

# **Sweet fruits – good for everyone?**

Record of the international expert meeting of the  
German Commission for Justice and Peace on  
16 January 2014 in Berlin

Rural development through self-organisation, value chains and  
social standards

**128e**

Schriftenreihe  
Gerechtigkeit und Frieden

Publication series Gerechtigkeit und Frieden  
Publisher: German Commission for Justice and Peace  
Editor: Gertrud Casel

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Rural development through self-organisation, value chains and social standards

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Publication series Gerechtigkeit und Frieden, No. 128e  
Editor: Dr Hildegard Hagemann  
Translation: Aingeal Flanagan  
ISBN 978-3-940137-56-2

Bonn, July 2014

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Delivery:

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## Preface

### Sweet fruits need time

Sweet fruits need time. Giving fruit sufficient time to ripen ensures its quality. This applies not only to the fruits of the field, the grove and the orchard but also to the fruits of human endeavour.

This document could be said to be the fruits of an endeavour launched by the German Commission for Justice and Peace that has been ongoing for several years now. As the German Catholic Church's round table for human rights, peace and development, we consider it both a duty and a matter of deep concern to enter into dialogue with a variety of stakeholders—sometimes even with opposing stakeholders—in order to find solutions to the pressing problems of our age.

One of these problems is the question of how to ensure a decent life for those who work in agriculture yet belong to the third of the world's population who go hungry, are poor despite having a job and who are at best in precarious employment. Taking the example of processed tropical fruit and its production and marketing structures, we have taken a closer look at this development policy paradox.

Focusing on one sector in this way made it easier to identify the relationship between food security and the right to food and the relationship between working conditions and the right to decent work. It also made it possible to identify the partners and the stakeholders in Germany and Europe who would need to sit around the table together when it comes to shaping a just and sustainable agricultural market. These stakeholders include consumers, family-run enterprises, the food trade, farmers' associations, the fair trade sector, politicians and trade unions.

We have patiently helped this fruit, this project, to ripen and mature. The intensity and continuity of the preparatory discussions held with individual stakeholders over the course of a three-year period both enabled and shaped the international expert meeting that took place in Berlin in January 2014. A considerable willingness to talk and to listen as well as respectful dealings with each other were a precondition to ensure that there is a basis for further discussions and possible co-operation in the future.

The expert meeting was linked to the long-term priority themes 'decent work', 'agricultural trade' and 'social standards'. The intention is that they will be continued in the Development group of the German Commission for Justice and Peace in the coming years. Development co-operation and development policy advocacy both require a long-term commitment.

As president of the commission, I would like to thank all those involved in this project. In particular, I would like to thank the international partners for demonstrating through their interest in the subject the extent to which this is a common cause for us all. I wish all those reading these articles good ideas, positive insights and inspiration for their continued commitment so that one day, tropical fruit will taste sweeter, not only to consumers and traders but also to producers.

+ *Stephan Ackermann*

*Bishop Dr Stephan Ackermann  
President of the German Commission for Justice and Peace*

# 1 Introduction

## 1.1 Status quo, problems, need for action

We know that international trade in agricultural commodities is growing. This gives developing countries and newly industrialised countries the opportunity to take part in this trade. Some, for example, are involved in the trading of tropical fruit. In fact, approximately 75 per cent of all fruit produced worldwide comes from developing countries. In the organic food sector, the proportion of organic farmers from developing countries is particularly high: 80 per cent of certified organic producers are based there. However, where there is light, there is also shadow.

After all, one thing is not clear, namely on what terms can producers<sup>1</sup> in developing countries and newly industrialised countries participate in this trade?

The downside to the fresh fruit on our tables are reports about precarious employment, low wages for harvest workers, labour migration and indecent living and working conditions. The organic sector is certainly not immune to these problems.

A working group known as the 'Tropical Fruits Task Force' set up by the German Commission for Justice and Peace began investigating this situation in late 2010. This task force was made up of representatives of the Don Bosco Mission, the Association of Catholic Entrepreneurs (BKU), the Catholic Rural Peoples Movement and the International Rural Development Service (KLB/ILD), the Catholic Rural Youth Movement (KLJB), the Exposure and Dialogue Programme (EDP) and Misereor. Taking the example of tropical fruits, the objective of this task force was to address fundamental questions relating to global agricultural trade and the implementation of social standards in dialogue with both the conventional and fair trade sector, producers, certifiers and politicians.

To begin with, the task force gathered information on the status quo: important basic data on the scope, type and current trends in the tropical fruit trade was compiled in a study in 2011. The figures in the study showed that there has been a significant increase in the import of both fresh and processed tropical fruits in the form of preserves, juices and dried fruit. It was also established that trade relations are largely dominated by one side and that the effort and cost involved in obtaining certification is high for small-scale farmers in particular.

There is a lack of transparency for consumers in Germany. The greater the degree of processing, the more difficult it is to determine origin and production conditions be-

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<sup>1</sup> For the sake of simplicity and readability, the male form shall be used in this document to refer to both men and women.

cause trade statistics do not gather such information. Unlike fresh fruit, the law does not require the country of origin to be indicated for processed fruit.

Since 2011, contact has been established through this dialogue with a variety of key stakeholders: the German Fruit Trade Association (DFHV), the INEF research institute and GLOBALG.A.P., the world market leader for private sector food safety certification.<sup>2</sup> This has, for example, resulted in close co-operation between GLOBALG.A.P. and the AFOS-BKU project OURFood on the Philippines, which is now beginning to bear fruit. Questions about fairly traded dried mangos, which arose as a result of an exposure programme on the Philippines (see footnote), were discussed with the fair trade company GEPA.

This was followed by discussions in Germany with conventional and organic producers, traders and processors of tropical fruits (among others with the family-run enterprise Erbacher, Nestlé Germany, Seeberger KG and REWE).

