10. Interviewees should be grouped as follows, in each geographical location:

- The management group/s;
- Adult men;
- Adult women;
- Young men;
- Young women.

11. The RMS would require 10 interviews in total, five in each location. In the case of the Ogiek Honey, there are 12 groups distributed in three different zones. In each zone, groups to be interviewed would include: all the Management Groups; at least two representatives from each group for adult men, adult women, young men and young women. This would mean 16 interviews, five in each zone,

because MACODEV Management group should also be interviewed. In the case of the Ogiek Honey, it would also be interesting to interview separately the women-only group/s.

Kenya Ogiek Honey Presidium

Case study framework and purpose

12. The framework and purpose are the same as for the Red Maasai Sheep, with the difference that the Ogiek Honey Presidium has been functioning since 2015. In addition, the group has engaged in the development of the PGS, which will be assessed through specific meetings and perspective.

Meeting with Kenya Slow Food team on PGS

Participants: John Kariuki Wangi, Samson Ngugi Kiiru, Francisco Prieto, Tullia, 27-28 November

13. Update on PGS:

- June 2019 - 1st meeting in Nakuru all together with SFI staff and Maccari, in which the project and the PGS were presented and discussed, the PGS structure and rules were defined by the members and the first "check list" was drafted, tested on the field and re-drafted.
- June 2019 - 2nd meeting in Marioshoni to elect the Ethical Committee and Guarantee Group members (five producers, one chef, two buyers, SF Kenya, MACODEV and NECOFA) and define roles; a number of things had to be repeated as there were new members attending the meeting;
- July 2019 - 3rd meeting with both Ethical Committee and Guarantee Group to re-explain the PGS mechanism and roles for the Guarantee Group;
- August 2019 - 4th meeting after the Ethical Committee, without SF Kenya, had selected the group members to be assessed 2 or three/group; group chiefs were informed about the list of producers to be visited but not the detailed contents of the assessment though this type of information should have been passed on earlier, after the first meeting;
- August 2019 - 5th meeting was the detailed discussion of the checklist, the Guarantee group re-checked it, SF Kenya translated the document into Ki-Swahili as requested by members. They decided to split the GG to make the work easier; tested the checklist in English and Ki-Swahili again; it was decided that the sub-groups would not interview the members in their own sub-region; established dates for the assessment;
- September 2019 – 6th activity: Assessment carried out by the 3 groups; Samson and Jane participated in two of these on behalf of SF;

- October 2019 – 7th received the sheets filled, analysed the data; discussed the challenges met, namely rain, long distances to be walked, lack of information from leaders to members to be assessed, late arrival and absence of person, and discussed mitigating measures.
- Next step is the final review of the findings in a final workshop to be held by the end of December 2019
- Track of cost is important, should break it down;
- According to the discussion in the last meeting, the interaction was good, not a punishing attitude.

Meeting with MACODEV Chair

Participants: Martin Lele, Chair; SF Team, 29 November

14. He is a beekeeper, son and grandson of Ogiek beekeepers. The Ogiek people were hunter and gatherers; honey was staple food and medicine. Since then they have assured that their food would not perish. When the Government of Kenya (GoK) started planting exotic non-flowering species (mostly Pinus spp.), this became a key issue for the Ogiek people because bees cannot forage on pine trees (and Non Timber Forest Products are greatly reduced).

15. A number of the Ogiek people decided to establish beekeeper groups to protect their main source of livelihood and to increase their production and incomes. This then led to the decision to establish an entity that would market honey on producers' behalf. So MACODEV was funded in the period 2012-2015. Its leaders were elected from the community.

16. MACODEV has had and has a number of partners, namely the NGOs Mani Tese, NECOFA (also supported by the Italian Province of Bozen), Ogiek People Development Programme (OPDP) (mostly engaged in the Ogiek fight for land issues, Daniel Kobei chairman). The Mani Tese/NECOFA alliance provided them with traditional and modern beehives and equipment for the refinery.

17. Approximately 8 self-help groups were also established and currently there are 12 active groups of beekeepers, who operate in three main agro-ecological altitude zones, upper-central-low. Each group comprises at least 15 members (evidence from interviews shows that some groups are smaller, with 12 members), for a total of 350 producers and approximately 200 households/families. Approximately 90% of the Ogiek people are beekeepers and it was estimated that 60% of the Ogiek households/families are members of MACODEV. MACODEV is their umbrella organization. In the central and upper zones, most families are members. Four more groups are in the pipeline to become members of MACODEV.

18. In 2015, Slow Food came when it heard of the Ogiek beekeeper, to support MACODEV in meeting its target of marketing their honey, by introducing honey refinement, branding, packaging, market analysis. This led to the development of the Ogiek Honey Protocol and to the establishment of the Ogiek Honey Presidium. SF is sustaining the work of the community. Trainings have been done on beehives management, how to colonize empty hives. There is also some export of small quantities. They are following two production lines, the traditional and the modern, to make the best of both. At home they consume the traditionally-produced honey.

19. One activity was taking the traditional log-hive to the Baraka College of Agriculture and train 8 youth in hive-making, both traditional and modern. Every group includes an expert hive-maker (most probably, in four non-trained experts).

20. Establishing the PGS was a decision of MACODEV. Previously the Ogiek honey was pure organic. MACODEV wants to ensure that also honey produced in the modern beehives has the same quality and can be marketed as pure organic, by ensuring producers' practices meet the standards. They would like that all the beehives are placed in the forest. PGS will ensure that all honey is pure organic and can be marketed accordingly. Members from each group attended the trainings. The Ethical Committee and the Guarantee Group (GG) were elected and have started operating. The GG selected the producers to be visited and accordingly informed the group leaders. The checklist was good but they did modify it slightly. Three GG sub-groups were set-up from each of the three zones and carried out the assessment in a different zone, so as to minimize personal bias. The interviews have been completed, all data analysed, the next step will be to prepare and prepare a synthesis report for discussion with the Ethical Committee. Challenges identified: the cost of transport for the sub-groups; the heavy rains and distances that GG members had to travel made it a cumbersome effort.

21. MACODEV started packaging the honey on plastic jars in 2015/16. The initially agreed price for crude honey was KES 180/kg, in 2019 it was raised to KES 200/kg. Packaged honey is sold at KES 200/250g jar at the MACODEV shop (KES 800/kg).

22. The chairman thinks that the changes in the livelihoods of the members due to the work of MACODEV include the availability of funds for paying school-fees and to purchase better food, because Ogiek people are not good farmer, and livestock. Beekeepers are increasing their profits. His own son recently bought a cow and was very proud of it. People are putting up more log-hives, because producing honey has become more profitable and they are motivated. The 2019 flowering season was very good and honey harvest will be very good.

23. There are two groups of women-only beekeepers and mixed groups. Women have modern-beehives, each group 20 to 25. They were trained in the apiary first.

24. There are also many youth members now, MACODEV acts to ensure that they are included in the work. They started with one group of youth, currently there are two and there is a third that would like to join. None attended the 2018 TM as only the Chairman could go. In the past, some youth went to Nairobi possibly with other partners, and with SF to Italy but outside the IFAD project. Youth went to Nakuru for the PGS. MACODEV wants to ensure that No Ogiek is left behind (this was partly told by him and partly by Tullia) and he thinks that youth are the leaders of tomorrow.

25. MACODEV is also fighting to defend the forest, within the project groups planted 500 indigenous trees that are good for beekeeping. Egerton University and ICRAF come and see them and work with them when in the area but do not provide any funds nor support.

26. 13. He suggests that SF should properly identify the active groups with which to work (it appears that the statement did not mean that SF missed the target, rather a general encouragement when selecting communities as beneficiaries of SF programs). Providing training and equipment is also very important and SF approach to training and exchanges (including international) was good, they increased their networking and marketing. Thanks to SF, their honey production has been revived and expanded.

Meeting with Ogiek PGS Guarantee Group

Participants: MACODEV Chair, Slow Food Kenya, 3 producers, SF Team, 29 November

27. The producers got involved in MACODEV to join their resources in one single place, sell larger quantities with a stronger bargaining power. The Ogiek faced challenges with regards to market access, other had more power, and getting together was the way to gain strength and address the problem.

28. A youth member stated that before they did not have knowledge but now they know about the quality of the honey and how to sell and how to better reach the market, increasing their market.

29. The link between the forest and honey is that the two are one because there is not one without the other. The forest is a clean environment and bees like it. They are fighting to restore the forest and people love to see the trees.

30. SF has provided a lot of support and has been very transparent with them. The Ogiek groups have learnt a lot, several workshops and training in different areas: how to build modern hives, processing and storing honey, types of bees, harvesting, wax separation and processing, how to use protective clothes, how to produce and sell the propolis. Men do not use protective clothes in the forest, but women do when they work on the modern hives.

31. They also attended several fairs and exhibitions, sold honey and developed marketing opportunities and Slow Food is always giving them visibility (in these exhibitions), had exchange

visits with the Maasai, the Ark of Taste. In the past (not IFAD /SF project) they also received visits from SF expert beekeeper from Italy who came jointly with beekeepers from Tanzania as training and exchanges.

32. They also attended the workshop in Nakuru on PGS and have gone through the planned steps, they are the members of the Guarantee Group. The data collection has been completed. They think that the PGS will enhance their production and ensure that they are better equipped to address the market challenges. The organic honey market is important. The PGS ensures that they follow and maintain the standards, that all production steps are carried out in clean conditions and that they use the right containers, so that they can sell pure natural honey. It will make it "sure" and recognized by consumers, the traditional organic certification is very difficult to have (because of both costs and paperwork). It trains the beekeepers on how to manage their honey and keeps participants active to control and improve their work every day. The PGS is participatory, it makes each and everyone contribute at all levels to the final produce.

33. Monika had stated earlier in an individual conversation that being a member of the GG gave her power to go and inspect the hives of their neighbours and ensures that standards are respected. Women can have beehives but men should do the harvesting.

34. Youth has learned a lot, you can see this when you talk with them, have learned a lot from farmers (?).

35. The check-list is fine, no need for adjustments, it takes 30 minutes as a minimum to fill it in.

36. With regards to plans, they look forward to entering the market with their own branded product and to become the leading honey producers in the country. They want to increase the number of beehives since there is increasing demand. They will not stop the PGS; there is an overall encouragement to increase the number of hives in the forest to more than 20/producer, though women have to struggle to get more hives.

37. What to do better: there is need for equipment and tools that allow the trained youth to make modern and traditional hives locally; there is need of financial resources to make/buy more hives and for transport means from the centre to the tarmac road.

38. Members pay membership fees and are paid cash when they deliver the honey. The Annual Assembly decides on the distribution of dividends. In 2018, after a drought, all honey was produced at the same time, MACODEV purchased it all to avoid losing producers. There is also a security fund in case of urgent needs of members.

39. All honey, from traditional and modern hives, is sold as one. During the PGS training they learnt that they could market honey from the different zones, as quality and composition (multi or

monoflora) can differ and have different markets. They would suggest having training on honey differentiation and an exchange with groups that already have established PGS.

Meeting with Ogiek Young woman

Participants: Clare Rono, Francisco, Tullia, 30 November

40. She is a young Ogiek woman, daughter of a beekeeper. She is married and has two children. She currently lives outside the community to study in a nearby town, but has strong and frequent ties with it, going back to the community on a weekly basis or more. She is very interested in beekeeping and has a good basic knowledge of bees.

41. She calls herself a farmer and also owns five modern beehives, which she purchased through NECOFA, possibly made by Baraka College, and they are located on the farm close to the forest. Two only have been colonized due to pests in the wood and she has not recovered the costs. She wants to buy a traditional log-hive and manage it.

42. Her role in MACODEV is in the marketing unit, which she does voluntarily with another man. They go to the towns around the Ogiek area, travelling by motorbike or public transport, and deliver orders, take orders, go to fairs and exhibitions with the support of SF and set-up stalls for selling. The SF network in Kenya is a main channel for marketing. There is also some export of small quantities.

43. She joined MACODEV when the CBO was established, out of her interest in beekeeping; she currently is MACODEV treasurer. She attended various events and trainings organized by MACODEV with SF/IFAD support, including the entire PGS process and she has been elected to be a member of the Ethical Committee. She thinks that the PGS is very important for ensuring and maintaining the quality of the honey they produce, which is fundamental to securing market outlets.

44. The plastic jars are easier to find and more convenient for transport, considering the use of public transport means and the state of roads. Their ultimate goal is to use glass jars, but it will be difficult, due to fragility, costs and availability.

