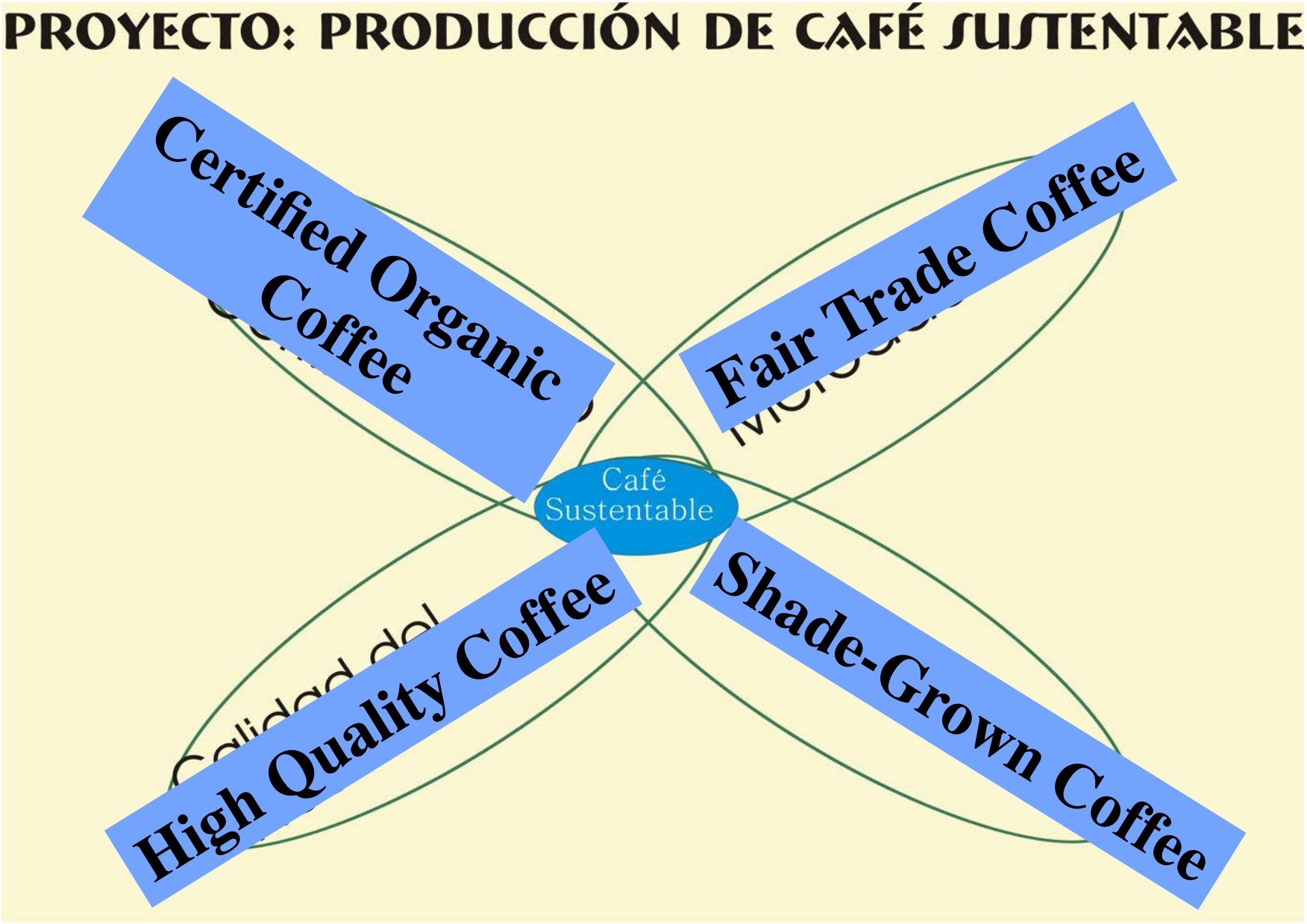
# Certified Lives


Producing transparency in Fairtrade-Organic Coffee

# PROYECTO: PRODUCCIÓN DE CAFÉ SUSTENTABLE



# Environmental Services

Clean Water

Species Conservation

Carbon Sequestration

Less Energy Use

Pesticide Free

Oaxacan Farmer View:

Teaching Children about the environment

Less pollution

Global Climate Change

Biodiversity

Land-use Planning & 'estatutos'

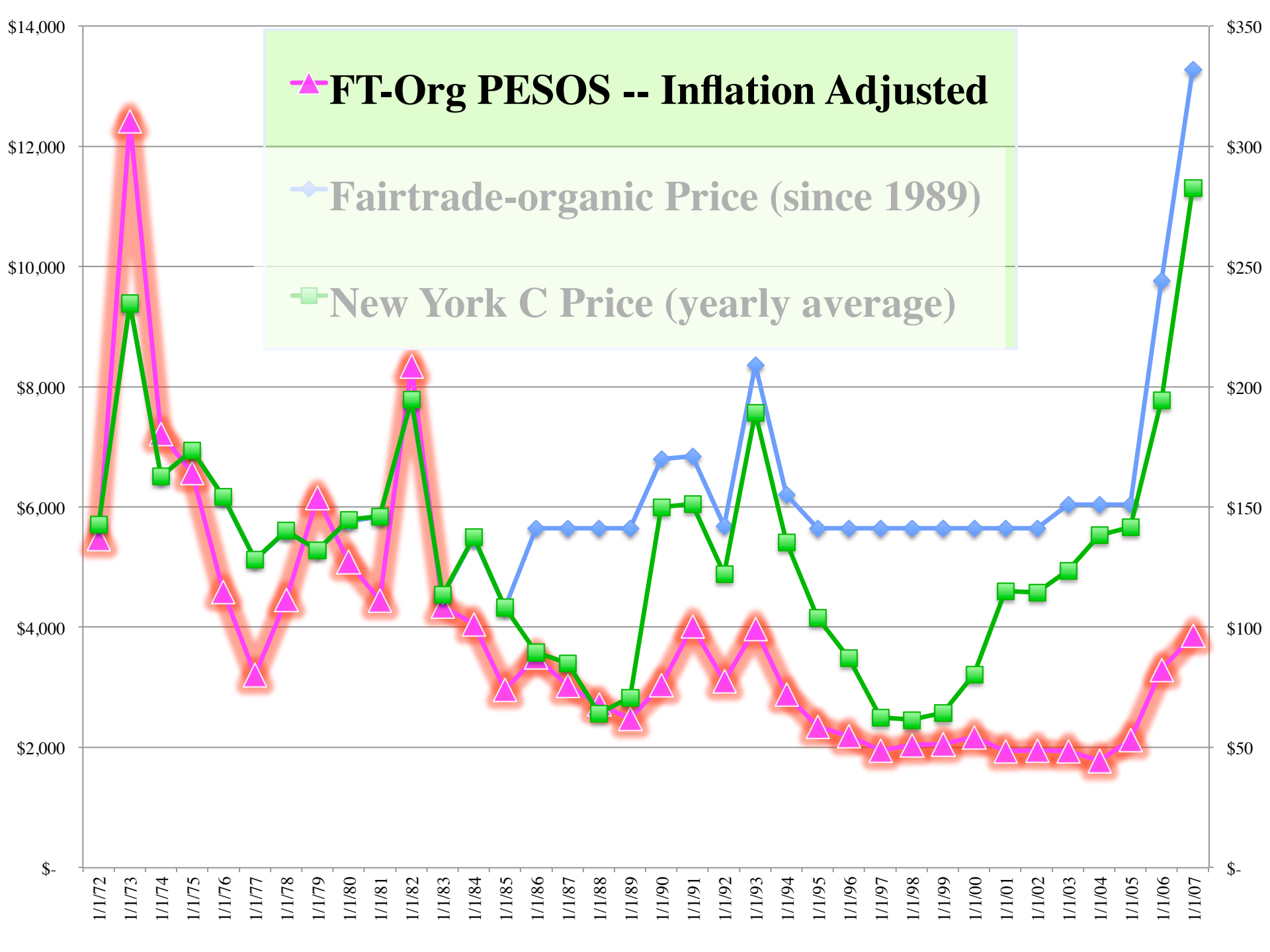

FT-Org PESOS -- Inflation Adjusted
Fairtrade-organic Price (since 1989)
New York C Price (yearly average)
$14,000
$12,000
$10,000
$8,000
$6,000
$4,000
$2,000
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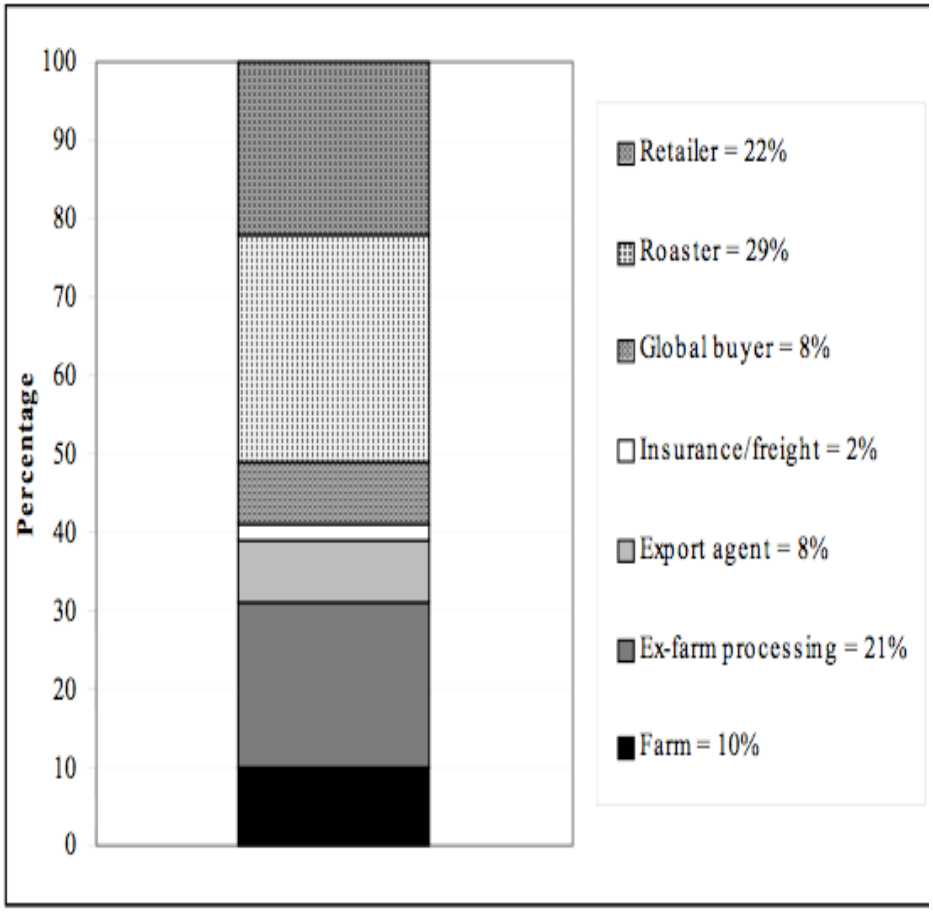
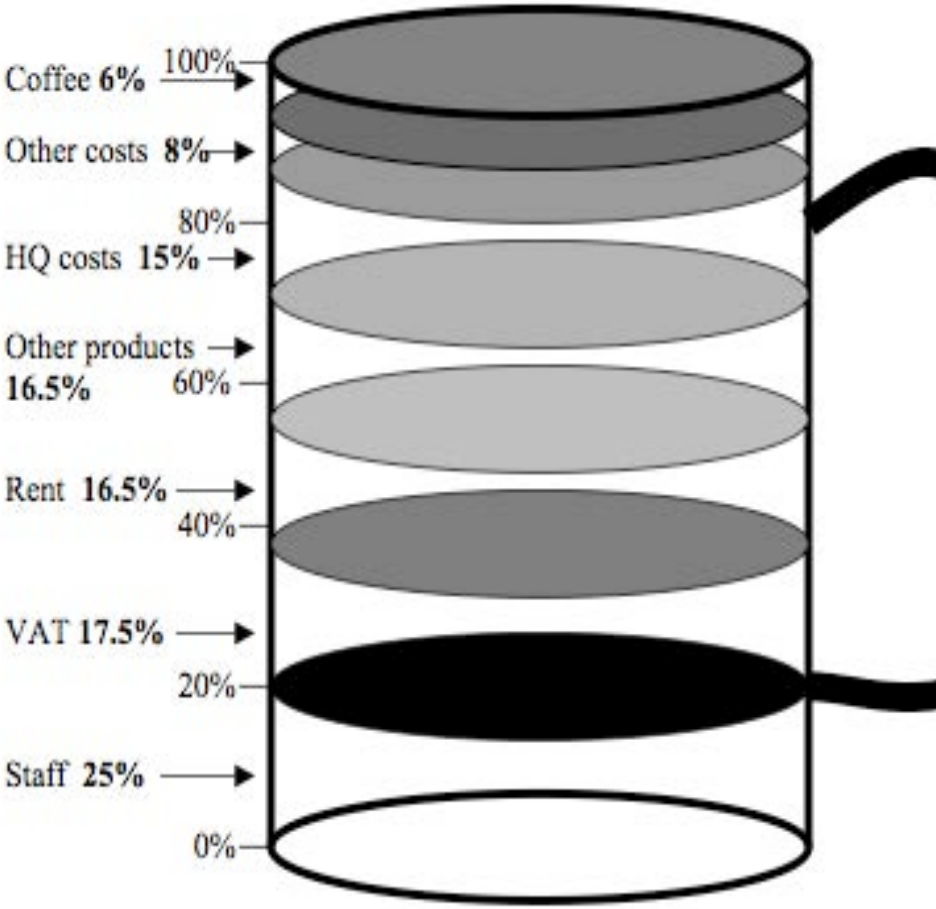
**Figure 4. Share of final sales value accruing to different links in the co chain (1994).**




Source: Calculated from data supplied by M. Wheeler, and reflects the c in 1994.

**Figure 1.**

Percentage components of the retail price of a coffee house cappuccino.