These discussions led to the following conclusions:

- 'Organic' cannot automatically be equated with 'fair'; it depends heavily on the corporate philosophy of the enterprise in question.
- A whole series of large enterprises and traders are aware of the problem of social standards.
- There are also a number of other problem areas: designation of origin, the interpretation of quality, the adherence to and monitoring of social standards and certifications and migrant labour as a global phenomenon.
- Although improvements have been made or launched in the coffee, cocoa and fresh banana sectors, codes of conduct for suppliers are not being rigorously monitored everywhere.
- An important driving force behind the efforts of trading companies in this respect is that a growing and relevant proportion of consumers would like to buy 'high quality with a good conscience'. For this reason, awareness among enterprises is rising and they are more willing to enter into dialogue.

On the other hand, in response to a parliamentary question addressed to the German government in the German parliament<sup>3</sup>, the government (represented by what was at the time the Federal Ministry of Food, Agriculture and Consumer Protection (BMELV)) decided that there was no need for regulation of the obligatory observance of social standards and, for example, an obligatory designation of the country of origin for processed im-

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<sup>2</sup> The analytical findings, assessments, initial results and experience resulting from two exposure and dialogue programmes in Uganda (2011) and the Philippines (2012) were published in the document entitled 'Sweet fruits – good for everyone?' in the publication series *Gerechtigkeit und Frieden* (September 2012).

<sup>3</sup> Published as Bundestag Printed Paper 17/8936 in March 2012: the questions, which were drafted by the Task Force Dried Fruit, focused on problematic working conditions on plantations, including child labour, the fact that trade relations are unilaterally dominated, the cost and effort involved in certification for small-scale farmers in particular and the lack of transparency for consumers. The parliamentary question was submitted by the parliamentary party of the Social Democrat Part of Germany. The government then forwarded it to the BMELV with a request to prepare an answer.



ported fruits. In addition, the German government has thus far tended to put the brakes on EU initiatives for more transparency for consumers. This is incomprehensible, particularly as the BMELV has spoken out in favour of the introduction of a 'regional window' on the packaging of German agricultural products. This 'window' would indicate the regional origin of produce.

The expert meeting 'Sweet fruits – good for everyone?' that is summarised in this document took place in the run-up to the International Green Week Berlin in January 2014. It was held in the Catholic Academy Berlin and should be viewed as only the provisional end of this complex debate. This event brought together participants from the North and the South, representatives of enterprises, associations, political parties and the Church. Perhaps these participants will continue their efforts to combat hunger and poverty with the means at their disposal. They may even work together to do so.

## 1.2 Together around the same table



*Prelate Dr Karl Jüsten,  
Commissariat of German Bishops,  
Catholic Office, Berlin*

With the theme of its international expert meeting, 'Sweet fruits – good for everyone?', the German Commission for Justice and Peace chose a very vivid example that obviously links stakeholders across continental and organisational boundaries. After all, sweet fruits grow in the tropics and end up on tables here in Germany. Some of these stakeholders cultivate the fruit, others process it, others trade in it, others regulate its cultivation and trade and others advise all of the aforementioned groups. We all have one thing in common: we all consume bananas, pineapples, mangos and oranges.

The quality of tropical fruits can be determined by a number of factors including taste, freshness, ingredients/nutrients, size, appearance and price. The environmental sustainability of production, processing and marketing is increasingly coming into focus as a quality criterion. The trade in organic food from the global South is increasing.

This all sounds very positive but is everyone benefitting from it? Is it good for everyone?

As a development policy stakeholder, we focus more on the conditions in which the fruit is produced and traded than on the internal quality or external appearance of the fruit. However, it is imperative that another quality dimension, one that goes beyond those mentioned above, is introduced, a dimension that gives priority to the responsibility towards creation, nature and living things. This would put the focus on those who are right at the start of the value chain: the families involved in small-scale farming and the agricultural labourers. These are the people who protect and promote the diversity of plants and animals, the fertility of the soil and the quality of the water and nutrients.

But if these families go hungry, if their manual labour is not enough to generate an adequate income, if they even lose their love of farming and if their children later migrate from rural areas, then the sweet fruits of their labour can and should leave a bitter taste in our mouths.

Ultimately, it is about rural development through self-organisation, value chains and social standards. It is about shaping agricultural production and agricultural trade in such a way that hunger is stopped and poverty can be successfully combated.

Tropical fruit seems to be the ideal choice when it comes to illustrating the relationships between agricultural, trade, employment and consumer policies because tropical fruits can be subject to a more or less lengthy process of adding value. They can be eaten fresh or be integrated into high-quality, processed confectionary. However they are eaten, they certainly enjoy an excellent image of being healthy, natural and exotically fresh.

Tropical fruits are made available to consumers in a huge variety of forms. No less varied are the ways in which these fruits can contribute to the production of an income along the value chain. The question as to what exact form this contribution should take in order to have the greatest possible impact cannot be answered from a development policy perspective alone; it must also provide answers from a trade, agricultural and employment policy perspective.

We want to identify the political factors that can be adjusted so that the various policy areas contribute in a coherent way to combating poverty and conserving natural resources. In recent years, the German Commission for Justice and Peace sought dialogue and entered into discussions with various stakeholders in the agricultural sector, above all with partner organisations in rural areas in the global South.

We want to talk to farmers' organisations, co-operatives, advice centres and government representatives about the precedence of the human rights approach in agricultural and trade policy. What ethical principles apply in trade and production? Where are the opportunities and limits of legal frameworks and obligations? Who has the power to im-

'As the German Commission for Justice and Peace, we seek to shape agricultural production and agricultural trade in such a way that allows hunger and poverty to be combated. It seemed to us that the best way to illustrate the links between agricultural, trade, employment and consumer policy was to take tropical fruit as an example.

In recent years, the German Commission for Justice and Peace sought dialogue and entered into discussions with various stakeholders in the agricultural sector, above all with partner organisations in rural areas in the global South. In the last parliamentary term, we also sought contact with the German government because some problems are caused here in Germany and not in the affected countries.

A small group, the Tropical Fruits Task Force, led by Thomas Gerhards, drew up the concept behind this agricultural dialogue, conducted research into trade in processed tropical fruits, prepared and conducted the discussions and also organised this expert meeting. Professor Wallacher of the Munich School of Philosophy is the moderator of the Development group at the German Commission for Justice and Peace and, as such, the leader of this dialogue.