45. She was also one of the selected producers to be assessed in the first round of supervision. Reportedly, at least 7 other producers from her own group were present at the time of the interview, to observe the process. Once this was completed, Clare shared with the entire group what she had learned through the visit and interview. This, in her view, should become one of the steps in the entire process to contribute to more effective knowledge-sharing and quality-assuring among producers.

46. She did not provide a straight-forward answer about changes in her profile in the community through her engagement with MACODEV, but observers noted that she has become increasingly self-assured and pro-active also in meetings with men.

47. The establishment of MACODEV, the improvements in the processing, packaging and marketing and the related increase in the volume of honey sales and unit prices has led to higher incomes for its members which in her view, are typically used to pay school fees for children.

Meeting with Ogiek honey Songi group

Participants: David called John 'Pesa' Basaroi, Wesley, Joseph LeleNenito Malenge, Martin Lele, Clare Rono, Francisco, Tullia, 30 November

48. The group has 12 members, including 6 women who are the wives of members, all of them in the youth category. The group was established in 2017 in an area where there are 24 families, with 6 families participating. Two members are also members of the Ethical Committee and of the Guarantee Groups, and they are two of the participants in the meeting.

49. One of the participants is a farmer and livestock keeper who also engages in beekeeping, on a largish scale by local standards. Another participant, an older man, for many years only knew how to work in the forest, hunt, keep bees, etc. Now he also has some animals that he bought thanks to the income from honey. Both have been born and lived their lives in the same locality. For them, honey is the source of everything and they protect the forest to be sure they have their food, e.g. do not burn for charcoal.

50. Initially they used honey only for home-consumption and stored it in the forest. Slowly started selling it, and when they heard about MACODEV, thought it was a good idea to join. Being a member of MACODEV brings benefits, e.g. they sell to MACODEV for processing, get paid cash and have funds to put children into schools.

51. The Nakuru training on PGS was very important, after it they started emphasizing the importance of the quality of honey, of clean handling and of increasing the number of hives. They came back and replicated to the group, which is motivated and wants now to increase the number of beehives and the quality of the honey. But the youth who went to Baraka college do not have tools and equipment to make new hives locally. Improvement in quality and quantity is a consequence of PGS. They are also building larger traditional log-hives. This year the production of honey was higher, this motivates a lot and the youth are motivated: they will continue with the PGS, with good practices of handling the beehives and the controls, which should continue.

52. The work of the Guarantee Group was good, though the participant in the meeting could not carry out the interviews. He stated that as long as there are funds, there is commitment and that work is necessary to ensure the quality (this seemed to mean that as long as the PGS mechanism brings higher incomes, it will be enforced). He also thinks that there is a need for more capacity building for

producers, which should happen at the very local level, rather than in Nakuru or at MACODEV centre.

53. A long discussion followed on the characteristics of modern and traditional beehives, see dedicated section.

54. A second and long discussion focused on how Slow Food could help MACODEV to increase its running capital, to ensure it can pay all producers cash, without losing any to the open market. There may be problems in using the IFAD project funds for this purpose as this was not included in the initial budget and is a different type of expenditure from what initially approved. The SF team also suggested that MACODEV should contact a national Micro-Finance Institution, if this exist, and negotiate with it a long-term loan for running capital. IFAD itself could be a source of information as its recently closed PROFIT project appears to have worked on supporting value chain development, and access to credit.

Meeting with Ogiek honey Sogoot group

Participants: Chairman, Vice-chairman and Secretary, Clare Rono, Francisco, Tullia, 30 November

55. The group was established in 2013 as a self-help group and comprises 15 members, of which 8 women, all of them but one in the category 'youth'. One of the participants is also a member of the Guarantee Group and took part in the first round of interviews. A woman is the treasurer.

56. Initially they established the group to join resources and set-up a merry-go-round mechanism. All of them are beekeeper, some in addition to other activities, e.g. carpentry. In 2017 they thought that joining MACODEV would bring benefits. Initially they had 20 traditional log-hives; by joining MACODEV, they received 20 modern beehives and 5 traditional ones, managed together; over time they added 15 traditional beehives to the joint property for a total of 60 now. They also own their individual beehives, as have their parents who also are members of MACODEV.

57. They see honey as the oldest source of food for the Ogiek, as a very important as a medicine and consider that it represents their own identity. (no mention of the forest).

58. One opportunity upon joining MACODEV was the capacity building at Baraka College on hive-making. This was for them an empowering event. After that they also worked with Moreno from SF, for example on the division of colonies within the modern beehives. Although they knew already a lot about beekeeping, Moreno gave them much knowledge and they have learnt a lot as well.

59. MACODEV has given them the opportunity to see other places, meet new people. Among these the workshop in Nakuru on PGS was important and they were privileged because their group had three members attending it. They think that Slow Food walks the talk.

60. The visits as part of the Guarantee Group have been an opportunity for sharing knowledge with producers. He made the example of repairing a queen extruder of one producer (which is knowledge acquired through SF/IFAD project). He thinks that the PGS is very important to ensure that everything is fine, which means that the quality of the product is also good. They should add the 'organic certified' information on their label.

61. Clare stated that the GG met several challenges in carrying out the visits, there should be more members of the GG. But the members of the group thought that this was not an issue, although logistics is a challenge.

62. Something that is missing is equipment to make hives locally.

63. There have been improvements in the community: MACODEV can help members when they have financial problems, and the members pay back later with honey; the knowledge they have gained will remain with them and be passed on to the next generation; also the beehives will remain.

64. They think they are on the right track, but the lack of tools and equipment for hive-making is an important challenge. Also because knowledge that is not applied is lost. There was no agreement for a follow-up to the training at Baraka College.

Meeting with Baraka Agriculture College

Participants: Brother Boniface Kyalo, former Deputy Director; John Bowen, beekeeping specialist, Samson, Tullia, 2 December

65. Brother Kyalo, after retiring from the position of Deputy Director, is College's Farm Manager. Mr Bowen is the beekeeping specialist who has provided direct assistance to MACODEV with in-loco capacity building and who has trained the 8 MACODEV youth on hive-making.

66. The College started as a farmer training centre in the 1970s. It evolved into a full agriculture college that offers both diploma and certificate level courses in Sustainable Agriculture. It still offers short training opportunities for farmers, beekeepers and livestock keepers. It has both Conventional and Organic Agriculture sections. It closely works with the Pokot people, who are pastoralists and honey producers as well. It does not have direct working experience with the Narok Maasai, as the area is beyond their reach.

67. Collaboration between Baraka College and SF has been on-going for 3-4 years, through: attending respective meetings, SF participating in the College's Open Days and Culture days with its products, SF students visiting the College for a day every year, three-months traineeship of two Baraka students in SFK office every year (one found a job immediately after graduating thanks to his traineeship with SF). When Baraka College sends its own staff to work with the Ogiek on behalf of SF, it does not charge any fee, so that SF only pays for transport, food and lodgings.

68. The College has also worked for a long time with the Ogiek people, before SF arrived, initially focusing on Mau forest management. When SF arrived, it supported group formation, capacity building on hive-making and most important, on the development of the PGS.

69. According to Brother Kyalo, the PGS is very important because it allows the Ogiek to reach the honey organic market by ensuring the quality of the produce. SF support was very good and timely. The Nakuru workshop was well done and the Ogiek participants understood well what was being transmitted. In his view, no changes are required on that. He did not participate in the follow-up, which was the most important part of the work, but in his view, the checklist was not too clear and he suggests a discussion on how to improve it after one year.

70. He is sure that SF will not abandon the Ogiek people, and he recommends keeping the support: although the Ogiek are quite solid, the environment around them presents challenges and threats that can be addressed only through strong advocacy work. Although the verdict of the Arusha Tribunal is in favour of the Ogiek people, the Government of Kenya does not seem to be so willing to accept it and the situation can evolve into any direction.

71. The College will be glad to accept RMS keepers and train them on any necessary aspect. This possibility had also been briefly discussed with the current Deputy Director of the College, Mrs Pamela.

72. The beekeeper expert considers that the Ogiek people are very serious in their commitment to producing pure organic forest honey, and will push for it. Also, their bees do not need any supplement because in the forest, bees can forage continuously thanks to the different timing of flowering of the various tree species.

73. Most Ogiek hives are of the traditional type, which is not a threat to the forest as they only use very mature or fallen trees, and collaborate with the Kenya Forest Service in preserving the forest. For modern beehives, the type of wood is very important, and only pine-wood should be used to avoid contamination of the honey with wood resins and substances. With regards to the stabilisation of temperature in the modern hives, the expert stated it is a matter of using thicker wood-planks, because any kind of insulating material hosts potential pests and parasites.

74. The Ogiek are expert processors and handle that step well. Glass jars would be better for conservation but it would not be sustainable because of transport difficulties. With regards to marketing, the Ogiek already have a number of outlets, have to explore new ones and should aim at the export market which can pay a fair price. In his view, the Ogiek should mostly focus on producing the highland forest honey.

Meeting with the Network for Eco-Farming in Africa, NECOFA

Participants: John Wachira, Deputy Director, Samson, Tullia, 2 December

75. NECOFA is an NGO, member of the NECOFA international network and supported by a number of international and national partners. It hosted SFK during its initial steps and worked with it to empower communities and develop the Ark of Taste.

76. NECOFA started working with the Ogiek people on honey production and pushed for the introduction of modern hives so that women could start engaging in beekeeping despite the taboos. Women groups were set-up and slowly are getting to break down the taboo on harvesting (not very clear this part).

77. In his view there is a strong potential in the Mau forest, which is why they contributed to install the refinery, which allows MACODEV selling its produce directly bypassing the intermediaries. To address the challenge of market competition, the PGS mark will be very useful, together with the mark of the Kenya Board of Standards which the Ogiek honey has already obtained.

78. A protocol had been developed for the Ark of Taste and a new one for the PGS, which is the best certification system because it is based on peer pressure.

79. He has seen many changes over time in the attitude of the Ogiek. Initially the work was only on conservation, now many are open to changes which has empowered them. There is still need for support though.

80. The main threat to the Ogiek is logging, but there is a logging ban and the Government is replanting. There may still be some logging of the indigenous species but it is significantly reduced.

81. He thinks that the PGS requires some additional inspectors and continuous capacity building and supervision. Also more equipment is necessary for the refinery and more hives.

82. In his view, there is no need for a micro-finance institution, which would harass MACODEV. Samson thinks that he did not fully understand the issue.

Meeting with Nakuru County Government representative

Participants: Mr Sam Nerito, Food Safety Officer, Samson, Tullia, 2 December

83. Mr Nerito was the only Nakuru County officer who attended the PGS workshop in Nakuru. He was in the Department of Agriculture last May when the workshop took place, and since he moved to the Department of Public Health from where he is establishing the new Nakuru County Food Safety Committee, that should bring together all the county-level entities that deal with these issues. SFK might be included in the list of stakeholders. They want to introduce traceability for food

84. He already knew SF principles, which he found very important for Kenya because indigenous food is gaining strong importance as a reaction to many illnesses. Traditional crops do not require pesticides and are healthier and have to be encouraged.

85. The PGS workshop was very good and comprehensive, touched upon all the necessary aspects. The presence of youth was also important, as they are the farmers of tomorrow and need to acquire that type of knowledge. The PGS was new to him and to Nakuru county, SF has pioneered it. He sees the strong ownership in-built in the mechanism and considers it could be expanded to other initiatives. He mentioned a new upcoming project that will develop four value chains, including dairy, where it could be used.

86. He said that the MACODEV refinery has already acquired the Food Hygiene Licence which is necessary for that type of establishment. In Marioshoni there is an Agricultural Extension Officer who can support MACODEV and beekeepers.

87. Agriculture development has been devolved to the Counties but Forest Management, within the Ministry of Agriculture, is still managed at the national level. The Ministry of Environment does not have control on the forests but the logging ban has been operational for two years now.

Meeting with Kenya Forest Service and Community Forestry Association, Mau Forest

Participants: KFS officer; CSA Vice-chairman; CSA Secretary, Samson, Tullia, 3 December

88. The KFS officer was posted to the Marioshoni/Mau forest area only a couple of months ago and does not seem to be well informed about the work done by SF with MACODEV. The CSA vice-chairman is a MACODEV member, but not the CSA Secretary.

89. From the institutional view-point, MACODEV is a member of the CSA which is an affiliate/associate of KFS. The common thread among them is the protection and sustainable management of the Mau forest. All agree that without trees there is no forest, and without forest there are no bees and no high-quality honey.

