

CORE Organic

Farmer consumer partnerships



Ethical Values of Organic Food

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RESEARCH
CENTRE

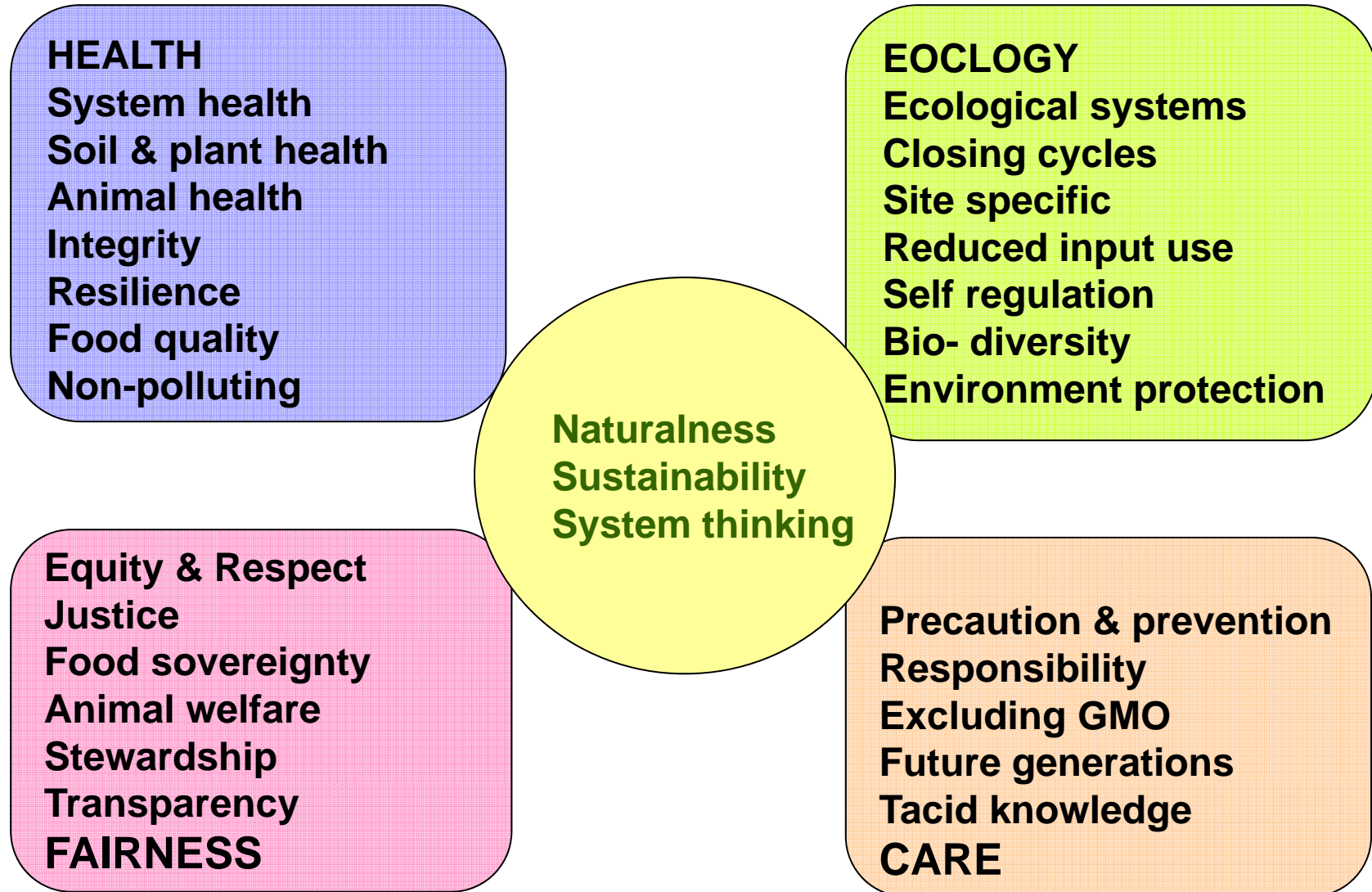
ELM FARM



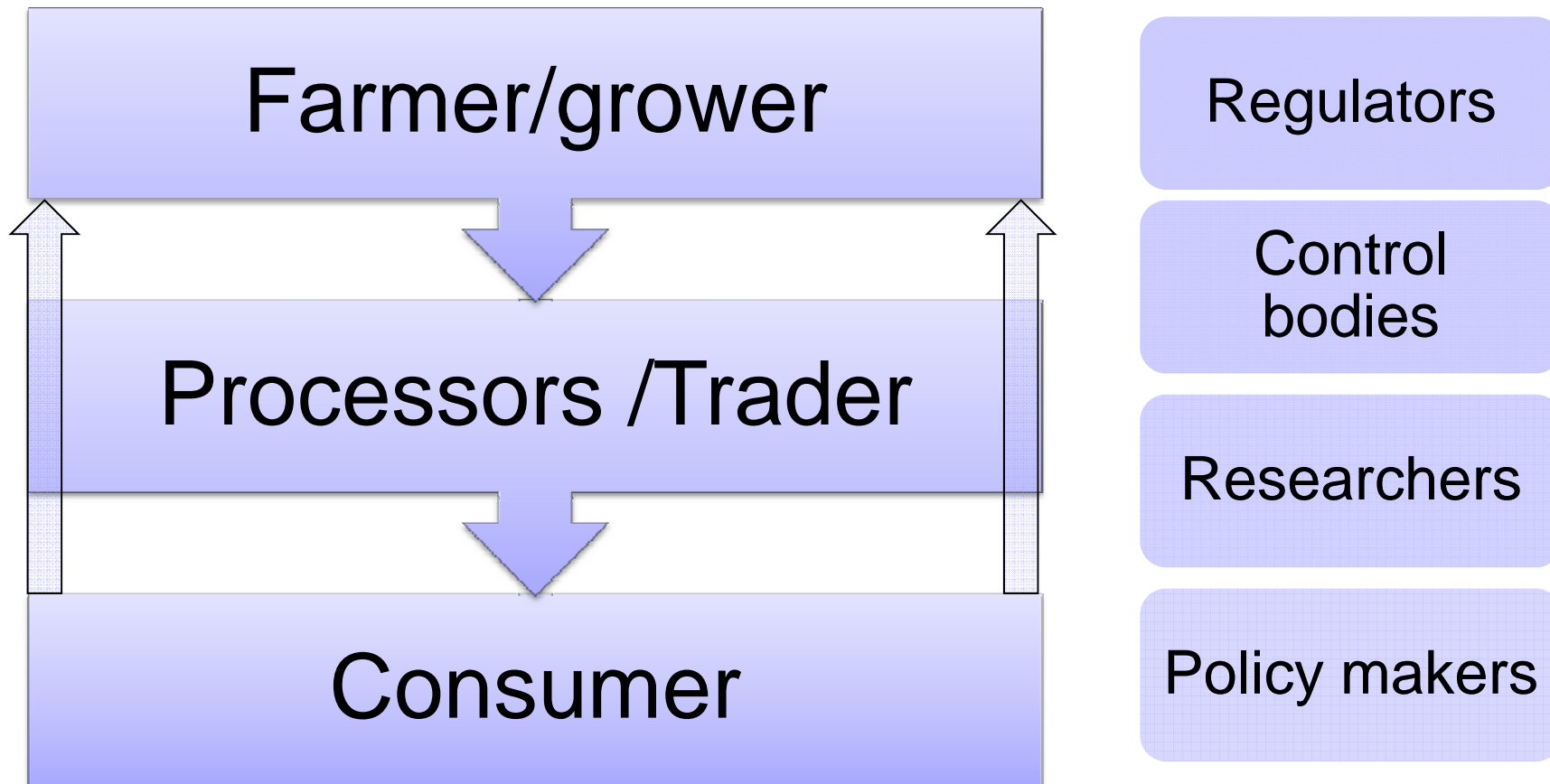
Conceptual framework

- Review concerns/values
 - Compare concerns with organic regulation (EC/834/2007) > OrganicPlus
 - Ethical traditions
 - Certification
- Analysis communication strategies of >100 companies in five European countries

Values in IFOAM principles



Stakeholders of organic sector



Categories and concerns**Coverage by EU regulation 834/2007**

Ecological

Sustainable resource use Limited

Protection of ecosystems/biodiversity Limited

Social

Food quality and safety contributing to human health Largely covered

Transparency and trustworthiness Partly covered

Civic responsibility and care Not covered except in principle of processing

Safe and equitable working environment Not covered

Economic

Fair and equitable financial returns for farmers (and consumers) Regulation aims for fair competition, but no targets on prices are set