For the German Commission for Justice and Peace, this expert meeting is not the end of the dialogue. Quite the opposite, in fact.'

*Prelate Karl Jüsten*

plement what? The companies? The consumers? The producers? The governments? All of the above?

What roles do the different stakeholders—the producers, the workers, the processors, the advisors and the consumers—play in all of this? What tasks and responsibilities can and must they assume with regard to fair and sustainable trade and consumption?

These are the urgent questions to which this international expert meeting would like to find some initial answers.

The reactions to this expert meeting have shown us that by focusing on the theme of 'rural development through self-organisation, value chains and social standards', we are addressing an important link between the fight against poverty and decent work. It has also shown us that the awareness of this link has risen in recent years.

It goes without saying that this expert meeting cannot relieve the tension between necessary increases in production and income for small-scale farmers that would allow them to achieve food security on the one hand and adequate protection of human rights on the other. However, it can help make the old commercial rule of thumb that says that 'a good deal benefits everyone involved in it' both implementable and tangible. In short, the German Commission for Justice and Peace does not consider this expert meeting to be the end of the dialogue. Quite the opposite, in fact. We are extending the dialogue, approaching other stakeholders and will continue to create platforms for discussion in the future.

We are here to wrack our brains to find out how we can support over two billion people who earn less than US\$2.50 a day to live in dignity.

That is our responsibility.

## 2 Socio-ethical principles versus the reality of trade and production



*Óscar Andrés Cardinal Maradiaga Rodríguez, Caritas Internationalis (right) and Prof DDr Johannes Wallacher, Munich School of Philosophy (left), talking to freelance journalist Anke Bruns, Cologne (centre).*

### 2.1 The human rights to food and work: how can the two be reconciled?

Anke Bruns speaks to Óscar Andrés Cardinal Rodríguez from Tegucigalpa, Honduras and Prof DDr Johannes Wallacher, Munich.

*Bruns:* Cardinal Rodríguez, in your opinion, what are the major socio-ethical principles that must be observed when cultivating and trading in fruit?

*Rodríguez:* With the worldwide campaign 'One Human Family, Food for All' which we launched supported by Pope Francis in December 2013 we want to express our conviction that as an essential step on the way to guarantee food for all governments have to anchor the right to food into national legal frameworks. We want to reduce hunger in the world until 2015.

In order to really be able to do any of these things, we need another, new perspective on agriculture. We must see agriculture as a fundamental human right and make it a

'The sweetest fruits are only eaten by the biggest animals because the trees are tall and these animals are tall enough to reach them. You and I find the sweetest fruits equally delicious but because both of us are small, we cannot reach them. Building on this image from a well-known song, we can say that

"the weak and the small sometimes don't even get the windfalls."

*Óscar Andrés Cardinal Rodríguez in his homily at the Pontifical High Mass in Bonn Minster on 18 January 2014. This Pontifical High Mass marked the end of the Don Bosco Forum 2014.*

priority. Producing food is more than just being able to buy food later. It is a deeply ethical matter and requires a major rethink with regard to ethical aspects. Why?

Ethical approaches, ethical desires are part and parcel of being human: it is not about religion or society telling people what ethical principles have to be but about every person asking himself or herself the fundamental questions: 'who am I?' and 'why am I alive?' When we look at things from this perspective, I think the first human right is the right to life!

We live in an age of globalisation in which people are often excluded from the right to food, even though the right to food is an indivisible and a direct right not only to sufficient food but also to appropriate, high-quality food. Humans have the right to be able to get whatever they need to lead healthy and active lives. They must first and foremost have access to appropriate food and to the means to obtain it. Agriculture is the only way to ensure this.

*Bruns:* Professor Wallacher, what does the right to work mean in your eyes? How is it linked to the right to food?

*Wallacher:* If I look at this problem from a human rights perspective and that—in my opinion—is the elementary ethical structure, then we have the indivisibility of the right to food and the right to decent work.

Both of these take the form of having access to available food or to the means to be able to purchase that food. For both these things, work is, of course, elementary. This means ensuring *work* and not just the *generation of income* in production. The things that are important to people must also be reflected in their work. Work is not just a means to an end, to obtaining money with which to buy food; work is a significant part of human life!

I think that the same preconditions must apply to work as to other aspects of a decent life. This applies to major industrialised societies, where people spend a large part of their working lives at work and where they, understandably, would like that work to be a meaningful activity. The very same applies to small-scale farmers in subsistence economies; they want to achieve the same thing through their manual labour in decent conditions.

*Bruns:* Cardinal Rodríguez, in the field of the production of and trade in, fruit, where do you think these major socio-ethical principles are being violated?

*Rodríguez:* I would like to refer here to the United Nations and its Committee on Economic, Social and Cultural Rights. According to this committee, the right to adequate food is realised when every man, woman and child, alone or in community with others,

has physical and economic access to adequate food or the means for its procurement. But many people do not have that.

Be that as it may, the first essential step is that people get physical access to food. This is followed by permanent economic access so that they can buy food and build up stocks. The United Nations says that the right to food must be regular, permanent and free, either directly or indirectly by financial means. This applies to both a sufficient amount of food and to qualitatively appropriate food. People are entitled to food that corresponds to their cultural traditions and customs and that allows them individual human integrity and freedom from harm, a decent life free of the worry where the next meal is coming from.

*Bruns:* Are you saying that this is the very thing that is not being observed in the cultivation and processing of fruit?

*Rodríguez:* It certainly isn't! Let me give you an example: for years now, there has been a trend towards making fuel out of field crops and out of maize in particular. For Mexico and all of Central America, this is a huge problem because maize is a staple food in that region. In the Mayan culture, the person who does not cultivate maize is not fulfilling his purpose as a man or woman. But when the entire industry began buying up maize, the prices rocketed and people were suddenly no longer able to buy maize in accordance with their cultural understanding and their cultural tradition.

I consider it incredibly unfair to use maize to produce cheap fuel because in doing so, a large number of people are being robbed of the right food.

*Bruns:* Mr Wallacher, in your opinion, what are the main socio-ethical principles in fruit cultivation and production that are being disregarded?