Source: Interviews

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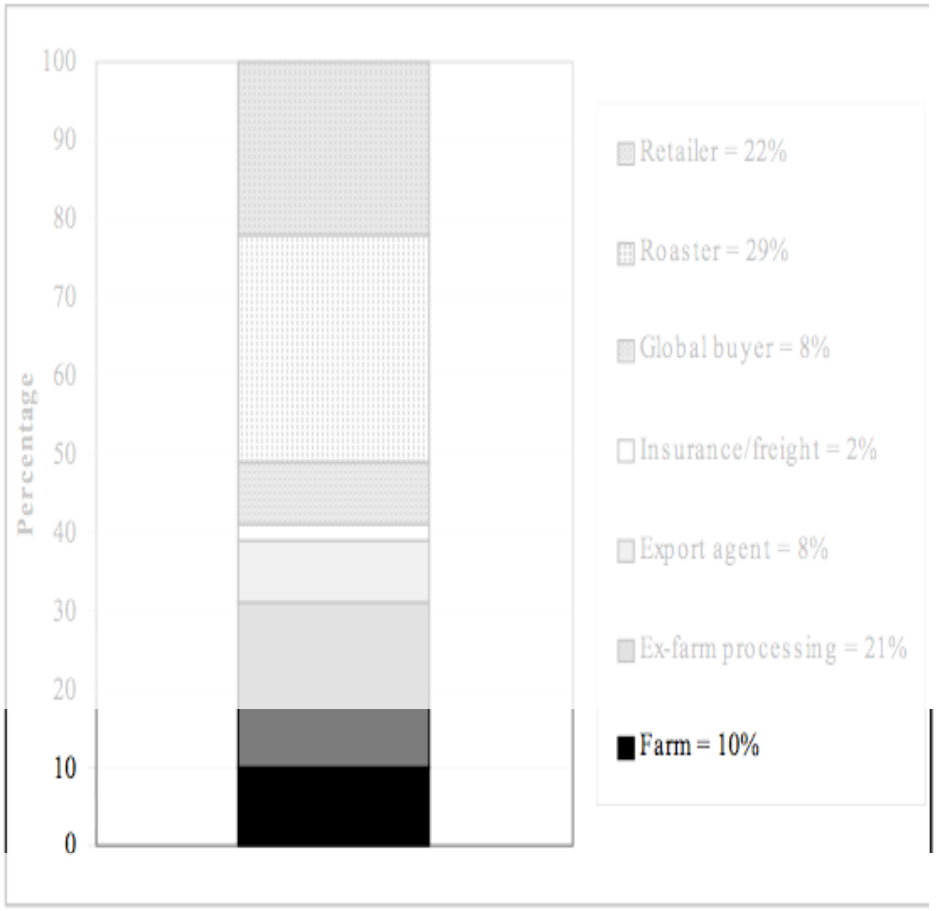


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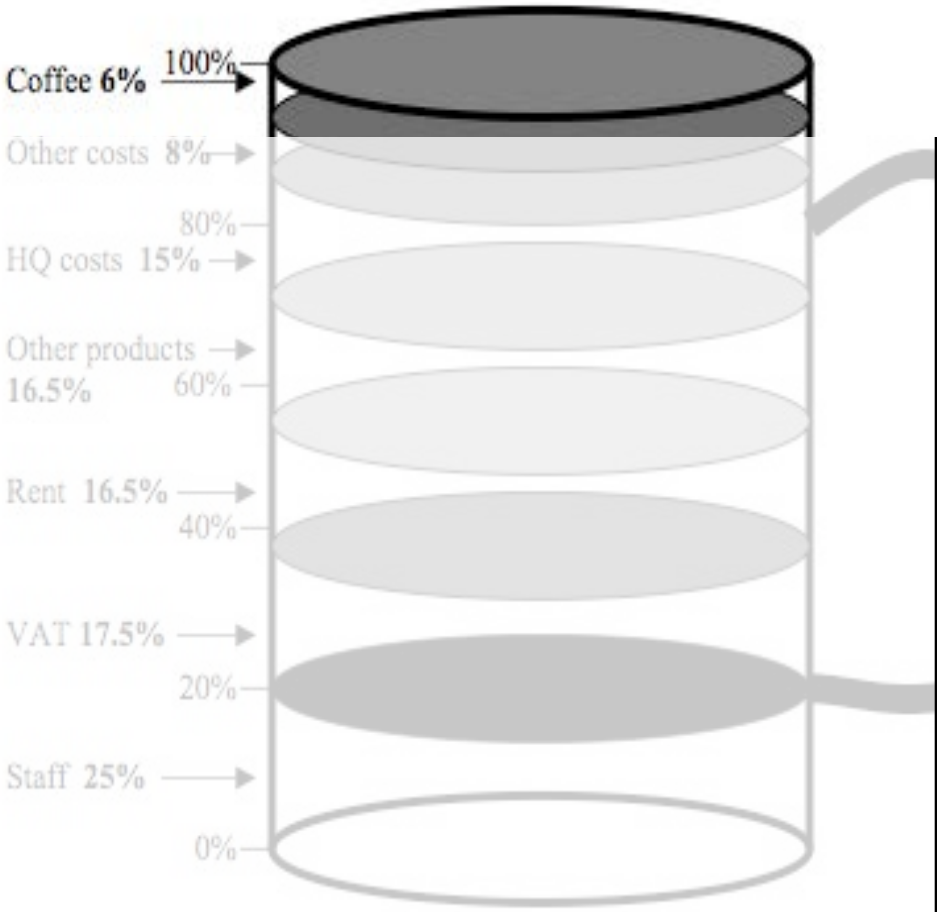
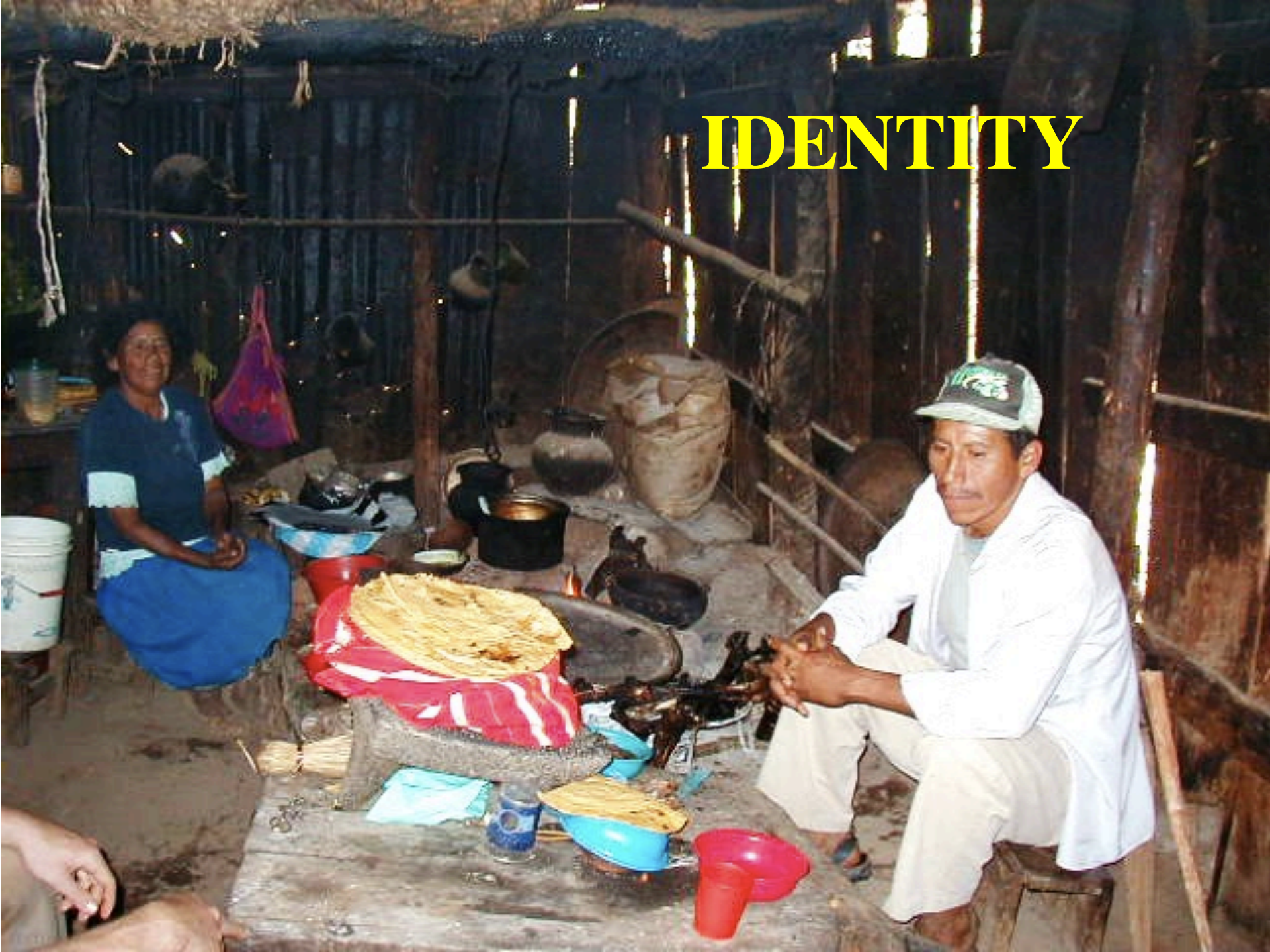



