



Essentials of a PGS

What is an Ideal PGS?

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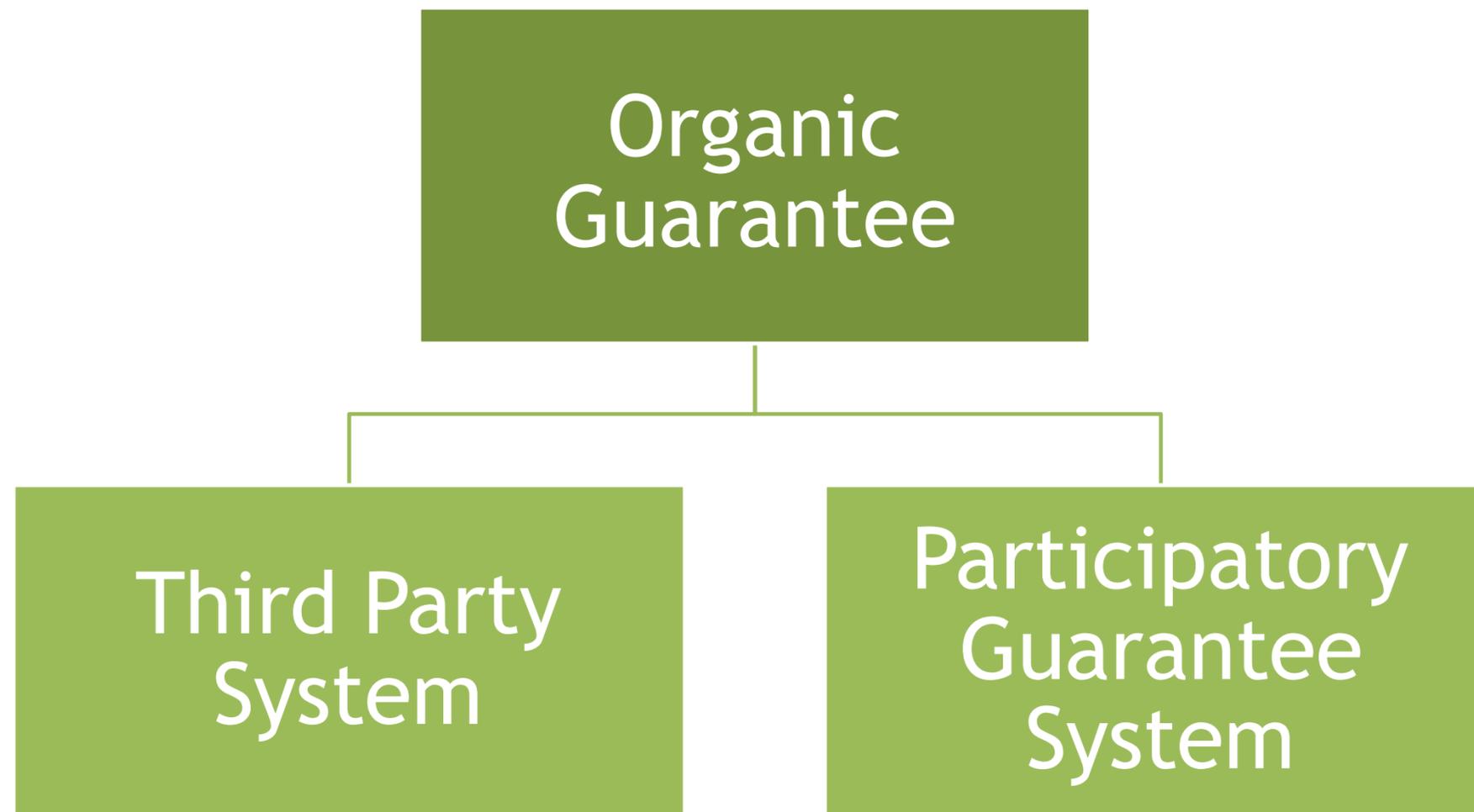


Is there need for guarantee?

- Based on value: NOP-CFR 205.101; Production or Handling Operation \leq \$5,000.
- Based on size or scale of operation: 1/8 acre, 20x40 plot, portable garden?
- Selling to my neighbor or friend I know?



Types of guarantee



Local vs. PGS

Can “Local” replace PGS or act alone as a guarantee for safe, nutritious and chemical free food?