*Wallacher:* If we return for a moment to the right to food outlined by the Cardinal just now, 'access to appropriate food or the means to obtain it', then the key demand is for people to get the ability to permanently obtain this access.

I think there are three important aspects here:

- the first is the subsistence right to be able to meet one's basic needs.
- To this end, people need roughly the same opportunities: access to seed, access to land, access to secure land titles, access to infrastructure. This is the only way to process and market the products that are being cultivated appropriately.
- The third aspect that is mutually linked to this is the fairness of the process: people need legal stability, the chance to get involved and real opportunities in all areas. Everywhere we see clear violations of these socio-ethical principles.

## 2.2 Market and power: entitlement, expectations and reality

Socio-ethical principles are one thing; the opportunities to turn these principles into reality are quite another. Addressing these issues automatically leads to a political debate about market and power: in view of the aggravation of existing problems, who ultimately has the power to push through socio-ethical principles? How is the 'market' involved and what roles do the market participants play in all of this?

The discussion with Cardinal Rodríguez and Professor Wallacher at the expert meeting in Berlin made it clear that whoever wants to improve conditions has to talk to all participants. A summary of the various standpoints:

### *Cardinal Rodríguez*

The gulf between rich and poor is widening all the time. There is a well-known song that says 'The sweetest fruits are only eaten by the biggest animals because the trees are tall and these animals are tall enough to reach them. You and I find the sweetest fruits equally delicious but because both of us are small, we cannot reach them.' The number of people who cannot reach the fruits is growing. And what's more, the weak and the small sometimes don't even get the windfalls.

We must ask ourselves this critical question: can we really eat the sweetest fruits—organic, of course—from the most distant countries all year round while all that remains for the people in these countries is the bitter taste of poverty and misery? This being the case, these sweet fruits should really be catching in our throats.

Jesus calls on us to actively take the part of the small and the weak. He was not afraid to denounce power structures. This was, is and always will be a theology for the liberation of the small and the weak.

Talking about power is certainly also an ethical problem. Many people feel that the government has the power; they do what the politicians up there tell them to do, which, however, is generally determined by what is beneficial for the powers that be. In other words, they want to get rich as quickly as they possibly can.

Politics has become like an industry, an industry that seeks to make a few people or small groups of people rich. They are not concerned about the common good. However, the common good is one of the key principles in the Church's social doctrine.

Let me give you one example: there were many undesirable developments in the 1990s. In Central America, there was a shift from agriculture based on small-scale farms to





large-scale industrial agriculture. This shift was driven by the international financial markets. Large corporations bought land from small-scale farmers in order to be able to produce fuel cheaply from sugar cane or maize. This was the thinking at the time. In reality, however, the small-scale farmers were robbed of their land: they ended up not only without land but without work and without food as well. And in the end, the plan didn't even work out: people continued to buy fuel made from petroleum, the prices rocketed and the land went unworked.

It is quite right to ask who has the power. The politicians? The financial institutions? I don't think it is the financial institutions. Their power is built on other factors, first and foremost on money. In the rush to make money, nothing else matters.

For example, the FAO, the Food and Agriculture Organization of the United Nations, produces magnificent documents and is supposed to help improve matters. But when I think of the last meeting in Rome, I think of the summit with so many heads of state, which began with a lavish banquet and ended with a lavish banquet. The outcome of the summit itself was, however, scant. Not even \$600 million was made available for the alleviation of hunger in the world. That is bitterly disappointing!

Lots of wonderful meetings, major discussions ... but what is the result?

'It is about the fundamental principles of humane and sustainable development. These principles must also be applied in food production and in agriculture. If we look at small-scale farming, we can see that three-quarters of all small-scale farmers live below the poverty line.

I ask myself whether small-scale farming can really be held up as the absolute ideal. Should we not provide incentives to develop in the form of targeted investments that small-scale farmers would otherwise not be able to afford?'

*Comment from the floor*

### *Professor Wallacher*

Like football players passing the ball around the pitch, we push responsibility back and forward: from the states to the enterprises, from the enterprises to the customers, etc. In order to analyse the problems and to focus on the perspective of the common good, we have to learn and to really spell out what the prevalent ethical principle of common, differentiated responsibility is. The foundation already exists: it is included in many UN documents relating not only to climate change but also to the subject of hunger.

There is an old ethical principle: 'ought implies can'. This means that in this tangled web, there are those who have more influence, more scope to act and more power.

We should take a very close look at this: for a long time, states have neglected to develop rural areas in a sustainable manner and to create prospects by making corresponding investments in infrastructure. Taking such action would have gone against the trend of the international theory of modernisation, which basically viewed rural areas as incapable of and irrelevant for, development. By the way, encouraged by the trend in international development policy, this way of thinking was also applied to many developing countries.

In my opinion, states have failed across the board, in the international context too. And now, the strong stakeholders are coming: transnational corporations—from seed producers to major marketing corporations. They are assuming an important role. They have an important role as mediator and quite a lot of influence. On the other hand, they are still bound by the behaviour of consumers in their countries.

In other words, the complexity of the problems is simply exploding. This does not make the situation easier. I think we have to get as many stakeholders as possible around the table. We also have to debate alternative economic models in a realistic manner. In my opinion, plurality is the most important thing.

If we take all of this into account, it becomes clear that under certain conditions there are indeed opportunities within prevalent economic models to address this tangled structure. In addition, there is certainly a place for alternative models, such as co-operative models.



'Where there is money, there is power. And I think that the customers have great power because they determine what is bought and also influence pricing. As long as stinginess is considered sexy and everyone wants to be able to buy exotic fruits for a euro, nothing is going to change.'

*Comment from the floor*

## 2.3 Focus on people?

### **Opportunities and challenges in the context of farmers and migrant workers**

If we look at the human aspect, it is obvious that conditions have hardly changed—let alone improved—over the course of the past 20 years. The challenges and problems have in fact increased, something that became eminently clear during the socio-ethical discussion between Cardinal Rodríguez and Professor Wallacher. Key words in this respect are climate change, competition for land and globalisation.

