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Certification and labelling for Wild Food Products

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UNIVERSITÀ
DEGLI STUDI
DI PADOVA

TESAF

DIPARTIMENTO TERRITORIO E SISTEMI
AGRO-FORESTALI

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
-

Background: why we need certification and labelling?

Standards, branding & labelling

To document/support its attributes:

→ A **standard** (quality management, 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)

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 WFP, with different scopes, among them the origin, often associated to other scopes.

Brand

- From the **supply side**:

A brand is a name, term, design, symbol, or other feature that distinguishes products and services from competitive offerings

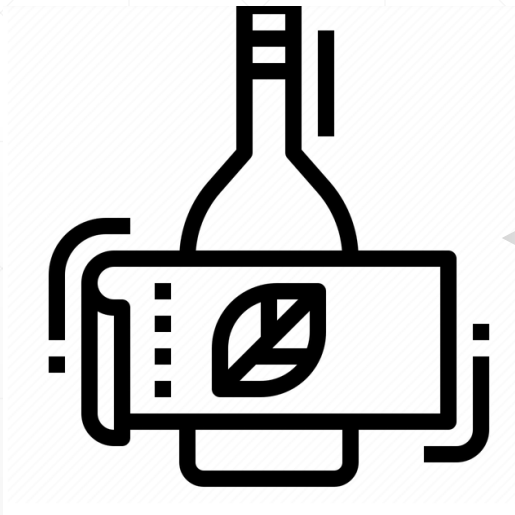
- From the **demand side**:

A brand represents the consumers' experience with an organization, product, or service. It's more than a product, is a perception

