



Engaging the Private Sector to improve Value Chains under the Aspect of Food Standards

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“Standards in the Southeast Asian Food Trade” (SAFT)





Role of Food Standards in Value Chains



Added value for farmers



Risk-management for retailers



Assurance for consumers



Enables trade



National GAP & ORGANIC Standards in ASEAN





Engaging the Private Sector



At Farm level: Integrated Public Private Partnerships (iPPP)

- Creating best practices



At Policy level: Public Private Dialogues

- Platform for key private and public stakeholders



Integrated Public Private Partnerships (iPPP)



Integrated Public Private Partnerships (iPPP)

Purpose: to motivate producers to produce and traders to sell GAP and Organic certified fruits and vegetables

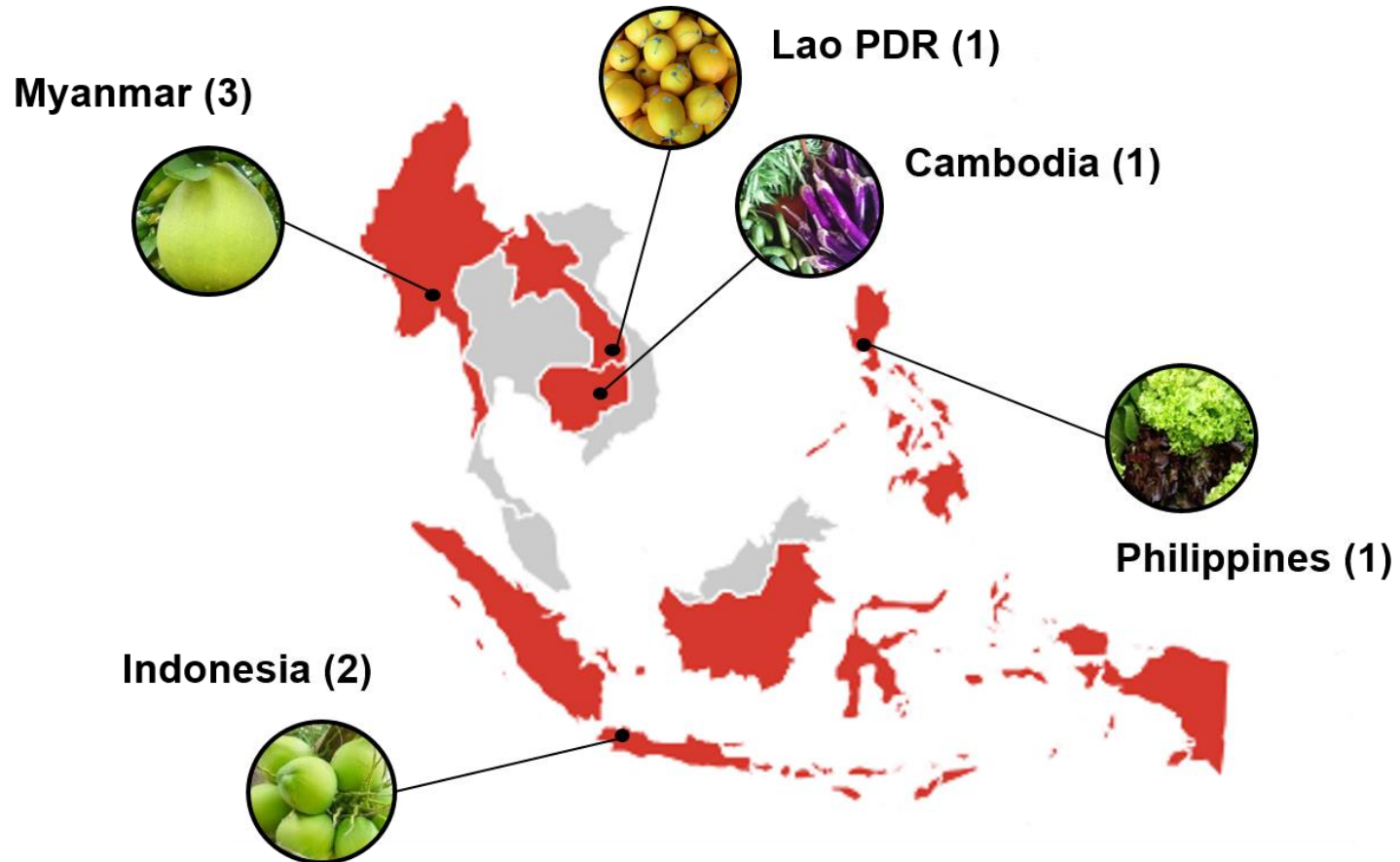
- SAFT offers financial support (40,000 EUR) for 1 to 2 companies to certify their produce with regionally/internationally recognized food standards (Organic and GAP)

Within the iPPP SAFT supports on:

- conversion consulting
- supply chain management
- quality grading
- processing
- market access into ASEAN



iPPP Projects





Closer Look: iPPP – CAMBODIA

BOOSTING PRODUCTION AND CONSUMPTION OF ORGANIC VEGETABLES & FRUITS IN CAMBODIA



OVERVIEW

Term	August 2016 – February 2018
Country	Phnom Penh, Cambodia
Partner	Khmer Organic Cooperative (KOC) Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
Volume	95 000 Euros





Closer Look: iPPP – CAMBODIA

EXPECTED RESULTS

1. The conversion of land into organic agriculture and the organic certification of vegetables and fruits are implemented
2. Regional market linkages are strengthened and organic local supply networks are established as a best practice
3. Organic best practices and knowledge are shared with other stakeholders in the agricultural sector
4. Consumers awareness on food safety and standards is reinforced



Closer Look: iPPP – INDONESIA

ELEVATING INDONESIAN COCONUT SUGAR AND SYRUP TO INTERNATIONAL ORGANIC STANDARDS



OVERVIEW

Term	August 2016 – February 2018
Country	Jakarta, Indonesia
Partner	Haldin Pacific Semesta Honey Institute Indonesia Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
Volume	92 000 Euros





Closer Look: iPPP – INDONESIA

EXPECTED RESULTS

1. Organic farming techniques of farmers are strengthened and international quality requirements for coconut nectar processing are reached
2. Traceable network of local organic coconut sugar and syrup suppliers is established and international market access is gained
3. Information and experiences are shared as best practice in cooperation with partners



Public Private Dialogues



Public Private Dialogue

- SAFT can facilitate a platform where both the public and private sectors can exchange their ideas/know how/lessons learned on the implementation of food standards
 - Participants can include officials, farmers, traders, retailers and NGOs
 - Create acceptance, trust and demand of GAP and organic produce











Lessons Learnt

- Engagement of private sector is necessary in the development of standards → as they are the implementers
- More platforms of exchange between stakeholders needed, including key decision makers → agree on action plans
- Collaboration between all stages of the chain is necessary
 - Matching up the expectations of some links with the outputs of others (farmers and produce buyers need to work together to ensure the right products are produced in the right quantities at the right time)
- Risks need to be shared between all stakeholders
- Need to invest thorough time in the selection of partners – companies with experience and established links



Thank you very much!



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