*Professor Wallacher* said that climate change is resulting in a fundamental violation of opportunities for producers and farmers. He went on to say that although most of those affected by this are in no way responsible for their predicament, they nevertheless suffer from an aggravation of the already extreme farming conditions. The consequences of this are insecurity and volatility on the markets and extreme individual vulnerability. The impact of all of this is not cushioned by corresponding fair procedures.

As a result, the challenges, problems and questions of justice have increased enormously. Twenty years ago, no one was discussing the question of changed climatic conditions. Twenty years ago, there was no such thing as competition between food production and the planting of renewable energy feedstock. Twenty years ago, there was no massive demand for land, which is now seen as a production factor in short supply.

At the same time, however an awareness is approaching for the idea that we still have to grow much, much closer together has emerged. Based on Adam Smith's fundamental economic theory that division of labour is the source of prosperity, globalisation has conversely shown that this division of labour makes humans more dependent on each other than they ever were before.

One of the greatest challenges is to shape these interdependencies in accordance with criteria of justice and fairness. In a very rudimentary and international manner, trade relations must also meet certain fairness criteria.

So the aim is to shift the focus: it is not about the defined length of cucumbers, which may be considered important by trading companies and consumers here in the North; it is about the question of justice and combating poverty and hunger.

When it comes to the debate about sustainability, it is also about the major question as to how resilience (i.e. the resilience of natural systems) can be put to good use, for example to help us adapt to climate change. Adapting to climate change in natural systems requires crop rotation. Various forms of cultivation promote biodiversity; monocultures can't. All of this raises opportunities for small-scale farmers.

This principle of resilience, this resilience itself, can also be applied to social systems: in other words, there is not just one form of farming, i.e. there is more than just industrial agricultural production. And as provocative as it might be to say so, small-scale farming is not the only possible alternative model. On the contrary, what is needed is a form of diversity, a form of pluralism in co-existence, that can only truly reinforce resilience when they work together. At the same time, it is a form of safeguard when not only large corporations but also small and medium-sized enterprises are promoted. This makes complex systems more robust and less susceptible.

*Cardinal Rodríguez* reiterated these remarks. He said that in his view, there is in many cases a lack of political will, for example to take effective action in response to climate change. Accordingly, he said that it is also not about climate change in isolation but about justice for the world, justice for creation.

According to Cardinal Rodríguez, we do not respect creation as something that is based on humanity but rather as something that depends most particularly on great power.

The consequences, he said, are not taken into consideration often enough. When it comes to poverty and the reduction of poverty in particular, he continued, figures alone do not tell the whole story. Cardinal Rodríguez added that it is not correct to say that poverty automatically decreases when the economy is booming and key numbers look good. Poverty is not a matter of numbers, it is about every single human being in his or her own right, about every single person. For example, it is about the very specific situation of migrant labourers in this complex web, who are even less protected and have even fewer rights than others.

One major problem is illustrated by the case of Honduras: the country is exporting its young generation, well-educated young people with university degrees. They have no chance of finding work in their home country so they try their luck—often illegally—in the United States, where they take any job that comes their way. Very often, this means working in the fields. Because their papers are not in order, they are incredibly vulnerable. They are not paid correctly or appropriately. Often their passports are taken away and they cannot go anywhere else.

In addition to the legal problems, these migrant labourers also experience very specific personal problems such as their difficulties adapting to what for them is the unusually cold climate of North America and the huge cultural differences. What can be done? Through Justice and Peace, we have tried to initiate a reform of the immigration laws in the United States. The example of Canada shows that there is another way: recruited labourers are given legal status for a certain amount of time.

## 2.4 The demand for just participation in the scientific and Church context

What role do Church and science play in the debate about a reduction of poverty? How can they exert an effective influence on stakeholders?

*Professor Wallacher* outlined the various approaches:

- The Church must be the voice of those who are without rights or whose rights are fundamentally violated (e.g. migrant labourers). When it comes to poverty migration, he said, there must be societal stakeholders who take sides and represent the interests of those who are powerless and who do not get fair procedures or decent opportunities.
- He went on to say that it is the job of science to analyse, to break down complex structures and to come up with options for possible solutions. Although science cannot itself develop solutions and present these solutions to the politicians, it must develop different scenarios and offer a variety of options. Science must, he said, have more courage than it has had in the past to reveal the normative premises of its analyses. What are the ethical decision-making criteria on which this analysis is based? On what development concept is it based? Is it a comprehensive development model that takes account of human rights in all their various dimensions?

According to Professor Wallacher, science has for a long time and with an incorrect understanding of science put a huge amount of effort into presenting implementable solutions. Most of these solutions were built around the natural sciences that are based on a defined, reductionist analysis model with a very narrow vision of humankind. In the economy, this led to a misinterpreted model of development through trade.

Scientists have recently reversed this way of thinking: the focus is no longer on economic development (once affluence is generated, demand for social standards automatically grows). Instead, it has been empirically proven that social and economic development are of equal importance. In order to have a broad-based impact, economic development presupposes social development. Science should—perhaps in combination with the Church—clearly identify normative and ethical premises that are linked to scientific recommendations.

*Cardinal Rodríguez* described the work of Caritas, which sees the world as a big human family whose members are bound to one another in love, solidarity and compassion. The path taken thus far by Caritas is the right one. It will maintain this course.

- Caritas provides food and direct aid in times of crisis such as earthquakes or tsunamis (emergency aid).

- A second pillar of Caritas's work is its support for long-term programmes for small-scale farmers: important projects include livestock farming, infrastructure, agroforestry (combined agriculture and forestry) and reforestation.

Caritas is the advocate of the poor. Caritas promotes civic participation. Caritas takes care of social and economic matters—access to markets, access to food, access to water and access to public disposal services—for all those who are unprotected and at risk.

Moreover, with regard to trade, Cardinal Rodríguez said that he is sceptical about the role of the World Trade Organization (WTO): one round of talks follows the next but no concrete results are forthcoming.

He went on to say that the long-term prices of agricultural products are too low; many governments subsidise production, which puts poor countries at a competitive disadvantage. Such non-tariff trade barriers as these are, he said, used to further political interests. For this reason, he said, it is important to focus on how a fair form of trade can be promoted more and more.