90. The vice-chair explains that the Ogiek people do not add supplements to bees and honey, which is pure organic. When the honey is ready, he harvests it and takes it to MACODEV for processing and marketing. Honey is harvested from all hives in the forest areas where it is ready; then they move on to other forest areas, as flowering of trees and areas happens as a sequence over time. Honey from different areas can be mixed or packaged separately.

91. Secretary: he addressed the hive issue. He considers that modern hives should be promoted, because they can be placed in the forest at one-two meters above the ground, are bigger and hold more honey, are easier to manage and also women can do so, the bees are not smoked and less disturbed during harvest. He mentions that more than 100 such hives are currently placed in the forest,

50% of which have been colonized so far. They discussed the quality of modern hives with Baraka Agriculture College, also with regards to the need for better insulation, and the new generation of hives is better. These can be put under a shade and they cover the roof with plastic and wax depending on the temperature, and this is sufficient. Youth can make further adjustments. He considers that modern hives also reduce environmental negative impact on the forest as no bark is used and no indigenous trees are felled. In his view, the quality of honey from forest-place modern hives is the same as from the log-hives.

92. KFS: the officer suggests that hives should all be located in the same forest area and fenced to protect the bees.

93. A discussion follows on the quality of different honeys and the need to keep them separate according to the floral mix. Beehives located close to the fields risk being contaminated. The SF Presidium establishes what is the accepted mix of pollens. When the analysis was done of the honey, it emerged that eucalyptus tree pollen was dominating over other species because the honey had been mixed. The solution in this case is to avoid mixing the honey from different zones.

94. KFS is a key stakeholder for the management of the forest and it works in partnership with CFAs. Ogiek people have use rights on the forest, depending on the purpose of the CBO. The Government has developed the Plantation Establishment Livelihood Improvement Scheme (PELIS) and the Tree Establishment Livelihood Improvement Scheme (TELIS), the latter dealing with indigenous trees. It was not clear what this has to do with the Mau forest and the Ogiek people. The Mau forest is 1200 hectares. In the officer's view, more indigenous trees should be planted, communities should be educated to use to adopt modern methods and control should be done of charcoal producer. In this, the CFA is a strong ally of the KFS. KFS is open to discuss with CFA and MACODEV which areas of the forest should be assigned for beekeeping. He would like SF to plant trees.

95. The CSA Secretary has not heard about GPS, but the Vice-chair has and knows that it is for honey quality assurance. They want to keep quality high also for their reputation and will stop mixing honey of different quality. Things are changing with MACODEV, though there seems to be some confusion on the price of honey.

96. They all agree that there is a need for better communication among MACODEV-CFA and KFS, as they all want the forest to be protected.

The role of honey and forest for the Ogiek people (information from all interviews)

97. The Ogiek people are traditionally hunters and gatherers. According to information collected through different informants, the entire belief and livelihood system of the Ogiek people revolves

around the forest and its resources, honey being reportedly the most important. Honey was the main food of the Ogiek people for the household; the surplus was stored in the forest itself, in case of need. Men would also barter honey against other food, e.g. meat from the Maasai, and progressively moved into selling it on the local markets.

98. One Ogiek stated that forest and honey are one thing, there is not one without the other. And that Ogiek without forest would be like fish without water.

99. Ogiek men control the knowledge about all things that relate to bees and beekeeping, including making beehives, both traditional and modern, wild bees, etc. Men also control the income generated by the sale of the honey from their log-hives. However, also Ogiek women traditionally contribute to the honey production as well. Women's tasks include carrying the log-hives into the forest, making the antelope-skin bags for honey collection and sometimes, carrying the honey back home. The latter is however somewhat doubtful as other information suggests that they do not usually go into the forest at harvest time.

100. Ogiek people hold strong taboos against women harvesting honey, as this is believed to cause the death of men, and placing log-hives on the trees, which requires free-climbing up tall trees. However, married women can be the 'owner' of log-hives, as they can ask a male relative to place the hives on the trees and to do the harvesting on their behalf. In these cases, the wife's honey is typically used mostly for family consumption (a percentage is sold but this is a decision the woman takes), whereas the husband's honey is typically marketed. Honey and log-hives are also a key element of the dowry system and ceremonies.

101. Apparently more easily, women can also own modern beehives, which so far are placed on the farms where women can control them more frequently and easily. The same taboos apply to traditional and modern hives with regards to harvesting, although a couple of people mentioned that women can harvest from modern beehives.

Traditional and modern beehives

102. In the view of an experienced beekeeper, modern beehives do well in their environment but a few adjustments are necessary. First, the corrugate iron sheet as a cover does not protect the bees from extreme temperatures, so they bees can be either too hot or too cold, both damaging. Some kind of insulation is required, probably plywood. The SF team suggested bark, similarly to what is done for the traditional log-hives, and this could also be small bits and pieces that are located under the cover as insulating material. Secondly, the type of wood for the hive is important, it would be better to use the tree species that are used for traditional log-hive. There are experienced beekeepers that are also making experiments with the traditional hives, changing its size.

103. Recently one producer has placed a few modern (KTB) beehives in the forest, and these have been naturally colonized by a swarm, which is very positive since some modern beehives were struggling with colonization. According to the CFA Secretary, there are more than 100 modern beehives placed in the forest, at 1-2 meters above the soil, and more than 50% of these have been colonized. Honey quality in this case is the same as from traditional log-hives.

104. According to the Baraka College beekeeping expert, most Ogiek hives are of the traditional type, which is not a threat to the forest as they only use very mature or fallen trees, and collaborate with the Kenya Forest Service in preserving the forest. For modern beehives, the type of wood is very important, and only pine-wood should be used to avoid contamination of the honey with wood resins and substances. With regards to the stabilisation of temperature in the modern hives, the expert insisted that it is a matter of using thicker wood-planks, because any kind of insulating material hosts potential pests and parasites. Another informant stated that they protect the hive with plastic and wax and can remove it according to temperature.

105. A youth woman stated that her modern beehives, located in the farm close to the forest, have not been colonized over the years, the reason is not clear. Also in the farms, there is always a risk of neighbours who spray pesticides and poison the bees.

Restitution on Ogiek Honey Presidium

Participants: Francisco, Tullia, 7 December

106. The SF team is very impressed with the following:

- The number of MACODEV members and what this means in terms of trust for MACODEV leadership;
- The percentage of women and youth among the members, which indicates that MACODEV is inclusive and aims at producing 'fair' honey;
- MACODEV's achievement in improving the quality and quantity of its honey production, which indicates that MACODE honey is good and clean;
- The good progress made in establishing the PGS;
- The appreciation for the PGS within MACODEV and by other stakeholders; PGS is perceived as a fundamental element of MACODEV marketing strategy.

107. The SF team has the following suggestions:

- Identify the groups' key priorities between now and the end of the project, for example the tools and equipment for hive-makers, and discuss with SF Kenya on possible adjustments in the work-plans and related budget requirements;

- There are a few lessons to be learned from the first round of PGS assessment, e.g. ensuring that each producer who is selected reports back to his/her group, or all members attend the assessment session; also costs versus efficiency and independence of the assessment have to be analysed;
- MACODEV may need to strengthen its dialogue with CFA and KFS, to ensure that all work for the common purpose of conserving and sustainably using the Mau forest;
- In consideration of the diversity of honey that can be produced by MACODEV, it would make sense to start marketing the different types of floral mix, so as to get better prices on the market, in particular the export market;
- MACODEV, with SFK support, should explore the possibility of getting a long-term loan from a national or international Micro-Finance Institution, to develop a business plan and increase its running capital.

Extracts on Ogiek Honey PGS

SF-Kenya, Francisco, Tullia

108. The PGS mechanism with the Ogiek was started by the Kenya Organic Agriculture Network (KOAN), which was working on PGS with NECOFA. However, that process stalled. When SF arrived, MACODEV and SF jointly identified PGS as an important element of their collaboration. Very important for honey. The Government of Kenya does not have a policy on organic products, KOAN is advocating for it, SF is in contact with them.

109. Update on PGS:

- June 2019 - 1st meeting in Nakuru all together with SFI staff and Maccari, in which the project and the PGS were presented and discussed, the PGS structure and rules were defined by the members and the first "check list" was drafted, tested on the field and re-drafted.
- June 2019 - 2nd meeting on Mariashoni, meeting to elect the Ethical Committee and Guarantee Group members (five producers, one chef, two buyers, SF Kenya, MACODEV and NECOFA) and define roles, where a number of things had to be repeated as there were new members;
- July 2019 - 3rd meeting with both Ethical Committee and Guarantee Group to re-explain the PGS mechanism and roles for the Guarantee Group;
- August 2019 - 4th meeting afterward of the Ethical Committee (without SF Kenya) to select the group members to be assessed, from each group, 2 or three/group; group chiefs were informed about the list of producers to be visited but not the detailed contents of the

assessment though this type of information should have been passed on earlier, after the first meeting;

- August 2019 - 5th meeting was the detailed discussion of the checklist, the Guarantee group re-checked it, SF Kenya translated the document into Ki-Swahili as requested by members. They decided to split the GG to make the work easier; tested the checklist in English and Ki-Swahili again; it was decided that the sub-groups would not interview the members in their own sub-region; established dates for the assessment;
- September 2019 – 6th activity: Assessment carried out by the 3 groups; Samson and Jane participated in two of these on behalf of SF;
- October 2019 – 7th received the sheets filled, analysed the data; discussed the challenges met, namely rain, long distances to be walked, lack of information from leaders to members to be assessed, late arrival and absence of person, and discussed mitigating measures.
- Next step is the final review of the findings in a final workshop to be held by the end of December 2019
- According to the discussion in the last meeting, the interaction was good, not a punishing attitude.

110. It was suggested keeping a detailed track of costs for both the Ethical Committee and the Guarantee Group, as this will be important for future planning.

MACODEV Chair

111. Establishing the PGS was a decision of MACODEV. Previously the Ogiek honey was pure organic. MACODEV wants to ensure that also honey produced in the modern beehives has the same quality and can be marketed as pure organic, and it can correct producers' practices. They would like that all the beehives be placed in the forest. PGS will ensure that all honey is pure organic and can be marketed accordingly. Members from each group attended the trainings. The Ethical Committee and the Guarantee Group (GG) were elected and have started operating. The GG selected the producers to be visited and accordingly informed the group leaders. The checklist was good but they did modify it slightly. Three GG sub-groups were set-up from each of the three zones and carried out the assessment in a different zone, so as to minimize personal bias. The interviews have been completed, all data analysed, the next step will be to prepare and prepare a synthesis report for discussion with the Ethical Committee. Challenges identified: the cost of transport for the sub-groups; the heavy rains and distances that GG members had to travel made it a cumbersome effort

Guarantee Group

112. They also attended the workshop in Nakuru on PGS and have gone through the planned steps, they are the members of the Guarantee Group. The data collection has been completed. They think that the PGS will enhance their production and ensure that they are better equipped to address the market challenges. The organic honey market is important. The PGS ensures that we follow and maintain the standards, that all production steps are carried out in clean conditions and that we use the right containers, so that we can sell pure natural honey. It will make it "sure" and recognized by consumers, the traditional organic certification is very difficult to have (note: on costs and paperwork). It trains the beekeepers on how to manage their honey and keeps participants active to control and improve their work every day. The PGS is participatory, it makes each and everyone contribute at all levels to the final produce. The training for PGS allows us to go for expert (?).

113. Monika had stated earlier in an individual conversation that being a member of the GG gave her power to go and inspect the hives of their neighbours and ensures that standards are respected.

114. The check-list is fine, no need for adjustments, it takes 30 minutes as a minimum to fill it in.

115. With regards to plans, they look forward to enter the market with their own branded product and to become the leading honey producers in the country. They want to increase the number of beehives since there is increasing demand. They will not stop the PGS; there is an overall encouragement to increase the number of hives in the forest to more than 20/producer, though women have to struggle to get more hives.

116. All honey, from traditional and modern hives, is sold as one. During the PGS training they learnt that they could market honey from the different zones, as quality and composition (multi or monoflora) can differ and have different markets. They would suggest having training on honey differentiation and an exchange with groups that already have established PGS.

Young woman member of Ethical Committee

117. She joined MACODEV when the CBO was established, out of her interest in beekeeping; she currently is MACODEV treasurer. She attended various events and trainings organized by MACODEV with SF/IFAD support, including the entire PGS process and she has been elected to be a member of the Ethical Committee. She thinks that the PGS is very important for ensuring and maintaining the quality of the honey they produce, which is fundamental to securing market outlets.