Source: Interviews

**Farmers: 6% of 10% = 0.6%**


Xanica


Nuyoo


IDENTITY

# Coffee Work


Coffee: A weighty subject…

# Organic Farm Labor

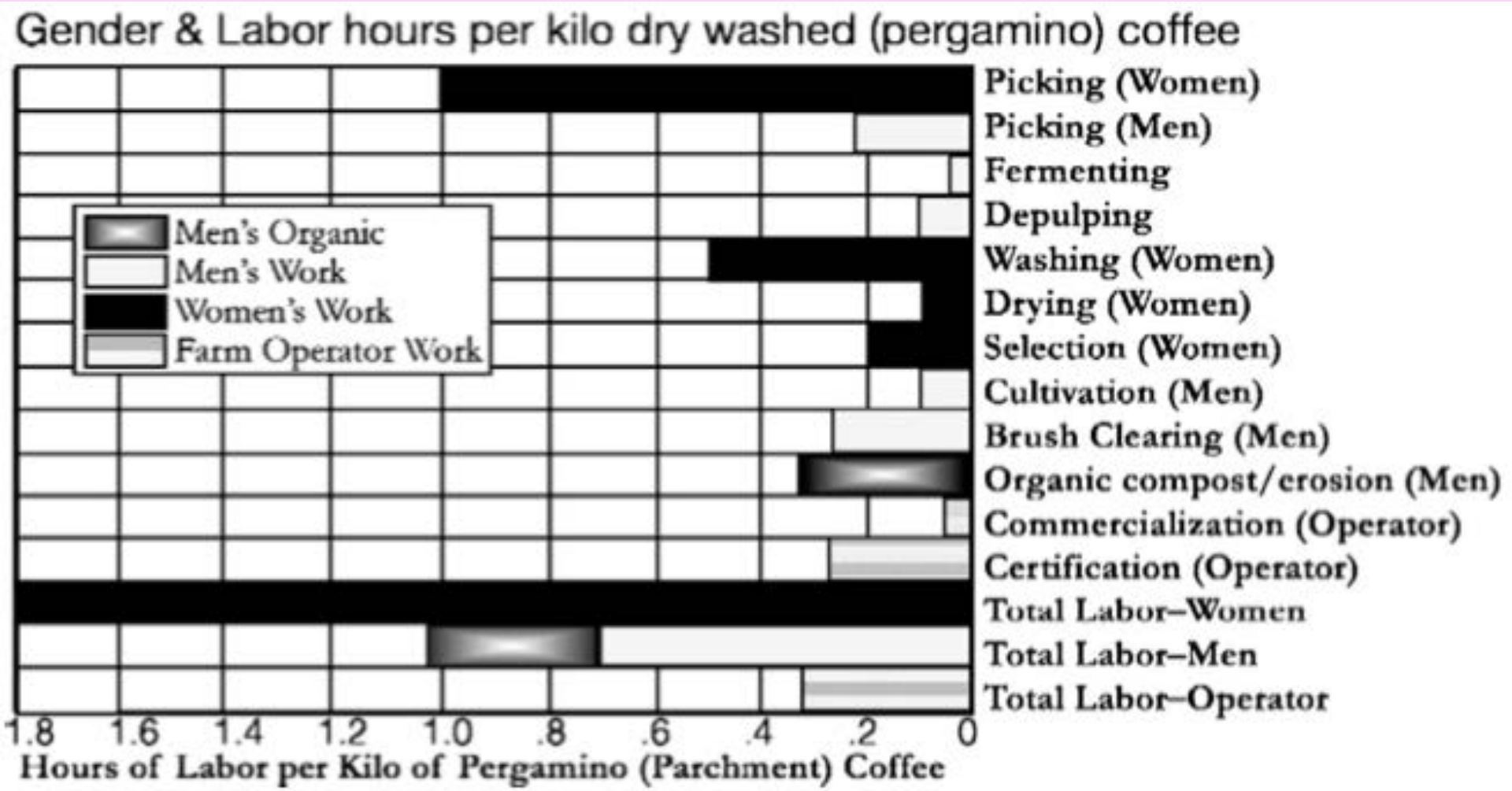



**Fig. 1.** Labor use in fairtrade–organic coffee by gender and operator status.

# Organic Farm Labor

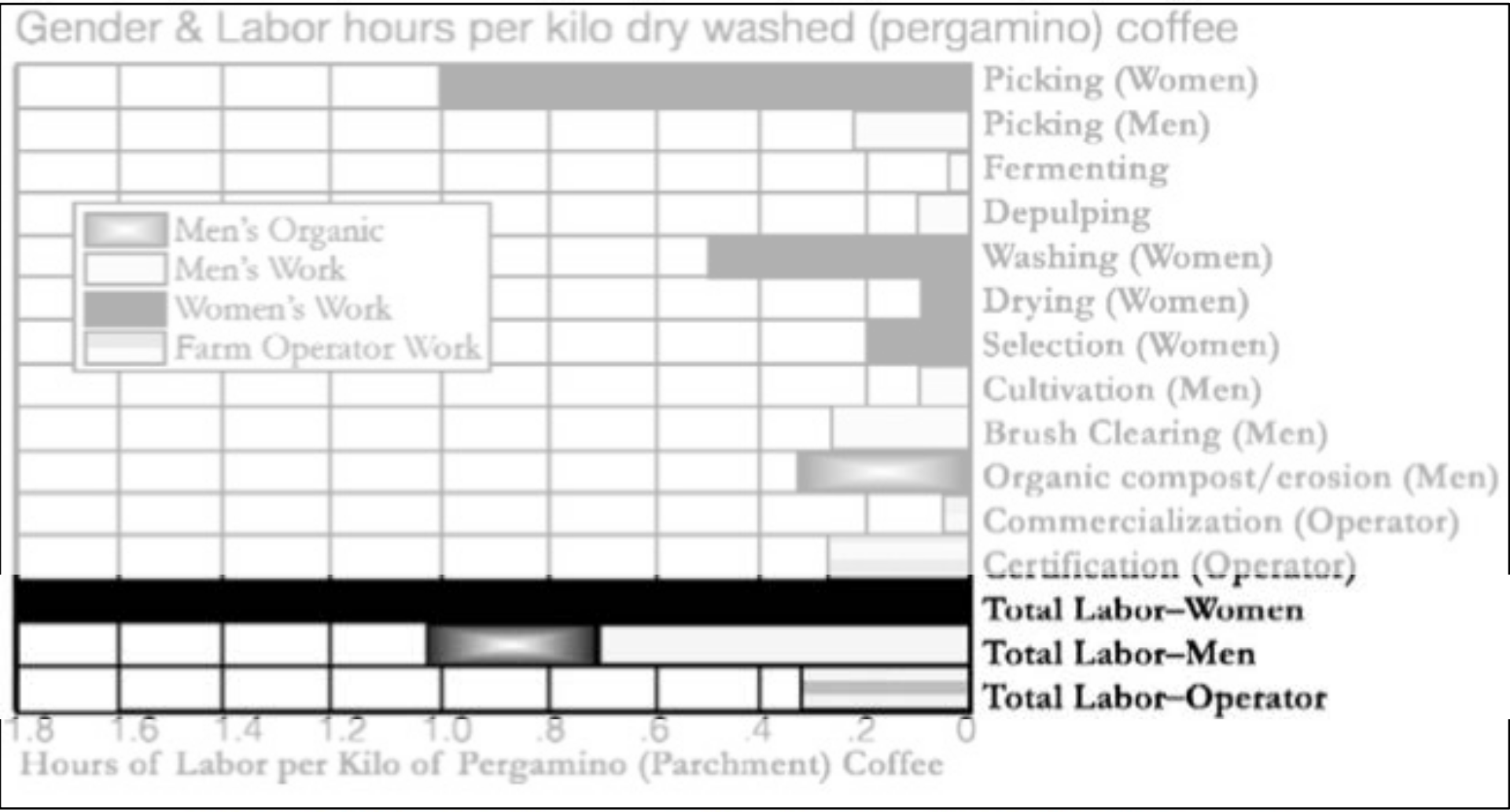



**Fig. 1.** Labor use in fairtrade–organic coffee by gender and operator status.

Preparing Biodiverse
Shade Tree
Nurseries

Viveros: nursery

Biodiverse Shade Trees:
Food for Birds

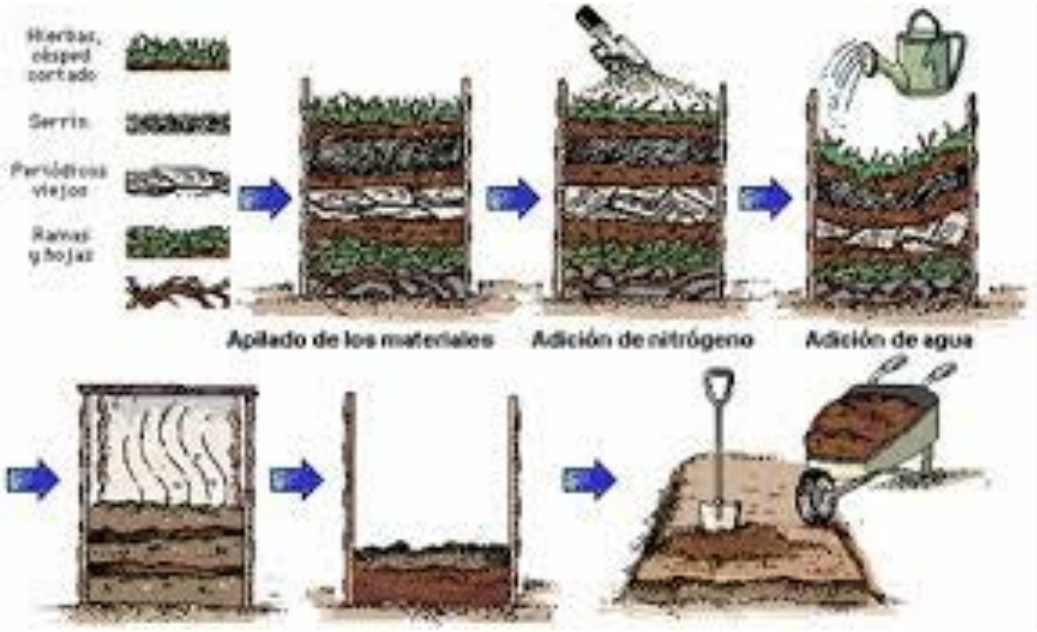
Café under shade

Plot Borders prevent contamination


Terracing

Depulping coffee

Acidic coffee waste




Composting Coffee Waste (pulp)

Applying Coffee Pulp Organic Compost

# Certification


# Peasant inspectors/ Community Technical officers training

# Inspections Using Geographical Positioning & Programmed Cell Phones

# Inspections Using Geographical Positioning & Programmed Cell Phones

Farm Operator Status

El Oficio

# PROGRAMA DE TRABAJO

NOMBRE DEL PRODUCTOR: Francisco Cruz López CLAVE: 19

ORGANIZACIÓN: UNION DE PRODUCTORES [illegible] COMUNIDAD: [illegible]

| ACTIVIDADES | UNIDAD DE MEDIDA | METAS POR PARCELAS | | | | | EPOCA | OBSERVACIONES |
|---|---|---|---|---|---|---|---|---|
| NOMBRE DE LA PARCELA | | | | | | | | |
| CLAVE DE LA PARCELA | | 1 | 2 | 3 | 4 | 5 | | |
| REGULACION DE SOMBRA | ARBOL | — | — | [illegible] | 10 | | | |
| PODA SANITARIA | CAFETO | 200 | [illegible] | [illegible] | | | Marzo | |
| RECEPAS | CAFETO | 50 | 300 | 8 | P. N | | Marzo | 1 |
| DESHIJES | CAFETO | 20 | 300 | 8 | | | Junio | |
| LIMPIAS | NUMERO | 2 | 2 | 2 | 2 | | Junio/Sept. | |
| RENOVACION | CAFETO | 60 | — | — | — | | Mayo | |
| RENOVACION | ARBOLES | 20 | 10 | N.R. | N.R. | | Agosto | |
| APLICACION DE COMPOST | CAFETO | 80 | | | | | Mayo | |
| BARRERAS VIVAS O MUERTAS | METROS | 40 | 20 | | | | Junio | |
| OTRAS ACTIVIDADES | | | | | | | | |

## ACTIVIDADES COMPLEMENTARIAS

| ACTIVIDADES | UNIDAD DE MEDIDA | METAS A REALIZAR | | | EPOCA | | OBSERVACIONES | |
|---|---|---|---|---|---|---|---|---|
| ELABORACION DE COMPOST | KILOS | 250 | | | Enero – Febrero | | | |
| VIVERO DE CAFE | ARBOL | 100 | | | Febrero | | | |
| VIVERO DE ARBOLES | ARBOL | 50 | | | Junio | | | |

NOMBRE Y FIRMA DEL SOCIO

Emiliano Cruz López
NOMBRE Y FIRMA DEL PROMOTOR

[illegible]
Vo.Bo. COMITE COMUNITARIO

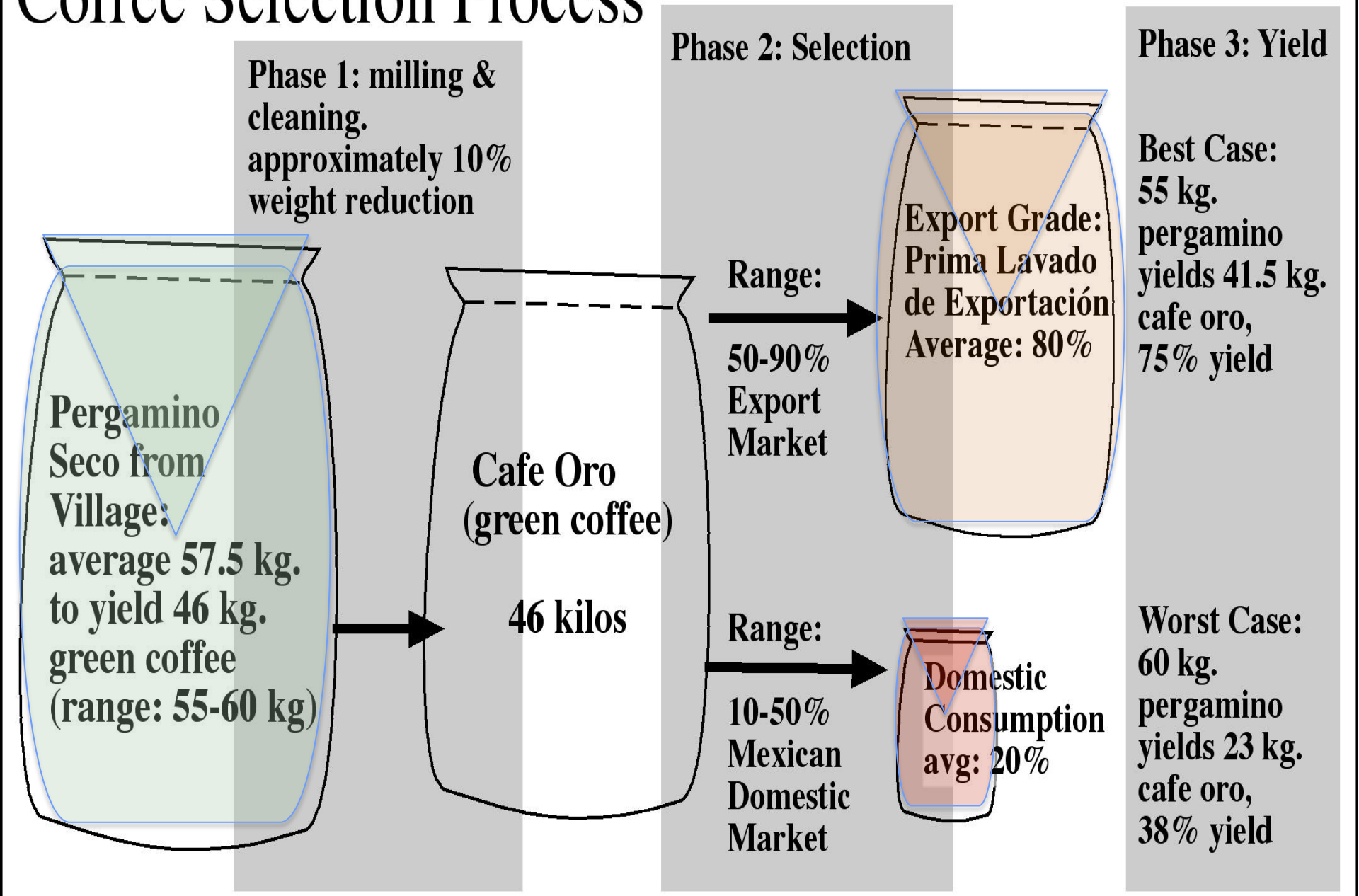
FECHA 26 Febrero/00

COORDINADORA ESTATAL DE PRODUC. DE CAFE DE OAXACA

# Organic and Fair Trade Coffee: lots of work!

# Coffee Selection Process

## Quality Labor in FT-Organic




AMIGO DE LOS PRODUCTORES

"I was giving a talk to a new group of [certified] organic producers. I was explaining how they would have a producer number…. Suddenly an elderly individual stood up and said that the 'number is the beast'. At first I didn't understand, but then I realized that he was talking about the beast in the bible, that he thought that [the producer number] was some terrible thing….

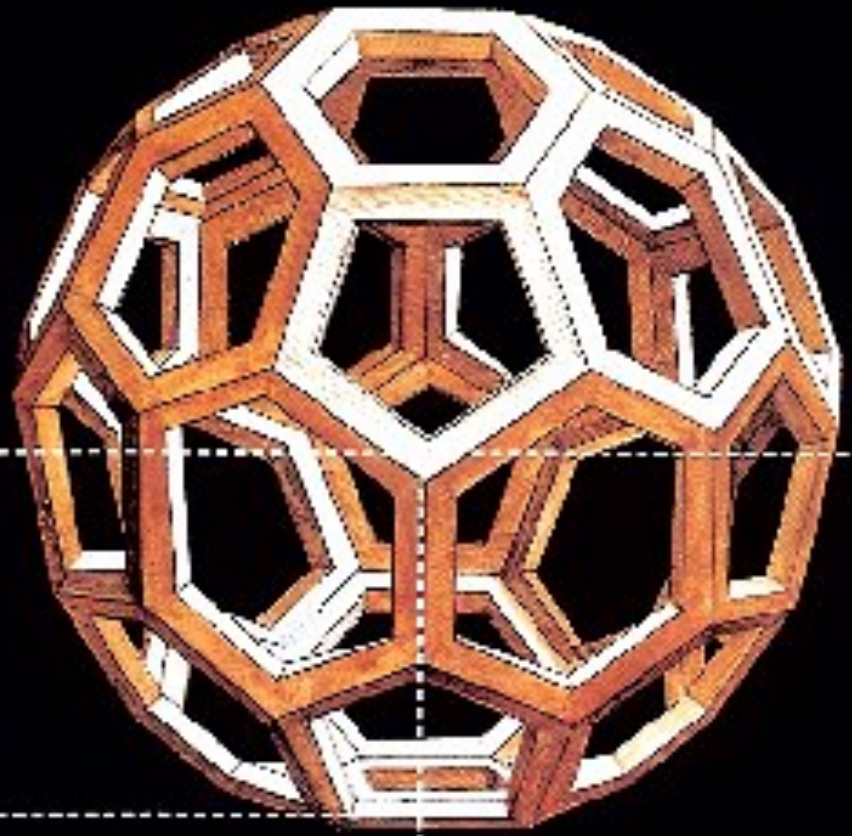
Now you see what we [inspectors] have to confront."

—Organic Certification Inspector 22 July 2000

[certification] is a class of ecological neocolonialism….."

—Organic extension agent 31 January 2000

# Harmony for Prosperity



A2

A4

A3

World Standards Day
14 October 2000

International standards

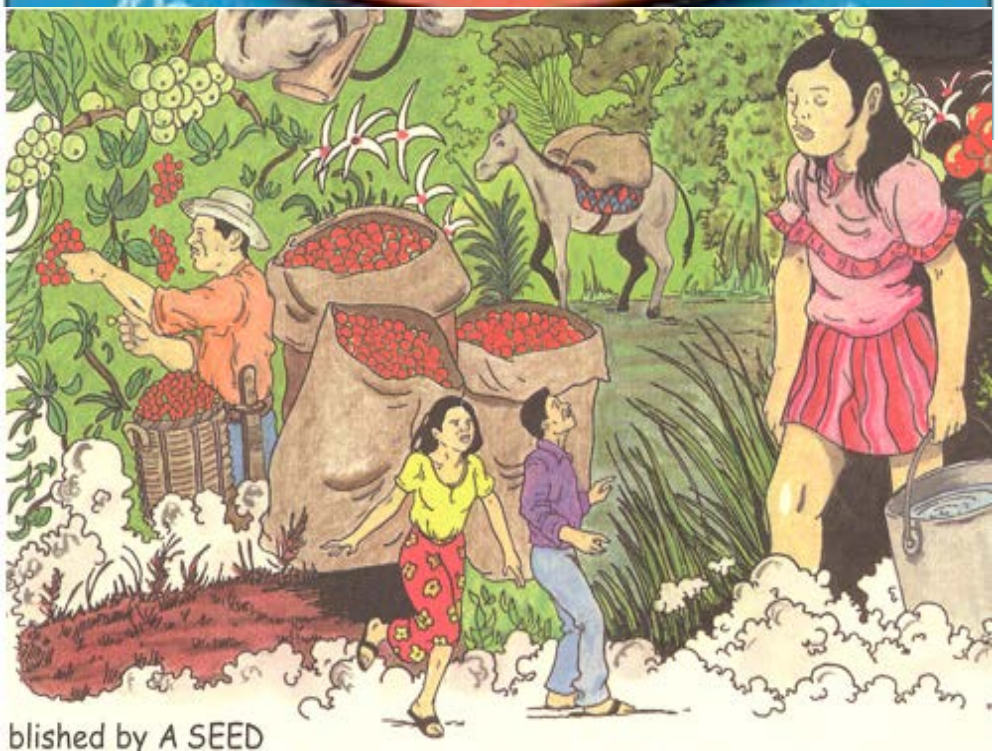
# Creating CONFIDENCE globally

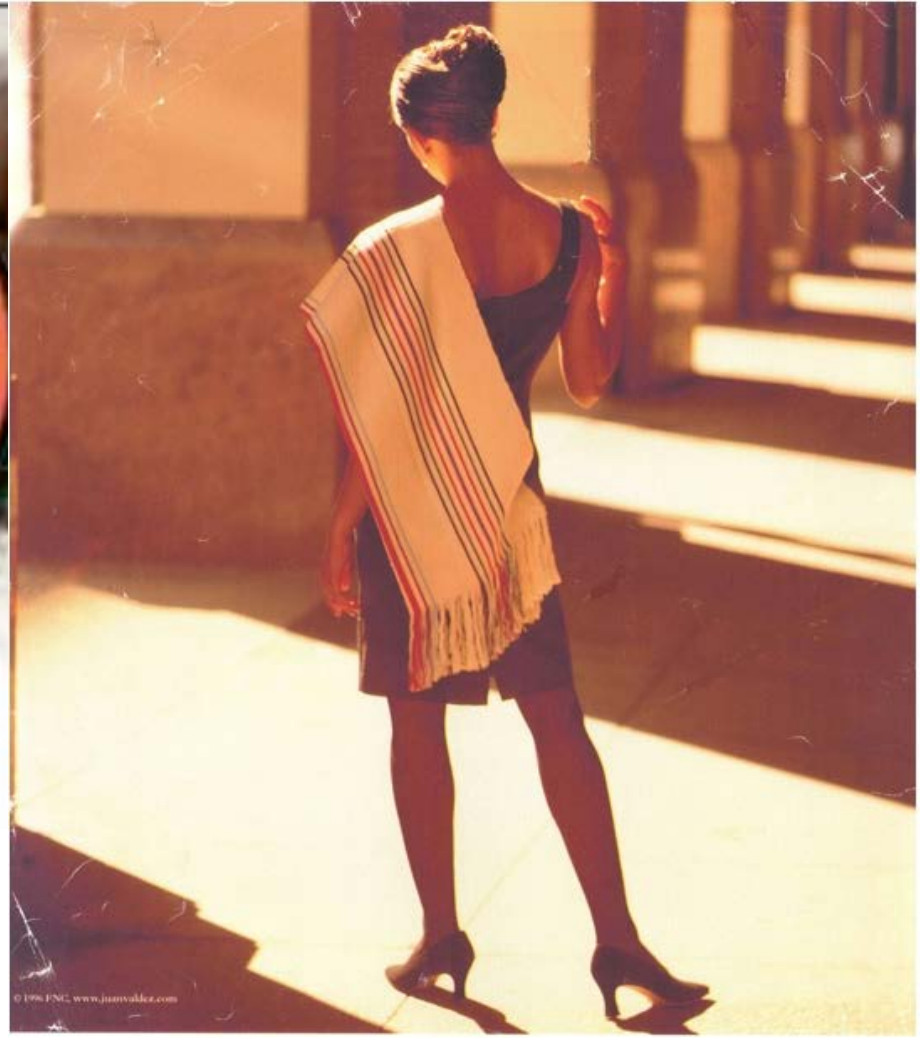
World Standards Day

14 October 2011

# Benefits of fair-trade organic coffee: the accumulation of wealth and knowledge in rural Oaxacan villages


SOC. COOPERATIVA -
"LA ITUNUWA"

