Certification schemes and standards for edible Non-Wood Forest Products

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1 NO POVERTY   8 DECENT WORK AND ECONOMIC GROWTH   10 REDUCED INEQUALITIES   12 RESPONSIBLE CONSUMPTION AND PRODUCTION   15 LIFE ON LAND

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1

Outline

- Background: why we need certification and labelling?

- Certification and labelling: navigating in a complex and dynamic world

- Looking at the future: the need for coordination

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2

Outline

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3

Standards, branding & labelling

To support/document NWFP attributes:
→A standard (quality management, final product requirements, CoC)

To control the standard is respected:
→A system of control (normally a 3rd party certification)

To give visibility to the product:
→ branding; major tools of branding are a (legally) protected denomination and a trademark (label)

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4

Certification

"*The provision by an independent body of written assurance that the product, service or system in question meets specific requirements*" (ISO, 2015)

Several types of certification standard are applicable to WCP, with different scopes, among them the origin, often associated to other scopes.

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5

Role of the brands

▪ From a **supply side**:

A brand is a name, term, design, symbol, or other feature that distinguishes products and services from competitive offerings (American Marketing Association)
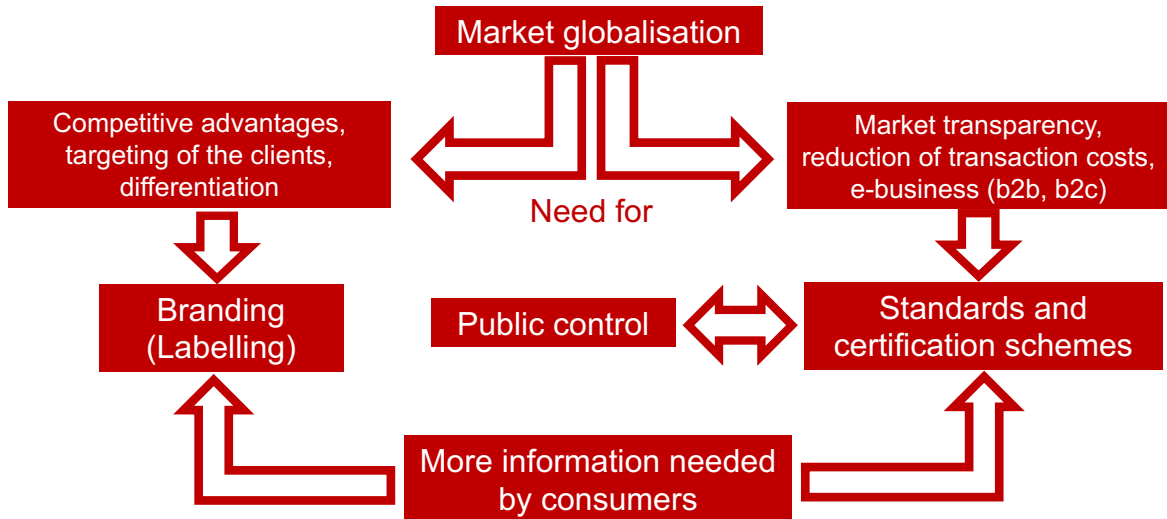
▪ From a **demand side**:

a brand represents the consumers' experience with an organization, product, or service (The Chartered Institute of Marketing)
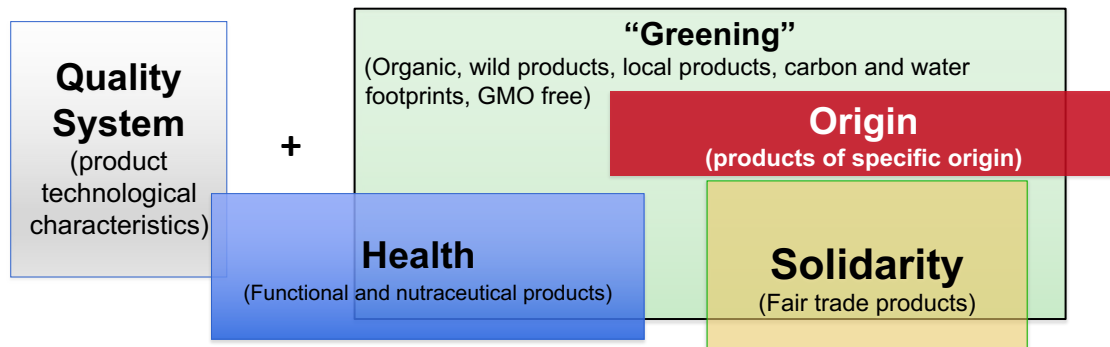
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6

Why we need certification and labelling?