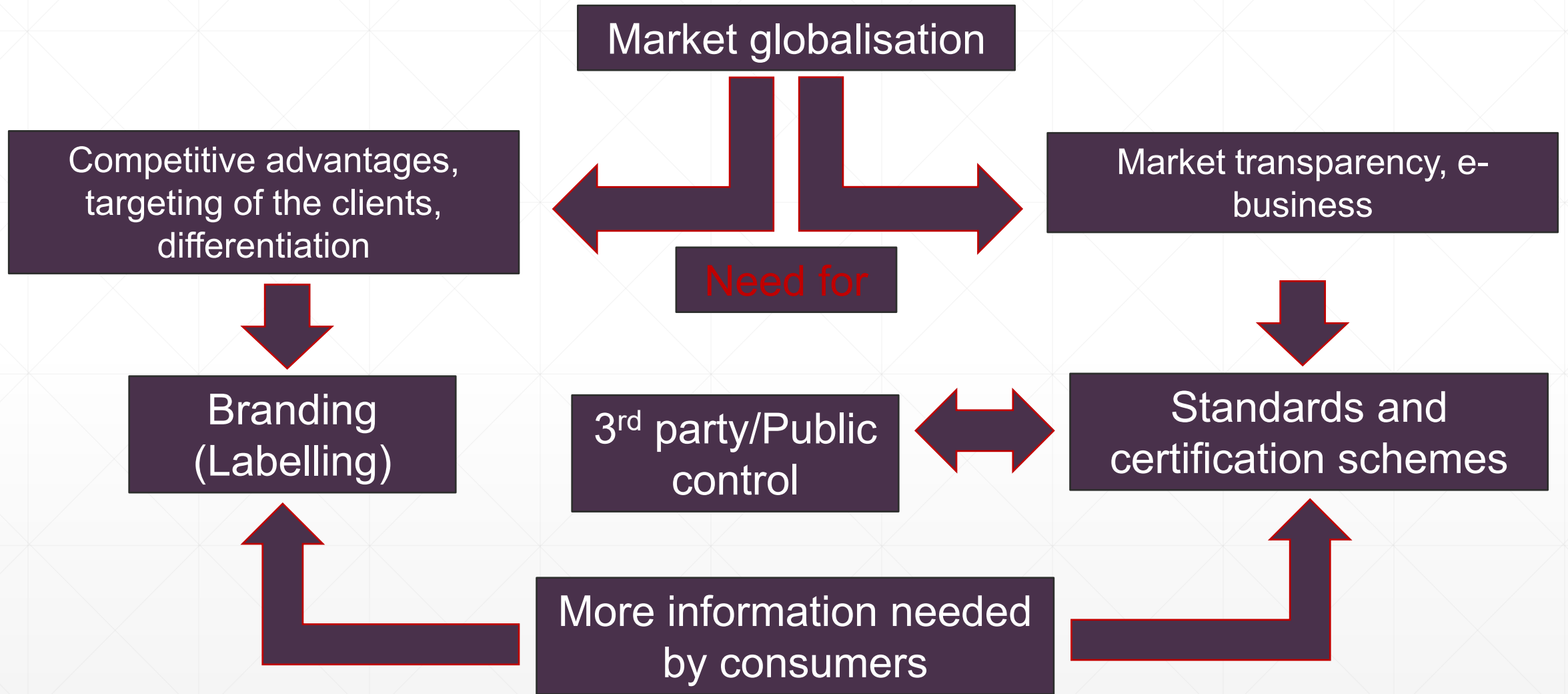


Labels (and packaging)

- Labels and packaging can be used to encourage potential buyers to purchase a product. Most packaging is designed to reflect brand's message and identity
- Labels and packaging are increasingly used to brand positioning: materials, label and design are **key to the storytelling element** of brand development



Why we need certification and labelling?