Practical Action survey 2023:

- 76% of consumers prefer food from “local” sources especially low income groups.
- 66% of consumers prefer food produced by smallholder farmers.
- Consumers prefer food collected from home area which is considered local.
- Trends of preference for traditional foods, herbal foods, African leafy vegetables.



PGS Definition

- PGS is simply a system of **trust**, based on known **consequences**.
- The participants in the system knowing that the entire chain of trust, if broken, leads to consequence akin to those of a **Guarantee**.
- PGS allows for consumers, farmers and all other stakeholders in the **value chain** to create a system of **transparency** and trust.
- The **system** allows for small holders to use this trust with little or no cost accrued to them and continue to **produce organically**, the consumers have access to **safe produce** and be connected to the process of agriculture.



Why PGS Development is Important

- Third party certification system is usually expensive an aspect that discourages smallholder farmers **due scale of operation**.
- Most consumers both urban and rural are not prepared to pay **premium price** especially middle and lower income groups.
- Most third party certified organic production currently is for **lucrative export markets**.
- The rising need to bring organic products to **mass markets**.



Why PGS Development is Important

- Third party certification scheme has been designed for commercial, large farms for which it will be economical to acquire certification. Though group certification schemes exist, they only succeed where **contract production** is involved.
- PGS integrated **farmer empowerment** contributing to **sustainability of farming systems**.
- PGS is definitely **cheaper**.
- PGSES can be very useful in supplying organic products in **mass markets**.