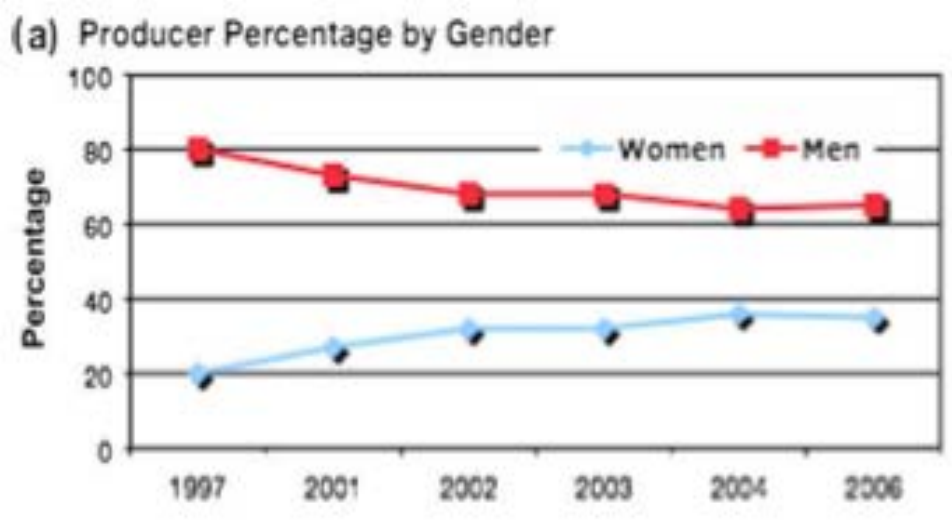



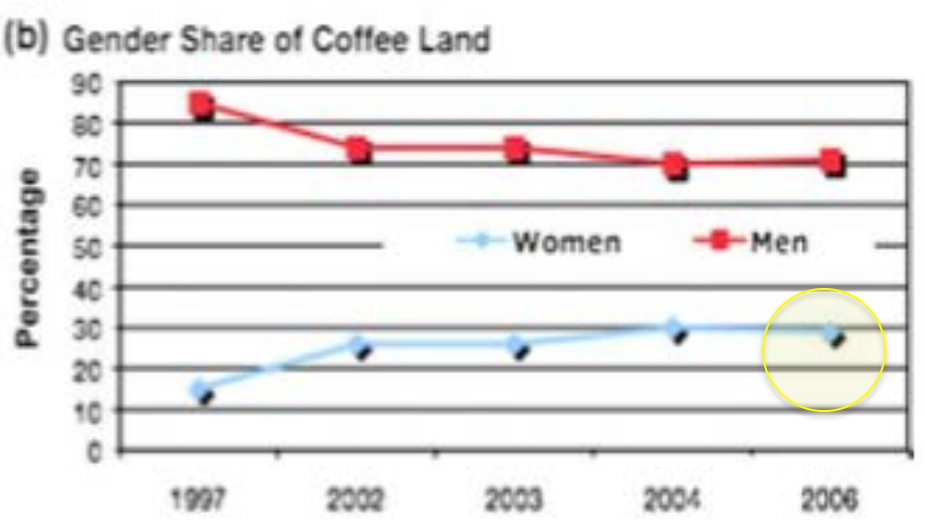
Juan Valdez. Coffee grower. Trendsetter.

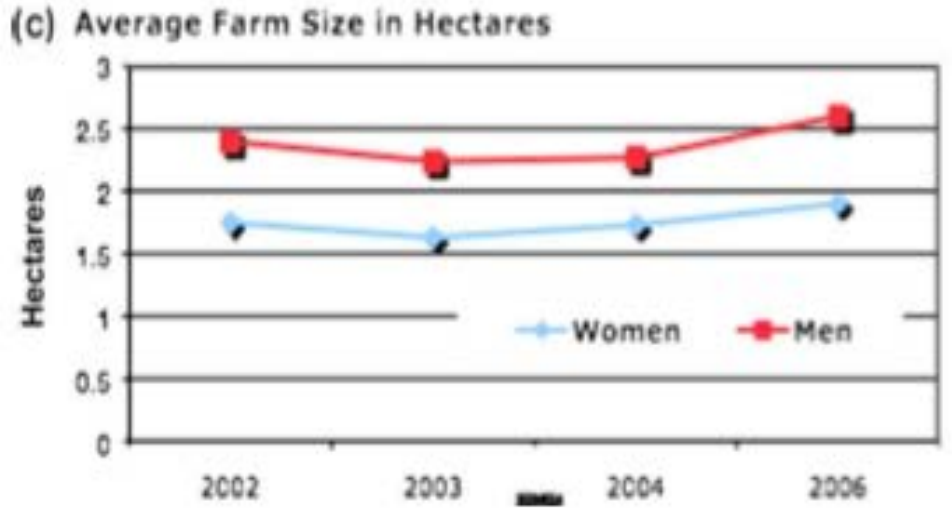
# Women in organic coffee: What impacts?

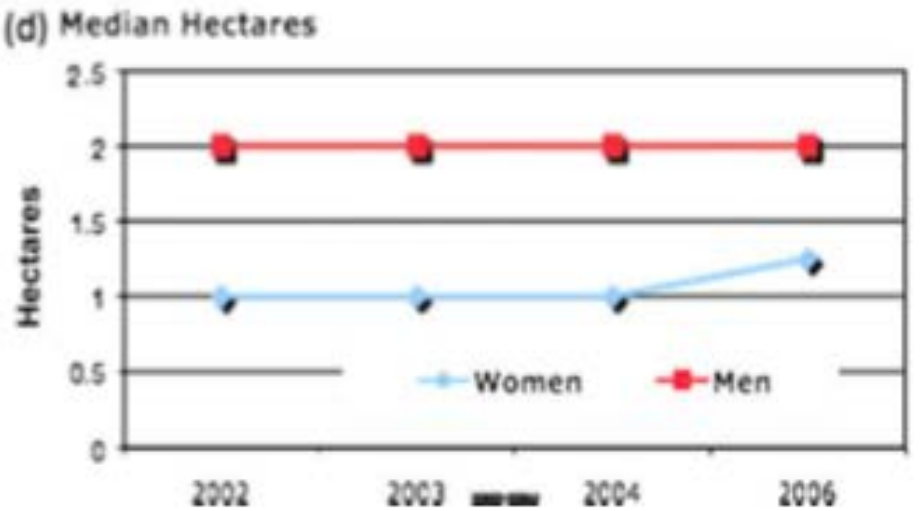
# Fin

blished by A SEED




Women's Land and Farmstead Control Increased Social Security & Union Membership

# ‘The Number is the Beast’:

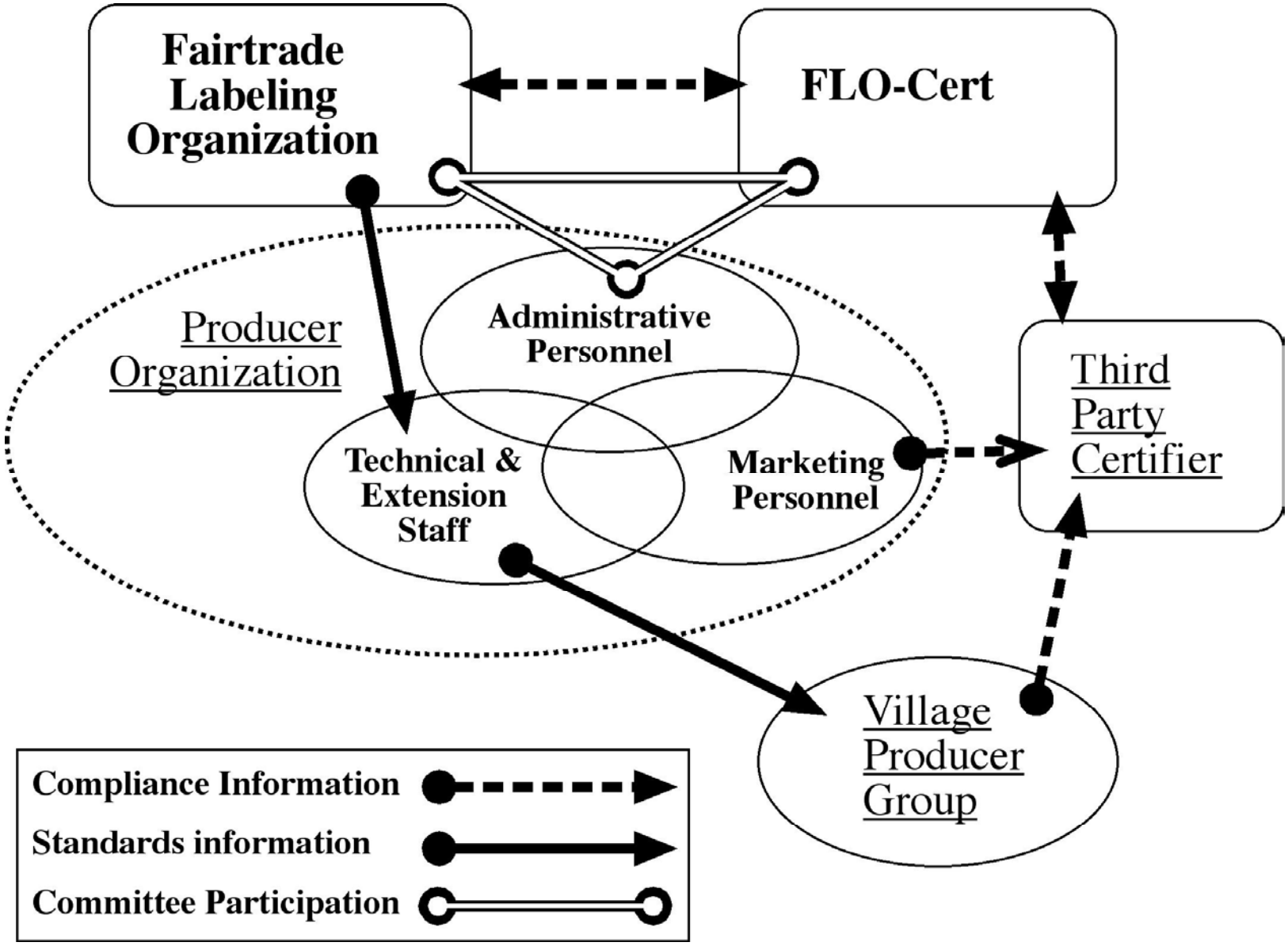
# Certification & Organic Coffee: A Political Economy

**DISCUSSION Questions:**

1. **How does organic agriculture remedy the environmental concerns of conventional agriculture?**
2. **What environmental services does organic agriculture provide?**
3. **What are some of the drawbacks of organic agriculture?**
4. **What is ecological neocolonialism? BONUS**

# Conclusions

- **The certification process stands to transform peasant economies, organization and perception**
- **The monitoring structure complicates the commodity chain**
  - **Monitoring is very costly for farmers!!**
  - **Transnational certification norms disrupt peasant unions**
- **The Number is the Beast: Changes in governance and economic management elicit resistance/ resistance complicated by ISO norms**




Knowledge Relations in Fairtrade Certification

# Analytical approach: comparative study of three coffee producing villages in Oaxaca, Mexico

- Within the Oaxacan statewide peasant confederation
- Certified by OCIA (USA) and Naturland (EU) certifier/labelers
- Within different regional organizations
- Differ in terms of property, wealth, and production relations

- i. peasant livelihoods
  - a. peasant households
  - b. village organizations
- ii. peasant organizations
  - a. regional organizations
  - b. state-level organizations
- iii. certification organizations
  - a. Mexican national certifiers
  - b. Mexican certifier unions
  - c. Mexican governmental organizations
  - d. International Certifiers