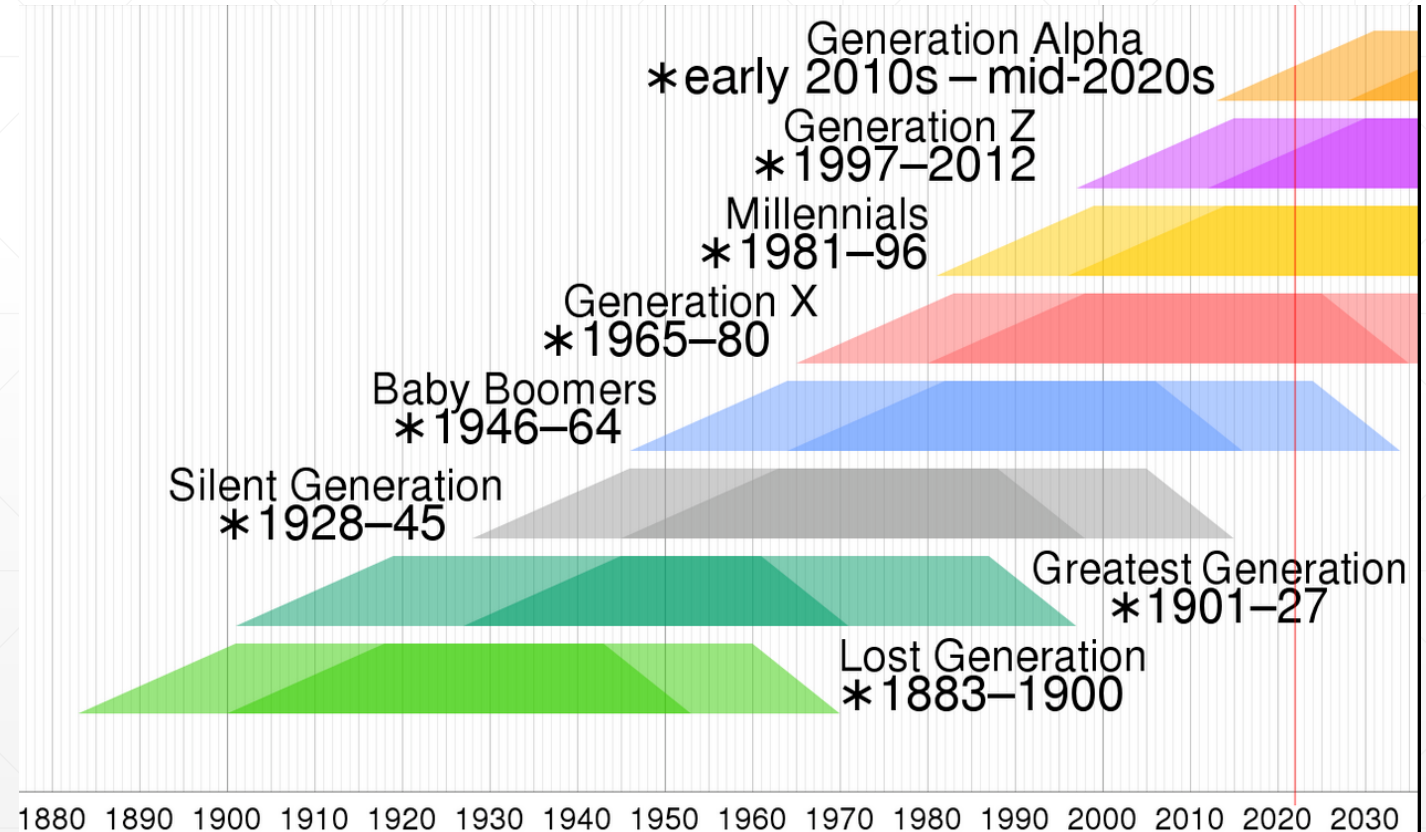


Important changes in the demand side

Urbanization



Generation shift



LOHAS (Lifestyle Of Health and Sustainability) consumers

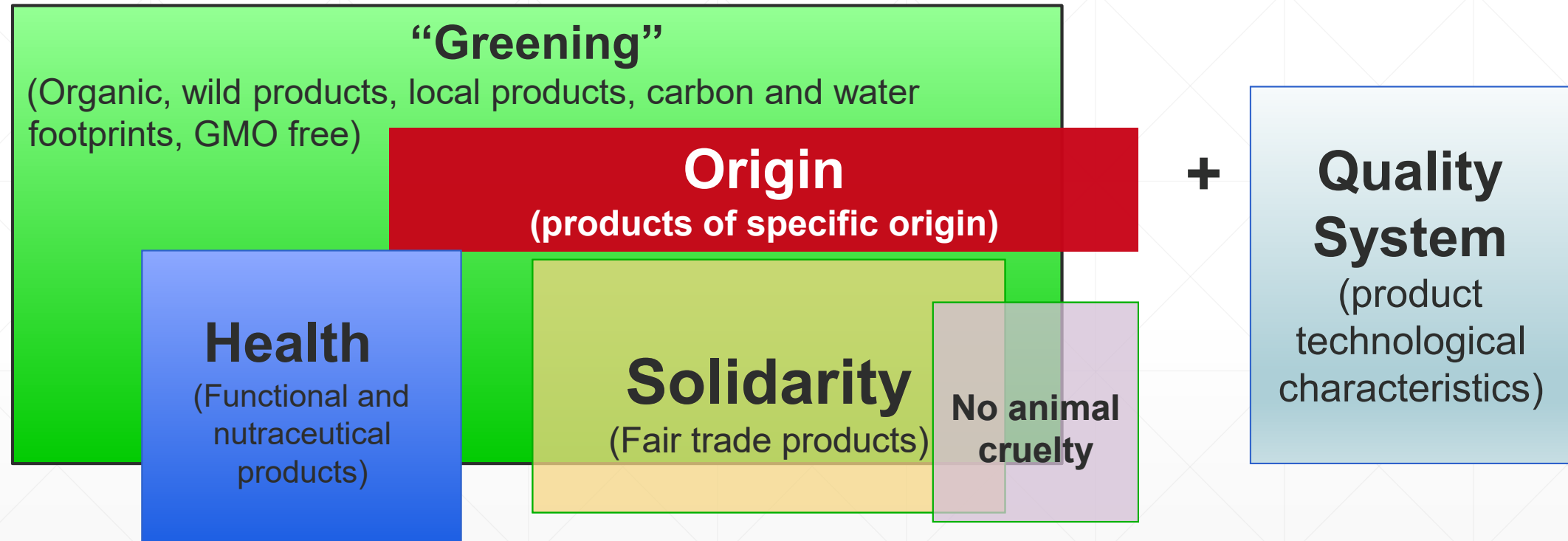
LOHAS describes a consumer who actively seeks out a healthier and more sustainable lifestyle



Mostly western countries
but also in many Asian
countries

- They consider all 3 pillars of sustainable development (economic, social and ecological) in their shopping decisions
- They are less price-sensitive, and they are characteristically **brand-loyal (and certification loyal)**

LOHAS: 4 reference values (attributes of “quality”)



Attributes:

- Organic
- Biodynamic
- Wild
- Local (0 km)
- Footprints: carbon and water
- ...