Market globalisation

Competitive advantages, targeting of the clients, differentiation

Market transparency, reduction of transaction costs, e-business (b2b, b2c)

Need for

Branding (Labelling)

Public control

Standards and certification schemes

More information needed by consumers

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7

Important changes in the demand side: generational shift (new millennials)

LOHAS (Lifestyle Of Health and Sustainability) consumers:
4 reference values (new attributes of "quality")

Quality System (product technological characteristics)

+

"Greening" (Organic, wild products, local products, carbon and water footprints, GMO free)

Origin (products of specific origin)

Health (Functional and nutraceutical products)

Solidarity (Fair trade products)

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8

Quality System

- The single organization management system
- The traceability – Chain of Custody (CoC)
- The logistics, storage and distribution
- The food safety
- …

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9

"Greening"

Attributes:
- organic, byodinamic
- wild products
- local products (0 km)
- footprints: carbon and water
- …

Negative attributes:
- GMO free
- Deforestation and forest degradation free (new EC draft Regulation)
- Gluten free
- …

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10

Localism

Definition of origin-linked products (OP)

The term "origin products" is used for many products (food or non-food) that people perceive to have **some added value(s)** because of their **place of origin**.

In the past criteria for defining OP were often implicit, unclear, and sometimes even contradictory.

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11

Typologies of origin products (OP)

Scale:
- Company OP
- Landowners or local producers group OP
- Regional OP (*territoire* - French)
- Special areas (National Parks; indigenous communities)
- National OP

Value chain:
- Un-processed (fresh) OP
- Local producers and processors OP
- Artisanal OP: processed products sold by non-landowners and named after the place (area or town) where the producers are located. The emphasis is on processing techniques, not on the origin of the raw material.

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12

Attributes of origin products (van der Meulen, 2007)

Territoriality

Typicity

Traditionality

Communality

- **Territoriality:** degree of physical connection with the place of origin;
- **Typicity:** place-specific peculiarities of the production process and the final product;
- **Traditionality**: rootedness of an OP's history in its place of origin, including eating culture;
- **Communality**: shared experience and practices, reflected in the presence of multiple producers and their collaboration.

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13

… (legally) protected denomination and a label

In the food sector quite often OP denomination and labelling are regulated by public authorities, also as a mean for **supporting minor producers**, the **food heritage** and associated **landscapes** of (marginal) territories and protect those same producers against imitations, forgeries and **unfair competition**, but also the **good faith** of the consumers.

OP public regulations are normally associated to official **Registers** of the **Geographical Indications (GIs),** an **umbrella labels**, **promotional activities**.

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14

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15

Quality assurance: standards for edible NWFP certification & labelling

Environment

Quality and food safety

Quality

Socio-economic
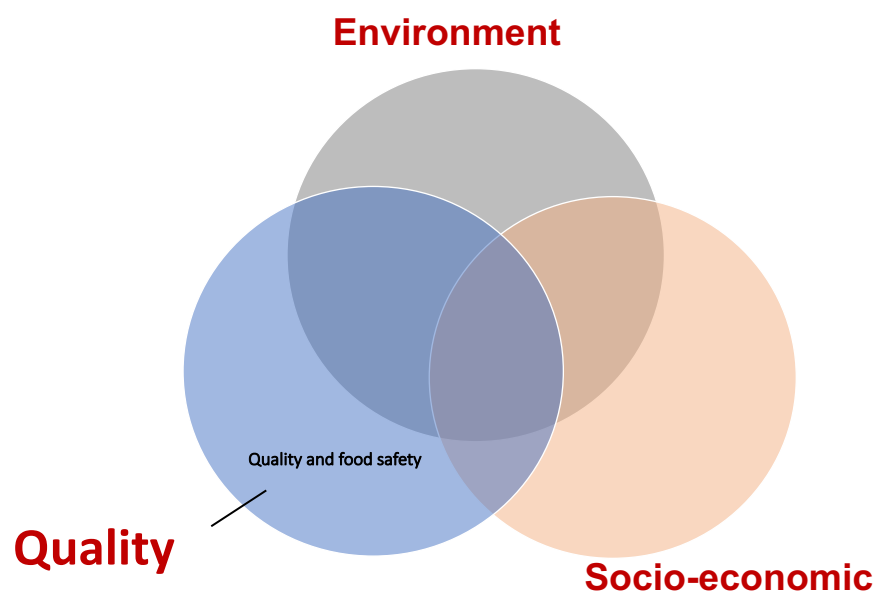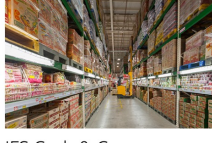
16

