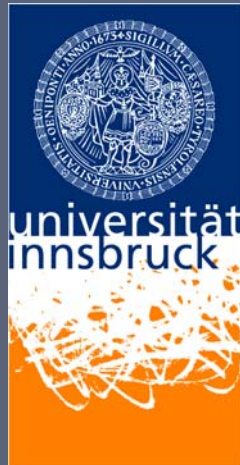




Possible Indicators for Social Sustainability and Fairness in Organic Agriculture

Markus Schermer, Sonja Tumler
Universität Innsbruck



19.-22.02.2009



BioFach 2009



Content

- Possible Indicators for
 - ▣ Social sustainability
 - ▣ Fairness
- Indicators used by enterprises
 - ▣ Trade
 - ▣ Processing



Material and Methods

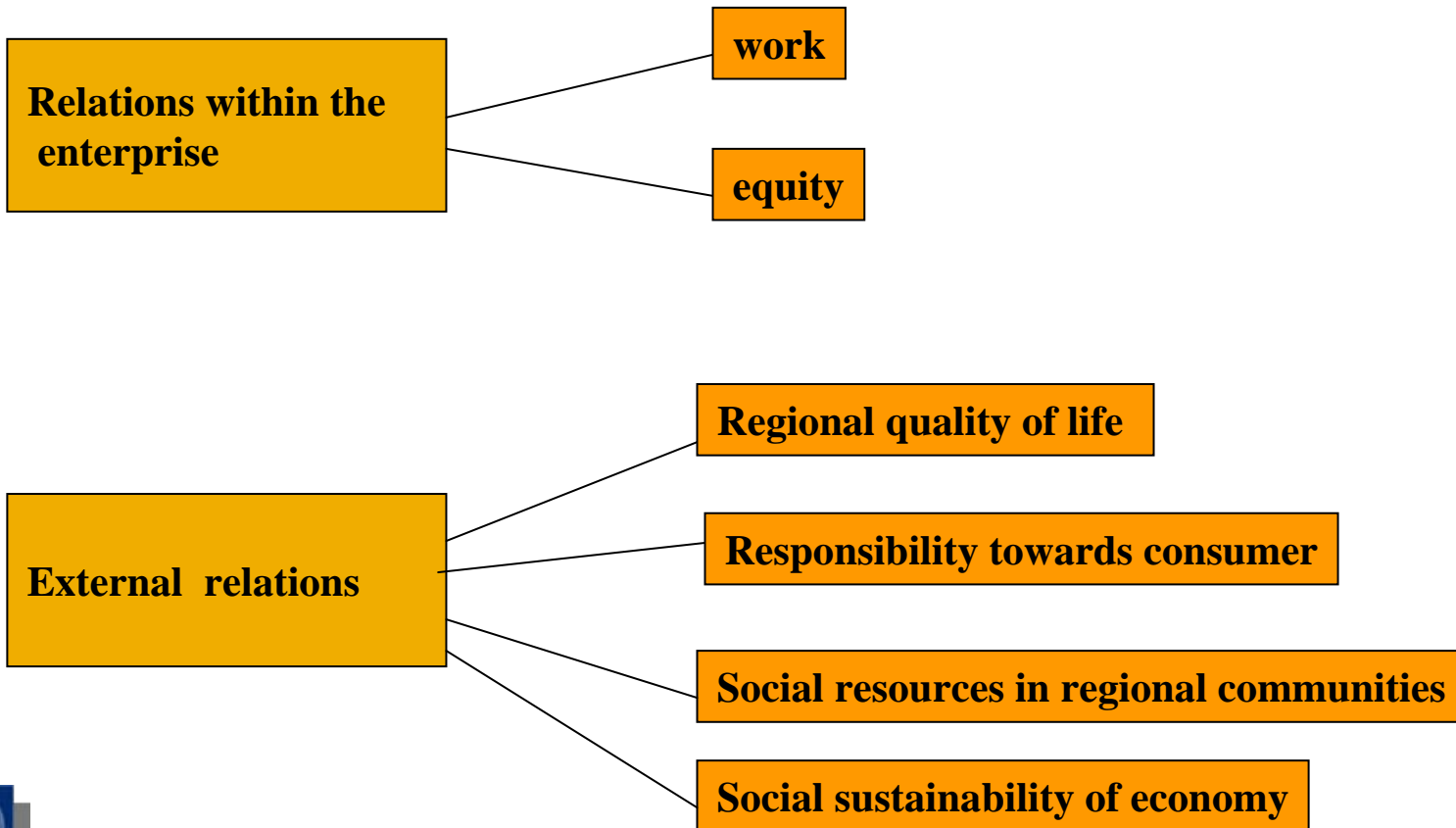
First (preliminary) results of a diploma thesis