118. She was also one of the selected producers to be assessed in the first round of supervision. Reportedly, at least 7 other producers from her own group were present at the time of the interview, to observe the process. Once this was completed, Clare shared with the entire group what she had

learned through the visit and interview. This, in her view, should become one of the steps in the entire process to contribute to more effective knowledge-sharing and quality-assuring among producers.

Ogiek Honey Songi group

119. The Nakuru training on PGS was very important, after it they started emphasizing the importance of the quality of honey, of clean handling and of increasing the number of hives. They came back and replicated to the group, which is motivated and wants now to increase the number of beehives and the quality of the honey. But the youth who went to Baraka college do not have tools and equipment to make new hives locally. Improvement in quality and quantity is a consequence of PGS. They are also building larger traditional log-hives. This year the production of honey was higher, this motivates a lot and the youth are motivated: they will continue with the PGS, with good practices of handling the beehives and the controls, which should continue.

120. The work of the Guarantee Group was good, though the participant in the meeting could not carry out the interviews. He stated that as long as there are funds, there is commitment and that work is necessary to ensure the quality (this seemed to mean that as long as the PGS mechanism brings higher incomes, it will be enforced). He also thinks that there is a need for more capacity building for producers, which should happen at the very local level, rather than in Nakuru or at MACODEV centre.

Ogiek Honey Sogot group

121. The visits as part of the Guarantee Group have been an opportunity for sharing knowledge with producers. He made the example of repairing a queen extruder of one producer (which is knowledge acquired through SF/IFAD project). He thinks that the PGS is very important to ensure that everything is fine, which means that the quality of the product is also good. They should add the 'organic certified' information on their label.

122. Clare stated that the GG met several challenges in carrying out the visits, there should be more members of the GG. But the members of the group thought that this was not an issue, although logistics is a challenge.

Baraka Agriculture College

123. According to Brother Kyalo, the PGS is very important because it allows the Ogiek to reach the honey organic market by ensuring the quality of the produce. SF support was very good and timely. The Nakuru workshop was well done and the Ogiek participants understood well what was being transmitted. In his view, no changes are required on that. He did not participate in the follow-

up, which was the most important part of the work, but in his view, the checklist was not too clear and he suggests a discussion on how to improve it after one year.

NECOFA

124. To address the challenge of market competition, the PGS mark will be very useful, together with the mark of the Kenya Board of Standards which the Ogiek honey has already obtained. He thinks that the PGS requires some additional inspectors and continuous capacity building and supervision.

Nakuru County Government

125. The PGS workshop was very good and comprehensive, touched upon all the necessary aspects. The presence of youth was also important, as they are the farmers of tomorrow and need to acquire that type of knowledge. The PGS was new to him and to Nakuru county, SF has pioneered it. He sees the strong ownership in-built in the mechanism and considers it could be expanded to other initiatives. He mentioned a new upcoming project that will develop four value chains, including dairy, where it could be used.

Lessons to be learned from Ogiek PGS first round of implementation

126. The Ogiek Guarantee Group established three sub-groups, one from each of the three ecological zones where honey is produced (Upper, central, lower). Each group carried out the assessment in a zone different from its own, so as to minimize personal bias. This has increased costs but also enables more rigorous assessment and stronger mutual learning. It is suggested that this model is followed every third round of assessments, to address potentially different technical issues that may depend on seasonal and climate conditions.

127. All group members should be invited to attend the assessment carried out at the location of the selected producer. If this is not possible, at least the Group Chair should be there and s/he should ensure that after the assessment is completed, a group meeting is organized where the 'assessed' producer shares what s/he learned through the exercise with other members.

Information received via email by SFK

128. How did the Guarantee Group select the producers who were assessed in the first round? Was this a random and blind choice or were producers chosen because of some criteria? Also, were they 30 in total or more or less?

- -The ethical committee had a meeting to deliberate on who to be visited and interviewed as it was their mandate to do so as far as the rules and duties were concerned. They considered the 3 zones of Marioshoni (upper, central and the lower zone) and came up with the number

of interviewees per group where the group leaders decided/selected randomly who to be visited. The Ethical committee handed over the names of the producers to be visited to Guarantee group who again held a meeting to organized the visits (Lower part- visited by a GG member from Upper part, Central part visited by the GG member from the Lower part and Upper part was visited by GG member from Central part). The total number of interviewees were 30 in number (10% of the total number of producers from 12 groups- according to the Guidelines).

129. Do the Ethical Committee and the Guarantee Group keep a written record of the discussions and decisions made with respect to the implementation of the PGS?

- Yes but not very well as it should. We will ensure better recording and better record-keeping in the next phase. (See attached some photos of the records they keep):
- The photos show only the names of the participants and the producers selected for the first assessment

Annex 3)

Grant Slow Food-IFAD 2000001632, Empowering Indigenous Youth and their Communities to Defend and Promote their Food Heritage

SLOW FOOD IFAD PGS

Mexico

Interviews, notes

Mixteca Maguey Presidium and PGS

Tijtoca AC, Tlaxcala

Participants: Fernando George Pluma, Zeferino Manohatl, Horacio, Tullia, Citlali and Carolina

130. Tijtoca is a farmers' union, that focuses on the implementation of the agro-ecology concept based on the principle of life in balance. The concept goes well beyond the concept of organic agriculture as they aim at improving the life of members, through farmer-to-farmer exchange and learning and a participatory guarantee scheme that certifies the entire farming household and at the entire production cycle, from field to fork. They also aim at ensuring that a fair price is paid to producers.

131. Members of Tijtoca agree to being certified by peers; some people do not join in because they do not like the control element. Membership implies a multi-phase process, from incipient to full graduated agro-ecological production. They have partners at various levels. The Union currently has one major client, a large bakery, that absorbs almost all their production of 'granos basicos' including wheat. They are aware that they must diversify their clientele. Their production is quite varied, and there seems to be no unified marketing mechanism or strategy. They know that it is necessary to develop consumers' trust and understanding that a product of agro-ecology is the product of a given family, environment, practices, etc.

132. SF invited Tijtoca to collaborate in the Maguey Presidium SPG, as the result of a search for potential partners at the national and local level. Tijtoca liked SF vision and agreed to contribute. They believe that exchange can lead to extraordinary results. Their experts participated in the entire Presidium PGS process, including with the Guarantee Group whereby Presidium members went through the first process of on-farm assessment. Tijtoca also accepted two young women from the

Presidium to attend an in-house training for 2 weeks with other producers, which included many field visits. They think that the participants in the training were capable, competent and committed.

133. Tijtoca organizes the PGS in a slightly different manner from SF, and has slightly different governance structures, but overall they appreciate the SF model and consider the two to be compatible. For example, Tijtoca visits all producers to ensure 100% compliance with their principles at the beginning, and on a sample later on. They made some suggestions for improving the Guarantee Sheet, to better include the producers' own parameters and criteria for quality control, which was partly accepted. Tijtoca thinks that it is important that technical expertise is available through someone who speaks the local language and concepts, otherwise communication does not work.

134. They stated that the national legislation gives priority to the third-party certification scheme which is very expensive and cumbersome. They still have not achieved the level of financial sustainability for the SPG, which is their medium to long-term goal. In the case of the maguey, which takes 8 years to be productive, they foresee a 15 years horizon for achieving financial sustainability, although one of them thinks that the maguey can be productive earlier on, from the third year onward, by selling seedlings, leaves and caterpillars.

135. Maguey had been very widely grown in the region until the 1940s, and it embeds a strong cultural value.

136. Tijtoca will be happy to continue collaborating with SF on the SPG in the Presidium.

El Almacén and other localities members

Participants: 12 women and 4 men, most of them adults and only 2-3 young women. Four-five came from other 2 villages, at 1.5 hour and 0.5 hour walking distance respectively.

137. The El Almacén community is located in a dry highland area, part of the Pacific Ocean watershed. Altitude is 2600 m a.s.l., a mix of medium to steep slopes, red soils and forest above the cultivated area. Crops are grown around the houses, on the gentler slopes or at a higher altitude, where there is a plateau formation. The closest town and market is Nochixtlan, approximately 100,000 people, about 1-hour drive distance.

138. The population in the El Almacén locality, part of the Santa Maria Apazco Municipality, comprises approximately 108 people in 36 households, 97% of whom are Oaxaca Mixteca People. Official statistics indicate a women/men ratio of 1.18, a fecundity rate of 5.34 children/woman and literacy rate of 81% for men and 70% for women. The Mixteca tradition and language are very strong, with 20% of people who do not speak Spanish. The book "Santo Mezcal libranos de todo mal", edited by WowBooks and MedioImpresos with the Los Danzantes Restaurant, states that the moon goddess Mayahuel, Mayahuel for Nahuas and Yade'e Yavi for Mixtecos and who is a symbol of fertility, was

transformed into a maguey plant to provide all sorts of products to the Mexican people. For some Mexican Indigenous People, the plant still represents fertility, water, rain, vegetation and its cycles.

139. The maguey pulquero, called Yaavi ndidi in Mixteco, is the botanical species Agave atrovirens or salmiana or americana, which has several varieties and which differs from the Agave species that are used to produce mezcal or tequila. Pulque is fermented whereas mezcal and tequila are distilled, thus the products have very different alcoholic content.

140. The Presidium logical framework foresees an increase of pulque production and sales by 29%, which is a mistake, it should be 24%. The figure was based on a discussion among producers in one of the early meetings. The increase is measured by the project, based on the number of magueys that have been cut, multiplied by the average production.

141. Both maguey and pulque have been fundamental pillars of the livelihood and belief systems of the Oaxaca Mixteca people. One woman said that the maguey is a sacred plant. The Virgen de los Remedios (Virgin Mary of medical remedies), who is their saint patron, sits on a maguey plant. The Pulque was typically consumed in the household and for local events, but in some households, it was also sold or traded for other goods. Most participants in the meeting mentioned their fathers and grandfathers being maguey growers and pulque producers, although those from the smaller localities mentioned that they are the only ones who engage now in pulque production. Over time, the consumption of pulque dropped as did the attention paid to the magueys in the cropping system. According to one woman, the decreased attention to the maguey was due to the loss of knowledge transmission about its importance from the previous generation to the current adult cohort.

142. In El Almacén, 15 people are members of the Presidium, which reportedly means 15 households. During the meeting, women kept knitting palm-fiber products, including baskets and table-mats. During the introduction to the discussion, issues touched upon related to the certification of the pulque and answers were quite pertinent and correct, showing a good level of commitment to hygiene, clean plantations, well looked after. However, my sense was that more monitoring and follow-up was required. A main issue remains hygiene, some households and pulquerias still have earth floors. This may be an issue to introduce in the SPG, as suggested by Horacio.

143. Currently, pulque producers located in more remote localities sell it locally, whereas from El Almacén women travel to the town by collective taxi, and sell it at the local market, usually on Sundays. Women said that previously, they used to sell pulque going from one house to the next, whereas now they stay in the market. Sometimes sales are good and sometimes they are not.

144. The history of the association starts, in the view of the Presidium members, with the first Feria del pulque (a pulque festival) organized in 2013 by the Forestry Engineer Ms Bibiana, from

Santa Maria Apazco, who had come back after university to live in the nearby town of Nochixtlan and was interested in relaunching the maguey cultivation. At the pulque festival, they heard that the pulque is good for their health, for various diseases and that aguamiel is also good for children, a source of Vitamin C. They heard that the maguey plant could be used in very different ways and open up income opportunities.

145. Maguey products include; the agave leaves (pencas) for a particular dish (barbacoa); the leave fiber (ixtle) to make ropes; caterpillars that attack the plant as appetizers by roasting and mixing with salt; the flower as food; pulque as leaven for bread. After completing extraction, or after flowering, the plant and the flower stake are used as firewood. In addition, the maguey contributes to retain soil during the rainy season, in particular when planted along contour lines. It was also stated that maguey produces twice as much O2 than plants, but this is not a verified information and most probably, it is not true according to the CONABIO expert on magueys.

146. Under the leadership of Eng. Bibiana, the women joined in the association which was then called Mujeres Milenarias and started looking for resources with the aim of revamping the Mixteca tradition of maguey cultivation and pulque production. They stated they recognized only late the valuable resources they had in the community. All participants agree that without the leadership of Eng. Bibiana, they would not have had the energy and interest to revamp the maguey cultivation. One expressed surprise that Slow Food showed interest in their work and efforts and all were deeply thankful for the support provided to rent the machinery to open up the trenches in their fields to plant 200 maguey plants/each.

