

Book Proposal for Palgrave

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Synopsis

Standards are replacing tariffs as the main trade barriers facing developing country agro-food exports. They derive from public and private sources. Public standards are set at the international, regional and national levels. Private standards are set by firms, industry organisations, and by NGOs. This edited collection focuses upon new standards that are emerging from both sources, and the challenges and opportunities they present to African countries, producers and exporters. The empirical focus of the book is on food safety, environmental/climate change, social and labour standards and how they are implemented on the ground. Findings derive from a series of fieldwork-based studies carried out jointly by a group of researchers based in Tanzania and Denmark under a collaborative research and capacity building programme.

Specific research questions addressed in the book are: (1) to what extent and in what ways are agro-food standards and standard-setting processes changing, and in what ways are these standards being practically implemented in the North? (2) to what extent have enterprises in African countries achieved conformity with these standards, what barriers have they overcome to do so, and what costs and benefits are associated with conformity? and (3) what are the local institutional pre-conditions for improved conformity with – and for influencing the content of – international standards, and what are the distributional consequences of improved conformity?

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- Provisional title: *Global Trade and Agro-food Standards: Challenges for Africa*
- Provisional table of contents:
 1. Introduction (P. Gibbon and E. Lazaro)
 2. Emerging climate labeling standards and trade (S. Bolwig, S.J. Haakonsson, J. Vestergaard and P. Gibbon)
 3. Institutional capacity for food safety conformity assessment in Tanzania (A. Akyoo and E. Lazaro)
 4. Effects of participation in organic farming in East Africa (P. Gibbon, A. Akyoo, S. Bolwig et al.)
 5. Challenges and opportunities of organic agriculture in Tanzania (G. Ashimogo and E. Mbiha)

6. Sustainability standards and agro-food exports from Africa (E. Lazaro, R. Mnenwa, L. Riisgaard, F. Kilima and J. Makindara)
7. The political economy of private social standards in the cut flower value chain (L. Riisgaard)
8. The impact of food safety standards on fishery livelihoods in East Africa (R. Kadigi, N. Mdoe, S. Senkondo and Z. Mpenda.)
9. When the market helps: Standards, ecolabels and resource management in East African export fisheries (S. Ponte, R. Kadigi, W. Mitullah, K. Karantininis et al.)
10. Quality management and international trade in tea (M.N. Larsen)
11. The consequences of EU food safety requirements for developing countries – a legal perspective (M. Broberg)
12. Conclusion (P. Gibbon, E. Lazaro and S. Ponte)

- Short description of the content of chapters

1. *Introduction (P. Gibbon and E. Lazaro)*

Chapter 1 provides a short introduction to the themes covered in the book. A review of the general challenges and opportunities faced by African countries in agro-food exports is followed by a review of important and/or emerging standards, labels and certifications that cover food safety, social, environmental and labour concerns. A summary of the chapters that follow is also provided.

2. *Emerging climate labeling standards and trade (S. Bolwig, S J Haakonsson, J Vestergaard and P. Gibbon)*

In response to growing concern over climate change, private companies and standard setting bodies are developing carbon accounting activities and labeling schemes at the level of the corporation, supply chain and product life cycle. Chapter 2 reviews these emerging private 'climate change standards' in the agro-food sector, in respect of their content and genesis, use of expert knowledge, the stakeholders involved, models of implementation and linkages to public policy. It then discusses the (potential) effects on global value chain governance of selected standards, focusing on changed procurement strategies of downstream buyers, costs of standard compliance and other barriers to the profitable participation in 'carbon labeled' value chains for producers and exporters in developing countries.

3. *Institutional capacity for food safety conformity assessment in Tanzania (A. Akyoo and E. Lazaro)*

National food safety standards conformity capacity in developing countries is possible only where relevant local institutions are accredited and adequately capitalized in terms of laboratory facilities, testing equipment, and certification services. Chapter 3 shows that conformity assessment in Tanzania is deficient in many ways. The challenges involved include meeting challenges of international accreditation, harnessing currently

scattered efforts through improved coordination of existing laboratories, and formulating a national food safety policy.

4. *Effects of participation in organic farming in East Africa (P. Gibbon, A. Akyoo, S. Bolwig et al)*

Chapter 4 reports studies carried out in Uganda and Tanzania on the effects of participation in certified organic contract farming schemes. A large number of such schemes have been established in both countries, usually with donor support, since 2001. Schemes involving spice farmers in Tanzania and coffee and cocoa farmers in Uganda are described. The effects on household revenue of both participation as such, and of use of organic farming practices, are considered and compared.

5. *Challenges and opportunities of organic agriculture in Tanzania (G. Ashimogo and E. Mbiha)*

Chapter 5 provides an overview of the organic agriculture sector in Tanzania and examines the challenges and opportunities of organic certification for a number of agro-food products. It highlights the operational, infrastructural and regulatory challenges faced by organic producers and provides some suggestions on how to further develop the sector in the country, and access new and established markets both in the North and regionally.

6. *'Sustainability' standards and agro-food exports from Africa (E. Lazaro, R. Mnenwa, L. Riisgaard, F. Kilima and J. Makindara)*

Chapter 6 deals with 'sustainability' standards and their application in the agro-food export sector in Africa. It relies on comparative case studies on coffee, fresh vegetables and cut flowers. It reviews the key trends in relation to sustainability standards, a profile of (and the main challenges faced by) producers that comply with them, and the perceptions of those producers who have not yet attempted certification.