### 3 Legal framework or private-sector obligation?

The following people discussed 'Voluntary action and legal obligation: who has the power to implement what?' in a second panel discussion:

Sue Longley, International Union of Food, Agricultural and Hospitality Workers (IUF), Geneva

Dr Leonard Mizzi, European Commission, DG AGRI, Brussels

Dr Josef Lüneburg-Wolthaus, REWE Group, Cologne

Teresa Cura-Pono, OURFood & Cebu Chamber of Commerce, Philippines

Product quality and production quality are two important aspects of the production of tropical fruits. Although they should go hand in hand, they certainly don't. One thing is certain: we need environmental standards and health standards for trade and standards for fruit production. On the other hand, we also need changes to the living and working conditions of the people working in the fruit industry from production to retail. How can all this be achieved? And which stakeholders can achieve it? Which frameworks have to be outlined, implemented and monitored? And by whom?

#### 3.1 Who are the stakeholders?

When it comes to standards—standards for product quality and standards for production conditions—it is not easy to identify the relevant stakeholders. Is it the trading entities? The national governments? The European Union? And what role do the farmers and agricultural labourers play in all of this?

*Dr Leonard Mizzi* said that the issue of standards is one of the most controversial subjects when trading agricultural products. Accordingly, a growing number of different standards is increasing the complexity of the system and placing an excessive burden on agricultural societies in Africa, Asia and Latin America. It is hardly possible for a small-scale farmer in Uganda to determine which requirements make sense and which don't. Should a small-scale farmer decide to adhere to one standard or to three, four or even five standards?

'One of the big problems is food waste and losses. And this is a BIG challenge, which, I think, also the Pope mentioned recently, on the need to tackle food waste and losses. Before we speak about standards setting, about rules-based approaches, we need to get the basics right.'

*Dr Leonard Mizzi*

Whenever standards are discussed, (general) legal conditions and the role of governments come into play. According to Mizzi, it is a fact that trade in agricultural commodities has become more global. (Photo)

The representative of the EU Commission went on to say that the situation is further complicated by the fact that enterprises like Tesco or Metro are defining and setting their own clear standards. 'No one can say that they don't care about these standards'.

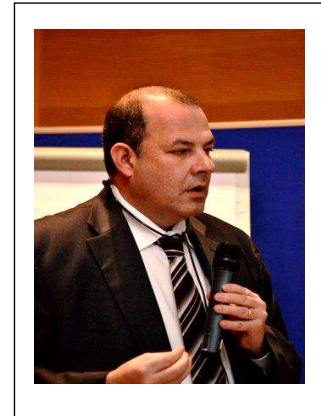
They already exist. They were, he said, determined by the rules of the market and its product chain. Today, it is the consumer who dictates what is in demand. Consumers want to be able to eat mangos and pineapples that meet defined standards and are of a reliable quality all year round.

When processors and traders seek to guarantee these standards, the effect on the producers is considerable. It is possible to produce more ethically, more fairly and in line with more social standards but all of this must be continued right along the entire value chain. This, said Mizzi, is not easy for those who have no power in the value chain. He went on to say that it is a power struggle, especially on the farmers' side and that there can be no social justice without market power. Farmers—and in particular small-scale farmers—can only have market power if general conditions are correct. This, he said, is a prerequisite.

However, he continued, there is a series of fundamental conditions that have not been met, e.g. infrastructure in rural areas and massive harvest losses (half of all high-grade fruits never even make it as far as the harbour).

He said that hardly anyone speaks about food losses, which are one of the biggest problems and a massive challenge.

*Leonard Mizzi's* urgent appeal can be summed up as follows: we need solid infrastructure! We also need good representation of farmers' interests so that their voices can be heard. We need a gender approach and have to give women more rights!



'What they need is different from what small-scale farmers need. They need application of national laws, relating to their right to organise in particular and for agricultural workers that is the right, a fundamental right, that is most often denied. [...] Agricultural workers need to be addressed within that framework of industrial relations in national and international law. That's crucial. [...] They can probably find work on plantations but they really often don't understand industrial relations, they don't understand trade unions, when the employer says: We have a union and we are checked by them. Yet workers don't really have their right to exercise, to join the trade union and to bargain. We need to look specifically in the context of fruit also at plantation workers and how the law to ensure their rights is applied.'

*Sue Longley*



*Sue Longley* picked up on this aspect, adding that even though she values the role of small-scale farmers just as highly in terms of feeding the world, it is not enough to focus on them alone. When discussing exotic fruits in particular, the plantation workers - the



When discussing exotic fruits in particular, the plantation workers - the people who provide bananas above all for Europe and the United States of America- also have to be discussed. Their needs, she said, are very different from those of small-scale farmers: they urgently need national law to be applied, especially the right to organise and to sit down with their employers to negotiate conditions. (Photo)

There is, she said, a massive imbalance or imbalance of power between landowners and workers in rural regions. The workers' right to organise is often ignored.

She added that a major problem with voluntary standards is that while they recognise the right to organise, this right is in reality never actually implemented.

*Teresa Cura-Pono* confirmed that this was certainly the case in the Philippines where the right to organise does indeed exist but where agricultural labourers need to know much more about their rights. She said that instead of focusing on small-scale farmers, the focus should be on the agricultural labourers on major fruit farms, which pass on the cost of harvest losses to their labourers in the form of lower wages.

*Dr Josef Lüneburg-Wolthaus*) said that he felt it was the EU's duty to take a closer look at the issue of working conditions overall: 'I believe that the EU can, of course, set requirements for European countries. We don't even have to go overseas; working conditions for seasonal agricultural workers here in Europe can be catastrophic. When I see that software is being marketed at trade fairs in Germany that allows companies to automate the payment of dumping wages without anybody noticing, then I know that something is going very, very wrong. The deficiencies are not so much at legislative level but in the implementation.'

'The current high level of standards—especially those relating to product safety—were established after the BSE crisis. That is the core of the issue. Naturally, small enterprises have greater difficulties with these standards than bigger enterprises because many things require investment.

We are in talks with many large enterprises that operate at international level and they know that if they want to do business at least in the US and Europe they have to be able to document the observance of social standards along their supply chain. Because of the administrative cost and effort involved, it is easier for them than it is for small entrepreneurs.