147. Maguey plants, after the planting effort, require frequent but light attention. Women mentioned they dedicate a few hours three days per week during the sap/aguamiel harvesting. Neither women nor men seemed to find it cumbersome, although the trench opening work is heavy (see comments from Horacio on the initial negotiations on budget use). Maintenance implies keeping the area around the plant clean, cut off the dry leaves, check on parasites. When the plant is ready for collecting the sap/aguamiel, a man cuts its apical gem (capar) and digs a hole in the main body of the plant; women or men grate the hole and start the sap-extraction process. This takes approximately 3-6 months, during which collection has to be done twice a day, followed by processing for pulque has production. At peak production time, some women have to sell it on a daily basis, as its shelf-life is relatively short. Depending on the external temperature, pulque lasts 4-8 days; the aguamiel has a shorter life, again depending on the temperature.

148. It was not possible to understand what activities had to be dropped to take care of the magueys; women said that the income from the pulque sales compensates for the longer working-hours effort. No mention was made of hired labour to tackle work-peaks. There was a general

agreement that the income from the pulque is controlled by the women, and that both men and women work on the plant and on the process, although the apical gem cutting is traditionally made by men. The required strength for the operation is said to be a factor in this gender-based division of tasks.

149. Participants liked very much the message and principles that Slow Food brought. One woman said that not even in a dream she could have imagined that they could get such support and training. They have learnt a lot thanks to SF and through the establishment of the Presidium. They have also understood that they need to develop trust in consumers on the quality of their produce. SF has allowed them to have more plants, has brought new ideas, learning and improvement. It has also revamped traditional beliefs.

150. They have established internal rules and have to comply with these, they call it 'Regulation' rather than Protocol, which is a word that has no meaning for them. A key principle is abolishing the use of agro-chemicals in the fields where magueys are planted. One male participant stated that ten years ago, he used agro-chemicals and saw his production increase, but after a few years, production declined and his soil had become poorer. Now they use dung, compost, natural insecticides, though they still have a problem with some pests and need support on this.

151. One of the members said that the work done with Mujeres Milenarias and SF is already benefitting all of them, though he did not go into details.

152. The quality of the pulque has improved thanks to the hygiene practices they have learnt and the greater care they dedicate to the plant. Clients know that the quality of their produce is good, through word of mouth. One of the national TV broadcasted at peak hour a short documentary on the El Almacén pulque-producing women, and now many people know about their work. Videos and information about them can be found in the FaceBook of Mujeres Milenarias, in the German Deutsche Welle and in the Mexican La Jornada. They think they have some degree of visibility now at the Mexican and international level and seem to be quite proud of it.

153. A week before, SF had brought plastic containers of various sizes, to carry the pulque and aguamiel to the market. The small size containers, 1 lt, can be sold at a price that takes into account the initial price and transport plus the labels. On the very day of this meeting, the Presidium members had also received the 'narrative labels' for the new pulque containers and will start using them immediately. They will also have to check the reaction of consumers. Before the end of the IFAD project, they will discuss whether the labels and containers have to be changed, adjusted or what. They were also told that should start saving the money from the sale of the small containers to buy additional ones. The big containers should not be for sale. One issue is that each of them sells on her own in the market, they do not have a common place or location where to sit and sell.

154. With regard to the SPG, one male participant said that the experience of being assessed was quite useful, there were very experienced people in the group and he learnt a lot. One woman participant also agreed, said that it was useful to check how plants were looked after and managed. They established their own rules and as group members they have to, and want to, respect and comply with these. Horacio reminded participants that the most frequent finding of the visits was that the area around the plants was not kept sufficiently free from weeds and other vegetation, which may contribute to the diffusion of pests.

155. Slow Food in their words is: a support; good, clean and fair; joint work; natural; supports people like them, gave them visibility, encourages them, is a national network.

PGS bodies of the Maguey Presidium

Participants: 2 women and one man

156. They started the PGS together with the Presidium, so for them the two things go together. Thus, it is difficult to understand their specific motivation for the SPG. Horacio thinks that the PGS was a surprise to them, they did not expect it and it may have been the reason for some people to drop out of the Presidium, though this will come up in the next Assembly.

157. Participants said that they realized that some members did not comply with the regulations, but the group wants to be sure that they sell quality pulque that meets the Presidium standards.

158. With some difficulty, they remembered the exchange with the Tjitoca group. They said that the exchange was useful, they came to El Almacén and participated in the GG visits. They carried out 5 visits and are planning to repeat them once per year. However, they know the fields and magueys of everyone and keep a constant eye on what people do, so they could intervene should there be anything going wrong.

159. The group has not discussed about costs of running the PGS yet. Horacio informed that the group has a plan of monitoring activities to be carried out in 2020, but it remains to be seen whether they will happen.

160. The list of participants attending the SPG meeting shows many more men than women. Horacio thinks that the EG and GP are not well balanced, as the externals are also men. Moreover, in some cases women “send their husbands” because SPG means to travel.

161. The Protocol requires some adjustments, with regards to standards such as glass containers that are simply not available, the PGS as a component of the Protocol, hygiene. These will have to be sorted out in the next Assembly.

San Pedro Quilitongo, El Fortin and Chicahua group

162. The meeting took place in Quilitongo, which is 15 min by car away from Nochixtlan. The group is more mixed than in El Almacén, with fewer Mixteca Indigenous People. They community used to be Mixteca but the proximity to a town means that there has been a loss of traditions. Most seemed to be speaking Spanish among themselves.

163. Horacio made a very good recall of the key steps that the group has gone through in collaboration with SF. This has been useful to refresh participants' memories, considering that during the meeting on the day before it was clear that memory was somewhat short on some aspects. Considering that more men than women were attending, it was decided to meet men first and women afterward.

164. One of the men did not want to be filmed for security reasons. A few others agreed but after Horacio explains better the use of the images, only the first one remained on his position. Later, it turned out that he had some conflicts with the group; and the next Presidium Assembly might ask him to leave the group.

165. Participants seemed to be impressed that someone from Italy was visiting them.

Participants: Horacio, Tullia, 10 adult men and one young

166. One of the men is a baker and produces pulque-leavened bread.

167. General comments: youth go to cities and adults know that they cannot go back to the world as it was before. One of the participants has a daughter who is studying in a nearby city and might come back once completed her degree. Another youth also came back from Ciudad de México with his wife, they said that life was too hard and stressed, they prefer to live calmly, taking care of magueys.

168. They started getting interested again in the maguey and pulque production thanks to Bibiana, who visited them with a person called Dr Lopez (he was the leader of a local youth association that used to employ Bibiana) and started talking about the need to revamp the maguey cultivation and pulque production. They were invited at the first Feria del Pulque in 2013, discussed at length and agreed to join in also with people from other localities, even if they did not know each other before. Over time, some people left and now there are 15 producers from the locality who are members of the Presidium. It takes three hours on foot to go from Quilitongo to El Almacén on foot. They had not heard of SF before 2018.

169. One of the participants resides far from Quilitongo, which is his community of origin, but has engaged with the maguey production as he got interested in the initiative. One participant from El Fortin Alto mentioned that he has made friends with people living in in other communities. Initially

he did not think he would join in the group, because women sell the pulque. Another man said that he and his 14 siblings grew up thanks to the incomes from the pulque.

170. Pulque was produced by their fathers and fore-fathers, but over time consumption dropped, substituted by other drinks. Price dropped and many people migrated, pulque was given to animals. They kept producing some pulque for local consumption but did not invest in re-planting maguey. They also stated that there was not sufficient knowledge to produce good quality pulque.

171. SF enabled them to acquire new maguey seedlings and to prepare the trenches for planting. One of them had planted several years ago a mezcal variety but it did not work, whereas approximately 70% of the pulque-producing varieties survives. The Presidium does not allow mono-culture of maguey, though some of them have established small areas planted only with maguey to produce seedlings for transplanting. The owner of the house where the meeting was taking place is also producing seedlings from seeds. Some say that seedlings from seeds are better than seedlings from the plant, but they take longer to grow, though it also depends on the variety.

172. SF told them that the pulque could become a Presidium, although they know that the Presidium is for the maguey. They attended several workshops in different locations, have developed rules that have to be complied for the pulque to be clean, good and fair. They do not use agro-chemicals and their soils are good as long as it rains. Maguey gives many different products, for example the leaves, and can contribute to combat erosion when planted along contour lines. It is a drought-resistant plant.

173. Maguey management is not too much work, they dedicate a few hours three to four days/week. They work on the plants together with women, though women retain the income from the sale of the pulque. In the Oaxaca region, women are important and manage the household.

174. Price is stable and they have not yet discussed whether they should raise it, it will be done in future. For the time being, they want to secure clients and start using the labels. Pulque flavour changes from one place to another.

175. The region is known for the maguey and their saint patron is linked to the maguey, but the plant also has an economic value. Quilitongo is known in Mexico for its pulque.

176. Not everyone in the community is interested in re-discovering and revamping their cultural traditions, and do not see the sustainability of the initiative. However, one who had left the group regretted having done so when he saw that the group received support to open-up the trenches. The group is open to new-comers but people may be ashamed of going back. Some are following their example and planting maguey on their own. Others have other activities but enjoy drinking pulque.

177. The SPG has its function of enabling exchange and learning, which is very useful. The GG came and visited some of them and saw that the plantations had been properly done and were well managed, the only problem were weeds around the plants. They were proud and motivated through the GG visit. The Presidium has changed their motivation to engage with the maguey and pulque production.

178. SF is a flag that represents them and makes protagonists of them. They want to take care of this image and deserve the trust that SF gave them and keep up the quality. It was said that SF is a guarantee that the product is 100% natural and now they can have better access to the market. They want to have a place at the market where pulque and maguey products can be sold. They will keep working hard but also need some more support, to improve production, for transport. They feel part of something global and very important.

Participants: 4 adult women, two young and two old, Tullia

179. They joined the Presidium because Bibiana invited them. Similar to children learning to eat, they learnt to recover the pulque-producing magueys that had been abandoned because young people do not want to work in the field and leave the rural communities. In the past, the pulque was sacred.

180. The project has been a great gift for them, each has received 250 maguey seedlings. They worked as a group, the excavator opened the trenches, they planted the seedlings. Without project funds, the trench work would not have been possible. However, water is scarce and they would like support to create some kind of water reservoir, possibly closed to avoid risks for children. The last three years have been very dry, rain has decreased and there is a risk that recently planted seedlings dry up. They are hard workers and the Government knows it, but it does not provide sufficient help. Due to the fact that they no longer speak mixteco, they have lost some opportunities of funds and initiatives.

181. A young woman from another area who is married locally said that thanks to MM they have learnt how to better use the local resources in a sustainable manner, aiming at engaging with local youth and revamping the use of their own language which is being lost. An adult woman said there is a need for bilingual teachers who can help children learn it.

182. Maguey is important, is a source of income for the family, offers many different products. Pulque used to be sold in goat skin, now in proper containers. In the past, there were intermediaries who purchased their pulque at a very low price, they were exploited.

183. In the community there are single mothers who engage in pulque production but are not members of the Presidium, participants said that these women said they have not time to participate or are not interested. Others do not understand the advantages.

184. The Presidium is good for them, they know that its focus is the maguey and that the pulque comes afterward. The Presidium motivated them to go out and sell, gave them the idea to sell together, but this is not easy. They keep the income from the pulque sales. They know that the maguey is also good for the soil. They have more work now, but they manage by dedicating less time to animals to take good care of the plants. They all think that pulque is good for children.

185. SPG has been positive. The Ethical Committee ensures that the pulque is made of natural ingredients, without agro-chemicals, that it is clean. The GG members go out and taste the pulque, and make comments on the flavour, on hygiene. One of the GG members said that she is pleased with the role, it's good to recover something that was being lost. One woman who had been visited by the SPG GG, said that she was preparing the aguamiel at the time. Visitors tasted it, then they went to see the plants. Exchange was good.

186. A discussion followed on the male and female tasks in the maguey handling. They said that it is matter of tradition and strength that the man typically cuts the apical gem to start producing aguamiel. There is a local belief that women would be punished if they carried out the task themselves. They enjoy working in a group, one prepares food while others work. SF makes them feel important, they feel supported. There is good potential, SF helped them get better access to the market, it is something for the next generation.