Aim: overview over possible indicators

- Literature survey
 - on social sustainability/fairness
 - of indicator systems regional/national/international
 - of indicator systems in organic organisations/ associations /enterprises
- Selection of sets of applicable indicators
- Interviews with selected enterprises in processing and retailing on their perceptions and activities

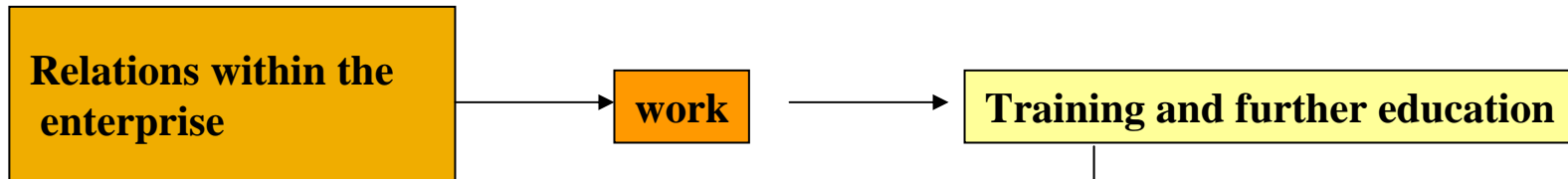


Social Sustainability – Possible dimensions for indicators



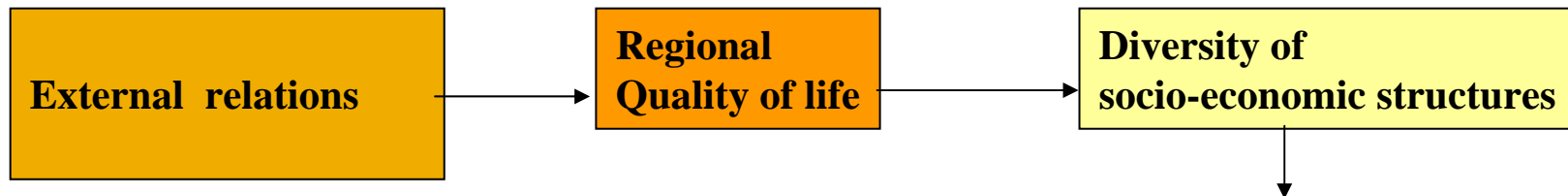


Social Sustainability – Examples for possible indicators



Indicator: time budget for employees for training on organic agriculture

Ex: Spar: offers several months of an internal training for sales trainees in cooperation with experts on organic farming