Quality/health

Mainy B2B standards
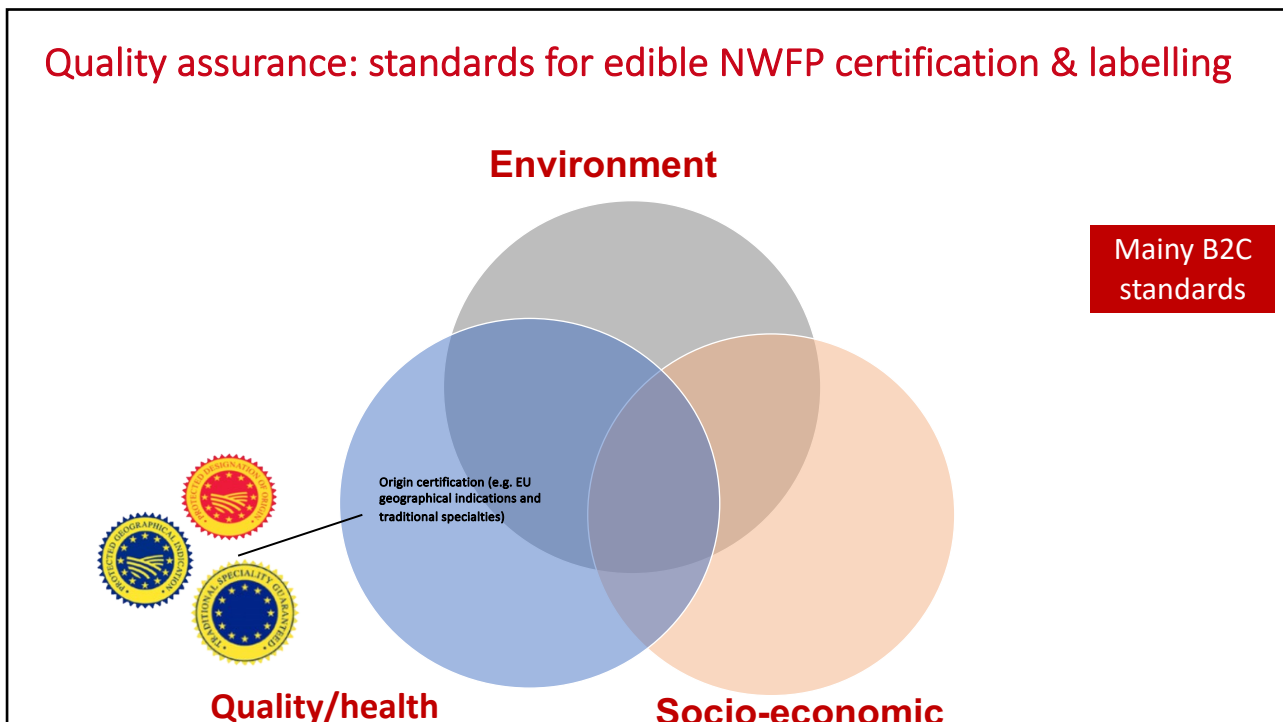

BRC (GSFS) Food
Global Standard for Food Safety

BRCGS Plant-Based

FSSC 22000
Food Safety System Certification Scheme

IFS Food
International Food Standard

BRCGS ETHICAL TRADE STANDARDS AND RESPONSIBLE SOURCING

ISO 28000

IFS Cash & Carry and Logistics

BRCGS Storage and Distribution (GSSD)

GlobalG.A.P. Chain of Custody

IFS Broker

ISO 22000

UNI ISO 20400

GlobalG.A.P. - SPRING
Sustainable Program for Irrigation and Groundwater Use

ISO 22005

SEDEX | SMETA

Source: https://www.csqa.it/

17

Quality assurance: standards for edible NWFP certification & labelling

Environment

Mainy B2C standards

Origin certification (e.g. EU geographical indications and traditional specialties)

