BUILDING COALITIONS TO DEVELOP MARKETS

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Building Coalitions to Develop Markets

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Agenda

• Who We Are
• Our Approach & How It Works
• What Sets Protected Harvest Apart
Who We Are

• A non-profit certification organization that:
  – Advances environmental and economic sustainability by certifying farm and food company practices
  – Promotes practices that are based upon stringent, transparent and quantifiable standards
  – Provides third party credible verification of those stringent standards
  – Features incentive-based eco-labeling in the marketplace!

www.protectedharvest.org
A model of cooperation for a mutual interest

In 1996, an exciting collaboration came together to pioneer a new agricultural standard.

- WI Potato & Vegetable Assoc.
- University of Wisconsin
- World Wildlife Fund
What Makes a Good Eco-Label?
We score the top Consumer Union Rating!

- Meaningful and Verifiable
- Consistent and Clear
- Transparent
- Independent and Protection from Conflict of Interest
- Opportunities for Public Comment
Making the Case for the Marketplace

• Most growers do not want subsidy payments
• Continued economic viability is the key for growers and must come from the market
• Growers who do more to protect the environment deserve consumer recognition
• An eco-label can spark that recognition
Accountability is the Key

- The public must know that growers are doing what they say they are doing
- To get recognition growers must do more
- Growers must distinguish their products in order to compete
- Third-party certification validates environmental practices & provides credibility
Accountability is NOT Self-Certification

- Only a certification program that is reviewed by the scientific and environmental communities can truly be accountable to the consumer

- Blowing your own horn never works!
What do consumers think?

In a recent supermarket intercept of 500 consumers,

• 80-92% of respondents were likely to purchase Protected Harvest certified product.

• More than 90% are willing to pay a premium for the product.

• More that 80% of those surveyed cited the importance of certification.
What do consumers like?

When asked what aspect of the product appealed to them, respondents listed:

• Fewer pesticides
• Environmentally friendly
• Good for me
Health is key motivation to protect the environment

Percent of American adults who name the following items among their top 1 or 2 reasons to protect the environment

- Protect resources for the economy: 18%
- Preserve recreation areas/national parks: 20%
- Ensure existence of natural places and wildlife: 31%
- Protect Resources for future generations: 48%
- Protect Human Health: 56%

Protected Harvest links health & environment

-Green Gauge Report 2000 Roper Starch Worldwide
Our Approach & How It Works

• Go for maximum environmental impact by working with mainstream conventional agriculture

• Partner with grower groups or food companies to achieve a critical mass for change

• Establish a performance continuum & make annual progress on a 3-5 year plan
Production standards divided into two main components:

1. Field Practices to support air and water quality
2. Pesticide Use (Environmental Impact Unit Score)

Chain-of-custody also required for handlers and processors
A Case Study– Lodi Winegrapes

- Experts and growers collaborated to created an environmental program that gives the growers a means to distinguish and market their region.
- Six wingrape growers certified in January
- The certification program adds credibility and accountability to the market claim.
Protected Harvest Partnerships

• Partnerships in progress
  – Wisconsin Potatoes
  – Lodi-Woodbridge Winegrape Commission
  – California Tree Fruit
  – California Processed Tomatoes
  – California Strawberries
  – NEXT: California Citrus
Keys to Strong Partnerships

• Let the growers & experts design the plan & then peer review it
• Engage leaders and early adopters; resist temptation to engage whole commodity community
• Use 3-5 year plan to engage ownership of progress pathway and goals
• Solicit in-kind contributions to solidify buy-in
Coverage of a project announcement included:

94 National and Local Print Media reports in Newspapers or on the Internet
22 Environmental Publications
34 Regional and Local TV and Radio station reports in the news or on their web sites

Most notably, the event generated coverage in many top-tier media outlets including:

Associated Press
ContraCostaTimes.com
NEWS CHANNEL 3
The Sacramento Bee
washingtonpost.com
Forbes.com
The Mercury News
What about “It Ain’t Organic”? 

- The product can be priced close to the conventional product.
- Organic is & will continue to be niche market.
- We offer a gateway to the conventional grower who wants to “green” his system.
- These producers need incentives and market recognition to make this transition.
- Certification & eco-label creates opportunity for the consumer to support these producers.
What sets Protected Harvest apart?

- **Transparency of Process**
  Standards developed cooperatively
  Available for anyone to review

- **Measurable Goals**
  -- Verifiable performance measures validate the commitment of food companies to protecting the environment

- **Credibility**
  – Collaboration with internationally recognized scientists, good partners, our Board
Why This Green Label Works

• Our label has content; we can measure environmental impact
• We know that the environment is one element of a successful product
• We work collaboratively with our partners to show progress towards established goals
• We make it easy for producers & consumers to “do the right thing”