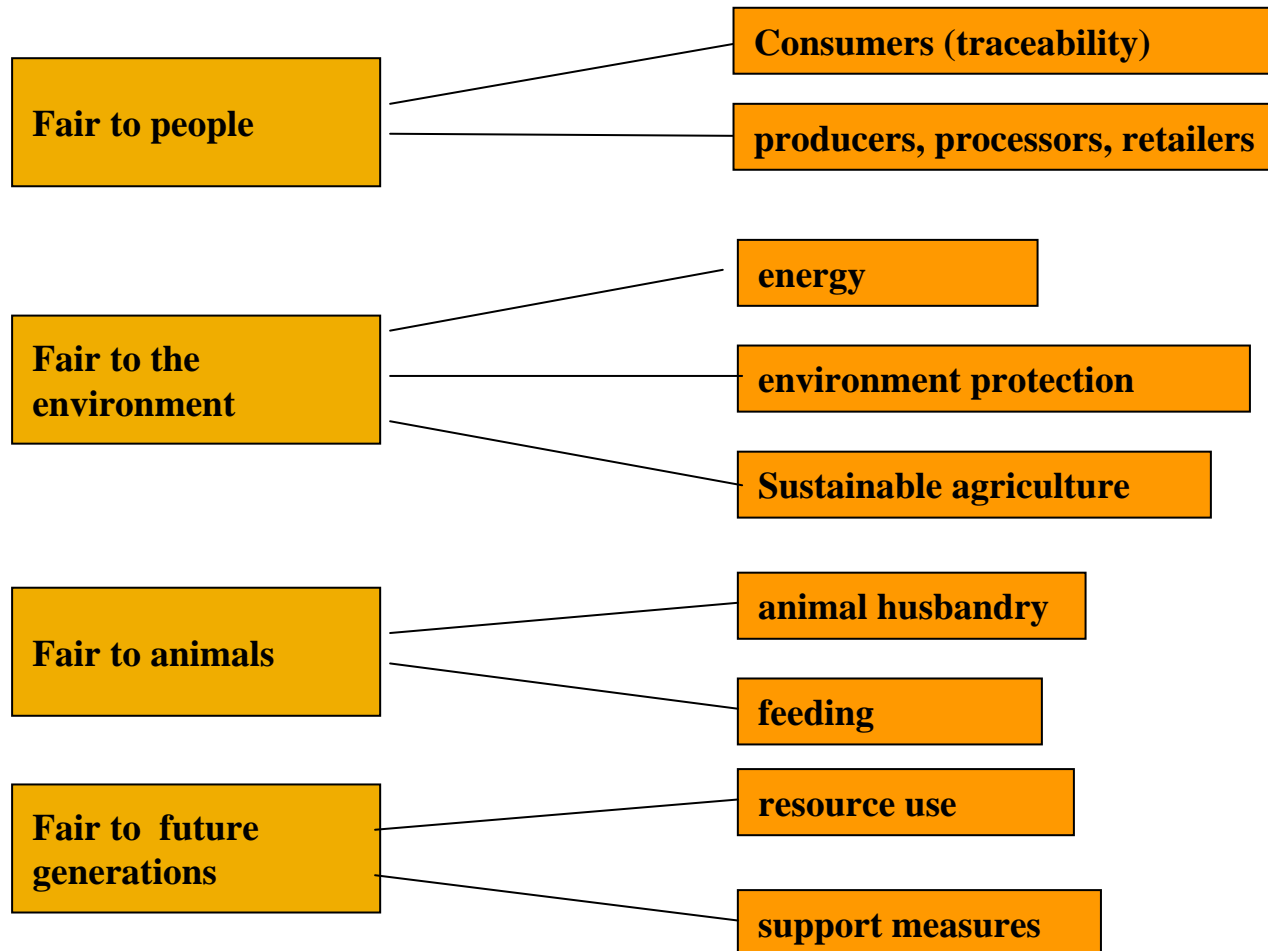
Indicator: support the diversity of socio-economic structures in the region

Ex.: M-PREIS: support of a regional producer based brand (Bio vom Berg), owned by a cooperative of small scale producers (farmers, butchers dairies)



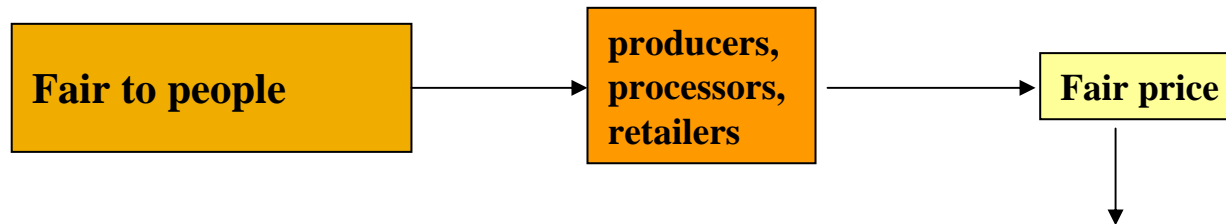


Fairness – Possible dimensions for indicators



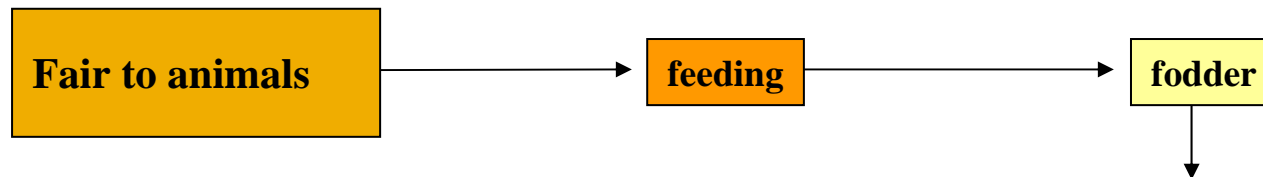


Fairness – Examples for possible indicators



Indicator: fair payments to farmers for their products

Ex.: Spar: is paying farmers supplying their organic brand „NaturPur“ a fair price that covers production costs and allows profit