**Intensification in Transnational Certification: International Context**

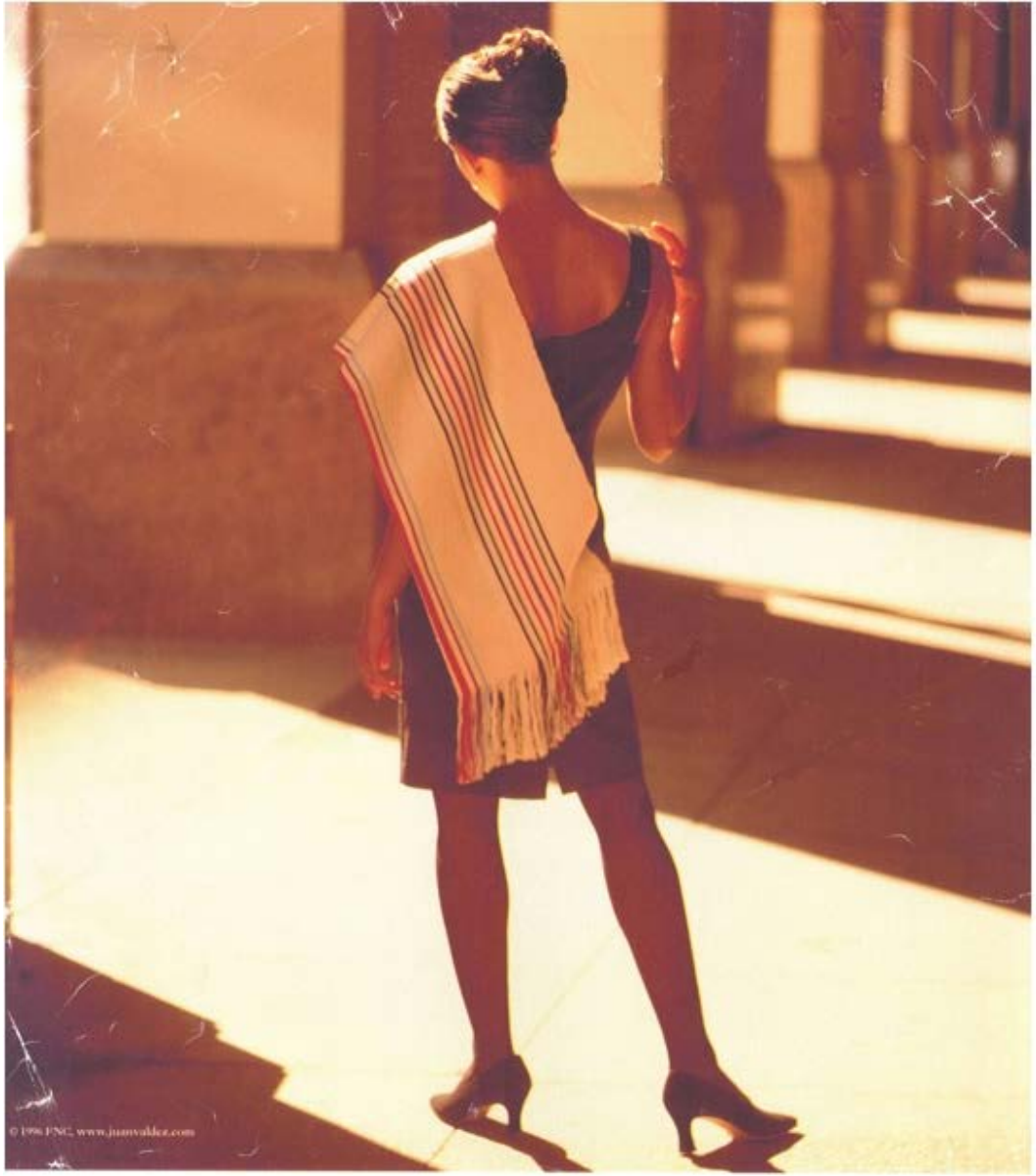
European Food Safety Crisis:
e.g., Mad Cow Disease

Consolidation of International Regulatory Structures:
ISO / WTO / TBT Legislation

EU 2092/91 EN 45011 ISO Guide 65

Rationalization of Transnational Organic Product Certification: Naturland, OCIA

# Prison Lecture




Juan Valdez®. Coffee grower. Trendsetter.

Café de Colombia

The richest coffee in the world.

# Women in organic coffee: What impacts?

# Three types of food production systems

## Traditional

**Output:**
**Local Buyer**
**Or**
**Subsistence:**
**Corn bread/Tortillas**

**Corn**

**On-Farm inputs:**

- **Manure**
- **Weeding**
- **Tillage, Mules/ Horses**
- **Inter-planting**
- **Seeds held back from year previous**

## Conventional

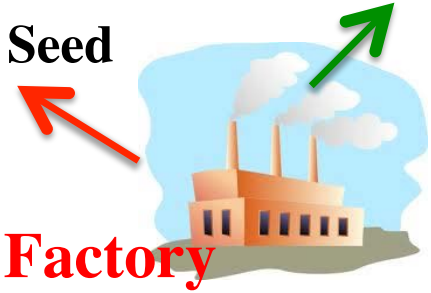
**High-Fructose Corn Syrup**
**Oils, Waste**

**Agro-Processor**

**Grain Elevator:**
**Gas Drying**

**Purchased Inputs:**

- **Fertilizer**
- **Pesticide/Herbicide**
- **Tractor/Diesel Fuel**
- **Hybrid Seed**



**Factory**

## Organic

**Tortilla Chips, etc.**

**Organic Processor**

**Purchased or On-Farm Inputs:**
**Compost, manure, potash**
**Biodegradable pesticides**
**Non-Genetically Modified Seed**
**Inspections!**

**Table 1: Total worldwide sales of FLO-certified coffee (60-kg bags)** **Fairtrade Coffee**

| | Not comparable to new (green bean) data | | | | New and comparable | |
|---|---|---|---|---|---|---|
| | **2004** | **2005** | **2006** | **2007** | **2008** | **2009** |
| Europe | 279 400 | 352 065 | 429 915 | 521 065 | 767 300 | 855 717 |
| North America | 123 385 | 210 685 | 430 600 | 504 565 | 578 567 | 636 917 |
| Australia/New Zealand | n.a. | 1 650 | 4 765 | 7 500 | 18 500 | 26 567 |
| Japan | 915 | 2 165 | 2 450 | 3 685 | 5 833 | 6 533 |
| Others | | | | | | 483 |
| Total | **403 700** | **566 565** | **867 730** | **1 036 815** | **1 370 200** | **1 526 216** |

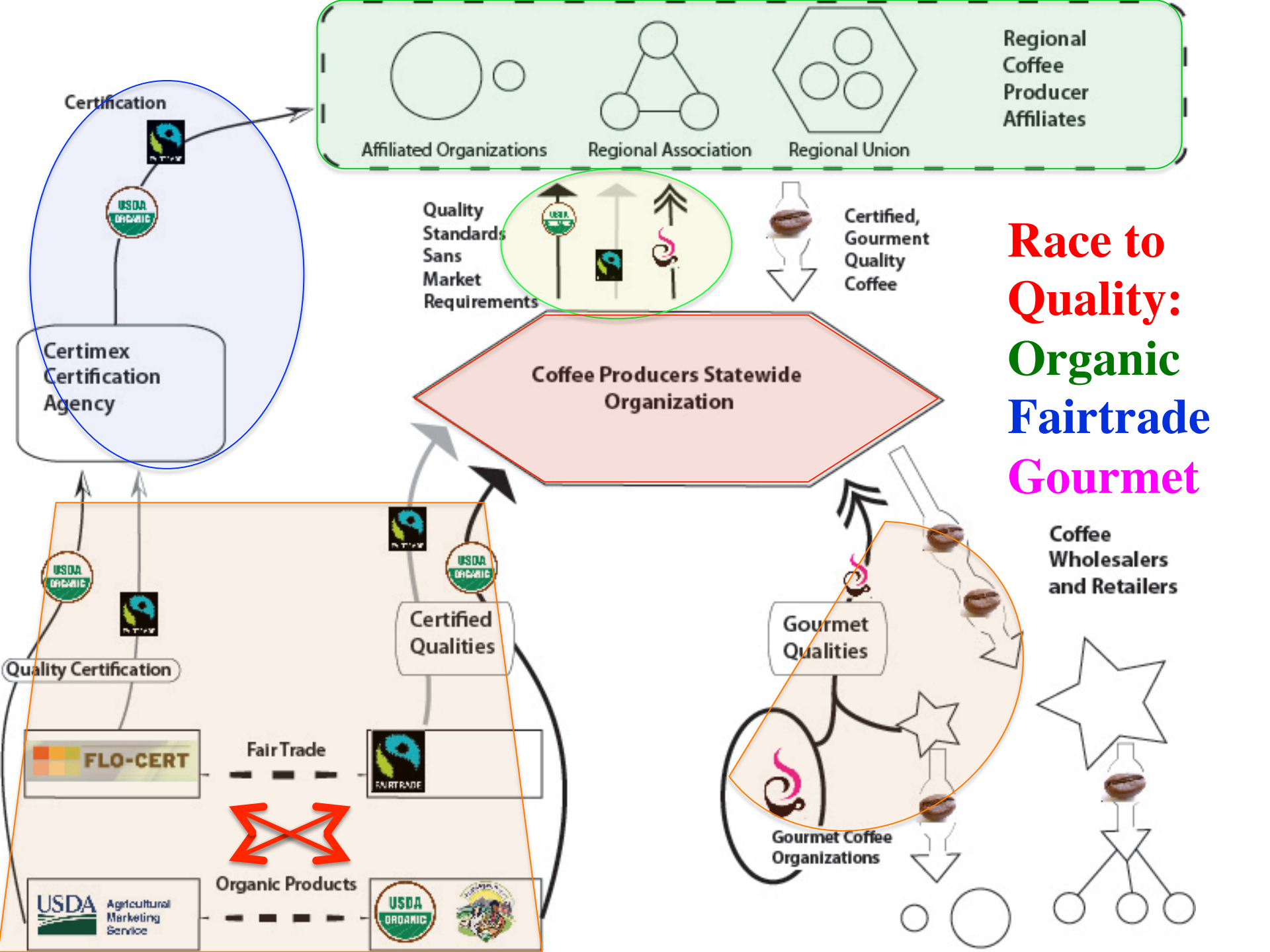
**Source**: FLO/Bonn and TransFair USA.

**Table 2: Worldwide imports of certified Organic coffee (60-kg bags)** **Organic Coffee**

| | **2001** | **2003** | **2005** | **2006** | **2007** | **2008**[29] | **2009**[30] |
|---|---|---|---|---|---|---|---|
| Europe[31] | 187 000 | 220 000 | | | | 725 000 | 754 000 |
| North America[32] | 171 000 | | 316 700 | 511 700 | 612 000 | 672 800 | 703 080 |
| Others | | | | | | 154 400 | 160 575 |
| Japan[33] | | | 51 600 | 62 000 | 67 000 | 72 500 | 75 400 |
| **Total**[34] | **389 000** | **700 000** | **867 000** | **1 117 000** | **1 492 000** | **1 625 700** | **1 693 055** |

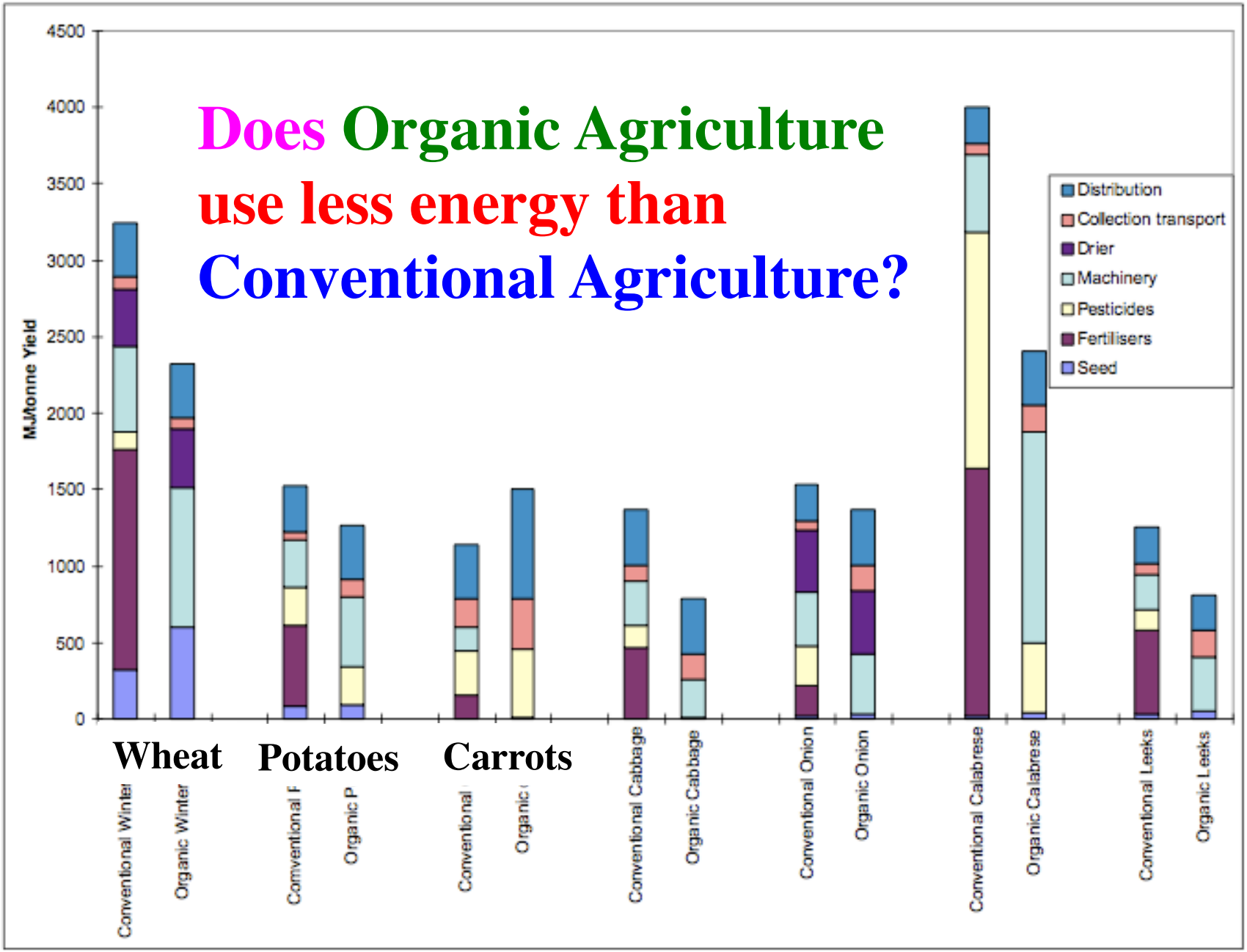
Sources vary and are cited in endnotes. Except for North America, most are estimations based on incomplete data. Where totals are not published estimates, they assume average estimated growth rates for regional categories based on earlier/later growth where these are not specifically available.

Figure 3 shows the worldwide origins of certified Organic coffee supply in 2008. It is likely that the situation was similar in 2009.


