



Building Coalitions to Develop Markets

USDA Outlook Conference

February 16-17, 2006

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!

Address <http://www.eco-labels.org/home.cfm>

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PERSONAL HYGIENE
WOOD/PAPER

WHAT MAKES A GOOD ECO-LABEL?

SEARCH BY CERTIFIERS
CERTIFYING

The Consumers Union Guide to Environmental Labels

Learn more about products that are eco-labeled compared labels recently added, [compare labels](#) quickly with a shot up to [register for specific news updates](#) and much more

FOCUS OF THE MONTH
[Eco-labels.org - to go](#)
Have you ever wished you could check or eco-label while shopping in the store? Our provide a bird's eye view of each label, all compare labels in a particular category a to your palm-held device. ...
[Past Focus Stories](#)

Traditional vs. Eco Production
[USDA Launches New Organic Program - October 2](#)
[Past Features](#)

LABEL REPORT CARD

- 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 than 80% of those surveyed cited the importance of certification.**



What do consumers like?

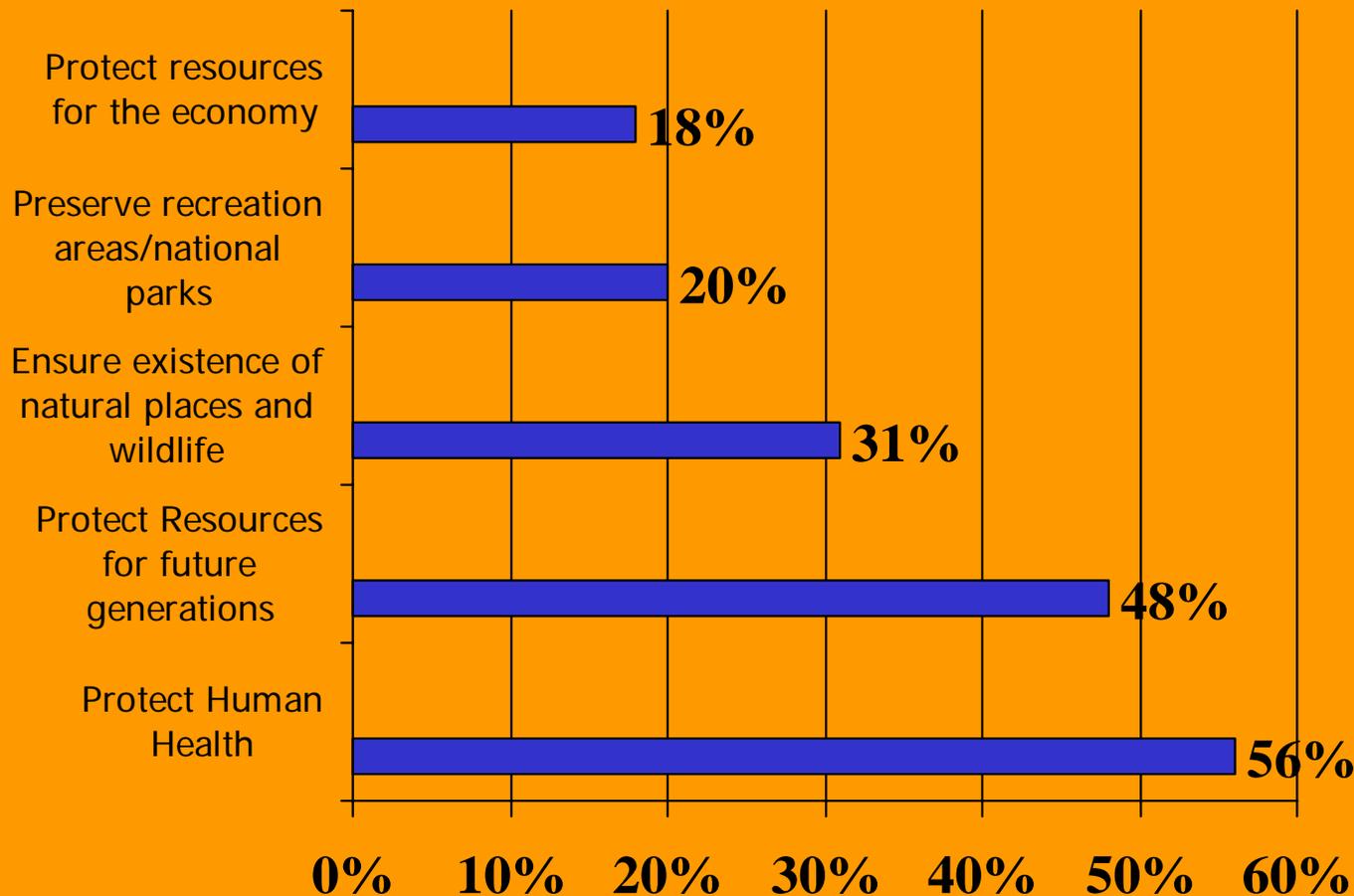
When asked what aspect of the product appealed to them, respondents listed:

- 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



**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 create an environmental program that gives the growers a means to distinguish and market their region.**
- **Six winegrape 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**



Media Notices Partnerships, too!

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**

 **KESQ NEWS 3 CHANNEL**

 **The Sacramento Bee**

 **Forbes.com**

 **washingtonpost.com**

 **The Mercury News**
MercuryNews.com

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”



