

# Responding to Climate-related Standards and Labels and their Implications for Key Export Sectors in Africa

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Horticultural Council for Africa  
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(Ethiopia, Uganda, Rwanda, Burundi, Tanzania, Kenya,  
Malawi, Zimbabwe, Zambia, Sacau -SA)

# Africa Horticulture Industry at Glance:

- Domestic and export
  - product value and market targeting
- Export hort
  - Morocco, Egypt, Ghana, Ethiopia, Kenya, South Africa
- Production patterns
  - Small, medium and large
    - (small and large interdependencies)
- Market access issues:
  - Standards
    - Public (official control systems and Private Standards)

# Coping mechanisms - Horticulture

- Production
  - Erratic rainfall
    - Water storage/ conservation now a major cost
    - Impacts on small scale production systems
- Energy:
  - Not a major issue in gravity irrigation (small-medium)
  - Solar power generation options

# Food Miles Debate: Horticulture

- Food miles Labeling – The Wake-Up call,
  - the debate was confined to policy discussions
    - Industry participation
- Food Miles: Chronology
  - 2004-2006 – several lobby group campaigns
  - 2007: Tesco Decision on ‘Airplane Symbol’
  - 2007: Kenya-Led Campaign ‘Grown Under the sun’
    - Vindication: 2007 sales figures (15-20% sales growth in the UK)
  - The ‘Buy-Local’ Campaign

# Food/Air Miles: The Debate

- Airfreight vs Road/sea transport
  - High GHG emissions. Encouraging 'buy local'.
- argument biased on part of the value chain-ignoring production emissions
  - 4 times emissions compared with producing in developing countries, even with airfreight
  - Airfreight a small player in GHG emissions
    - Less than 1% of total emissions
- Road, sea, air transport comparisons
  - » 6 miles road vs 8500miles air.
  - Food miles debate -based on bad science

# Standards Labels in Food/Air Miles

- Tesco-oxford study -ongoing
  - Developing a scientific food miles labeling scheme
- DEFRA – sustainability Development labeling
  - Food miles, production factors, socioeconomics
- Soil Association –UK
  - Consideration to deny organic certification for air-freighted goods
  - After one year consultations – argument dropped
- Other private labels:
  - Several in place. Not yet crossed to market access

# Food Miles Debate

- So far – bad science
  - A holistic approach encompassing all emissions along the whole value chain- then label
- Standards label
  - Consumer choice OK, Market access NO.
- ‘Buy-Local’
  - Was this the idea all along? Protectionism
  - Globalization vs Farmers in developed countries.
- The socio-economics
  - Export horticulture a livelihood issue for millions of small-scale horticulture farmers

**AHSANTE**

(Thank you)