Regional Coffee Producer Affiliates
Affiliated Organizations
Regional Association
Regional Union
Certification
Certimex Certification Agency
Quality Standards Sans Market Requirements
Certified, Gourment Quality Coffee
Coffee Producers Statewide Organization
Race to Quality:
Organic
Fairtrade
Gourmet
Coffee Wholesalers and Retailers
Certified Qualities
Quality Certification
Gourmet Qualities
FLO-CERT
Fair Trade
Organic Products
USDA Agricultural Marketing Service
Gourmet Coffee Organizations

# Coffee Production in Practice: Oaxaca, Mexico

. Energy input by category on a unit output basis (MJ/t yield)



# Certified organic foods sector

- $20 billion in worldwide sales in 2002
  10.5 million hectares
- $60 Billion 2010
  30 million hectares (75 million acres)
  Products traced from producer field to retail store: transport and way-stations must be certified organic.
- Surprise! (Not.) Farmers get very little of the returns from organic production
- Product Certifiers:
  - ~200 internationally
    8 in Mexico

# Environmental Services

Clean Water

Species Conservation

Carbon Sequestration

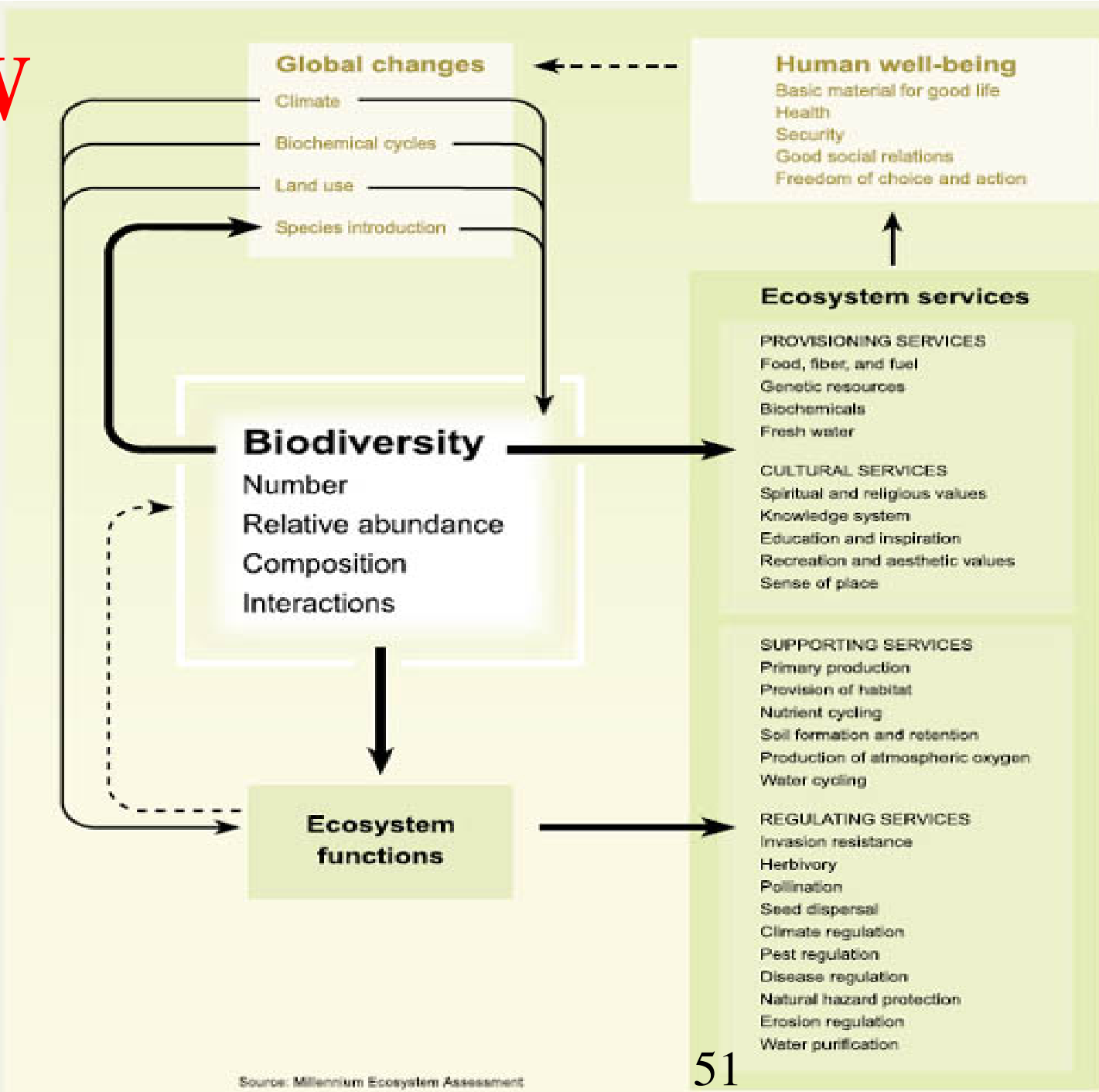
Less Energy Use

Pesticide Free

# REVIEW

**Economic Values:**

**Biodiversity provides environmental services such as carbon sequestration and water capture.**

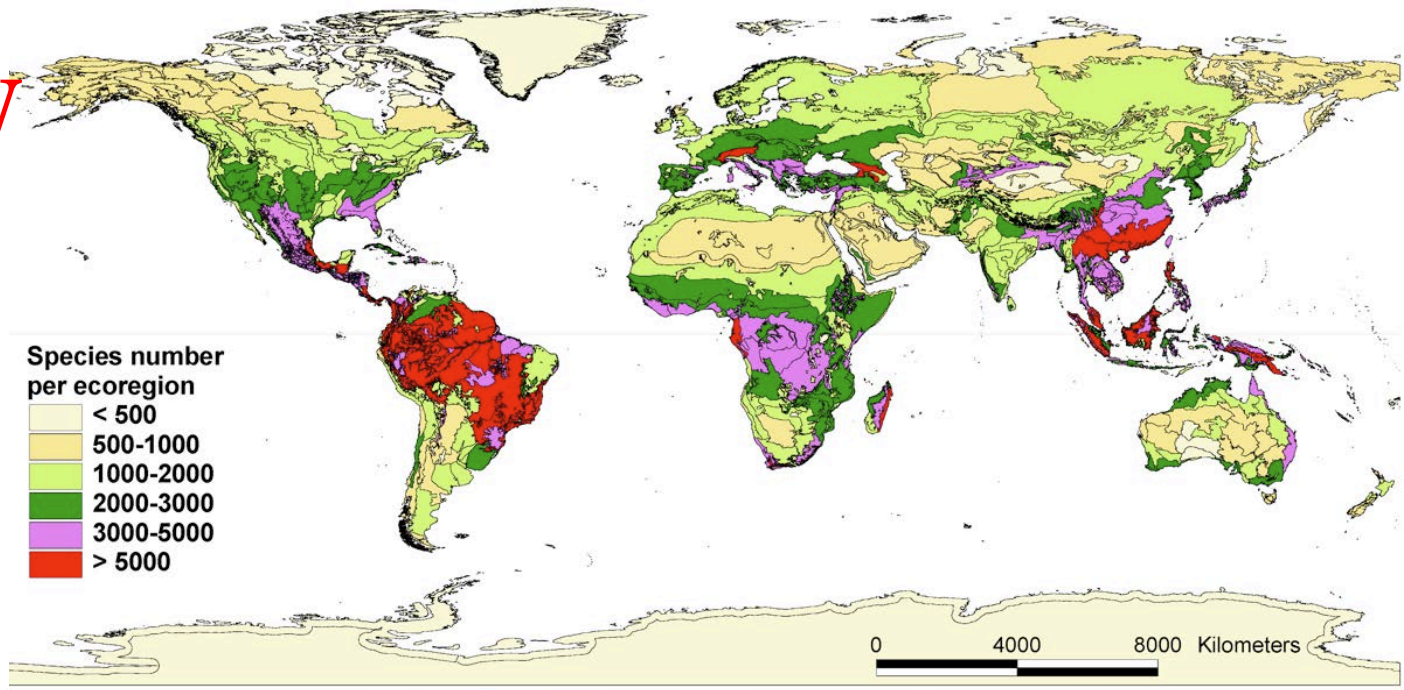


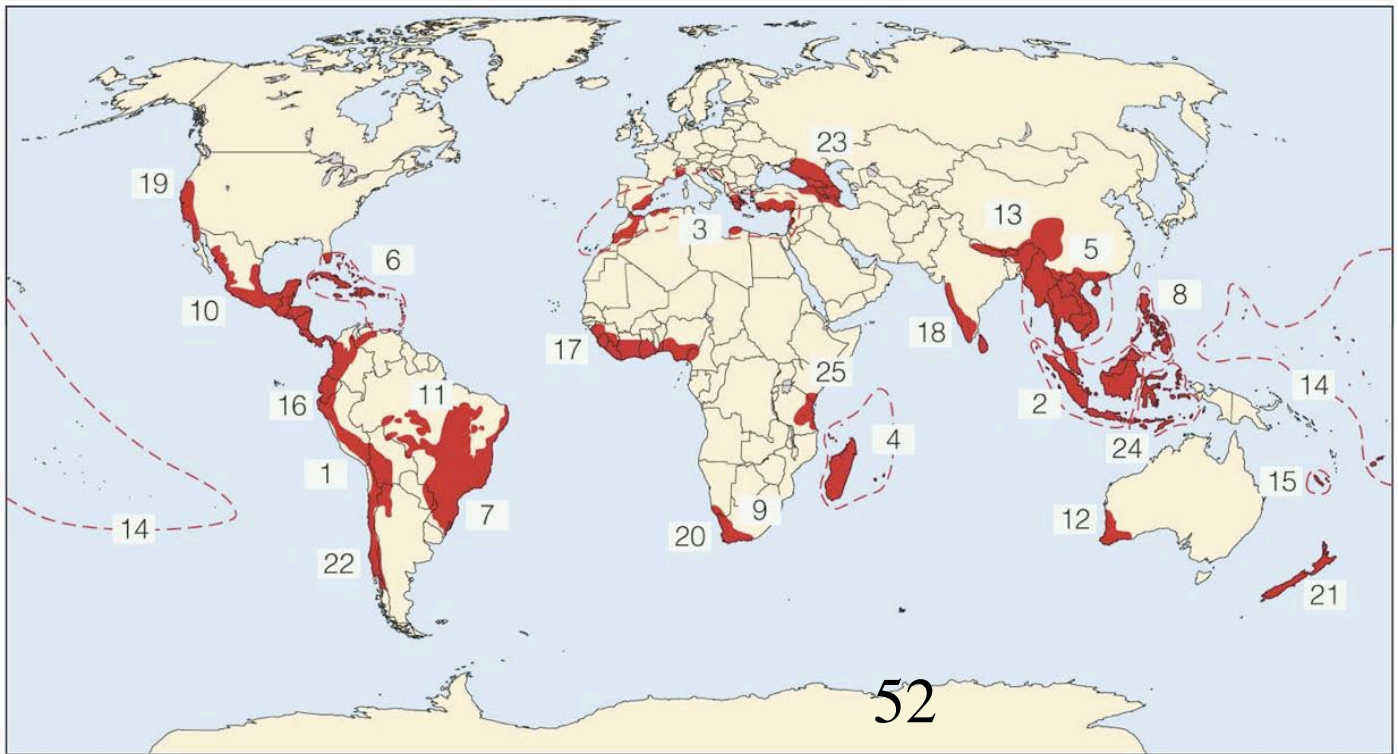
# REVIEW

**Issue 4: biodiversity hot spots:**

**what is a biodiversity 'hot spot'?**

**how do types of biodiversity and processes of bio-diversification create in hot spots'**



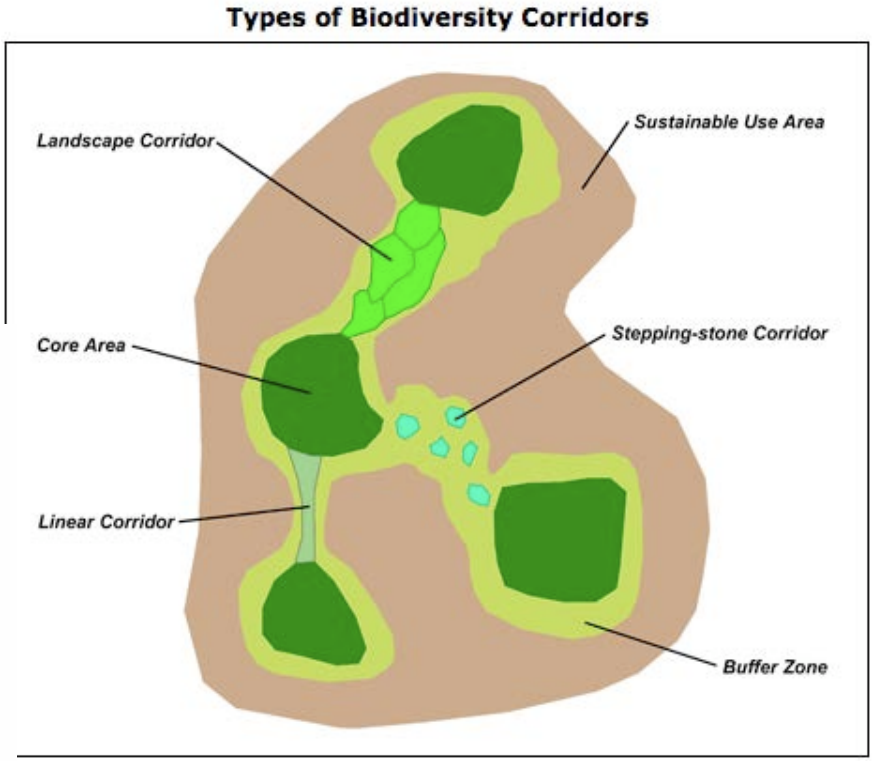



# REVIEW

**Question 3: How do we use our knowledge of biodiversity mechanisms to design functional conservation schemes?**

**Do we mitigate**
**When to Design conservation areas and policies**
Without addressing background causes?

Mesoamerican bio-corridor

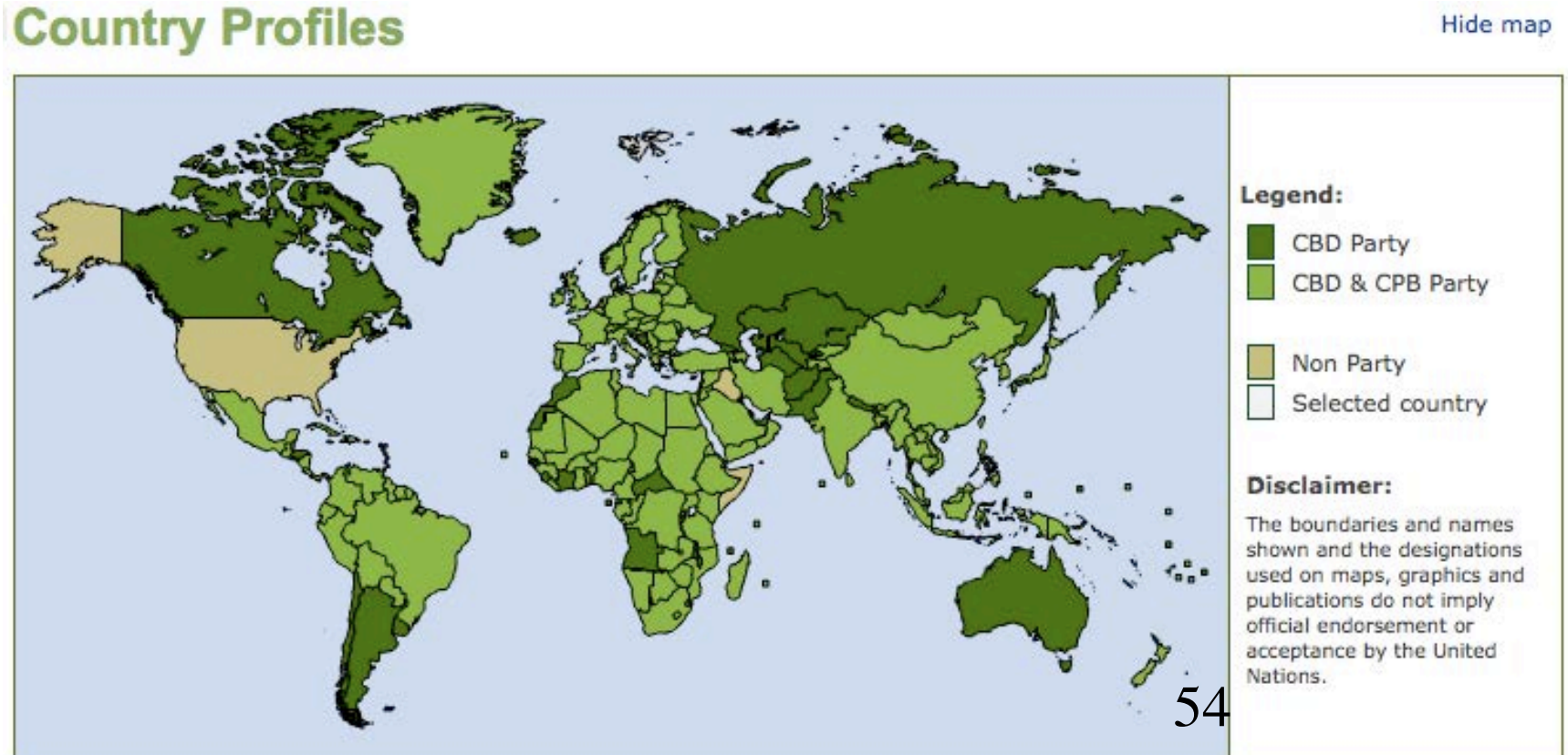



# REVIEW

**Question 4: The politics of biodiversity: What do we know? How do we know it?**

**Convention on Biodiversity: US HAS NOT signed the international Convention on Biological Diversity. Unwillingness to fund program which would find new species that would then protected under the Endangered Species Act.**

