



Promoting Organic Vegetables through Customer Engagement in Participatory Guarantee Systems (PGS)

Supported by



Outline

1. Introduction
2. Project area
3. Objectives
4. Activities and achievement so far
5. Contribute to the agroecological transition and knowledge sharing

I - Introduction

- NAV established in mid-2014
- Whole sale supplier
- Promote contract farming
- Provide awareness to consumers on organic farming
- Promote organic certificate for small scale farmers (PGS)



What is PGS?



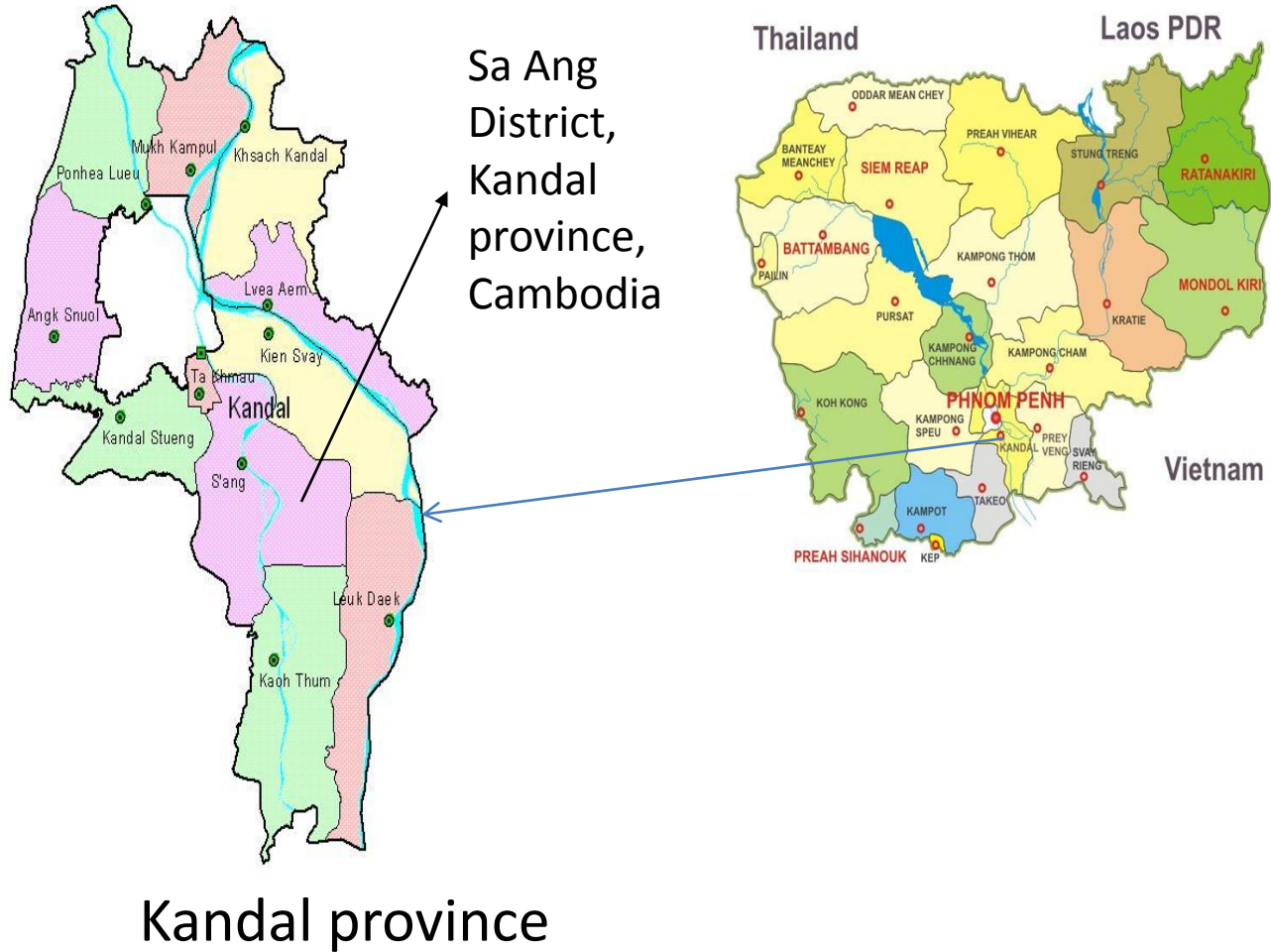
A PGS is focused around **farmers working together** along with other stakeholders to **apply organic standards, manage the quality control process and certify their products.**



PGS to help address the challenges many small holders face when they try to grow and sell organic products where third party certification is too expensive



II. Project Area



III. Project Objectives

Project Title: Promoting Organic Vegetables through Customer Engagement in Participatory Guarantee Systems (PGS)

Objectives:

1. Support producer groups to establish and implement PGS;
2. Raise awareness among consumers and build trust on locally-based certified products by engaging them in the certification process;
3. Promote organic standard and good performance of organic shops

Budget:

Total: 9,790\$

GRET: 7,832.0\$ (80%) + NAV:1,958.0\$ (20%)

IV. Activities and achievement so far

Obj1: Support producer groups to establish and implement PGS



1. Location selection (done)
2. Set up farmer groups (done)
3. Provide training to the PGS (on going)
4. Conduct field monitoring visit (on going)



IV. Activities and achievement so far

Obj2: Raise awareness among consumers and build trust on locally-based certified products by engaging them in the certification process

- Conduct a workshop with consumers (not yet done)
- Invite consumers to join GPS monitoring/evaluation (on going)
- Document key learning points and share with others (on going)
- Organize radio talk show about PGS (not yet done)



IV. Activities and achievement so far

Obj3: Promote organic standard and good performance of organic shops

- Form a technical group to provide home food test kits (on going)
- Make testing materials being available and reasonable prices (on going)



V. Contribute to the agroecological transition and knowledge sharing

- Promote organic farming through trust building system among farmers and consumers/buyers
- Organic certificate for small scale farmers
- Contract farming with small scale farmers
- Access to testing materials to strengthen product quality
- Farmer to farmer visit
- Encourage farmer to work as a group and to build net work from one group to another
- Work with others (PDA, NGOs, University,..) to promote agroecological practice.

Thank you for your kind attention!