7. *The political economy of private social standards in cut flower industry (L. Riisgaard)*

Chapter 7 unpacks the political economy of private social standards in the cut flower value chain, both in Kenya and in Europe. In Kenya, four different national standard initiatives are all trying to be the recognised 'gatekeepers' of one official Kenyan standard. In Europe, a multiplication of standards initiative is also taking place. The paper examines the strategies of different stakeholders (business organisations, trade unions, labour NGOs, government institutions and standard organisations) in their efforts to influence/capture the standards agenda and standards economy. It also explores the competition between the different standard initiatives and how they seek to capture (or defend) market shares through different means such as benchmarking, expansion of standard content, harmonization initiatives and cooperation agreements.

8. *The impact of food safety standards on fishery livelihoods in East Africa*
(R. Kadigi, N. Mdoe, S. Senkondo and Z. Mpenda)

Chapter 8 focuses on food safety requirements imposed by Northern countries on African exports, with focus on East African exports of fish to the EU. It evaluates the effects of food safety standards on the livelihoods of actors in the Nile perch value chain and shows positive impacts of the ‘with’-compliance scenario versus the ‘without’-compliance scenario. The chapter suggests the need to ensure more effective and coherent planning in order to safeguard the future of the fishery sector in East Africa, ensure an appropriate regulatory framework, strengthen the capacity of the stakeholders to manage the resource sustainably, develop safeguards for ensuring an equitable distribution of fishery benefits, and increase collaboration among the riparian states of Lake Victoria between them and development partners.

9. *When the market helps: Standards, ecolabels and resource management in East African export fisheries* (S. Ponte, R. Kadigi, W. Mitullah, K. Karantininis et al.)

Chapter 9 examines the conditions for maintaining a rewarding and sustainable fish industry in East Africa through two separate but interconnected mechanisms: (a) through matching market demand in importing countries in terms of product specifications determined by importers and in terms of food safety; and (b) by managing the fish resource in sustainable ways, through a mix of regulation on gear and fish size, effective implementation and monitoring, and possibly ecolabelling.

10. *Quality management and international trade in tea*
(M.N. Larsen)

Chapter 10 examines the role of quality standards in shaping access to international tea markets by comparing quality management and quality regulation. The chapter has three aims: (1) it examines the scope and nature of salient quality standards in European and Developing Asian markets and how quality is financially rewarded in these markets; (2) it analyses the distributional effects of conformity to quality standards in India, Kenya and Tanzania, and of different groups of actors within each country; and (3) it identifies what national and local institutional conditions are important in achieving improved conformity with quality standards.

11. *The consequences of EU food safety requirements for developing countries – a legal perspective* (Morten Broberg)

Over the last decade the EU, the world’s largest market for food products, has introduced a new food safety regime. This has led to a significant tightening of the requirements imposed on all producers. In many cases the new requirements have constituted a technical barrier to imports into the EU, particularly with regard to imports from developing countries. Taking a legal approach, Chapter 11 explains how the new food regime affects imports from developing countries, it explains the legal workings of

the regime *vis-à-vis* developing countries imports, and it points to possible ways of diminishing the negative effects on developing country exports.

12. Conclusion (*P. Gibbon, E. Lazaro and S. Ponte*)

Chapter 12 weaves together the results of the various chapters against the background of other findings arising from the literature on standards and agro-food exports, in Africa and elsewhere. It examines the possibilities and pitfalls that standards on food safety, the environment, social conditions of production and labour provide – highlighting challenges and opportunities for African countries, export firms and producers. Finally, it provides a concise picture of policy and action alternatives available.

- Provisional word length: 90,000
- 25 figures and 25 tables
- Provisional submission date of complete manuscript: March 2009; ideally, we would like to launch the book at the final conference of the research programme in January 2010.

Market

Research monograph of interest for:

- Institutional backgrounds:
 - Scholars
 - Students (3rd and 4th year undergraduate, graduate)
 - Policy-makers
 - Officers of international organizations and NGOs
- Disciplines:
 - Development studies
 - International political economy
 - Economics
 - Political Science
 - Sociology
- Topical interests:
 - International trade
 - Agro-food trade
 - North-South relations
 - Standards
 - Sustainability, fair trade, labour, food safety, environment
 - Consumption
 - Quality

Competition

J.S. Wilson and V.O. Abiola (2005) *Standards and global trade: A voice for Africa* (World Bank)

This book is mainly focused on an older generation of *product* quality standards, as opposed to new and emerging *process* standards such as those on social and environmental conditions and climate change. Also, the chapters in Wilson and Abiola are structured along country case studies, rather than themes, and focus on overviews of institutional and infrastructural issues related to standards – mainly assembled from available secondary data. Our collection, while more limited in geographic focus, is more up-to-date and is based on primary data collection. Finally, our case studies have a higher coherence level, since they were funded together as part of an individual research programme.

Potential referees

- Julio Berdegúé, Coordinator, Rimisp (Latin American Center for Rural Development) (jberdegue@rimisp.org)
- Larry Busch, Director, Institute for Food and Agriculture Standards, Michigan State University (lbusch@msu.edu)
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