To put this in negative terms, this will have a cleansing effect on the market. Black sheep will undoubtedly be eliminated but one quite simply has to understand that when it comes to commodity flows in international trade, enterprises below a certain size are simply not competitive.'

*Dr Josef Lüneburg-Wolthaus*

### 3.2 In the jungle of standards

No one who took part in the discussion disputed that the international trade in tropical fruits requires certain standards, whereby the standards needed are fundamentally very different indeed:

- Quality standards that help to ensure product quality and protect health. Standards that indicate or guarantee the consumer a defined product quality by means of a label. Consumers want to—and indeed should be able to—trust these labels.
- Social standards that record the living and working conditions both of small-scale farmers and of agricultural labourers either on their own or in addition to product standards. Key terms here are 'fair prices' and 'fair wages'.
- Standards that are set, certified and monitored by the private sector.
- Standards that are based on legal regulations.

The eternal question is what role standards play: they ensure quality and certain production conditions. On the international market, they are used to set products apart and create a distinctive image for them, thereby giving producers, processors and traders a competitive advantage under certain circumstances. This means that they can simultaneously be an opportunity for or an obstacle to, the development of farmers. When agricultural producers introduce quality standards, such a label is a distinction and quite possibly a unique selling point; better prices stimulate the development of individual farms. At the same time, (excessively) high standards, whether in terms of product quality or with regard to social standards, can take the form of non-tariff impediments to trade and can, as such, exclude agricultural producers from the international market right from the word go, thereby becoming an insurmountable obstacle for the continued development of the producers.



*Teresa Cura-Pono* explained that to date, standards have been of little relevance for local markets in the Philippines. There was no demand for standards on the market there, she said. International standards such as GLOBALG.A.P., fair trade or other organic standards are generally required by trading companies that supply the international market. So far, there has not been an awareness of the need for standards on local markets. This, she said, would have to change, for local and national markets too. (Photo)

Sue Longley said that from the point of view of the IUF, there are many voluntary standards and that these should be examined to determine how valuable they are. She said that there was a huge gulf between the benefits promised by the confusing variety of labels in the supermarket and the actual situation on the ground and what the consumer cannot see or, in some cases, cannot know or does not want to know, namely poor working conditions, ultra-low wages, increasingly precarious work, poor health and occupational safety.

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*Dr Josef Lüneburg-Wolthaus*

consumer cannot see or, in some cases, cannot know or does not want to know, namely poor working conditions, ultra-low wages, increasingly precarious work, poor health and occupational safety.

Speaking from the floor, *Denis Kabiito* (Caritas Kasanaensis Luweero, Uganda) criticised the proliferation of standards, which is a source of great confusion for small-scale farmers, who are both small farmers and agricultural labourers at the same time. He said that for African farmers, it begins with the fact that external forces call on them to decide

whether to opt for conventional or organic farming. There is, as a rule, no national legislation. This gap is filled on the one hand by multinationals (which are looking for conventionally farmed agricultural commodities) and on the other by institutions such as the Churches (which promote organic farming methods and organic standards). He said that it was necessary to have a social dialogue involving all parties. This dialogue would help farmers and producers evaluate the various different labels (fair trade, GLOBALG.A.P., Organic, ISO etc.) and offer them practical solutions. He said that it is not clear how the different stakeholders (multinationals, governments and small-scale farmers) could be brought together at one table but said that it was obvious that there was a need to do so. According to Mr Kabiito, the most important thing is political will. Because no such a framework exists, all enterprises can—at least in the African context—establish any kind of standard of their own.

*Josef Lüneburg-Wolthaus* explained that the most restrictive standard applied by the REWE Group (a German supermarket chain) is the SA8000<sup>4</sup> standard because its checks

<sup>4</sup> SA 8000 = an international standard that seeks to improve working conditions for staff members (employees, workers and subcontracted workers) and was established by the Social Accountability International (SAI); <http://www.sa-intl.org/index.cfm?fuseaction=Page.ViewPage&PageID=937>

are very comprehensive and include, among other things, independent interviews with employees where employers cannot exert any influence. He added that some producers that supply his company have already established this standard. (Photo)



He said: 'We do not just rely on this one standard because I know that I cannot yet rely on this standard everywhere in all supply chains. Not everyone has reached that stage yet. We have many market sectors where we have to advance one step at a time. Interestingly, when it comes to the implementation of social standards, the greatest difficulties in Germany are on the side of the producer. Interestingly too, it is the organic farming sector that puts up particularly great resistance. Perhaps it is because they believe that they are among the good guys as it is and don't consider it necessary for that reason.'<sup>5</sup>

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<sup>5</sup> Editor's note: It is, however, possible that producer prices also play a decisive role here: organic farming, which is very often on a small scale in Germany, needs more labourers (including seasonal agricultural workers) but is subject to the same high cost and pricing pressure as other market players and often doesn't get sufficiently high, cost-covering prices. Most organic products (such as carrots, a vegetable that is typically cultivated in Germany) are imported. Even those shopping for organic produce keep an eye on the price.

The high density of supermarkets in Germany may also play an important role in the huge pricing pressure between competitors in the food retailing sector (in the organic or fair trade sector too). In Germany, there is one retail outlet (supermarkets, discounters, etc.) for every 1,650 citizens. This keeps food prices lower than anywhere else in the world: according to the Federal Ministry of Food and Agriculture (BMEL), consumers in Germany spend only about 9 per cent of their income on food. In developing countries, it is up to 70 per cent.

In addition, the growing trend in the German food retailing sector towards own brands puts producers under extreme (price) pressure because in this way, the retail sector makes all farmers in the background replaceable—also in terms of the standards they have to meet.

However, in the experience of GLOBALG.A.P., it is not just organic farmers that are currently having difficulty getting certification for social standards (in this case GRASP), so too are conventional German producers. They are putting up resistance to the social certification demanded by the trade sector because it would mean that they would have to open up their wage books and much more to public scrutiny. The introduction of a blanket minimum wage in Germany was met with great scepticism in the agricultural sector because of the fear that such a wage would make agriculture in Germany less competitive and domestic food products more expensive, which would mean that trading companies would rely even more heavily on imported goods than they already do. The likely consequence of this would be virtual land-grabbing because even though all the preconditions for agricultural production would exist here, production would not actually take place because of the importation of cheap food from abroad.