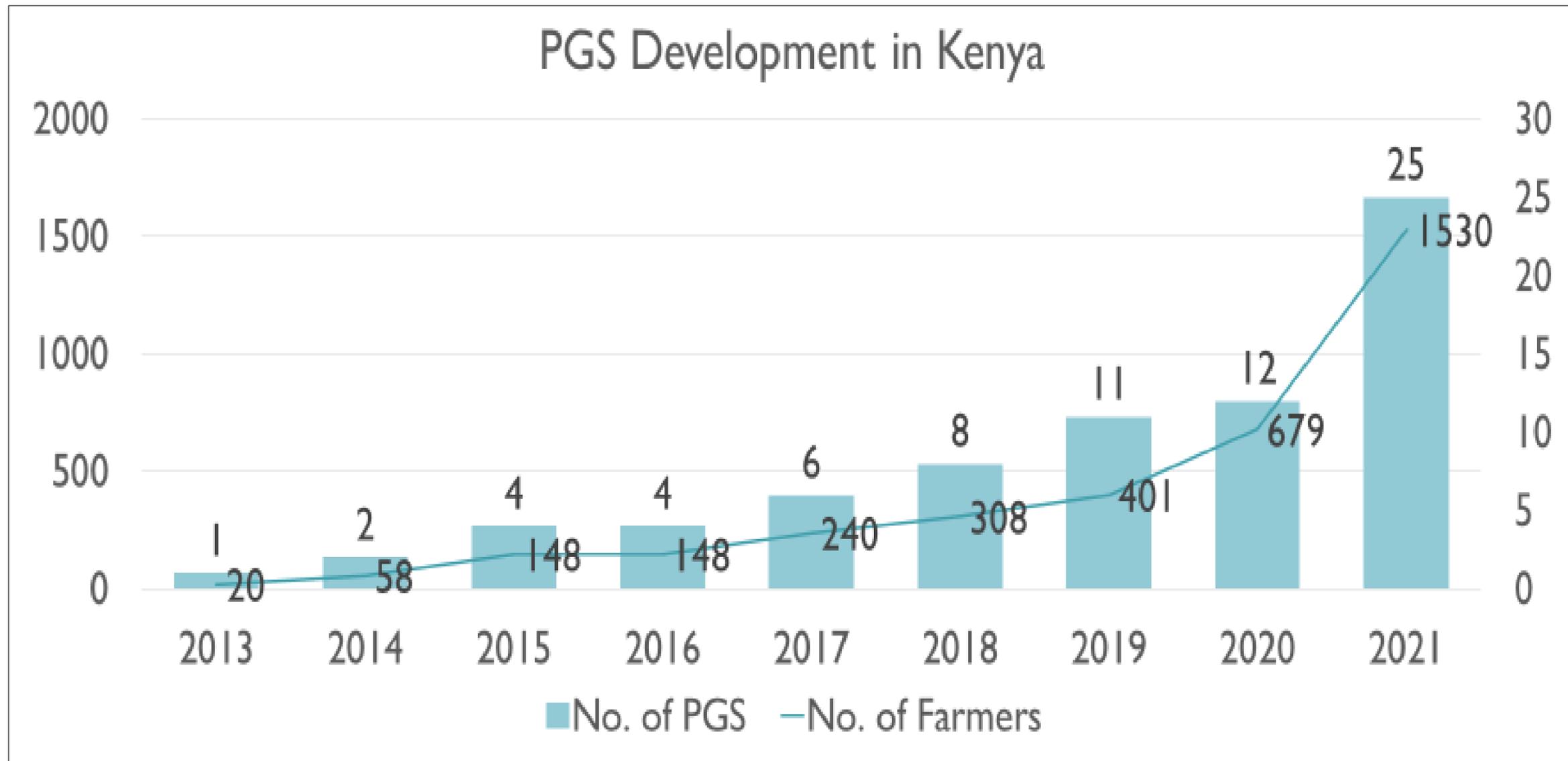


Why PGS Development is Important

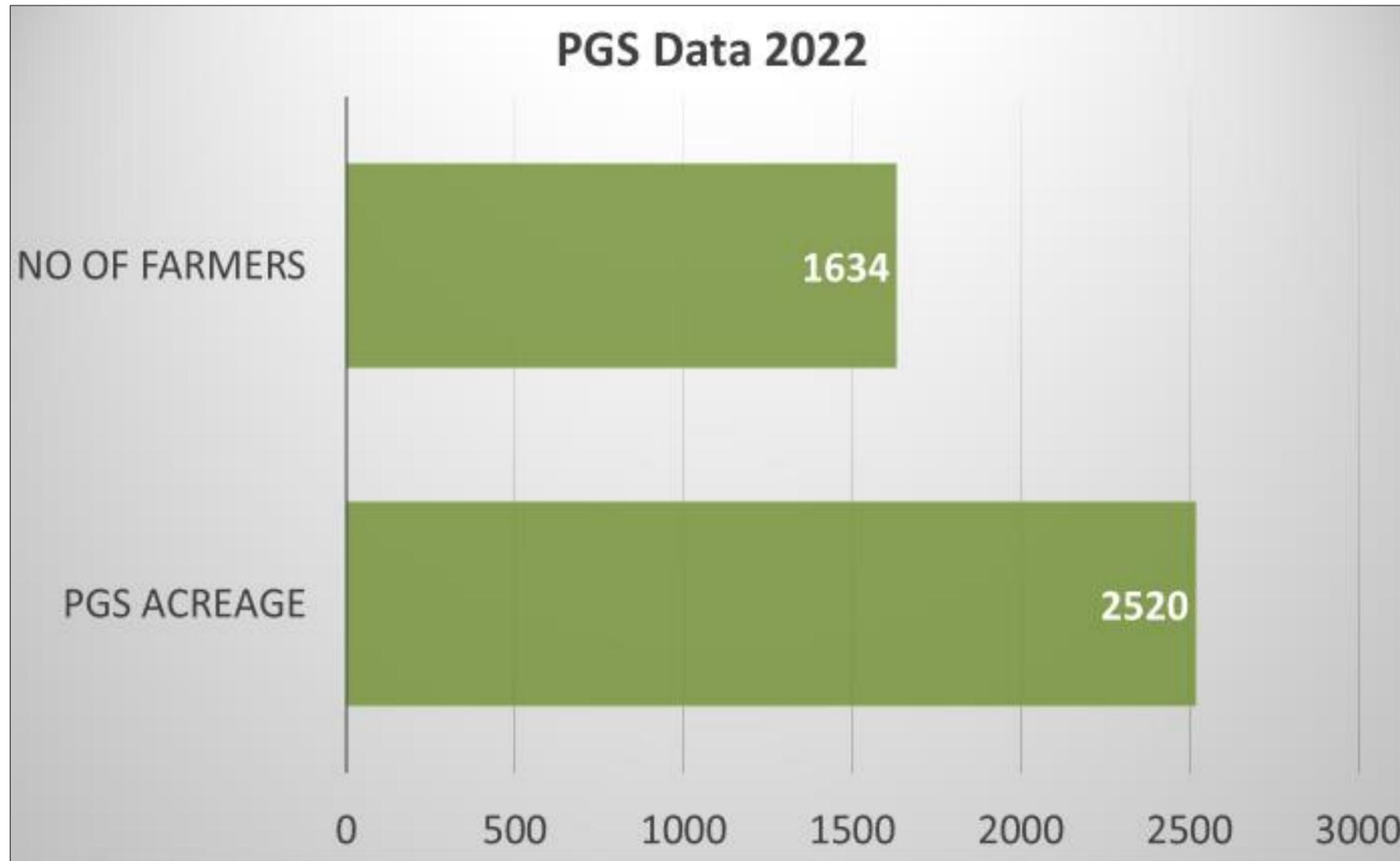
- PGS is based on **short and simple value chains** delivering competitively priced foods locally.
- PGS can be used by farmers with wide range of **agroecological practices/systems** provided branding is differentiated.
- PGS local markets can form part of ecotourism especially where such **markets integrate non food products**.
- PGSES can be an important tool for **market development** in rural areas