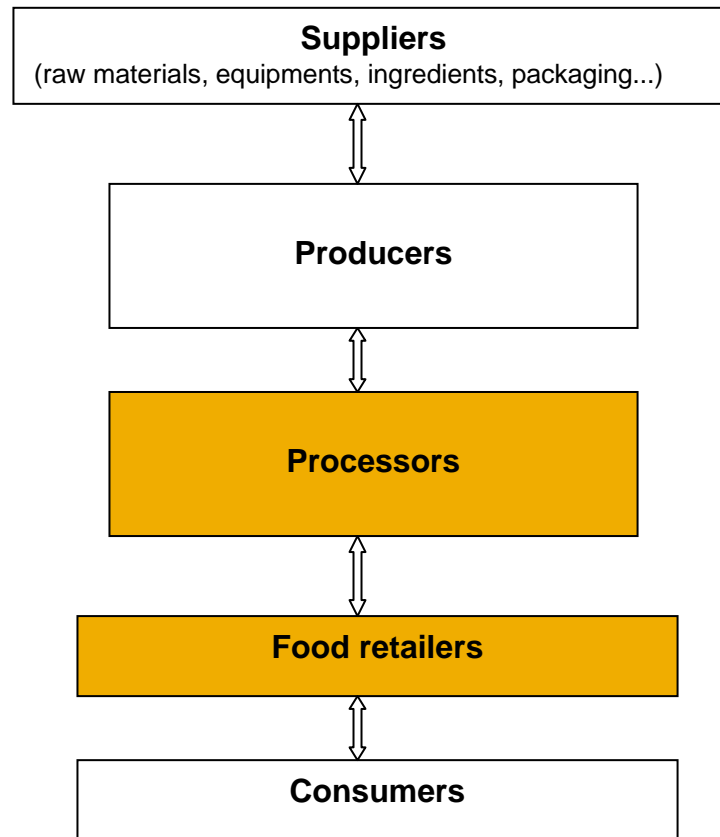
Indicator: source of animal feed

Ex: Bio-Bauern Sulzberg: animals are fed mainly on farm based pasture and own hay





Relations along the supply chain



Applicable indicators for food retailing

Examples for Social Sustainability



Indicators From retailer to	Social sustainability	Example: M-PREIS
Producers/processors	<p>Criteria: Reliable and trustworthy relations</p> <p>Question: What kind of arrangements do you have between you and your suppliers of organic products?</p>	<p>Close partnership with the cooperative Bioalpin (Bio vom Berg) since 2002</p> <p>Joint development of new products</p> <ul style="list-style-type: none"> · M-PREIS guarantees purchase of quality products · Personal arrangements on a regular basis on the amount of supply
Consumer	<p>Criteria: Responsibility for product quality</p> <p>Question: How do you ensure quality and food safety of organic products?</p>	<p>Internal quality controls by random sampling</p> <p>Controls of supplied products on delivery</p> <p>If quality problems occur they are immediately discussed directly with the organic supplier and the cooperative</p>



Applicable indicators for processors

Examples for Fairness



Indicators From processor to	Fairness	Example: Butchery (Juffinger)
Consumers/ retail partners	<p>Criteria: Traceability of production process</p> <p>Question: Can you guarantee customers a complete transparency of your production chain?</p>	<p>retail partners are encouraged to visit the company and have an insight on the processing practices</p> <p>Planned: traceability of the supply chain via homepage for consumers</p>
Producers/ animals	<p>Criteria: Fair treated animals</p> <p>Question: What contains a fair treatment of animals for you and how can you know your suppliers treat them well?</p>	<p>Basic condition: organic standards</p> <p>Personal contact to all suppliers, knowledge on their conditions of animal husbandry (free ranging etc.)</p> <p>farmers transport the animals with adequate vehicles</p>



Preliminary conclusions



- Concepts of social sustainability and fairness are not yet well defined for organic products
- Concept of fairness seems more tangible than concept of social sustainability
- So far rather „soft factors“ are implemented which are difficult to communicate to consumers



Further research needed





Thank You for your attention!

E-mail: markus.schermer@uibk.ac.at