Negative attributes:

- GMO free
- Deforestation and forest degradation free
(new EC draft Regulation)
- Cruelty free

**WFP are perfect
candidates!**

Certification: navigating in a complex and dynamic world

Certification for WFP

Environment



Quality/health

Socio-economic

Quality/health



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/>

Certification for WFP

Environment



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

Quality/health

Socio-economic

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

Legally protected denomination and a label




Today, 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

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

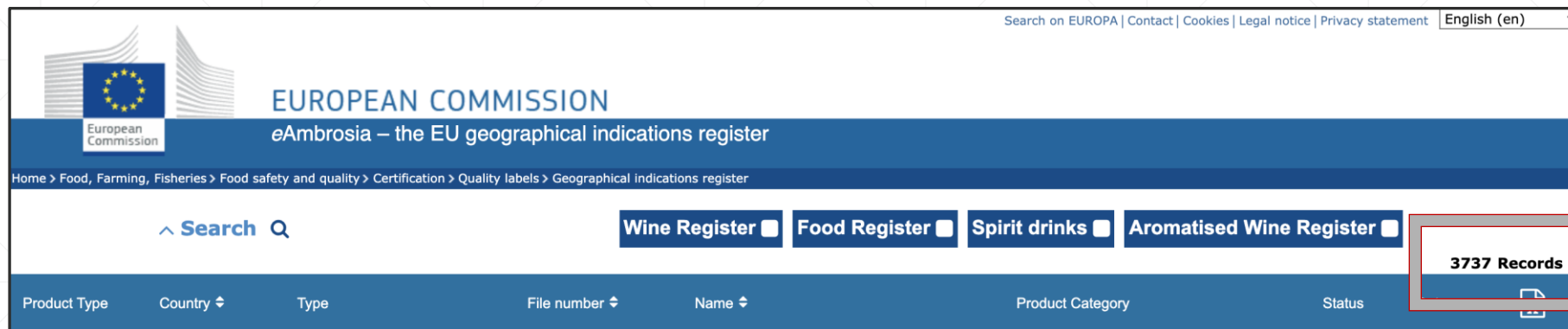
EU Geographical indications and traditional specialities



3 European Union schemes promote and protect names of quality of 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	

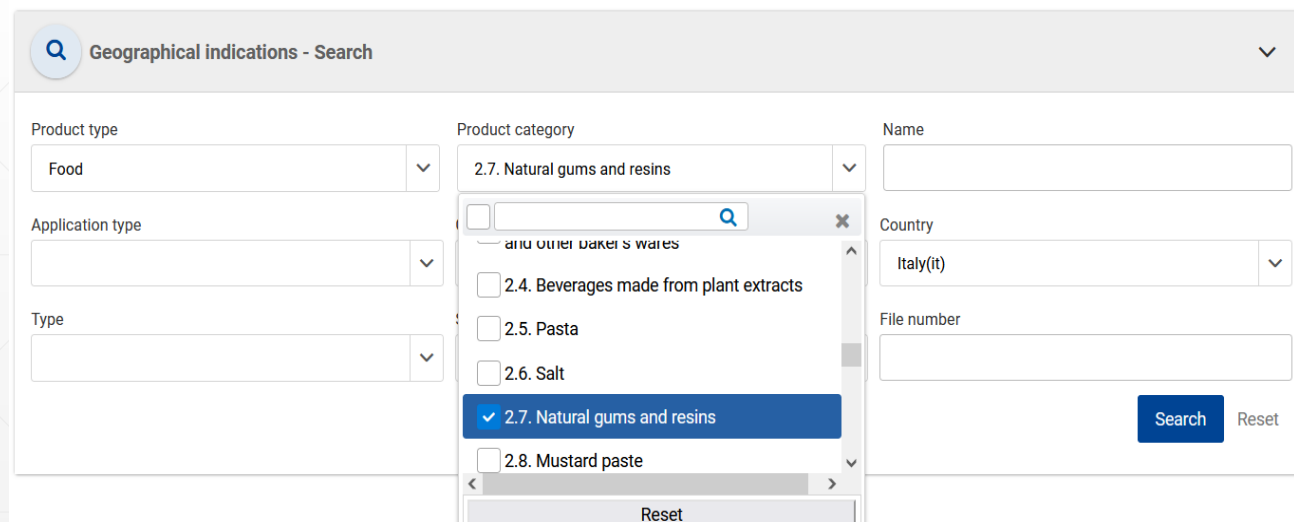
The larger register of products with 3rd party certification of geographical indications: e-Ambrosia