PGS Development in Kenya



Traders - PGS



PGS Common Features - IFOAM

Recognized
Production
Standards

Rules (norms)
*agreed upon by
the stakeholders*

*Built from the
grassroots*

Appropriate to
small-holder
agriculture

*Principles and
values that reflect
the culture of the
producers*

Documented
management
systems and
procedures

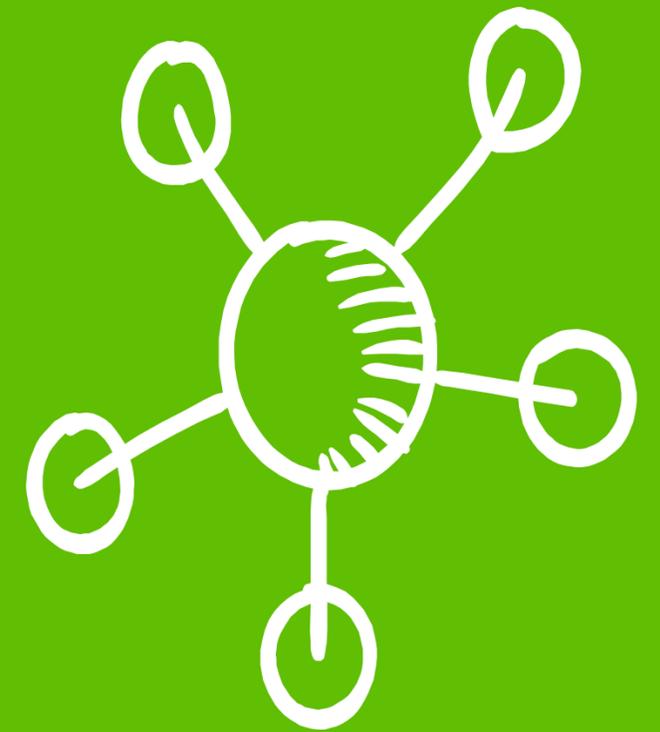
Mechanisms to
verify farmer's
comply with the
rules