Cultural/Other

Local and regional production Not covered except compulsory to label of origin of raw materials

Animal welfare Covered but no specific targets set

Integrity of supply chains Limited coverage through control system

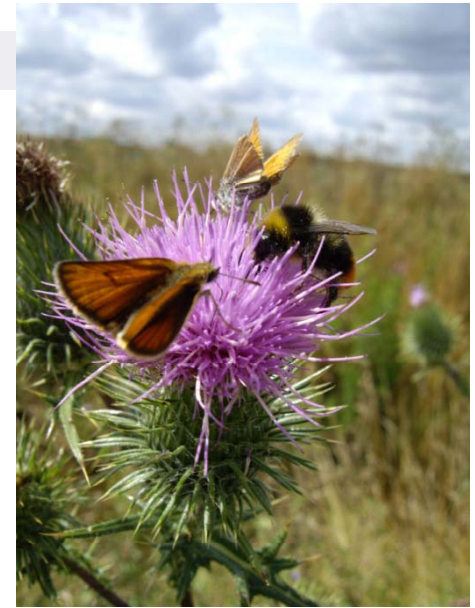
Environmental impact

**Minimise
pollution**

**Sustainable
resource use**

**Protection of
biodiversity/
landscapes**

- Mentioned by most stakeholders



- EC 834/2007 set limits for input use
- Few rules about sustainability of resource use or protection of biodiversity

Concern

Organic standards

For example

Products: Cereals, milk products, sunflowers,

Activities: particularly engaged in nature conservation and realises special projects on their farm as e.g. protection of butterflies, amphibians and frogs.

Claims: no slogans

Short texts on packaging, e.g. how to preserve the habitat of the butterfly



Social concerns



**Safe and
equitable work
place**



**Skills, knowledge
and information**

- Mentioned by all stakeholder groups

- **EC Reg does not regulate workplace or skills**
- **EC national labour regulations apply**
- IFOAM and several private standards endorse ILO conventions

Concerns

Organic Standards



For example Placido Rizzotto

Products: various

Activities: farm Mafia land, offer work to young people, especially disabled and former convicts

Claims: Free Earth from Mafia oppression'



Economic impact

Fair and equitable financial returns for all operators

Products available and affordable to consumer

- Mentioned by producers and consumers

- Not addressed directly in any organic standard



- Fairtrade standards
- Organic ethical trade pilot schemes

Concern

Organic standards

Uplaender dairy

Products: Dairy

Activities: A fair price for local farmers, ensuring their existence and future

Claims: Fair prices for our dairy farmers; 5 cents directly; actively for the domestic organic farmers as fair prices ensure the future.



Impact on animals

Animal health and welfare is enhanced

- Potential conflicts with other goals
- Define animal welfare?
 - Wellbeing in the sense of health and welfare
 - Animals rights
- EC 834/2007 has stronger emphasis on principles than before and some rules
- recognised as part of organic
- Welfare certification protocols
 - e.g Freedom food
 - Welfare quality project

Concern

Organic standards

For example



Products: Meat

Activities: Animals are slaughtered on the farm or at the small local abattoir nearby to reduce the transport distance. Slaughter is as quick and painless as possible.

Claims: 'Well Hung Meat company'; Tasty, organic and produced to the highest standards of animal welfare