The screenshot shows the top section of the eAmbrosia website. At the top right, there are links for 'Search on EUROPA', 'Contact', 'Cookies', 'Legal notice', and 'Privacy statement', along with a language selector set to 'English (en)'. Below this is the European Commission logo and the text 'EUROPEAN COMMISSION' and 'eAmbrosia – the EU geographical indications register'. A breadcrumb trail reads: 'Home > Food, Farming, Fisheries > Food safety and quality > Certification > Quality labels > Geographical indications register'. The navigation bar includes a search icon and the text 'Search'. To the right of the search bar are four buttons: 'Wine Register', 'Food Register', 'Spirit drinks', and 'Aromatised Wine Register'. On the far right, a box displays '3737 Records'. Below the navigation bar is a table header with columns: 'Product Type', 'Country', 'Type', 'File number', 'Name', 'Product Category', and 'Status'.

With information on each standard

Search by product category:



The screenshot shows the 'Geographical indications - Search' form. It has a search icon and a dropdown arrow at the top. The form is divided into several sections. On the left, there are three dropdown menus: 'Product type' (set to 'Food'), 'Application type', and 'Type'. In the center, there is a 'Product category' dropdown menu. A search box is open over this menu, showing a list of categories: '2.7. Natural gums and resins' (which is selected and highlighted in blue), '2.4. Beverages made from plant extracts', '2.5. Pasta', '2.6. Salt', and '2.8. Mustard paste'. To the right of the 'Product category' dropdown are three input fields: 'Name', 'Country' (set to 'Italy(it)'), and 'File number'. At the bottom right of the form are two buttons: 'Search' and 'Reset'.