*Technical
Development for
Farmers*

Farmer's Pledge

Seals or labels

Clear and
previously defined
consequences for
non-compliance

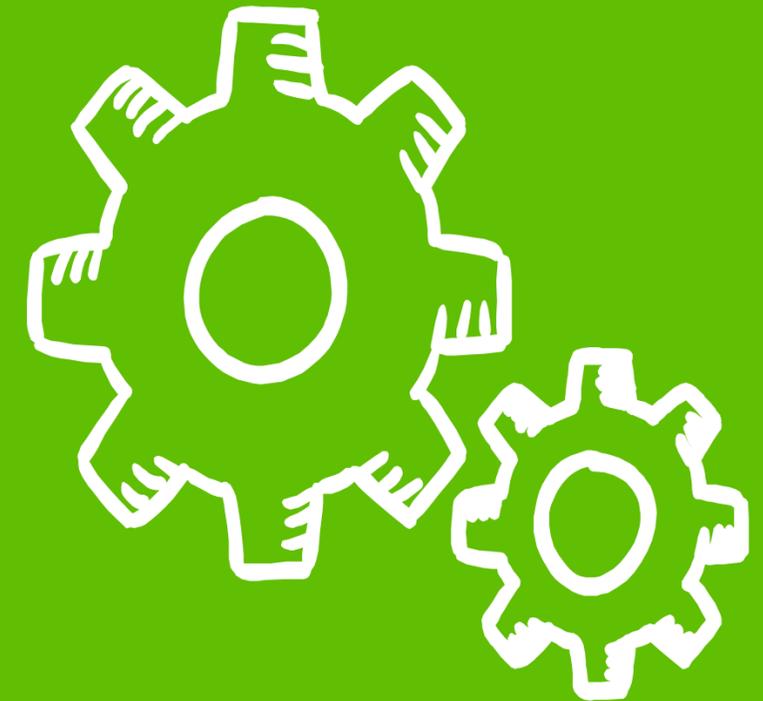


Key Elements of PGS



1. Shared Vision
2. Participatory
3. Transparency
4. Trust
5. Learning Process
6. Horizontality

Main Stakeholders in PGS



Building Blocks - PGS Development