187. In Nochixtlan, other women sellers are envious, and this is not easy to deal with. When Raul came, other people asked them why someone from another country visited them. They would like to have a sales point in Nochixtlan, because they have some problems in the market. Raul suggested this. They already have the containers and will soon receive the labels.

188. About changes, before they did not know what it meant the recovery of the maguey, now they are very proud of it. Before no attention was given to maguey, to pulque, to women. The Government was not interested. Now it is different, they have more knowledge. They know that the caterpillar could be sold, but so far they only consume it at home. They have also seen that seedlings from seeds are better, they are not attacked by pests, whereas seedlings from plants can easily dry.

189. They asked what I thought of their work and progress.

Restaurant owner

Participants: Jaime Muñoz, owner of Los Danzantes, Oaxaca, Horacio, Tullia

190. Mr Muñoz is the owner of the Los Danzantes restaurant and the cocktail bar Selva in Oaxaca and is a close friend of Carlo Petrini; his brother owns another Los Danzantes restaurant in Coyoacan. They are cousin of Ricardo Muñoz Zurita, a well-known chef in México

191. Their main interest in maguey is for mezcal, but in early 2020 they developed a specific cocktail with pulque, called Nochixtlan. Marketing of pulque is complex and there is a lot of competition with mezcal, although the two can be very well drunk together. The produce has to be refrigerated.

192. In 2019, Mr Munoz visited El Almacén with his bar-tender and deeply enjoyed the experience. He met Bibiana, who took him around the various households that produce pulque. Someone from El Almacén currently sells and delivers pulque to them in Oaxaca (the person is the father of a Presidium member, they are all part of the same big household). In 2019 they had bought 20 lts of pulque and aguamiel from the Presidium for a specific party.

193. Each family has its own recipe for pulque and there are differences in flavour and quality. He does not know about the quality of the pasteurized pulque.

194. Currently, Oaxaca represents a good market potential for both pulque and mezcal. For approximately one century, the two drinks had been replaced by beer and other spirits respectively, but now they are fashionable again. The local chefs look for creative ways to use pulque and aguamiel. The maguey honey is very good, only polysaccharides, and is globally sought after. The ground caterpillar with salt is a specialty that gets a good price, they produce their own with sea salt.

Guarantee group consumer representative

Participants: Ruth García Lago, journalist, member of Slow Food Oaxaca Guaje, Horacio, Tullia

195. Ruth is a journalist who writes on food and gastronomy issues. She came across SF very early in her career in Spain, has been living in Mexico for 13 years and when she recently moved to Oaxaca, decided to engage with SF again.

196. Ruth attended the first meeting on the SPG in Quilitongo, which she found very interesting because of the self-evaluation mechanism. Producers know what needs to be done, the land and soil of each of them, who complies with the rules and who does not. It also helps to keep the group united and strong. Women help each other and share duties and glories. She wrote an article for a magazine on the experience.

197. Distances from main centres do not help. For producers, visits by outsiders are an incentive. They contact her when they come to Oaxaca.

198. Ruth thinks that Alejandra in the Presidium could be an alternate to Bibiana, they are very close to each other and have done many things together. Also, she is an adult woman who no longer has family duties. She has the right profile and experience but does not have the personality of a leader. Irene attended the LAC ITM, is young and has a university degree. Many of those with degrees at the moment have jobs with the Government. Ruth thinks that Bibiana and her partner ‘are seriously

committed' to SF to follow up with the Presidium. She does not think that the cultural difference across the Presidium sub-groups should be a cause of conflict. The loss of the native language is complex.

199. Pulque has become fashionable in Oaxaca, after a long time of low reputation, also because young people look for something cheaper than mezcal. There was a meeting of traditional chefs in Oaxaca and Bibiana and Alejandra had their own stand, it is good for them to have opportunities to show their work in the city.

200. Maguey is part of the Mixteca landscape, there are many wild magueys in the forest. And it is part of the cosmovision, rituals of respect are practiced by almost everyone. Although Ruth thinks that women should be able to cut the plant to get the sap.

201. At the beginning, Rutopia was just an idea, but has evolved in something tangible and positive for the community. It's an innovative form of tourism. The company invested in simple but functional infrastructure for tourists, who decide which type of 'package' they want, and the community provides the required services. Women are paid but there is a recovery of some part of the investment as well.

202. In terms of income levels, in her view Presidium members have some land, have houses, have a good life quality, but she does not know how some managed to study up to degree level.

CONABIO

Participants: Girmey López, Programme Manager, Oaxaca, Horacio, Tullia

203. Girmey was invited by Bibiana to observe the SPG process from the beginning. He followed up the work and is still working with the youth in the Presidium communities. He thinks that the SPG model is very important and should be expanded. Other similar systems, e.g. Organic products, have remained on the margins of the markets. He thinks that a system that values the products enables producers to understand the importance of their work and of the services they provide. Their values motivate other people, inside and outside the communities.

204. CONABIO thinks that the SPG should be implemented nation-wide within all agricultural development initiatives. It is a collective system that can work in a consumption modality that recognizes and respects the biodiversity conservation work done by producers. This is not necessarily the case in third-party certification systems.

205. The work of MM with the maguey and SPG is very important, by valuating a plant and a product that are a pillar of the local culture and is at risk of disappearing. The maguey offers many different products and services. For example, the white caterpillar does not live in the mezcal producing maguey varieties. Also, the mezcal varieties are only planted as monoculture. The work of

MM and of the Presidium also contributes to regulate the plantation and use of pulque-producing magueys, through adequate techniques. It introduces social pressure to combat bad management practices. The strong involvement of women and youth is also key. In his view, consumers understand it and the value of the participatory certification and pay for this. Prices were stabilized by MM, which can contribute to educating the consumer. CONABIO will engage with the Presidium SPG until 2023 through the GEF/FAO project, which is a pilot project to develop a methodology for agricultural biodiversity conservation in the country.

206. He sees a difference with other local experiences in SPG, where producers were dispersed individuals with a multiplicity of products. One of these mechanisms is still operational, linked to an umbrella organization, and an exchange with the Maguey SPG might be enriching.

207. In 2019, CONABIO also committed to stay in touch with the communities and has included 5 young people in the new capacity development programme by the Government called 'Jóvenes construyendo el futuro' (youth building the future). Bibiana developed the module for participants from the pulque-producing area and they started the training t the beginning of the year. Each youth (18-29 years) receives Mex$ 3700/month for one year and commits to work afterward in the areas for which s/he received training. Funds come from both the GEF and the Government programmes. In total, 80 youth are being trained in Oaxaca.

208. His last comment was that SF should engage in empowerment processes in Oaxaca, and diversify producers and products.

Teposcolula Institute of Technology graduate

Participants: Cecilia Cruz Hérnandez in Nochixtlan, Horacio, Tullia

209. She is a young graduate in Gastronomy from the Teposcolula Institute and has worked with SF for her thesis. She came to know SF and the Presidium in 2019 and for her Social Service, she carried out a research on the native breed of turkey (guajolote).

210. She thinks that the Mixteca people have a great potential in terms of tradition, knowledge, natural resources that are at risk of being lost. She wanted to look for something that could revive the local culture and be shared with people. She has attended Presidium meetings and saw that people are motivated and interested. In her view, the groups are strong, thanks to Bibiana.

211. The SPG is important because of the control on the practices that had been previously agreed. The first visit showed that some questions in the Guarantee sheet did not make much sense, so they were clarified through discussions among participants. Also, the visits were carried out at the wrong time, producers had had no time to clean up around the plants, due to harvest. It will be necessary to

address this in future. It is also important that the producer concerned fills in personally the Sheet, to better understand and manage the process.

212. Cecilia thinks that the SPG could also apply to the turkey case, which is quite complex and in a completely different social set-up.

213. She presented her work at the Institute as part of her course. She also had to develop the menu and prepare a meal with local ingredients, including pulque.

Meeting with Mujeres Milenarias Board, 29 February

Participants: Micaela García Reyes, Maria Antonia Rodriguez Garcia, Francisco Guzman, Horacio, Tullia

214. The two members of the Comité Directivo are young women, one with a child, both with University degrees, in Community Development and in Biology. One is from the same community as Bibiana, the second is Zapoteca from another area of the State of Oaxaca and has married with a man from a nearby community who is also a member of the Presidium. The third person, a young man with a University degree in Community Development, is the partner of the president of Mujeres Milenarias and holds the role of Project technical assistant for the development of the Presidium. The Board comprises 4 members and one President, all young women. Four out of five do not live any longer full-time in the rural communities, but have strong ties with their places of origin, and spend there a good part of their time. All speak Mixteca, except for the Zapoteca woman.

215. They said that Mujeres Milenarias (MM) was established to address the lack of income opportunities of maguey-growing rural communities in the municipalities around Nochixtlan, Oaxaca State. They want to promote the sustainable use of the local natural resource represented by the pulque-producing varieties of maguey, which are at risk of extinction due to the loss of interest among the large public for this drink. In some localities, local producers had been extracting the pulque and aguamiel from the existing plants, after which the plant dries up, but had not invested in replacing with new seedlings, hence the potential loss of biodiversity.

216. In 2013, Bibiana organized the first Feria del pulque, mostly attended by people from nearby communities and women in particular. In El Almacén, local people had maintained maguey and pulque only for household consumption, due to its traditional and symbolic value, in addition to its nutritional and medical properties, but the women did not see it as a potential source of income. The goal was then to change the attitude towards the maguey and the pulque. As a group of young educated women interested in local development and environmental conservation, the conservation of pulque maguey varieties and the production of a natural pulque was a good goal for their association.

217. In 2017, MM was founded. Financial resources from the Fundacion Semilla were used to achieve the legal status of Social Association, but the process has not been completed yet. Only the President knows what the obstacles are.

218. MM received also financial support from the National Institute for Indigenous People, formerly CDI, which allowed purchasing many traditional tools for the proper management of the maguey and pulque production. The national ministry of agriculture, SAGARPA, provided technical assistance for the proper management of the maguey plants. Also, a partnership was developed with RUTOPIA, a travel agency based in Mexico City, which invested with simple accommodation infrastructure in El Almacén and organizes tours, which benefit women in the community.

219. In 2018, the two participants in the meeting had started collaborating with MM, each one in her own community, but they did not know how SF had contacted MM. In their views, SF has enabled MM to make a major step ahead, by providing financial and technical support throughout. The opening up of the trenches and the plantation of maguey seedlings in those localities where it had almost disappeared has given to the association and the communities a key push forward. Work has included meetings and workshops in the different communities. Importantly, the support from SF and the establishment of the Maguey Presidium gave visibility and credibility to their work. Before, they were just a group of women producing pulque. Now both maguey and pulque have become valuable and consumers have started appreciating their product. From being a local endeavour, the Presidium has positioned them at the same level as other producers world-wide.

220. Through the Presidium establishment process, they discussed in depth the price of their product. The price of the pulque has increased from 10-15 Pesos/lt to 20 pesos/lt. Aguamiel as well was cheaper before (20 pesos/lt), now it is 40 pesos/lt.

221. The follow-up by SF throughout the process has been very important and useful. The labels (just received) will allow them to be even more visible and prevent non-Presidium members from selling their product as if it were a SF Presidium. The Presidium pulque is certified and they have got higher prices for it outside the area, up to 30 pesos/lt.

222. The PGS certifies, through the Ethical Committee and the Guarantee Group, the process that starts with planting the maguey plants to the pulque production and to the other products, all natural. It also fosters the collaboration of everyone in the process (see comment for Ogiek honey SPG).

223. Since 2013, every year on May 13th, a Feria del Pulque has taken place in El Almacén and has grown in terms of popularity and attendance. In 2019, participants included Government officials, university, the Institute of Technology of Michoacan State, Rotopia, local radio station reporters and many other people, indicating that the Feria has become a visible event in the State and beyond.

Financial resources have been typically collected through various sources, including self-financing of the MM leaders. For the 2020 edition, the Board had not started yet to plan seriously for it and were wondering whether they will be able to hold it as usual. SF urged the participants in the meeting to start taking action, e.g. preparing a short note to be circulated to potential sponsors and being creative in identifying other sources of funds.

224. The next steps should be, in their views, the establishment of a selling point in Nochixtlan for all Presidium related products, because so far all is dispersed. However, participants in the meeting do not seem to have any idea of what type of legal recognition/registration the association should seek should they want to start selling products directly, renting or buying a shop, etc. (This could have been a useful topic of training in the context of the capacity development programme promoted by CONABIO, but it was not mentioned during that meeting. It might be worth exploring.) They could also develop new maguey products.