Total no. of agricultural and foodstuff registered products: 349

No. of Wild/semi wild forest products: 25



4 Honey



3 hazelnut



1 mushroom



6 chestnuts
+chestnuts
flour

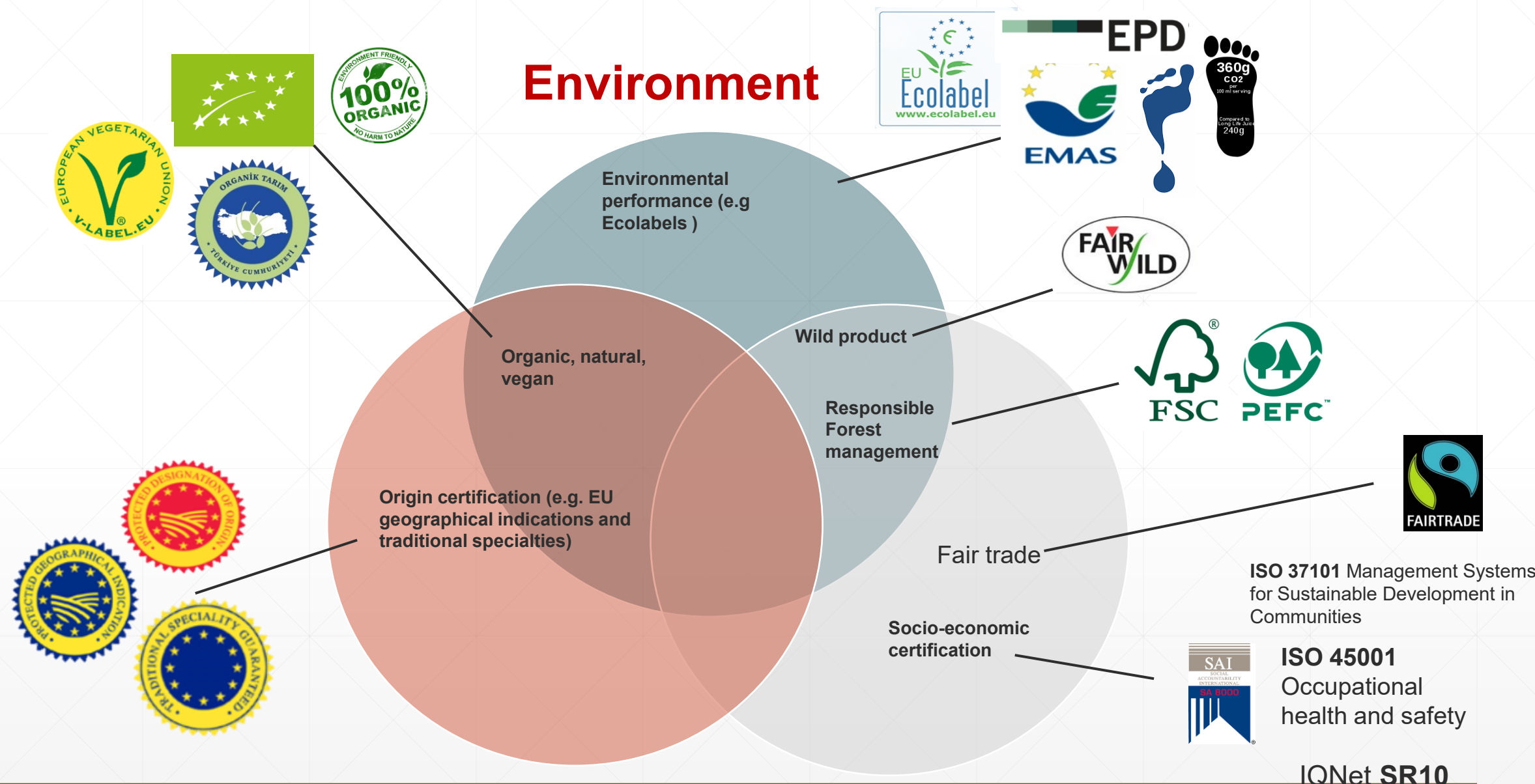


3 pistachio

3 saffron



Environment



Quality/health

Socio-economic

The 5 main scopes of WFP certification

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



Organic

- The collection of wild-harvested crops is defined in the IFOAM Norms (IFOAM 2014), and wild collection activities are regulated by organic laws.
- A wild collection area (including beekeeping) of **34.8 million hectares** was reported in 2019

Table 20: Wild collection and beekeeping areas by crop group 2019

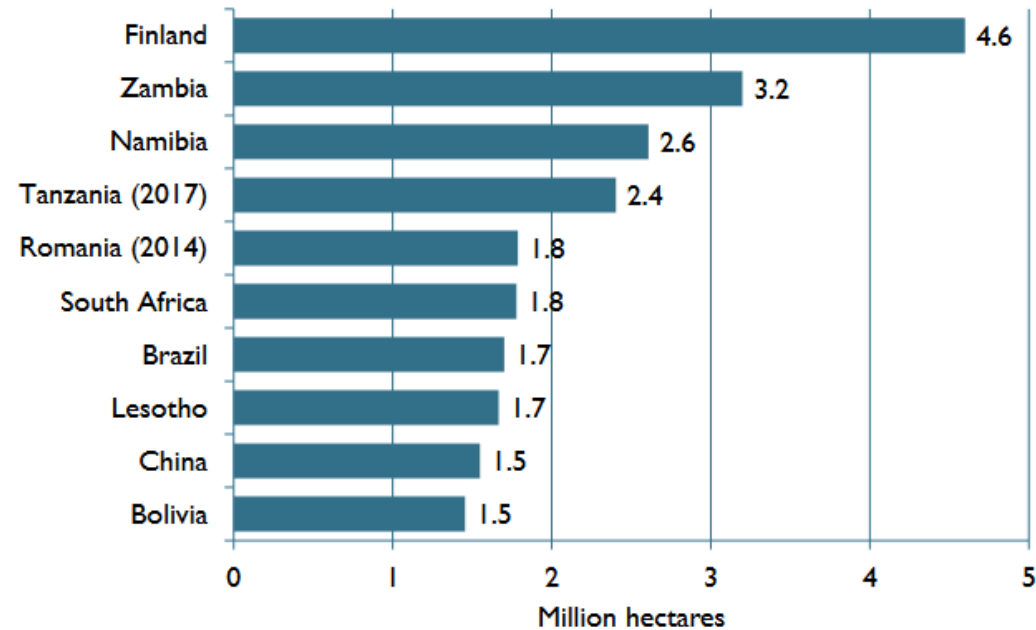
Land use	Area [ha]
Apiculture	2'581'592
Berries, wild	161'613
Coffee, wild	8'666
Forest honey	2'500'000
Forest products	2'685
Fruit, wild	2'379'232
Medicinal and aromatic plants, wild	4'119'427
Mushrooms, wild	11
Nuts, wild collection	3'660'356
Oil plants, wild	31'995
Palm sugar	916
Palmito, wild	60'249
Rose hips, wild	2'692'271
Seaweed	2'255
Wild collection, no details	16'593'722
World	34'794'989