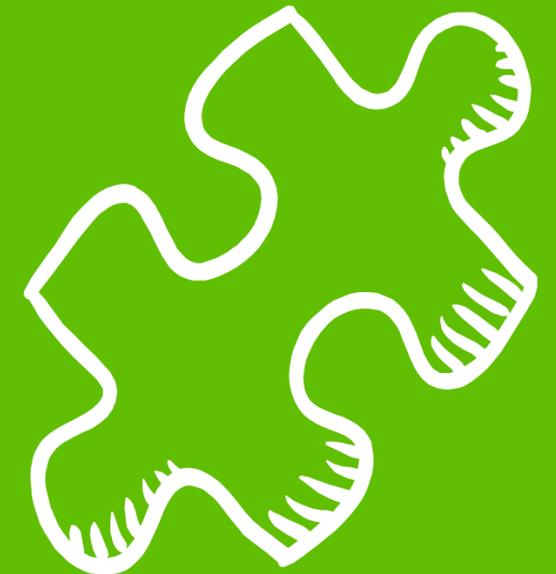
Situational Analysis

Building Shared vision with Stakeholders

Define and Agree on how PGS will work

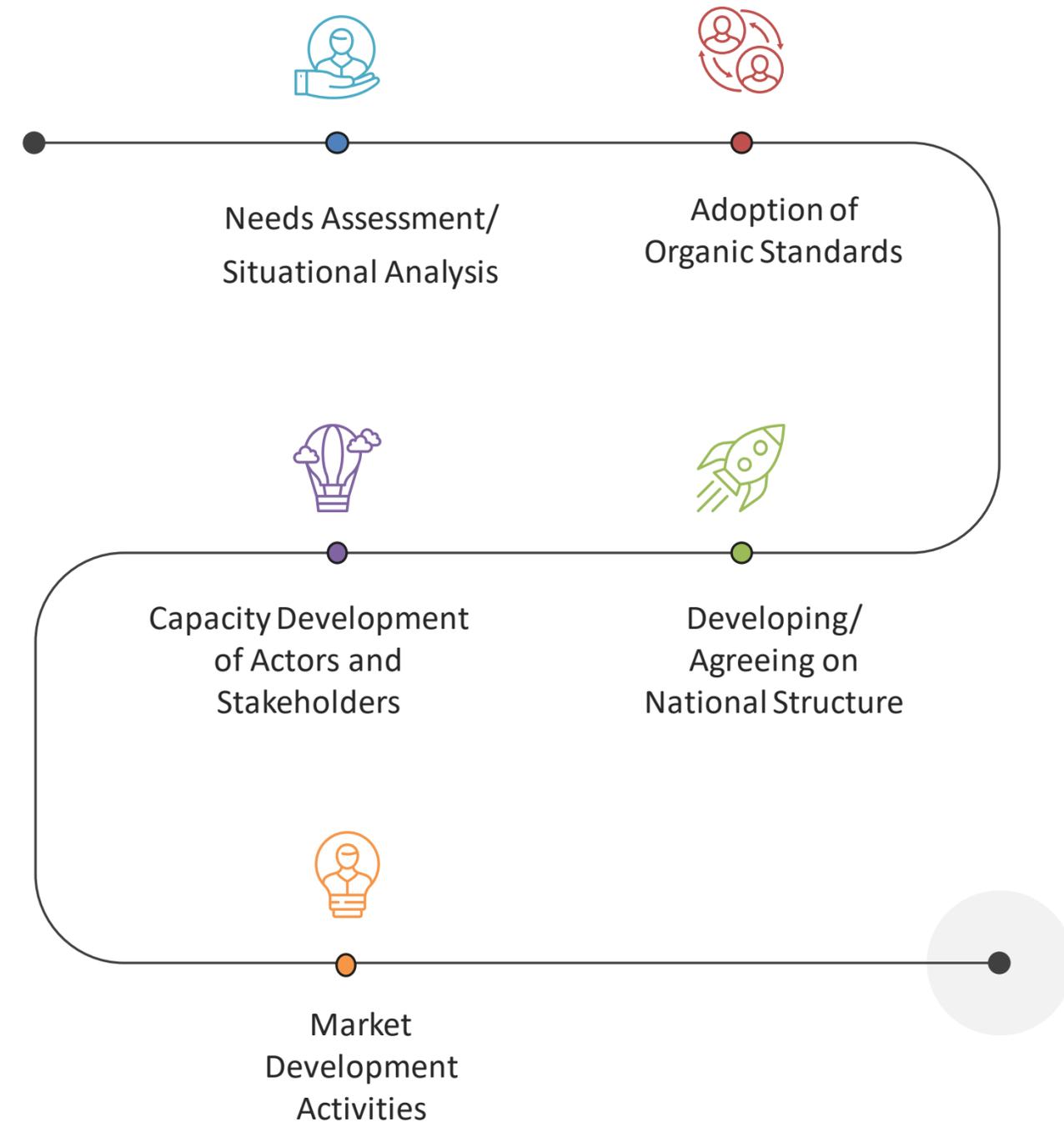
Day to Day Operations-Implementation

Peer Review and Approval



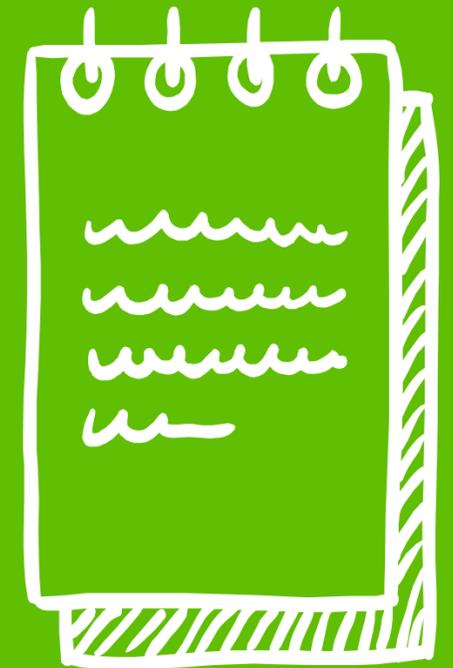
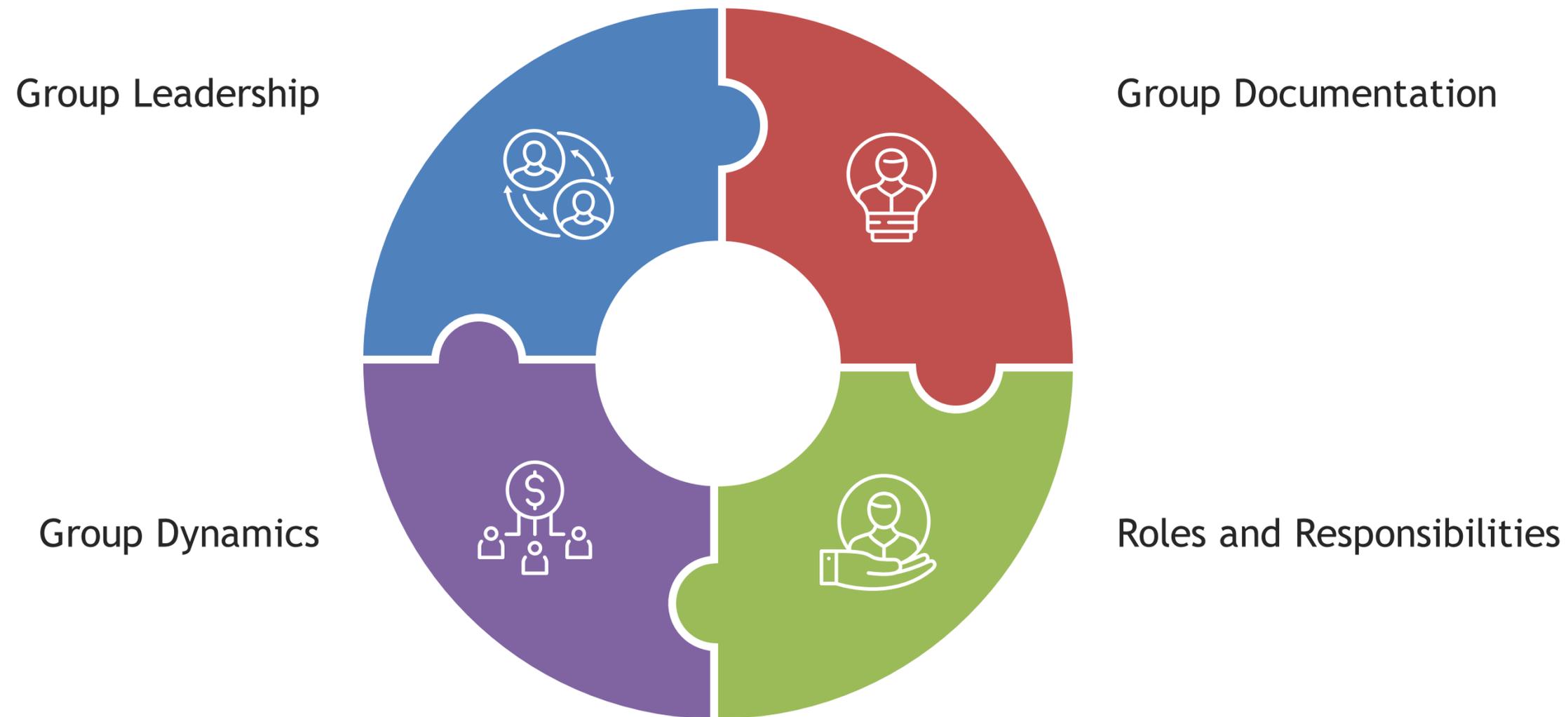
Developing National PGS Structure