225. They do not see any problem in small children drinking pulque, reportedly it helps managing anaemia, though they acknowledge that quantity has to be small.

226. They want to stay in touch with SF and know other products by men and women that have a cultural and economic impact, it opens up their vision. They are very grateful to SF for the support, for opening up new ideas and options. Even if the project will come to an end, they hope that SF will still provide support and will walk with them.

227. With regards to other families in the communities, all have been invited to participate. Time to contribute to the association was mentioned as a limiting factor for some of those who do not participate, but also interest in the initiative. Current members have time and interest. Some have dropped out because they want to pursue maguey and pulque production on their own. According to their knowledge, approximately 5 youth who had left the community to look for work in the cities have gone back to their villages because of the new investments in maguey.

228. The Board of MM has not assigned tasks internally so far, they do what is necessary to do in their respective locations. The President represents and coordinates them.

Skype call with Michele Maccari

Participants: Horacio. Michele, Tullia

229. Horacio updated Michele on the activities carried out over the last two-three months with the Presidium, including the conditions of the President, and Tullia update Michele on the work done while in Oaxaca.

230. The following topics were discussed:

- Opportunities of co-funding for the Presidium from CONABIO; other funding opportunities should be monitored especially in the initial phase;
- The internal structure of Mujeres Milenarias, which requires strengthening towards a more participative management;
- Group cohesion and fragility of the current moment in the life of the Presidium; it could be an opportunity for the group to grow-up and evolve;
- Tension/dichotomy between the focus of Presidium, the maguey, and its most visible and symbolic product, the pulque; the SF PGS model might need to address the issue;
- PGS perceived as one of the pillars of the Presidium in the Maguey case, and not as an additional element as in the case of the Ogiek Honey; this should be one of the lessons learned as it may have implications in the set-up of future SF Presidia;
- Criteria and parameters that should be included in the Guarantee Sheet: the core principles of SF should be in all, but anything else should be specific to the individual Presidium;
- PGS in the Maguey Presidium should operate through a constant mechanism of social attention and peer pressure to comply with the protocol, rules and regulations, complemented through the annual formal supervision visits of the Guarantee Group; a constant and direct communication flow among members and the Ethical Committee should be facilitated;
- It is recommended that the Presidium collects all the relevant data of the members of the Presidium before implementing the PGS process, in order to reduce the burden of the questionnaire and of the field visits;
- It is advisable to provide technical assistance to the producers at the initial stage to clarify technical aspects of the products to be controlled with the PGS (e.g. variety of the maguey; technical advice on pest control, etc.);
- SF attention to poverty and inclusion, discussion on how and where to capture it.

231. PS: the PGS guarantee sheet should serve as a supervision tool within the Presidium; the T0/T1 mechanism, strengthened with some key socio-economic indicators on participants, should be the SF monitoring tool at the national and global level. Presidium open-days or fairs would offer the opportunity to the wider public to visit Presidia; Guarantee Group visits could occasionally include interested consumers or consumer representatives; restitution on findings from the visits could take place in plenary at the end of the process, for all to learn and exchange.

Conversation with Horacio on the way to Puebla

232. Funds available for investment in the Presidium amounted to USD 20,000. The group was informed and asked to establish its priorities. With Horacio, a problem tree with respective solutions

was developed, which evolved into the logical framework. The Presidium members in the various communities had different priorities, however, as El Almacén already had magueys but Quilitongo or El Fortin did not. Initially, all were ready to open up the trenches with their own resources, while the project would have purchased plants but the price that El Almacén producers asked was unacceptable to others. The group discussed in Mixteca for some time and eventually proposed that project resources be used to pay for mechanical work to open up the trenches and they would internally organize to make seedlings available to those who needed them.

233. The trench-opening contractor was selected out of three alternative providers, a company based in Nochixtlan. Machinery that exist in the communities did not offer guarantee of efficiency and could not be issues invoices for payments received. This would have entailed high levies on the actual disbursement due to the Mexican fiscal system. The solution found appears eminently sensible.

234. SF does not have information on the socio-economic profile of Presidium members, nor evidence of their level of relative wealth. This means that the 'fair' principle only addresses the aspect of price and retribution, without consideration of potential inequality issues generated through the Presidia establishment.

Video interviews with Maguey Presidium members

Alejandra Rodriguez Bautista, from El Almacén

- Her main activity is producing pulque, she also speaks mixteco in addition to Spanish. She also supports her community as health post assistant. She likes participating in all that relates to her community.
- The maguey for her is a very sacred plant. Our ancestors cultivated it, produced pulque for their personal consumption, not for marketing. There was no water in the community so pulque was a vital drink for them.
- As a member of MM, they linked up with the Presidium thanks to Eng. Bibiana who is a neighbour of the community. She is one of us and is supporting us a lot. We want to develop planting maguey to avoid it disappears, it is a very important plant for us. It is very nutritious and can help in curing some illnesses.
- Personally she decide to join because the Presidium brings good things, she was very interested and got very motivated. They told them how to conserve their traditions and she liked it very much.

Margarita Duran Hernandez, from La Union Libertad

- She was very happy that other people are interested in their product. She produces pulque because it helps the family for food, events. She is thankful to us that people go and visit them. Each workshop in the community is very good and people like them.
- We use pulque as a gift to Mother Earth when we grow other crops. We eat the flower, in various forms, with eggs, sausage, cheese.
- She decided to join in the Presidium because she was invited to attend the workshop. We have discussed how to manage the magueys, all the aspects. (she does not have a specific role in the Presidium, but she describes how she collects the aguamiel)
- The Presidium has allowed her to offer pulque to all people who visit her family. They rapidly sell the pulque. Before we produced pulque but we did not sell it.
- SF is a program that we joined through MM. For her it is good, during the workshop they learnt how to manage it well.
- She thanks Eng. Bibiana and greets her warmly, she was the one who invited her and this is why she is still attending the workshops. She also thanks Mr Horacio who has supported them to learn also on hygiene.
- She invites all the people in Mexico to come and drink the pulque produced by MM. All the brothers who see her and invites them to visit them, to find the best pulque. It is a tradition of our ancestors, and we give it to our Mother Earth.

Micaela Garcia Reyes, from San Miguel Chicaya

- She is a housewife. Maguey for her is opportunities, life, belonging to one community, get one own food, something healthy and natural. She decided to join the Presidium to support her community, to improve livelihoods, get jobs and provide better support to the community also for the next generation. This comes in part from the maguey, which is natural.
- Her role in the Presidium is to work with members to ensure that the product be good, clean and fair and that produce be of good quality.
- The PGS is important to obtain and ensure that the product is of good quality and natural.
- There have been several changes. Before, everyone worked on his or her own, so much pulque, very individual. Now through the Presidium we work together, and there are better results. Her life has changed on the social side, she has met many people from different communities. They also cultivate maguey to conserve soil. The workshops have given her knowledge about the maguey and what can be improved, how to preserve the maguey and how to be an indigenous community.

- SF for her means new knowledge, conservation and rescue of traditional food that identifies an indigenous people. In various occasions we have learnt new practices, and about our food, that must be good and no industrialised.
- She wants to tell people that being a member of a traditional community does not mean they are poor. At times they have lots of things but do not know how to use them. The Presidium means work and knowledge, looking for opportunities. There are many products from the maguey, 100% natural, can help us in cure some illnesses. Industrial drinks bring illnesses but pulque has a lot of benefits for health and nutrition.

Paula Betanzos, from San Pedro Quilitongo

- She extracts aguamiel from maguey, produce pulque and sell. Maguey is a source of livelihood and income for food and everything.
- She decided to join the Presidium because she liked to work with other people she had met from other communities. She would like that the Presidium continues to support them.
- The Presidium has improved her life. They are planting magueys to have more income. For her, SF is a big help. They need help.

Fidel Betanzos Manzano, from San Pedro Quilitongo

- He is a farmer. Their main activity is to grow several crops and pulque-producing maguey.
- In his view, the maguey is something very important in the life of a farmer., It is an economic support, the aguamiel and pulque that are produced by the plant is sold in Nochixtlan in the weekly market, they can buy and pay for things that they do not produce, from detergents to electricity bills.
- He decide to join the Presidium because the maguey is 100% organic. They were invited to participate.
- The Presidium has brought benefits, pulque has been recognized as a quality drink, now they have labels and containers and the client can see the SF logo. It has changed his life, better plantations, they have been motivated to give more attention to the plant, So they will obtain good income from the various products.
- SF for him is very important, through it they have learnt a lot with other people from the Mixteca region, their neighbours, it's a new environment where they can develop and grow by taking care of the magueys.
- He invites all those who listen. IN the past, only kings and gods could drink pulque. Now everybody can drink it, it is very good for health, it is like food, 100% natural, that brings benefits to those who drink it.

Annex 4)

Gentilissimi e gentilissime, il presente questionario è uno strumento di raccolta di dati volto alla comprensione del Sistema di Garanzia Partecipata sviluppato all'interno del Distretto di Economia Solidale di parma. Scopo della ricerca è comprendere i vincoli e le opportunità per gli agricoltori che partecipano alla certificazione, per poterla rendere più efficace e pervasiva.
Vi chiediamo di concederci il tempo necessario a rispondere alle prossime domande. Grazie per la collaborazione!
Ci teniamo a precisare che i dati raccolti hanno puro scopo analitico. I questionari verranno visionati ed elaborati dal solo personale di ricerca e le informazioni saranno divulgate in forma aggregata ed anonima, secondo quanto previsto dal Regolamento Generale sulla Protezione dei Dati (D.Lgs. 101/2018).

LA SOSTENIBILITÀ DEL SISTEMA DI GARANZIA PARTECIPATA (PGS)

1. CONOSCENZA DELL'AZIENDA

Nome azienda			
Nome e cognome intervistato			
E' titolare azienda? SI/NO			
Ruolo in azienda			
Indicare le seguenti informazioni sul titolare	- Genere: - Età: - Titolo di studio:		
Socio DES? (pagamento quota) Se si, da quanti anni?			
Altre certificazioni			
SAU (Superficie Agricola Utilizzata) – Ha (ettari)			
Titolo di possesso (Proprietà, affitto, comodato)			
Forma di conduzione	Conduzione diretta del coltivatore	Con manodopera familiare	
		Con manodopera familiare prevalente	

		Con manodopera extra-familiare prevalente	
	Conduzione con salariati		
	Altra forma di conduzione (specificare):		
Prodotti principali			

1.1 Principali canali di vendita della produzione

Indichi per ogni canale di vendita, il/i prodotto/i venduto/i, in quale specifico punto vendita è conferito, la percentuale venduta rispetto al totale della produzione e il prezzo di vendita

Canale di vendita	**Prodotti**	**Punti vendita**	**% sul totale del prodotto**	**Prezzo di vendita**
Mercati				
On-Line				
GDO				
Ristoranti				
Negozi specializzati				
Vendita diretta in azienda				

Altro				

1.2 Come vede il futuro per la sua azienda?

Indichi come valuta il futuro della sua azienda con una crocetta da 1 (molto pessimista) a 5 (molto ottimista)

sono molto pessimista				sono molto ottimista
1	**2**	**3**	**4**	**5**

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2. L'AGRICOLTORE ALL'INTERNO DEL SISTEMA PGS

2.1 Da quanto tempo la sua azienda è certificata con PGS?

2.2 Conosce il funzionamento del processo di controllo/certificazione della PGS?

□SI □NO

2.3 Ritiene che il processo di controllo/certificazione della PGS sia trasparente?

Indichi come valuta la trasparenza della certificazione PGS con una crocetta da 1 (per niente) a 5 (molto)

Per niente		Abbastanza		Molto
1	2	3	4	5

2.4 Quanti giorni dedica all'anno per il processo di certificazione PGS (includendo il tempo per le visite)?

2.5 Come partecipa al PGS?

a) Ricevo visite di controllo	□SI	□NO	Se si, negli ultimi 24 mesi?	
b) Partecipo a visite di controllo ad altri produttori	□SI	□NO	Se si, negli ultimi 24 mesi?	
			Se no, perché?	□ Sarei interessato, ma non ho tempo
				□ Non sono interessato
				□ Nessuno me l'ha chiesto
				Altro_____
c) Partecipo a riunioni/momenti informativi del DES	□SI	□NO	Se no, perché?	
Altro				

2.6 La certificazione PGS mi aiuta a…

Indichi quanto è d'accordo con le seguenti affermazioni circa l'utilità del PGS per la sua azienda agricola indicando da 1 (per nulla d'accordo) a 5 (molto d'accordo)