Source: IFOAM
2021

The countries with the largest areas are Finland (mainly berries), followed by Zambia, Namibia and Tanzania (beekeeping)

The ten countries with the largest wild collection and beekeeping areas 2019

Source: FiBL survey 2021



Unfortunately, for most of the wild collection areas, no details are available

Sustainable Forest Management: the case of FSC

FSC CERTIFICATES PUBLIC DASHBOARD

Search by License Code, Certificate Code, Organization Name, Local Name or State/Province

Search

Certificate Status

- ☐ Terminated
- ☒ Valid

Certification Body

- ☐ APCER
- ☐ BV
- ☐ CU
- ☐ GFA
- ☐ IMA
- ☐ NC

Certificate Type

- ☐ COC
- ☐ FM/COC

Role

- ☐ Certificate holder
- ☐ Site

Country/Region

Cerca

☐ AUSTRIA

☐ BRAZIL

☐ CANADA

☐ CROATIA

☐ JAPAN

Tree Species

Cerca

☐ Seleziona tutto

☒ Acacia

☒ Acer

☒ Achillea

☐ Achillea millefolium L.

Product

Cerca

☒ N5 Bamboo and articles of bamboo

☒ N6 Plants and parts of plants

☒ N7 Natural gums, oils and derivatives

☒ N8 Chemical, medicinal and cosmetic

☒ N9 Food

☒ Not Applicable

☒ P1 Pulp

2022-05-24 11:02:46

Data last updated



✓ ☐ Acacia
✓ ☒ Acer
✓ ☒ Achillea
✓ ☒ Arbutus
✓ ☒ Arctium
✓ ☒ Aristolochia
✓ ☒ Artemisia
✓ ☒ Astrocaryum
✓ ☒ Baccharis
✓ ☒ Bauhinia
✓ ☒ Bertholletia
✓ ☒ Betula
✓ ☒ Bixa
✓ ☒ Calendula
✓ ☒ Camellia
✓ ☒ Castanea
✓ ☒ Cecropia
✓ ☒ Chromolaena
✓ ☒ Cocos
✓ ☒ Cuphea
✓ ☒ Curcuma
✓ ☒ Cymbopogon
✓ ☒ Cynara
✓ ☒ Dipteryx
✓ ☒ Echinodorus
✓ ☒ Eucalyptus
✓ ☒ Euterpe
✓ ☒ Foeniculum

✓ ☒ Handroanthus
✓ ☒ Ilex
✓ ☒ Lavandula
✓ ☒ Leonurus
✓ ☒ Leucaena
✓ ☒ Malva
✓ ☒ Matricaria
✓ ☒ Melissa
✓ ☒ Mentha
✓ ☒ Mikania Willd.
✓ ☒ Monteverdia
✓ ☒ Not Applicable
✓ ☒ Ocimum
✓ ☒ Origanum
✓ ☒ Passiflora
✓ ☒ Persea
✓ ☒ Persicaria
✓ ☒ Petroselinum Hill
✓ ☒ Pinus
✓ ☒ Plantago
✓ ☒ Plectranthus
✓ ☒ Porophyllum
✓ ☒ Psidium
✓ ☒ Quercus
✓ ☒ Rauvolfia
✓ ☒ Ruta
✓ ☒ Salvia
✓ ☒ Sambucus
✓ ☒ Sechium

