



GREEN LABEL

Sustainable Fruits and Vegetables

“The Green Label and the mango industry”



Background

- The Green Label concept started in 2012

Issues

High Alert

Commingling (safe vs unsafe, exported vs local)

Food safety issues on the local market – inappropriate production practices, consumer lack choice on the market (label)

- EU Vegetable Ban in 2014

Corrective measures in lifting of ban



Background

TRAQUE support

- ✓ Development of Green Label Standard by GSA (GS 1054 & GS 1074)

Scope

Production – Food Safety, Quality, Environmental Sustainability and Workers Health (GAPs)

Processing – Traceability and systems to check comingling

Retail – GDPs

- ✓ Development of Farmers Manual
- ✓ Support for farmer Group



Background

Challenge

Implementation focused on production not market

- EU Vegetable Ban Lifted in January 2017
- GGL was incorporated as legal entity in February 10, 2017 with initial 2 directors and a secretary
- Directorship later expanded to include private sector/ value chain actors participation (currently with 9 directors)



How to get Certified

- Apply for certification
- Request a conformity training
- Get Audit
- Certification Decision
- Market linkage established



Current Impact

Production

- 15 individual farmers certified (one mango farmer)
- 8 farmer groups certified (representing over 250 individual farmers)

Processing

- 4 Processing Facilities packaging certified products
- 45,000 labels traded

Retail

- 8 Supermarkets retailing certified produce

MaxMart, Palace, Lara, Game & Fresh Market



Implementation Challenges

- e-traceability to detect comingling live (system of trust)
- Field monitoring



Proposition to Mango Farmers

- Market without certification
- Current availability of market locally but not enough
- Market Entry potential to market with on certification requirements
- Huge potential for consideration – Africa Continental Free Trade Area (AfCFTA)



Recommendation

- Consider the green label certification to gain competitive advantage and product integrity in the AfCFTA
- Potential for high income
- Produce clearly differentiated on market
- Assurance of quality and safety

Label





Project Partners





Thank you



Contact Us

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