Systems and supply chains

Organic integrity throughout supply chain

Transparency

Local/regional supply and markets

- Difficult to categorise according to impact

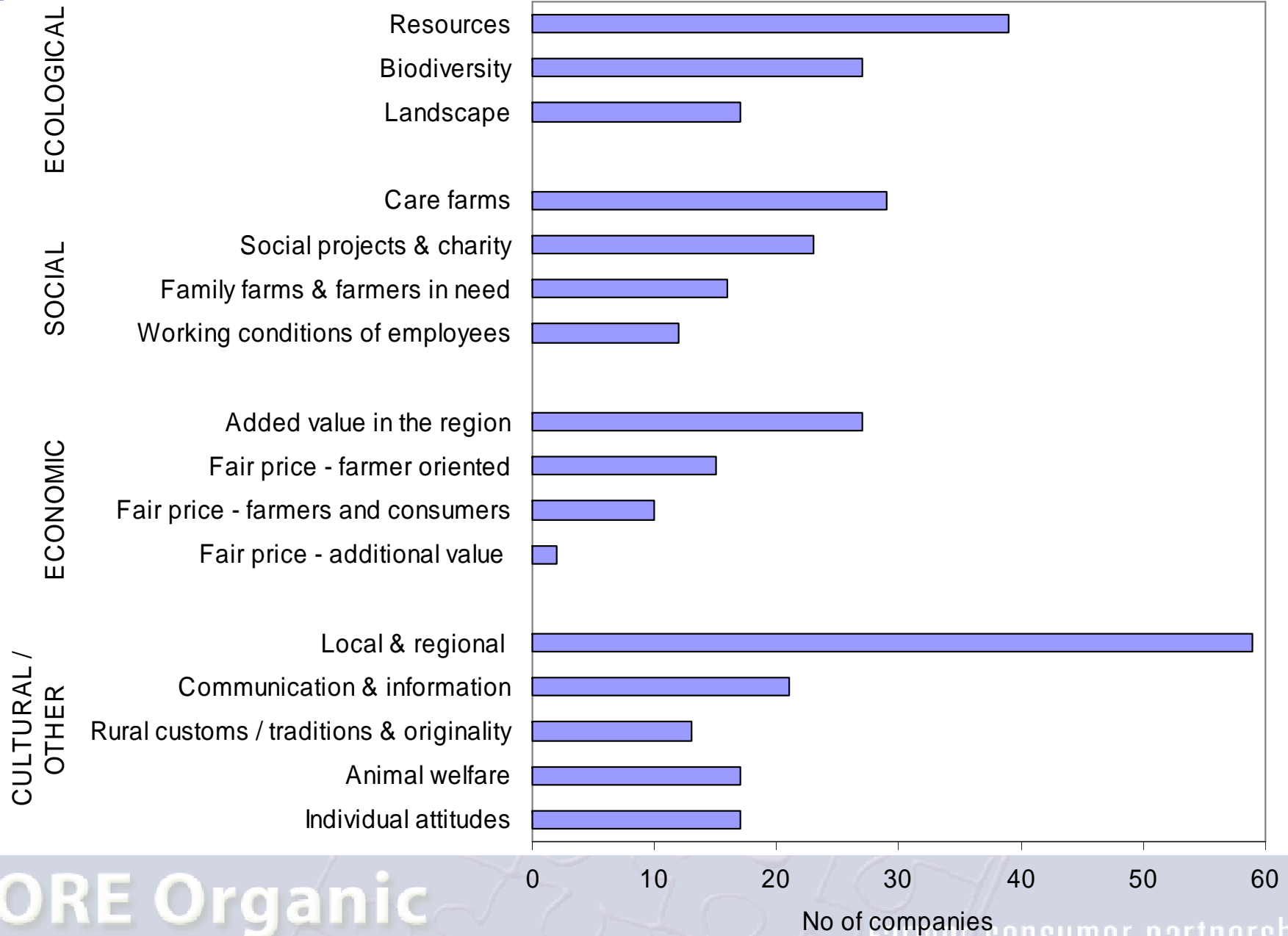
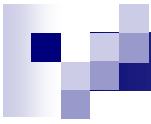
- Limited provision in any standard
- New labelling requirements to show country code
- Many initiatives to show provenance



- Integrity difficult to audit

Concern

Organic standards



Different arguments for different product categories

	Economy	Ecology/Environment	Social	Culture
Dairy products	Fair price - farmer oriented	Landscape; Resources	Family farms	
Vegetables & Fruits		Resources	Social projects	Communication & information
Meat		Biodiversity; Animal welfare	Care farming	
Cereals		Resources; Biodiversity	Social projects Care farming Family farms	




Conclusions

- Many companies practise organic agriculture in line with a broad range of values of the core concept of organic
 - Impact on environment/soils, social, economic
 - but also animals and culture
 - provenance, integrity and trust
- Several are not or partly or not covered by organic standards – opportunity for differentiation



Practical steps

- What is the companies philosophy
 - Ethics is not just a marketing tool
 - Consumers can only align their choices if they know
- Where do the practical activities differ from mainstream organic? Can this be verified?
- Who will benefit (other people, animals and environment)? and how?
- Is this important to consumers?



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- Further information at <http://fcp.coreportal.org/>