Steps to follow when Developing a National PGS Structure.



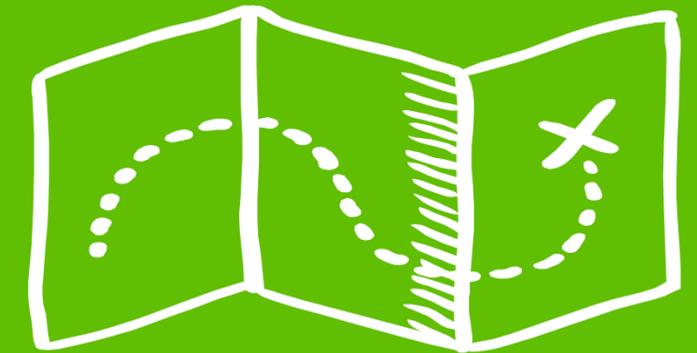
PGS Capacity Development of Actors

Develop Capacity of Group Leaders -



PGS Capacity Development of Actors

Develop Capacity of Local PGS Groups -



What is Ideal as a National Structure

What will be the role and responsibility of each of these structures?

- Regional/ County Platforms/Committees- lobbying and coordinating PGS activities at the County level
- National PGS Committee- Approval and reviewing rules and regulations
- National PGS Secretariat- maintaining PGS register, records and coordinating PGS activities nationally