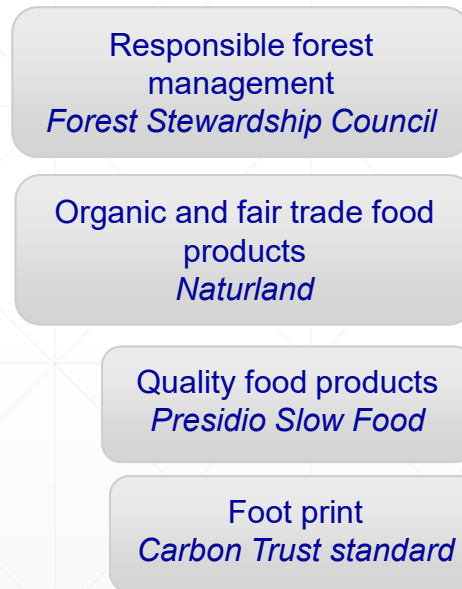
✓ ☒ Sechium
✓ ☒ Solanum
✓ ☒ Stryphnodendron
✓ ☒ Symphytum
✓ ☒ Taraxacum



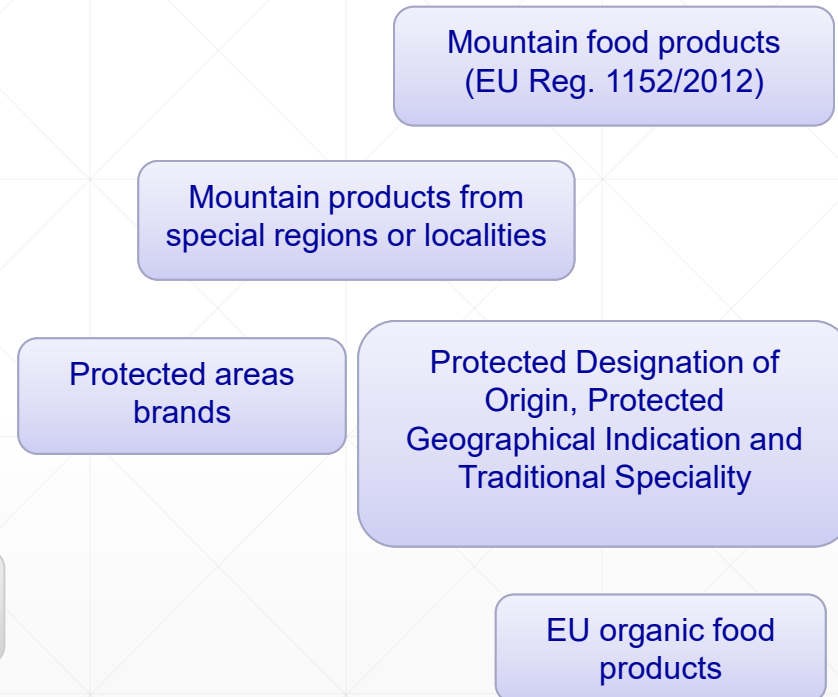
Private initiatives;
label use by a
single company



Private initiatives;
“umbrella” label



Public initiatives



Looking at the future: the need for coordination

Product labelling: an old practice!



‘Made in Roma’: ancient Romans branded their products with a label, ranging from glassware to weaponry

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

Certification, labelling and branding are powerful tools

Need to focus on the major message(s) we want to convey



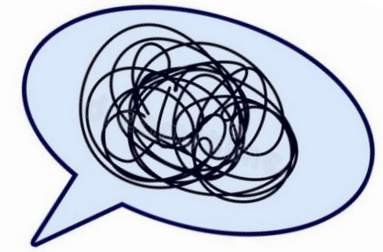
What has changed from the old times?

**“We became rich with information,
but poor with time”**

→ Consumers need clear, simple, quick market signals. They look for quality assurance

In promoting standards and labels we are facing some risks:

- Simplification vs. complexity
- Lack of coordination between public institutions vs. civil society initiatives



Public operators should support the development of standards and labels:

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

*Thank you berry
much*