**It takes money to measure biodiversity: Our knowledge is dependent upon the resources we invest in assessing and cataloging biodiversity**



# Organic World

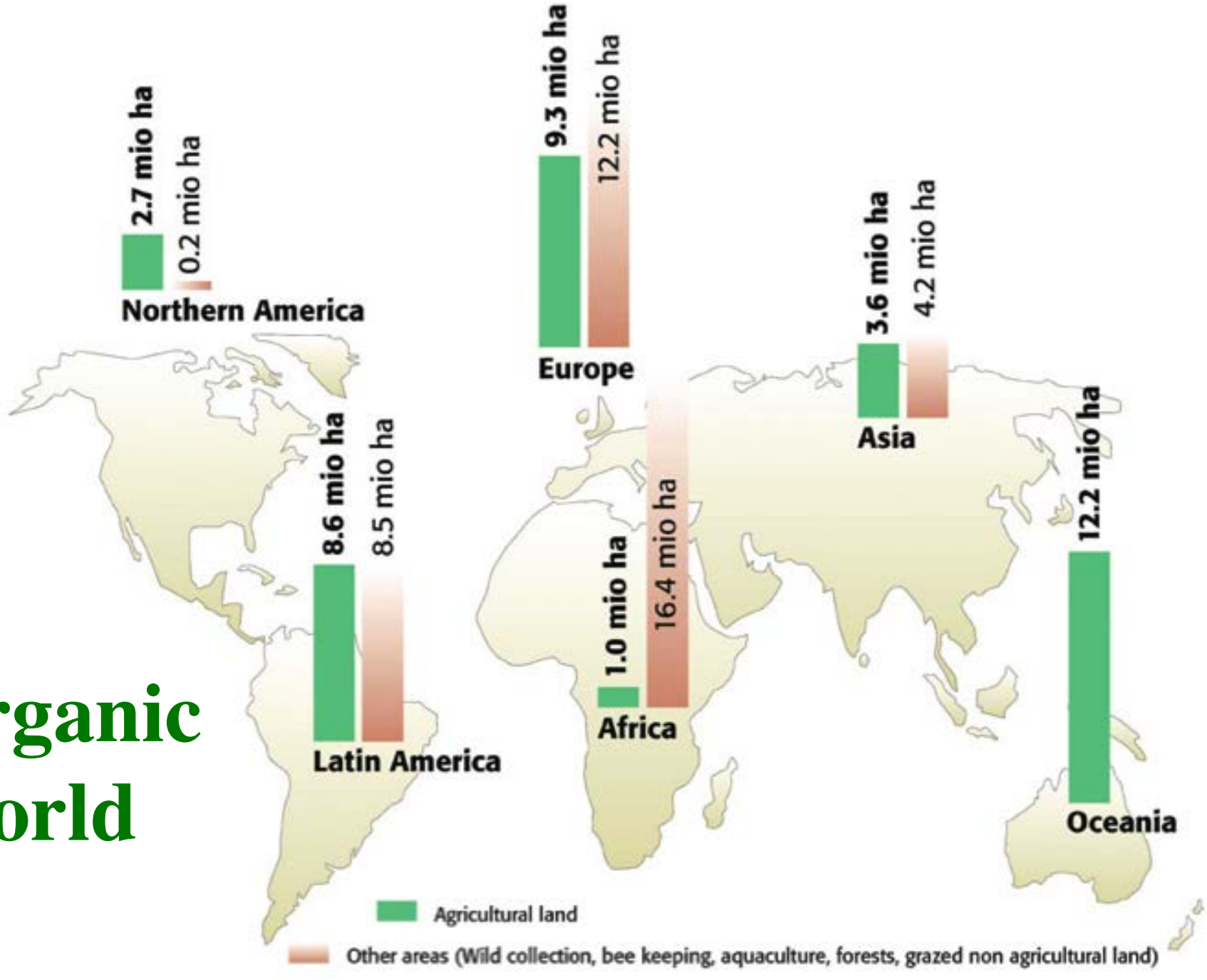
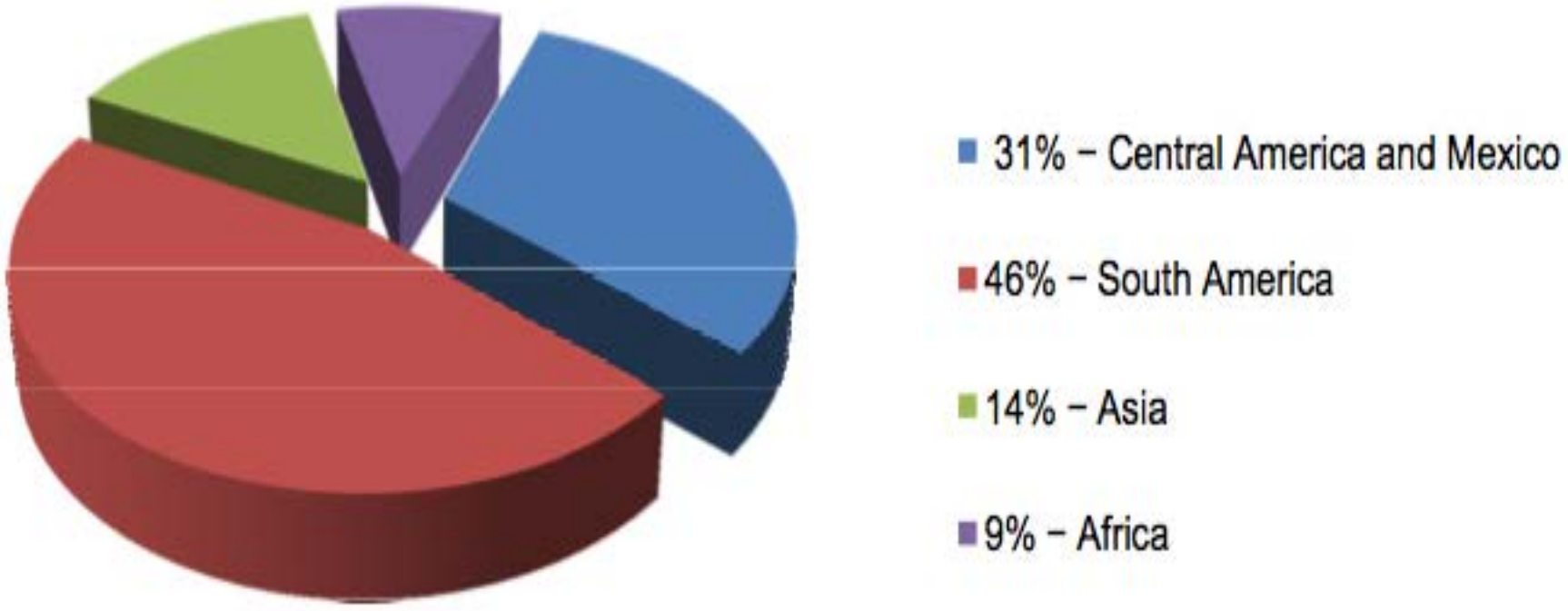


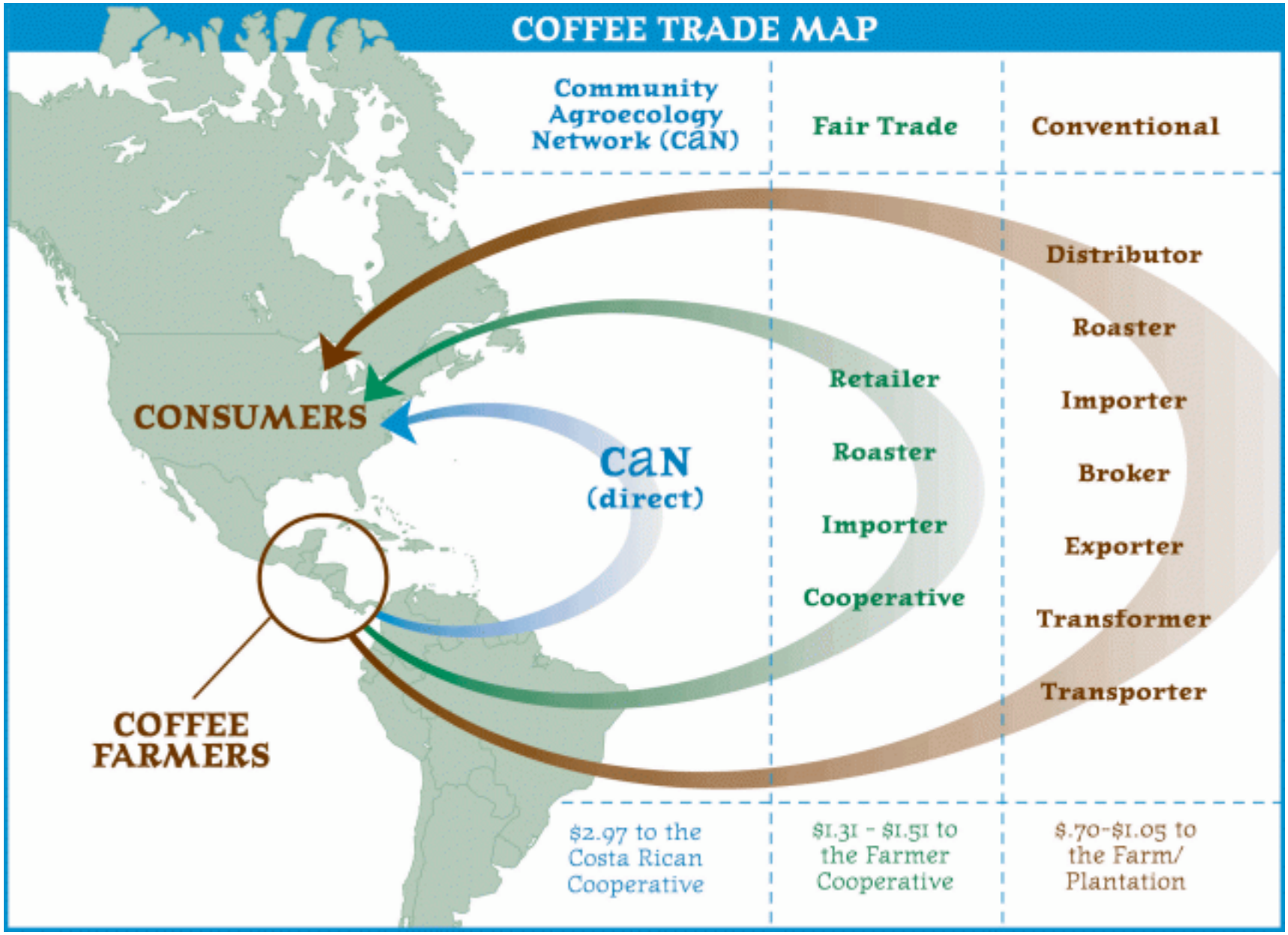
**Figure 3: Worldwide supply of Organic coffee in 2008**

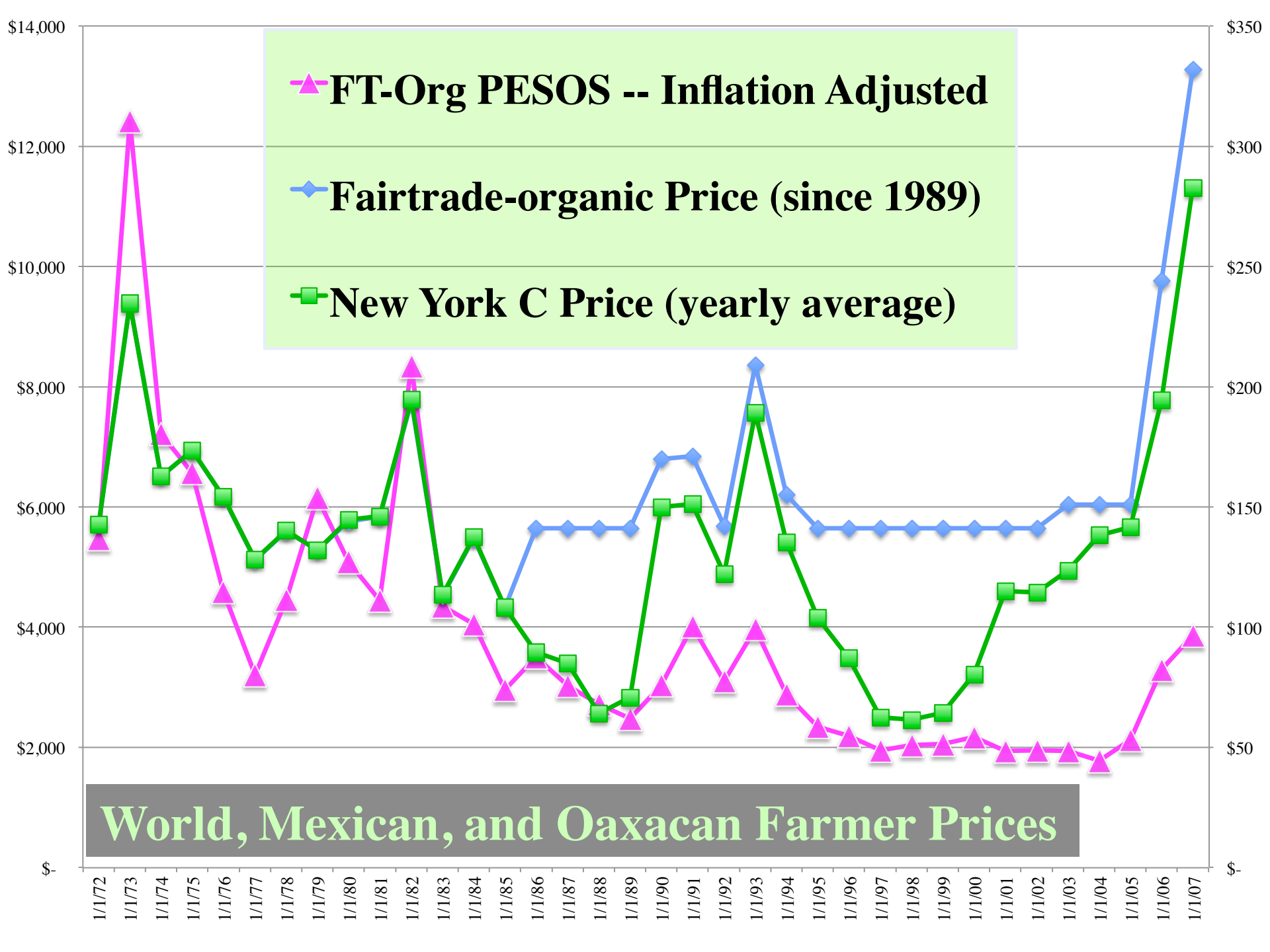



**Source**: The World of Organic Agriculture, FiBL/IFOAM 2010.

# Why produce organic & fairtrade products?

Shortening the Commodity-Chain…more $ to producers?
Less Energy Use?