	Per nulla d'accordo		Abbastanza		Molto d'accordo	Non so
Avere accesso a nuovi mercati e clienti	1	2	3	4	5	
Avere maggiori guadagni	1	2	3	4	5	
Stabilire relazioni di fiducia con consumatori	1	2	3	4	5	
Stabilire relazioni di fiducia e scambio con altri produttori	1	2	3	4	5	
Sostenere i principi fondanti del DES	1	2	3	4	5	
Dare un valore aggiunto al mio prodotto	1	2	3	4	5	
Differenziare il mio prodotto dagli altri	1	2	3	4	5	
Avere una certificazione di qualità meno costosa	1	2	3	4	5	

Imparare aspetti relativi alla commercializzazione del prodotto	1	2	3	4	5	
Migliorare la mia relazione con i consumatori finali	1	2	3	4	5	
Conoscere i gusti dei consumatori	1	2	3	4	5	
Migliorare aspetti della gestione amministrativa dell'azienda	1	2	3	4	5	
Apprendere tecniche produttive più sostenibili	1	2	3	4	5	
Ridurre e/o ottimizzare il consumo di risorse	1	2	3	4	5	
Ridurre il consumo energetico	1	2	3	4	5	
Condividere informazioni sul prezzo di acquisto degli input con altri produttori	1	2	3	4	5	
Rispettare le normative ambientali	1	2	3	4	5	
Sensibilizzare il pubblico sulla importanza dell'agricoltura locale	1	2	3	4	5	
Altro..	1	2	3	4	5	

2.7 Quali sono le relazioni più importanti a livello di frequenza, profitto, assistenza tecnica?

Per ogni tipologia di relazione, inserisca la classifica, da 1 (molto importante) a 4 (poco importante) della tipologia di attore più rilevante

Attori	**Frequenza scambio d'informazioni**	**Creazione di profitto**	**Assistenza tecnica**
Consumatori			
Altri produttori			
Operatori commerciali (distributori, negozi, etc)			
Attori socio-politici (istituzioni, scuole, progetti, etc)			

2.8 A suo parere la certificazione PGS può essere un'alternativa ad altre certificazioni, oppure può essere considerata complementare (coesistenza possibile)?

2.9 Sarebbe disponibile/interessato a rinunciare ad altre certificazioni (es: BIO) per investire solo sulla certificazione PGS?

□SI □NO

2.10 Se si, perché lo faresti (per quali motivi principali)?

2.11 Quale è il costo annuo della certificazione PGS per la sua azienda?

2.12 Ci sono altri costi espliciti o impliciti associati alla certificazione PGS? (es: quote di adesione, quote di partecipazione al mercato)

2.13 La certificazione PGS rispetto ad altre certificazioni:

Indichi quanto è d'accordo con le seguenti affermazioni indicando da 1 (per nulla d'accordo) a 5 (molto d'accordo)

	Per nulla d'accordo		Abbastanza		Molto d'accordo	Non so
È meno cara	1	2	3	4	5	
È meno burocratica	1	2	3	4	5	
Richiede meno tempo	1	2	3	4	5	
Mi permette di risparmiare su altri costi come indagini di mercato, consulenze tecniche, commerciali, altro	1	2	3	4	5	
È più trasparente	1	2	3	4	5	

2.14. Nella sua azienda, chi si occupa della gestione del processo di certificazione PGS?

2.15. Nel PGS le donne rivestono un ruolo importante in quanto…

Indichi quanto è d'accordo con le seguenti affermazioni indicando da 1 (per nulla d'accordo) a 5 (molto d'accordo)

	Per nulla d'accordo		Abbastanza		Molto d'accordo	Non so
Donne produttrici	1	2	3	4	5	
Donne consumatrici	1	2	3	4	5	
Donne responsabili Coordinamento DES PGS	1	2	3	4	5	
Donne responsabili di strutture commerciali	1	2	3	4	5	

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3. IL RAPPORTO CON ALTRI PRODUTTORI

3.1. Penso che i produttori certificati PGS…

Indichi quanto è d'accordo con le seguenti affermazioni indicando da 1 (per nulla d'accordo) a 5 (molto d'accordo)

	Per nulla d'accordo		Abbastanza		Molto d'accordo	No n so
Possono partecipare in modo paritario e democratico al processo di certificazione PGS	1	2	3	4	5	
Hanno una visione comune e condivisa dei principi del DES	1	2	3	4	5	
Hanno una visione comune e condivisa degli obiettivi di fondo della PGS	1	2	3	4	5	
Si aiutano tra loro	1	2	3	4	5	
Comunicano e discutono apertamente tra loro	1	2	3	4	5	
Partecipando al PGS hanno migliorato le loro competenze	1	2	3	4	5	
Partecipando ai mercati hanno migliorato le loro competenze	1	2	3	4	5	
Partecipando al PGS contribuiscano alla sovranità alimentare	1	2	3	4	5	

3.2 Tra le aziende agricole che partecipano al PGS, con quali mi rapporto più facilmente e per quali motivi?

Apporre una x sulla riga delle aziende con le quali si entra in contatto sotto la relativa colonna delle motivazioni

<u>Vedi scheda allegata</u>

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4. IL RAPPORTO CON I CONSUMATORI E CON LA STRUTTURA DI COORDINAMENTO PGS

4.1 Tra le persone che partecipano alla struttura di coordinamento del PGS, con quali mi rapporto più facilmente e per quali motivi?

Apporre una x sulla riga delle persone con le quali si entra in contatto sotto la relativa colonna delle motivazioni

Nome Cognome	Lo conosco SI/NO	Consulenza tecnica/produttiva	Scambio di informazioni	Consulenza sulla vendita
Francesca Marconi				
Aldo Caffagnini				
Alessandro Pizzarotti				
Gina Maria Tonelli				
Alberto Chiappari				
Angelo Chiuri				
Carlotta Burani				
Greta Sacchelli				
Wendy Massart				
Gloria Venturini				

4.2 I consumatori secondo me…

Indichi quanto è d'accordo con le seguenti affermazioni indicando da 1 (per nulla d'accordo) a 5 (molto d'accordo)

	Per nulla d'accordo		Abbastanza		Molto d'accordo	Non so
Si lamentano del prezzo dei miei prodotti	1	2	3	4	5	
Considerano i miei prodotti di buona qualità	1	2	3	4	5	
Si fidelizzano facilmente ai produttori	1	2	3	4	5	
Mi aiutano a commercializzare meglio i miei prodotti	1	2	3	4	5	
Vorrebbero più varietà di prodotti nel mercato	1	2	3	4	5	
Mi chiedono più varietà della mia offerta (altri prodotti)	1	2	3	4	5	
Conoscono il PGS	1	2	3	4	5	

Condividono i principi del PGS	1	2	3	4	5	

4.3 Generalmente si impegna a comunicare ai consumatori i principi del PGS durante la vendita?

Per niente		Abbastanza		Molto
1	2	3	4	5

5. PROSPETTIVE FUTURE

5.1 Come valuta in generale l'esperienza della certificazione PGS DES, rispetto ad altri tipo di certificazione?

Per niente soddisfacente		Abbastanza soddisfacente		Molto soddisfacente
1	2	3	4	5

5.2 Ritengo che per la PGS potrebbe essere utile migliorare…

Indichi quanto è d'accordo con le seguenti affermazioni indicando da 1 (per nulla d'accordo) a 5 (molto d'accordo)

	Per nulla d'accordo		Abbastanza d'accordo		Molto d'accordo
Credibilità/affidabilità della certificazione	1	2	3	4	5
conoscenza della PGS da parte dei consumatori	1	2	3	4	5
Conoscenza del logo da parte del consumatore medio di Parma	1	2	3	4	5
Processo di controllo e certificazione (visite, gestione delle non-conformità)	1	2	3	4	5
reclutamento di altri produttori	1	2	3	4	5

attività di raccolta fondi per offrire più servizi agli aderenti	1	2	3	4	5
Campagna di promozione della PGS sul territorio	1	2	3	4	5
Valorizzazione del logo da parte del coordinamento DES	1	2	3	4	5
Valorizzazione del logo da parte dei singoli produttori	1	2	3	4	5
Attività di formazione per i produttori	1	2	3	4	5
Attività di informazione/comunicazione per i consumatori	1	2	3	4	5

5.3 Come valuta il futuro della certificazione PGS DES?

Indichi come valuta il futuro della sua azienda con una crocetta da 1 (molto pessimista) a 5 (molto ottimista)

sono molto pessimista				sono molto ottimista
1	**2**	**3**	**4**	**5**

5.4. Ci sono altri punti/commenti relativi alla certificazione PGS che vorrebbe evidenziare?

6. Altre certificazioni *Solo per i produttori DOP/IGP*

6.1 Rispetto alle certificazioni DOP/IGP, la PGS ha aggiunto valore al suo prodotto su questi aspetti?

	Si		Abbastanza		No	Non so
Relazione di fiducia con i clienti	1	2	3	4	5	
Visibilità sul mercato locale	1	2	3	4	5	
Strumento di controllo credibile e adeguato nelle filiere corte	1	2	3	4	5	
altro						

6.2 Il costo della certificazione DOP/IGP rispetto ai costi della certificazione PGS è…

□ Più caro	□ Meno caro	□ Non so

6.3 Il processo burocratico della certificazione DOP/IGP in confronto al processo della certificazione PGS è…

□ Più difficile	□ Meno difficile	□ Non so

6.4. Pensi che la PGS sia una certificazione complementare (che possa coesistere insieme alla certificazione DOP/IGP) oppure che sia alternativo (cioè che dovrebbe sostituire la certificazione DOP/IGP)?

□ Complementare	□ Alternativo	□ Non so

6.5 Pensi che il modello di controllo della PGS (es: visite congiunte di produttori e consumatori) potrebbero essere uno strumento applicabile per svolgere i controlli legati alla certificazione DOP/IGP del tuo prodotto?

□ SI	□ NO	□ Non so

Annex 5)

	NAME OF PRODUCERS COMPANY – DES MEMBERS
1	Az. Agr. Orti Santa Flora
2	Az. Agr. Orto di Silvia
3	Az. Agr. Mattia Becchi
4	Az. Agr. Pederzani
5	Az. Agr. Almemilia
6	Fattoria Monte Pelpi
7	Coop.Agr.Soc. Nativa Cigno Verde
8	Az. Agr. Bio. Ortigiani
9	Az Agr. Lucia Ferraroni
10	Consor. Carne BIO Valtaro Valceno
11	Az.Agr. Monica Isetti
12	Az.Agr. Schianchi
13	Az.Agr. Michele Salsi
14	Az.Agr. Mulino Vaccarezza
15	Az.Agr. Aleleo
16	Az.Agr. il Bombo
17	Az.Agr. Francesco Totaro
18	Az.Agr. L'Operaia
19	Az.Agr. Casa Boniceto
20	Az.Agr. la Pennona
21	Az.Agr. lo Spineto
22	Az.Agr. Golena Aperta
23	Az.Agr. La Dinara
24	Az.Agr. Magnani
25	Az.Agr. Tiziana Brugnola
26	Az.Agr. Querzola
27	Az.Agr. speriment. Stuard
28	Az.Agr. Semprenuoveali
29	Az.Agr. Terre di San Secondo
30	Az.Agr. Bocchi
31	Az.Agr. Masdone

32	**Az.Agr. La Spinosa**
33	**Az.Agr. Maiatico 48**
34	**Az.Agr. Belfiore**
35	**Coop.Agr. Sociale La Collina**
36	**Az.Agr. Camurein**
37	**Az.Agr. Casello**
38	**Az.Agr. Il Borgo di Peguì**
39	**Az.Agr. Podere Villargine**
40	**Az.Agr. Fattoria Amelia**
41	**Az.Agr. Casaleone**
42	**Az.Agr. Cà del Chierico**
43	**Az.Agr. Tre Rii**
44	**Az.Agr. Scaroni**
45	**Az.Agr. Crocizia**
46	**Az.Agr. Furlotti**
47	**Az.Agr.Corte delle Erbe**
48	**Az.Agr. Le Due Querce**
49	**Az.Agr. I Boschi di Fornio**
50	**Az.Agr. Podere Bianchi Galli**
51	**Az.Agr. San Paolo**
52	**Az.Agr. La Gacciola**
53	**Az.Agr. Monastero**
54	**Az.Agr. Ciribibì**
55	**Az.Agr. La baccheria**