



INNOVATIVE APPROACHES TO LINKING SUSTAINABLE AND AGRO-ECOLOGICAL PRODUCTION WITH MARKETS IN DEVELOPING COUNTRIES

A Researcher-Practitioner Workshop

23 – 25 June 2015 | Centro Cultural Gabriel García Márquez | Bogotá, Colombia

Background:

Producing more with less by increasing efficiency and improving ecosystem services is the core concept of the Food and Agriculture Organization of the United Nations (FAO) new paradigm for sustainable agricultural production, synthesized in the book “Save and Grow” (FAO, 2011). FAO’s new paradigm is built upon lessons learned from the Green Revolution, taking into account its benefits and drawbacks. Intensive crop production helped to reduce the number of undernourished and drive rural development. But those achievements came at a high cost. In many countries, decades of intensive cropping have degraded fertile land and depleted groundwater, provoked pest upsurges, eroded biodiversity, and polluted air, soil and water. However, as the world population rises to 9.2 billion in 2050 there is no choice but to further intensify agricultural production, in a context where the yield growth rate of major cereal crops is declining, along with an increasing competition for land and water, rising fuel and fertilizer prices, and the impacts of climate change.

Fortunately, over the years convincing evidence has accumulated indicating that agricultural production can be intensified in a sustainable manner. For example, integrated pest management (IPM) reduces use of synthetic pesticides and improves natural biological pest control as an ecosystem service. These and other sustainable agricultural and agroecological practices are slowly spreading, sometimes thanks to voluntary standards for sustainability; but it is clear that there is a need to increase and improve the provision of goods and services from agriculture, forestry and fisheries in a sustainable manner.¹

How do farmers and organizations move towards more sustainable practices? What are the motivations and driving forces for them to do so?

Among the range of incentives that might motivate farmers to adopt more sustainable practices, we focus on the role that **markets** could play in the transition towards sustainable intensification. Policy pressures to propose ‘climate-smart’ agricultural solutions and the rise of consumer demand for “sustainable” products (e.g. organic, fair trade, ‘green’ labels) have created market outlets for sustainable food, textiles and energy in developed countries. This demand has provided opportunities for some commercial producers in lesser developed countries (LDCs) to become included in global value chains for sustainable products (e.g., FAO, 2008, 2013). But are global value chains the only market incentive for producers in developing countries to adopt sustainable practices? What are other market mechanisms that link sustainable practices with markets?

This workshop is a joint initiative between the Plant Production and Protection Division (AGP) and the Rural Infrastructures and Agro-industries Division (AGS) of the Food and Agriculture Organization of the

¹ We refer to the Brundtland definition of sustainable development that focuses on the three pillars of social, economic and environmental sustainability in order to meet the needs of today without compromising the needs of future generations.



United Nations (FAO) and the French National Institute for Agricultural Research (INRA). It brings together work being conducted within two synergistic projects:

Beginning in 2013, AGP-AGS-INRA began an international survey of innovations that link sustainable agricultural practices with markets in developing countries with an open, competitive call for case studies. Fifteen case studies from around the world (4 Latin American and Caribbean, 6 African and 5 Asian and Pacific) were developed in 2014. These case studies and the meta-analysis of institutional innovations and how these create linkages between sustainable agriculture and local markets will be published as an Edited Book in 2015.

Beginning in 2015 as a joint project between AGS and INRA, which capitalizes on the work of the first project, is collecting more systematized data of the key components of market construction so to analyze the opportunities and challenges of creating sustainable market linkages. A case study methodology is used to collect data from 6 of the cases on agro-ecology systems that were involved in the first study, three from experiences carried out with the help of Slow Food International and three additional cases that fill in geographic and farming system gaps in the existing range of experiences.

Through these two projects it became apparent that there are a wealth of experiences about sustainable practices and linkages to markets that are occurring under the radar all across the world. This workshop is a way to create visibility for these experiences and to work towards strengthening the already existing work through future collaboration.

Objective:

The workshop will bring together researchers and practitioners to:

- 1) **Share experiences** on how to create diversified markets for sustainable products in developing countries
- 2) **Identify lessons to initiate a practitioners' guide** on building market linkages for sustainable products;
- 3) **Identify capacity building and research needs** of practitioners.

Participants:

The workshop is an invitation-only event. We expect to have participation from around forty – sixty practitioners and researchers representing civil society, private sector, government, academia and development agencies from Africa, Asia and the Pacific, Europe, Latin America and the Caribbean, and the Near East, in particular from partners and local initiatives involved in FAO-INRA projects.



Preliminary Agenda

Day 1 (23.6.2015)