Quality/health

Socio-economic

18

EU Geographical indications and traditional specialities

3 European Union schemes promote and protect names of quality agricultural products and foods

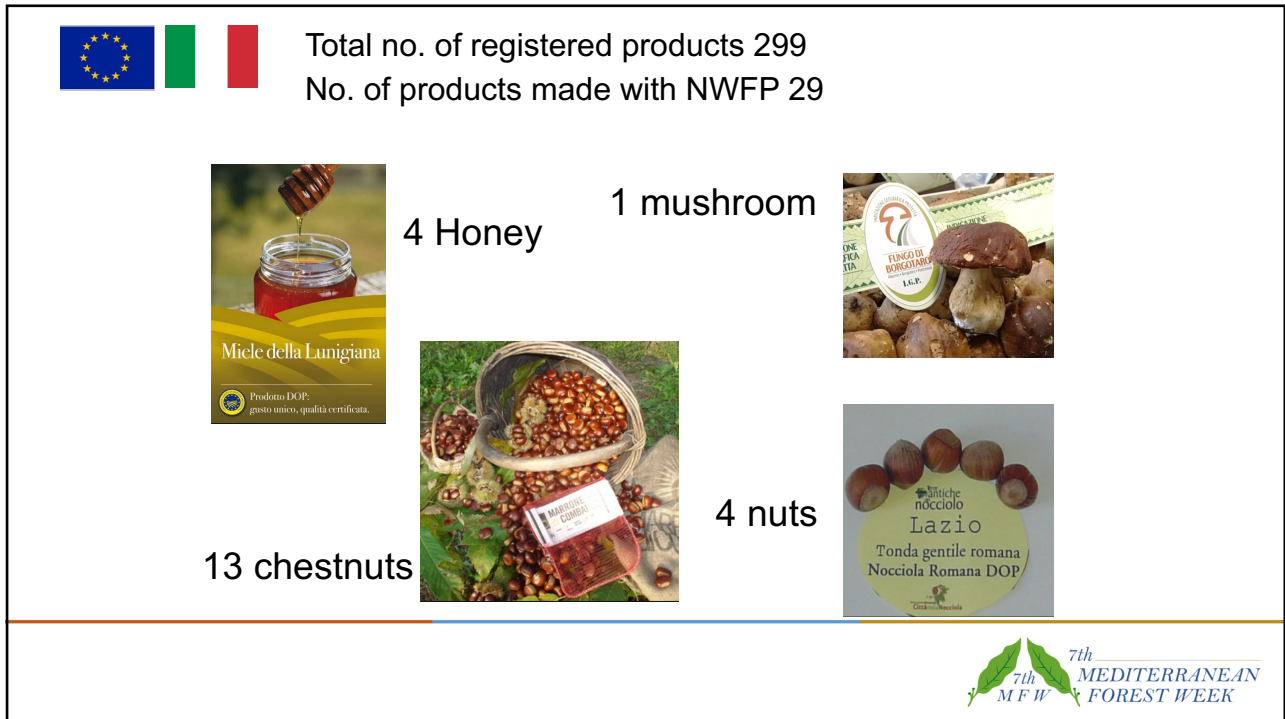| Name	Description	Logo
Protected Designation of Origin - PDO	Covers agricultural products and foodstuffs which are produced, processed and prepared in a given geographical area using recognised know-how	
Protected Geographical Indication - PGI	Covers agricultural products and foodstuffs closely linked to the geographical area. At least one of the stages of production, processing or preparation takes place in the area	
Traditional Speciality Guaranteed - TSG	Highlights traditional character, either in the composition or means of production	

