



PESTICIDE-FREE LABEL

Workshop rationale

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Which farmers need a label?

- 3 groups of farmers have no access to organic certificate:
- In-conversion farmers taking part in organic certification programme
- Default organic farmers not able to take part in organic certification programme
- Non Pesticide Management farmers

Which consumers need a label?

- Those who live far away from producers
 - E.g. urban not rural
- Those who are concerned about risk of residues in food
 - E.g. vegetables not tamarind/millet

Elements of a label

- Standards: what is allowed, what not?
- Compliance mechanism: how to make sure that what is not allowed does not happen?
- Organisation that “guards” the standards: who decides policies and how?
- Market players to use the label: supply chain –including brands & retailers

Available supply chains

- 1. "captive" markets = within producers community
- 2. "exchange" markets = NGO/CBO network
- 3. "institutional" markets = religious, public (hospitals), housing societies, etc.
- 4. "open" market = retailers

What are we going to discuss?

- Day 1: introduction, standards, compliance, label organisation, Aaharam
- Day 2: introduction, feedback from the market, brainstorm about label introduction, workplan & follow-up