Time	What	Who
08.00	Registration and coffee	
09.00	Welcome Purpose of the workshop	Rafael Zavala Gómez, FAO Representative in Colombia TBD, Ministry of Agriculture Pilar Santacoloma, Agribusiness Economist, Rural Infrastructure and Agro-industries Division and the Sub-regional office for Latin America and the Caribbean, FAO Allison Loconto, Research Officer, Institut National de la Recherche Agronomique (INRA)
Sustainable production innovations		
09.30	Keynotes	The state of sustainable agriculture in Colombia [tbd] <i>Agrosolidaria</i> Hacia una agricultura de alta eficiencia energética en conexión con los mercados <i>Jaime Aguirre, Familia de la Tierra</i>
10.00	Session 1 Knowledge creation - How do you create knowledge about sustainable inputs?	IPM Farmer Field Schools' Push-pull methods: The Case of Iran <i>Hossein Heidari, Iran</i> Pineapple waste silage as a novel feed for dairy cattle under organic farming systems <i>Muhammad Kiggundu, Makerere University, Uganda</i> Agroecology and Indigenous: Hawaiian Fishponds in the Hawaiian Islands <i>Kamana Beamer, Kohala Center, Hawai'i</i> Facilitated by Pilar Santacoloma (FAO)
10.45	Coffee break	
11.00	Session 2 Knowledge sharing - How do you organize the sharing of knowledge about sustainable practices?	Strengthening institutional capacity and talents for community-based organic agriculture education and entrepreneurship <i>Jonathan Jeremiah Atungwu, University of Abeokuta, Nigeria</i> Public-Private partnership (PPP) extension services in tea sub sector in Tanzania <i>Filibert Kavia, Tanzanian Smallholders' Tea Development Agency, Tanzania</i> Combined research-extension services for sustainable Indonesian cocoa sector <i>Hiswaty Hafid, University of Sydney, Australia</i> Facilitated by Marc Barbier (INRA)
13.00	Lunch	
Field Simulation of a PGS peer review (farm visit)		



Time	What	Who
14.00	Departure from the Conference Centre	
15.00	Field visit	Familia de la Tierra, Participatory Guarantee System (PGS) simulation during a farm visit.
20.00	Dinner	

Day 2 (24.6.2015)

Time	What	Who
08.00	Opening Day 2	FAO/INRA objectives of Day 2
Innovations in market linkages		
08.15	Session 3 Participatory guarantee systems	Panel Discussion on PGS <ol style="list-style-type: none"> 1. Manjo Smith, Namibian Organic Association PGS 2. Julie Matovu and Irene Kugonza, FreshVeggies PGS Uganda 3. Ashish Gupta, PGSOC India 4. Eduardo Lopez and Hugo Chambilla Silva, PGS Bolivia 5. Carmen Cabling, Quezon Province PGS Philippines 6. Oscar Nieto, Familia de la Tierra Colombia Facilitated by Patricia Flores (IFOAM)
09.45	Networking Coffee break	
10.45	Session 4 Valuing sustainable products	Panel discussion on the value of sustainable products <ol style="list-style-type: none"> 1. Nikhom Phetpha and Alex Kaufman, Dharma Temple, Thailand 2. Elaine Francois Phillip, Brasso Seco Paria Community, Trinidad and Tobago 3. Ross Borja and Pedro Oyarzun, RuralEko, Ecuador 4. Gabriel Curilef, Quinoa de los Mapuche, Chile 5. Maurizio Fraboni, Waraná Geographic Indication System 6. Stélio Miguel Joaquim, Maputo Earth Market, Mozambique 7. Marc Barbier and Raphaël Stephens, La Ruche qui dit Oui ! INRA, France Facilitated by Allison Loconto (INRA)
12.30	Lunch	
Visit to market outlets		
13.30	Departure from Conference Centre	
	Field visit	Market outlets visit.
19.00	Dinner	Escuela de Gastronomía



Day 3 (25.6.2015)

Time	What	Who
08.00	Informal discussion on the specificities of indigenous communities in terms of sustainable practices ("agroecology")	Emilie Vandecandelaere (FAO) Pilar Santacoloma (FAO) Marcello Vicovaro (FAO) Representatives of indigenous communities Case study authors linked to indigenous communities Participants interested in indigenous issues
Capacity Development Priorities		
09.00	Opening Day 3 and dGroup Results	FAO/INRA objectives of Day 3 Brief presentation of the core challenges from the DGroups <i>Marcello Vicovaro, FAO</i>
09:15	Group Work 1	<i>What solutions do you propose to meet this challenge? What are the resources (human, social, financial, physical, natural, etc.) that are needed to be able to implement these solutions?</i>
10:00	Group Work 2	<i>Peer review of solutions and resources that have been identified.</i>
10:45	Coffee break	
11:15	Plenary	We will use this plenary to identify the building blocks necessary for a practitioner's guide.
Moving forward		
11:45	Session 5 How to reach scale?	The Hansalim Cooperative, South Korea <i>Ashish Gupta, representing Hansalim</i> Songhai Vision: Generating healthy living and sustainable wealth through agro-ecological practices. <i>Selene SCOTTON, Songhai Centre</i> SPG and commercialization network: difficulties and advances in Ecovida Network <i>Marcelo Passos, AOPA</i> Facilitated by Emilie Vandecandelaere (FAO)
12.45	Lunch	
Policy Recommendations		
14.00	Keynote	Formación de innovadores para la producción agropecuaria sostenible - experiencia colombiana University of Antioquia
14.30	Policy themes	Brief presentation of draft policy recommendations and instructions for Group Work(FAO)
14.45	Group Work 3	Divide the participants into 3 regional groups (LAC, Africa, APO) <ul style="list-style-type: none"> <i>Are these recommendations useful for your region and your individual countries?</i> <i>Alternatively, what would you recommend?</i>
15:30	Presentation of Group Work 3, first round	Discussion will be facilitated in order to compare recommendations.



Time	What	Who
16.00	Coffee break	
16.30	Presentation of Group Work 3, second round	Discussion will be facilitated in order to compare recommendations.
17.00	Plenary	We use this plenary to discuss priorities for future collaboration around policy issues.
17.30	Closing ceremony	Official closure of the workshop. Marc Barbier, INRA Julia Tovar, SLOW FOOD Patricia Flores, IFOAM Roberto Zavala Gómez, FAO
19.00	Dinner	