19

The larger register of products with 3rd party certification of geographical indications: e-Ambrosia
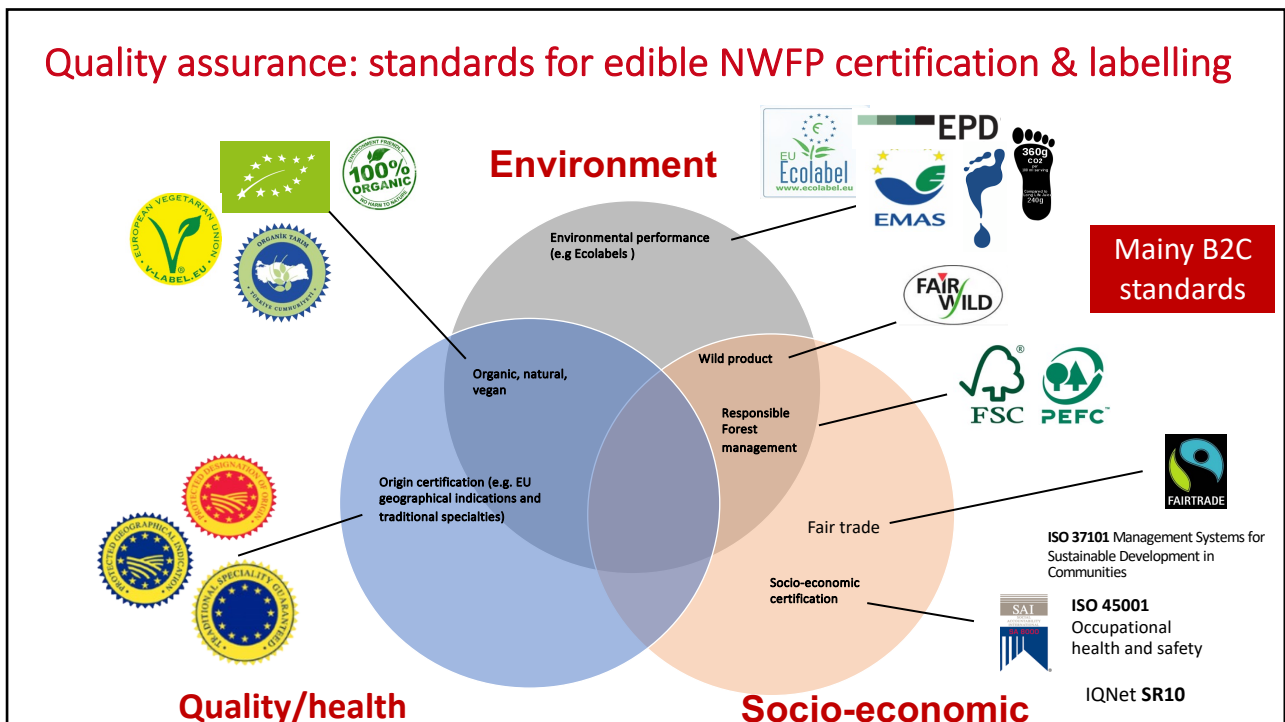

With information on each standard

An example: 77 records (not all NWFP)

20

Total no. of registered products 299
No. of products made with NWFP 29

4 Honey

1 mushroom

13 chestnuts

4 nuts

21

Quality assurance: standards for edible NWFP certification & labelling

Environment

Environmental performance
(e.g Ecolabels)

Mainy B2C standards

Wild product

Organic, natural, vegan

Responsible Forest management

Origin certification (e.g. EU geographical indications and traditional specialties)

Fair trade

ISO 37101 Management Systems for Sustainable Development in Communities

Socio-economic certification

ISO 45001 Occupational health and safety

Quality/health

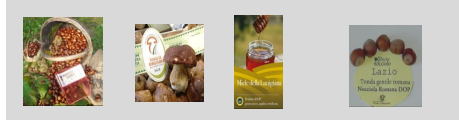**Socio-economic**

IQNet **SR10**

22

The 5 main scopes of edible NWFP certification in B2B

Origin and traditional specialties certified
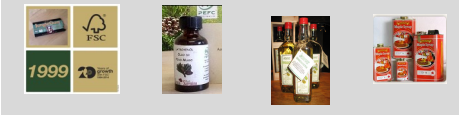Assessment of the origin and the traditional know-how