Market Development Activities

Farmer - Trader Linkages



Developing Organic Farmers Markets

Starting Farm Shops for Groups



Exhibitions for Public Awareness and Selling

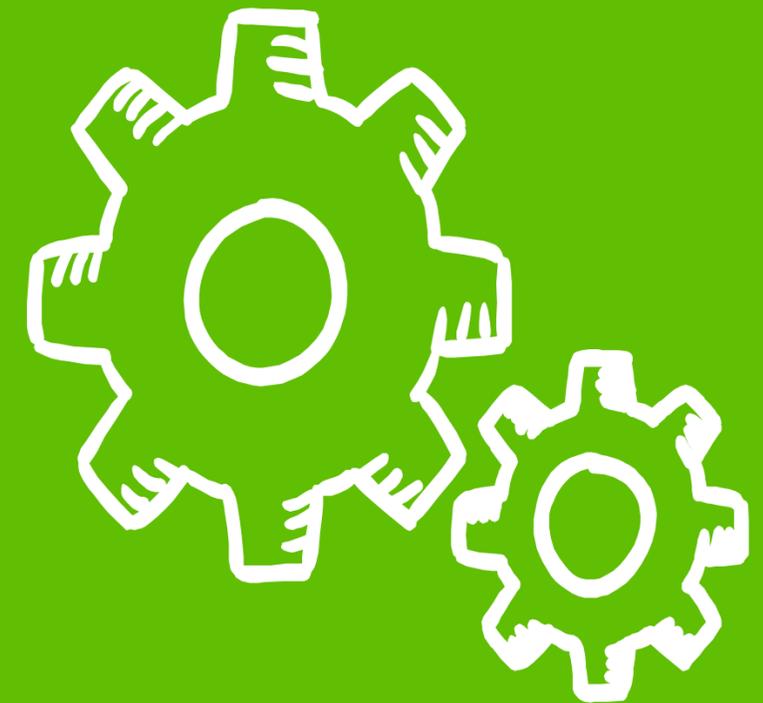


Developing and Promoting Organic Brand



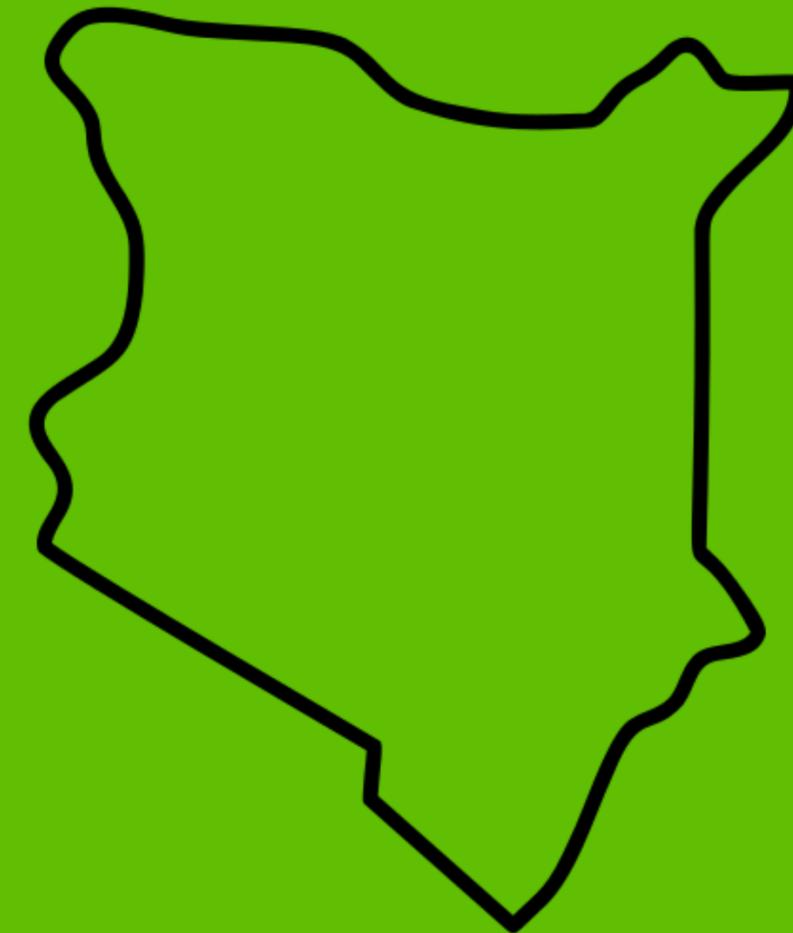
Operationalization of PGS: Group Level

- 1 Build capacity of actors, including farmers, extension, consumers, government officials
- 2 Develop PGS group structures
- 3 Develop PGS procedures and documentation
- 4 Conduct peer reviews and General Assembly
- 5 Market development activities such as Organic Farmers Markets
- 6 Participate in learning activities like field days, workshops, symposiums, and exhibitions



Operationalization of PGS: National Level

- 1 Develop regional and national structures.
- 2 Develop operational guidelines: procedures, systems, documentation and regulations.
- 3 Develop a national PGS assessment and approval scheme/programme.
- 4 Market development activities such as organic farmers' markets.
- 5 Hold annual national PGS workshops, symposiums, and exhibitions.



Kangari Organic Farmers Market



INOGOF PGS Farmers Market



Kikuyu Organic Farmers Market



KIKUYU ORGANIC
FARMER'S MARKET | 100% ORGANIC & PESTICIDE FREE

**SATURDAY, JANUARY 23RD AT MUGUMO HOTEL
KIKUYU TOWN FROM 8.00AM-1.00PM**

FRESH PRODUCE FROM ONDIRI ORGANIC FARMS (PGS) - BREAD - JUICES -
MORE INFO: +254 722 476611 - +254 727 977009





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