FT-Org PESOS -- Inflation Adjusted
Fairtrade-organic Price (since 1989)
New York C Price (yearly average)
World, Mexican, and Oaxacan Farmer Prices
$14,000
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1/1/83
1/1/84
1/1/85
1/1/86
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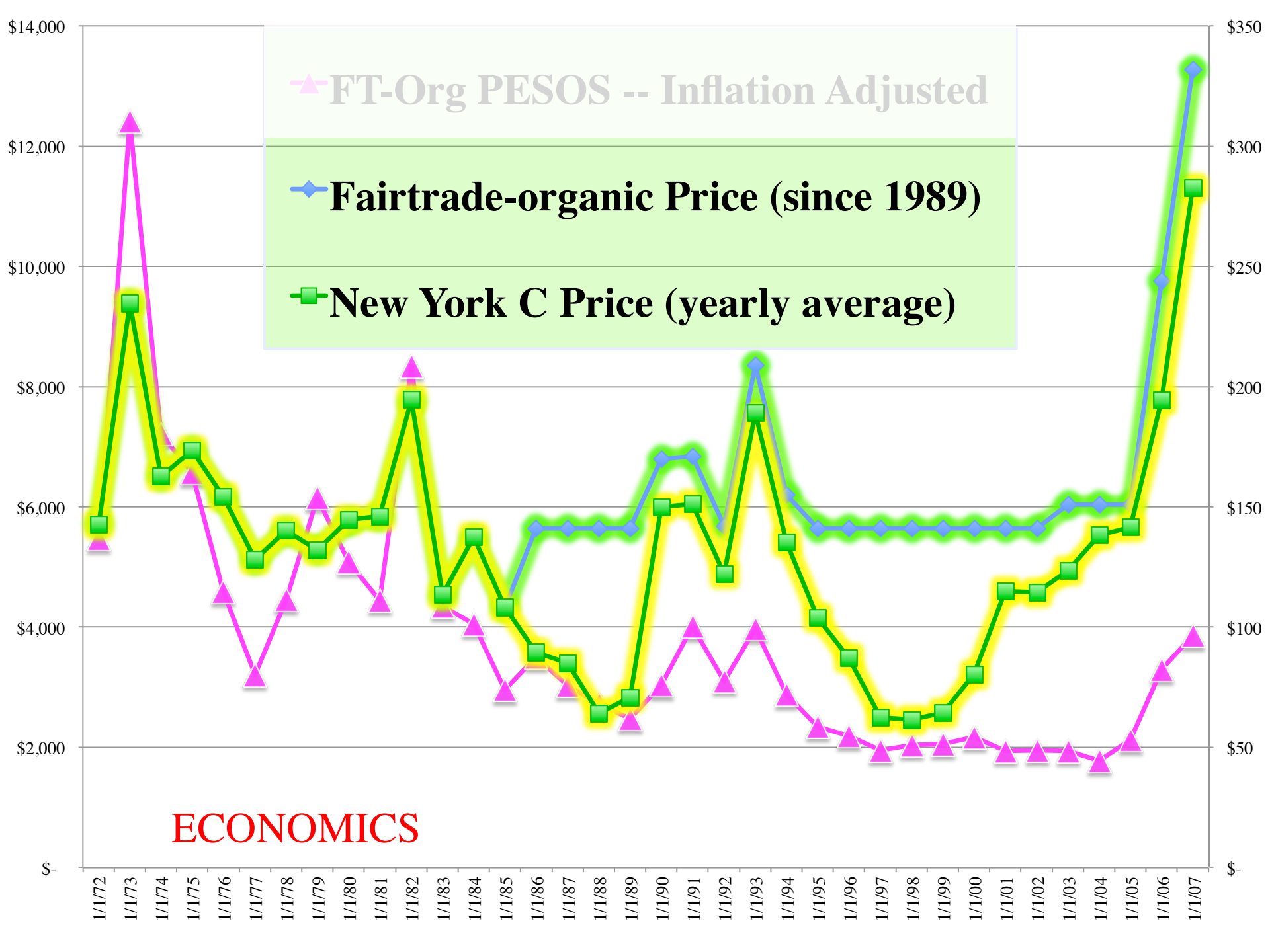
1/1/04
1/1/05
1/1/06
1/1/07


FT-Org PESOS -- Inflation Adjusted
Fairtrade-organic Price (since 1989)
New York C Price (yearly average)
ECONOMICS
$14,000
$12,000
$10,000
$8,000
$6,000
$4,000
$2,000
$-
$350
$300
$250
$200
$150
$100
$50
$-
1/1/72
1/1/73
1/1/74
1/1/75
1/1/76
1/1/77
1/1/78
1/1/79
1/1/80
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1/1/00
1/1/01
1/1/02
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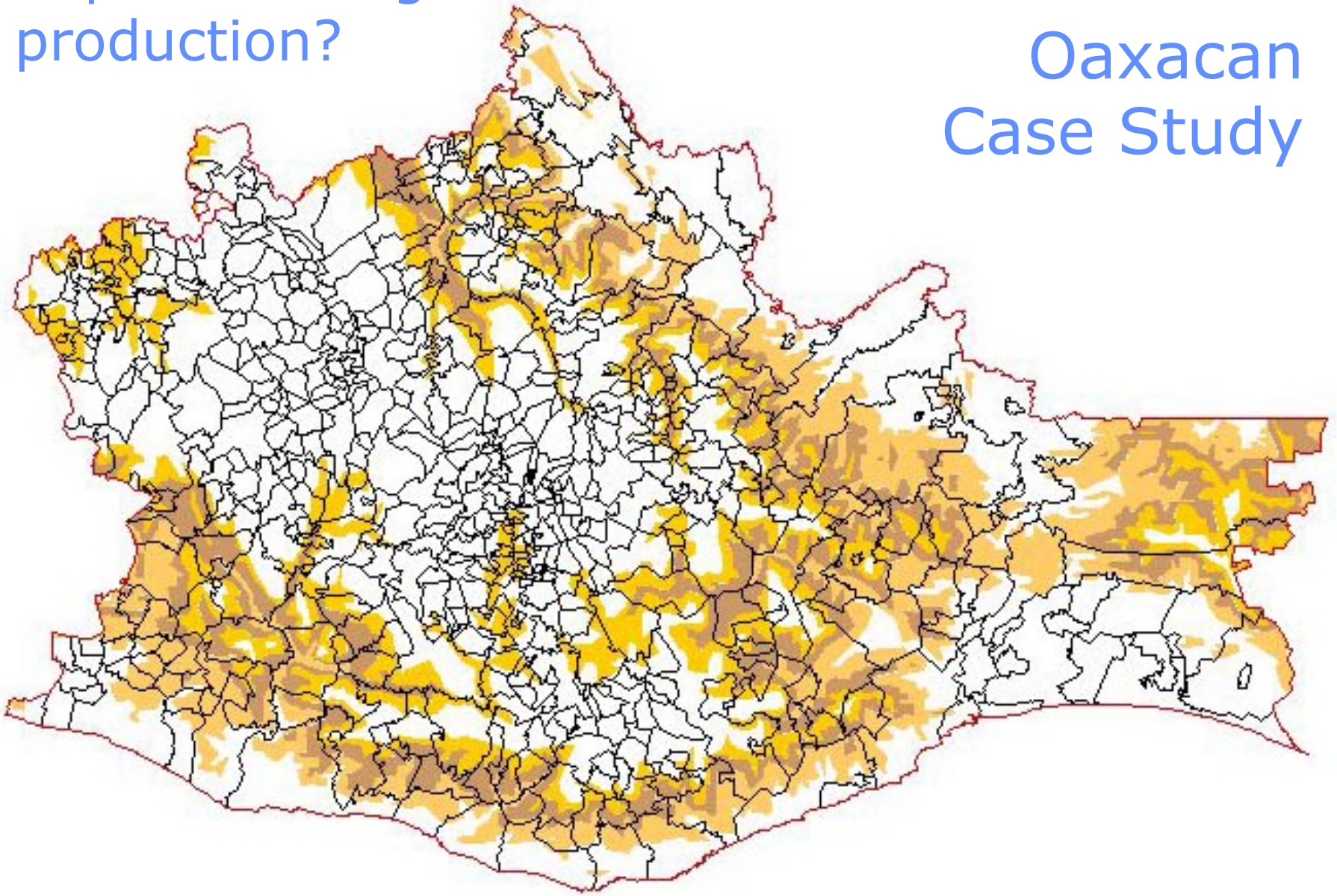
1/1/07

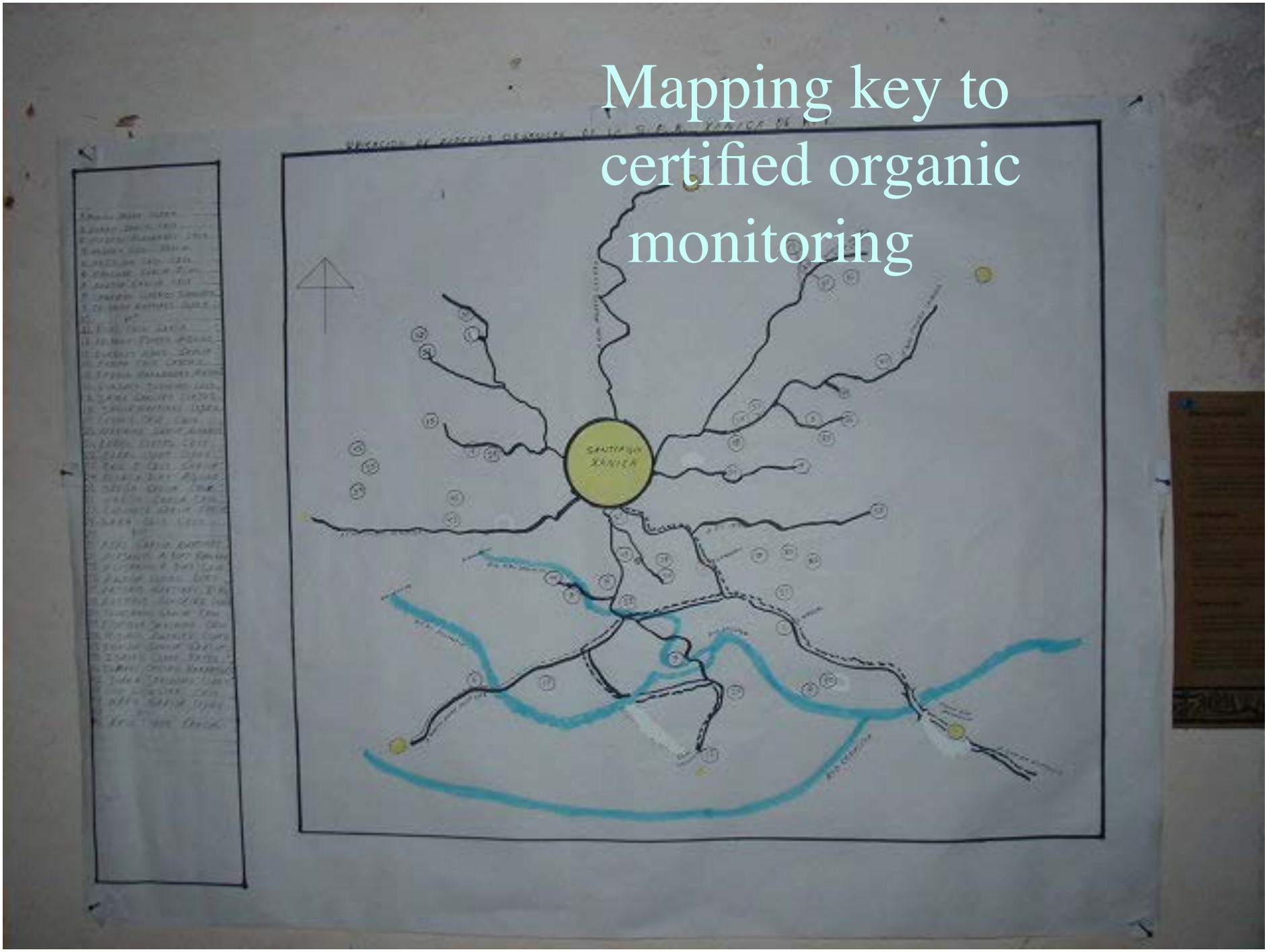
Why do farmers produce Organic and Fair Trade Coffee?

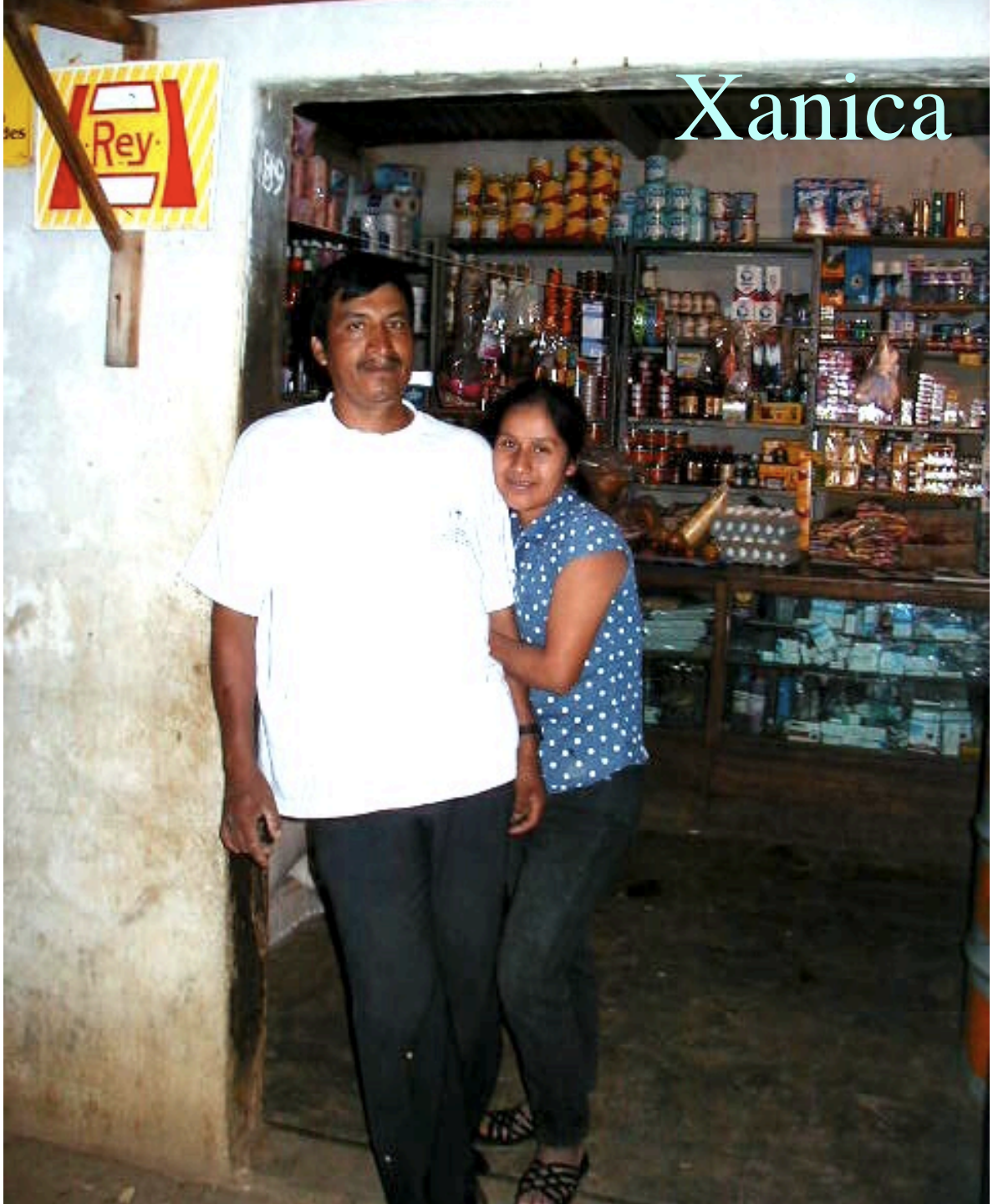
# What are the social and cultural impacts of Organic Coffee production?

## Oaxacan Case Study



# Mapping key to certified organic monitoring






# Xanica