Wild certified
Assessment of sustainable wild harvesting

Sustainable Forest Management
Assessment of Sustainable Forest Management

Organic certified
Insurance of organic production (e.g. no use of pesticides, not contaminated areas)
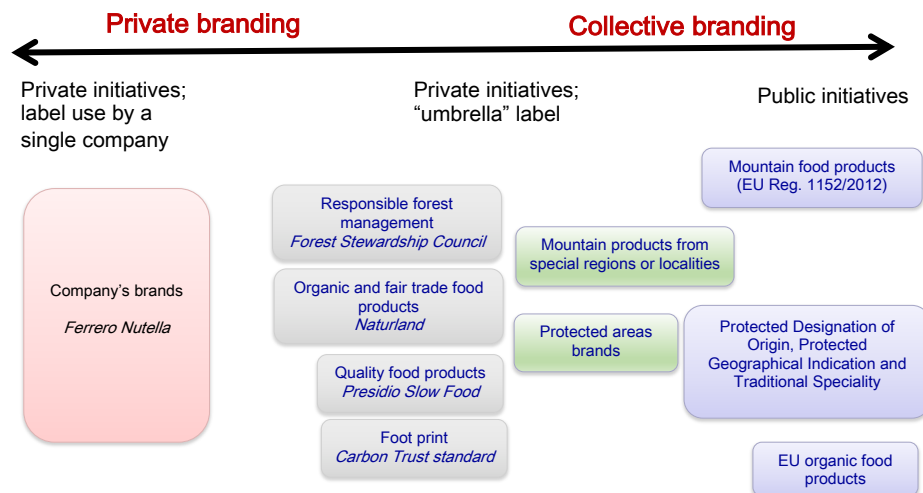

Fair Trade certified
Assurance of fair prices and empowerment of producers

23

Private branding ← → **Collective branding**

Private initiatives; label use by a single company

Private initiatives; "umbrella" label

Public initiatives

Company's brands
Ferrero Nutella

Responsible forest management
Forest Stewardship Council

Organic and fair trade food products
Naturland

Quality food products
Presidio Slow Food

Foot print
Carbon Trust standard

Mountain food products
(EU Reg. 1152/2012)

Mountain products from special regions or localities

Protected areas brands

Protected Designation of Origin, Protected Geographical Indication and Traditional Speciality

EU organic food products

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24

Do not forget an essential component of the «product»: the packaging

Recycling standards and labels

EC Decision 97/129: compulsory identification system for packaging materials since 1.1.2022

Outline

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Product labelling:
an old practice!

'Made in Roma': ancient
Romans branded their
products, ranging from
glassware to weaponry

https://www.realmofhistory.com/2016/07/05/made-in-roma-romans-branded-products/

27

What is changed from the old times?
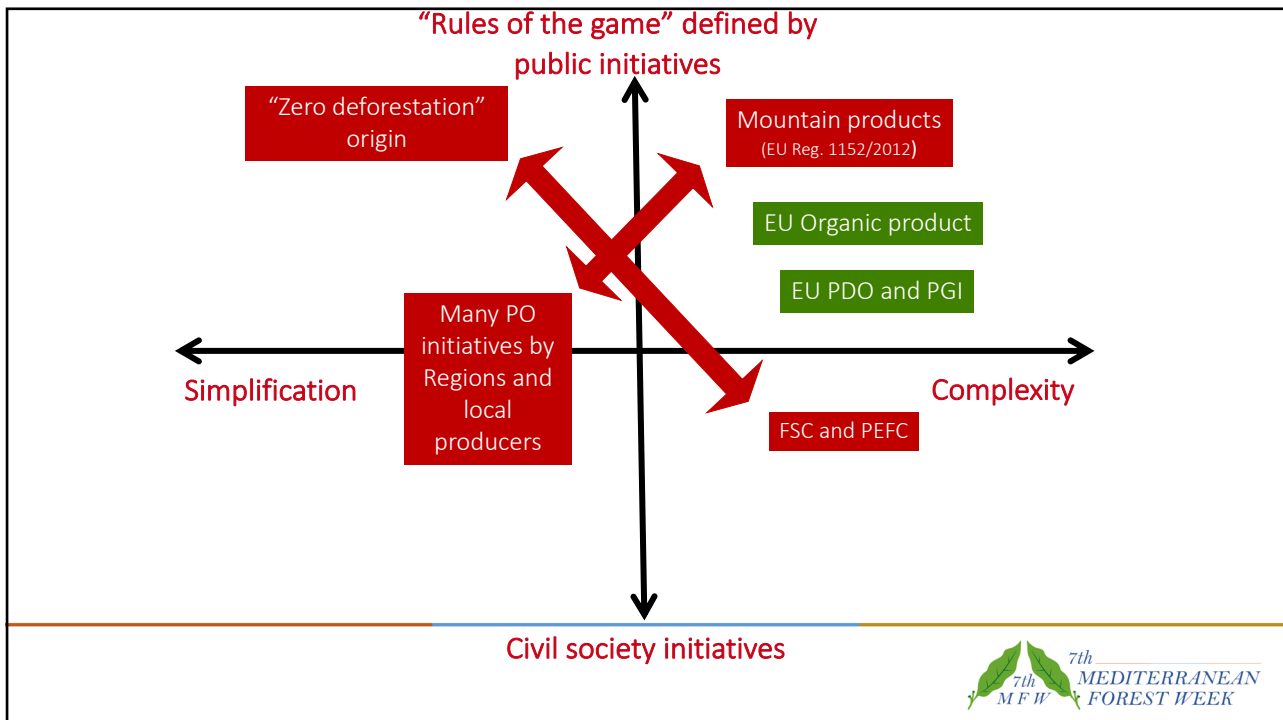"We became rich with information,
but poor with time"
→ Consumers need clear, simple, quick market
signals

In promoting standards and label we are facing here
some risks:
- Simplification vs. complexity
- Lack of coordination between public institutions vs.
  civil society initiatives

28

"Rules of the game" defined by public initiatives

"Zero deforestation" origin

Mountain products (EU Reg. 1152/2012)

EU Organic product

EU PDO and PGI

Simplification

Many PO initiatives by Regions and local producers

Complexity

FSC and PEFC

Civil society initiatives

29

Lack of knowledge and coordination of (public) actors

Many examples of **failures** of standard development due to inadequate knowledge on some basic marketing criteria, such as:
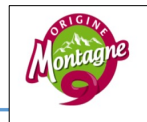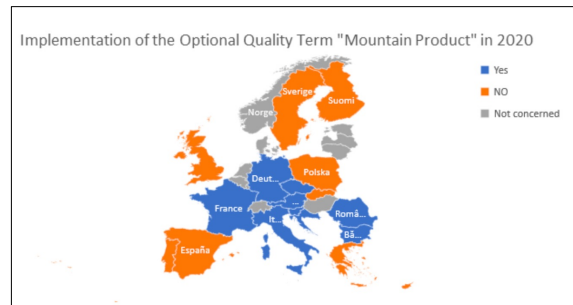- the **critical mass of consumers**,
- the **critical mass of product**,
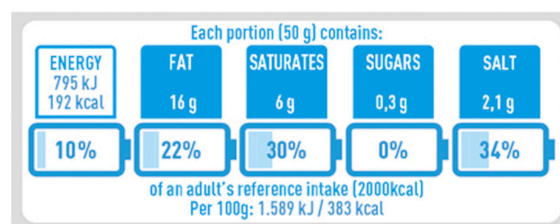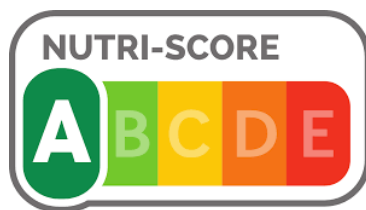- **targeting**,
- brand **advertising investments,**
- **…**

30

An EU not satisfactory initiative:
the quality term "mountain product" protected in 2012 with the (EU) Reg. 1151/2012.

Implementation of the Optional Quality Term "Mountain Product" in 2020

■ Yes
■ NO
■ Not concerned

31

Nutri-score and **Nutriform battery** food labelling schemes
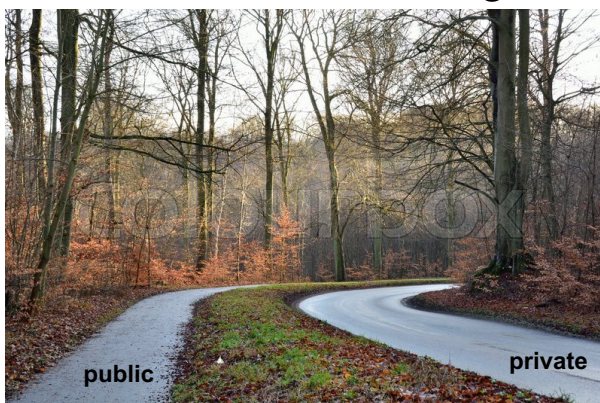

32

Public operators should support the development of standards and labels:

- based on **proper contents**,
- **rigorously controlled** by independent authorities,
- **providing correct information** on brand contents
- **avoiding to inflate the market** with new brands of minor potential of market recognition.

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33

Provide clear and credible messages through standards and branding coordination

public   private

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34

Thank you!

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35