### 3.3 Opportunities and limits of legal regulations

Both Teresa Cura-Pono and Sue Longley declared themselves in favour of tougher legal standards and frameworks. Even Josef Lüneburg-Wolthaus said that legal standards are necessary, even if the top priority is to make the most of the existing opportunities. Only Leonard Mizzi remained guarded about legal standards, among other things because of the increase in bureaucracy they entail. There follows a summary of the opinions expressed:

'Agriculture remains one of the most difficult sectors for workers in terms of application of their rights.'

*Sue Longley*

#### *Lüneburg-Wolthaus:*

We will always have to live with legal standards. Legal standards have one major advantage: they do not distort competition. In this respect, the standards themselves are certainly not the problem. The problem is enforcement. If, for example, there are legal minimum wages and regulations regarding working hours in Central America—we have already discussed the matter of illegal employment—all the legal standards in the world are worth nothing unless the states in Central America monitor them properly.

For example, we would like the European Commission to implement and monitor just the legal standards better.

#### *Sue Longley:*

We are not talking here about high standards; we are talking about the fundamental human rights of people working in the fruit sector. The core labour standards of the ILO, the International Labour Organization, apply here and must be transposed into international law. I am of the opinion that it is the duty of governments to amend national law accordingly. If we take a closer look at it, we can see that this is a process. After all, the ILO standards are only negotiated by governments, employers and workers together, the results of which ultimately feed into the laws.

The big problem in the agricultural sector is the lack of enforcement. There are too few opportunities to monitor working conditions. It can begin with something as simple as the fact that the inspectors might not have any petrol for their cars and cannot, therefore, get to the fields.

A lot of money is spent on audits, on the development of codes of conduct and of reports about them. It would perhaps be better to channel money into the extension of inspections instead. It is incomprehensible that there are fewer and fewer inspections yet more and more private standards.

In the case of the European Union, we even have one of the best social dialogues, which is an institutionalised part of the EU, the trade unions, the governments and employers' associations. With regard to tropical fruits, the EU could use its influence on

national governments to get them to increase their enforcement and inspection capacity. On the other side, small-scale farmers must be put in a position where they are able to join forces, combine their interests and take part in the debate. At the moment, the situation is very unequal on both sides.

*Leonard Mizzi:*

Being cautious for a moment, I must say that I do not mean standards as such but the rapid increase in trading standards, both social and environmental. When we negotiate trade agreements with third countries, the question is always whether we can transfer our high social standards and environmental standards onto partner countries that are economically weaker than we are. I am of the opinion that we can't! We cannot expect farmers in Honduras, Nicaragua or Uganda to comply with these standards, even if, ideally, we should. In practical terms, however, if the framework for the transition from a relatively low standard is needed, international agreements are necessary.

'And I fully agree that social dialogue is a precondition in order to enforce and build up better labour conditions of farm workers and also the farming community.'

*Leonard Mizzi*

We know about the preconditions (legal security, access to land, access to rights, mergers between traders, decision-making bodies) and the solutions. First and foremost, it is a question of the enforcement of law and existing standards.

I agree with you that there is a need for more inspections and more enforcement. If we look at things from the point of view of the developing countries, we are at the point where we are currently providing financial support for 50 countries—mainly in Africa but also in Asia—that are giving priority to agriculture and food security in their national action plans. Now it is up to them to decide what they want the money for: for the development of rural infrastructure, for refrigeration systems or for social dialogue. We can help them improve their performance, which is necessary.

In the European context, we are discussing agricultural policy aspects rather than social aspects with European farmers. While on the one hand, there are calls for more laws and regulations, on the other, farmers here want less bureaucracy and simplified implementation. Everything that brings competitive conditions into line with each other in terms of human rights and the rights of farmers is very important. The solution is to enter into a clear social dialogue. In countries where this has happened, conditions in the value chain are fairer.

I am calling for a dialogue that includes the three groups: farmers and agricultural labourers, employers and governments. At the same time, there are sectoral social dialogues that can base themselves on benchmarks and examples of best practice. For example, we at the European Commission have examples of best practice for work, where Brussels advises other organisations around the world as to how sectoral social dialogues are conducted within the European Union.

Participants also made important points:

- Laws are considered important at very different levels, both at national and at EU level because one cannot necessarily rely on voluntary standards.  
For example, a law should ensure greater transparency, in other words, more information for consumers. Ideally, reports about the work situation on plantations should be published. Voluntary initiatives are not enough because the associated inspection reports are generally kept under lock and key, which makes it difficult to make and inspect improvements.
- Ultimately, the basic problem is a failure on the part of the state: although there are laws and international core labour standards, there are also local laws, some of which are being broken. Implementation is the real problem.  
Private standards were also introduced as a result of pressure from consumers, who felt that the laws and the monitoring of the laws were insufficient and who wanted the supply chain to assume more responsibility. The downside to this is the current proliferation of standards, which are not only asking too much of some producers but also confusing the consumers.  
Certain key issues can also be integrated into a free trade agreement (human rights clauses, social standards clauses). In the event of breaches of social standards, for example, certain groups (NGOs<sup>6</sup>, civil society) should have the right to call on a consultation body. What other action would then have to be taken (e.g. the imposition of trade sanctions) would have to be negotiated.
- Another question is whether the European Union has the courage to enforce specific standards and to stop the import of products made under precarious production conditions. So far, a soft approach was adopted in order to avoid causing side effects with any possible negative, long-term consequences. When it comes to sustainable development—economic, social and environmental sustainability—it might possibly be easier to regulate these standards in bilateral agreements rather than in a multinational context. Measures that have so far been taken in a social context and with regard to the environment were insufficient; there are still numerous problems implementing them at local level.  
All the decisions, sanctions and complaint mechanisms are good for nothing if a line is not drawn at some point and imports are stopped.
- If there are laws for food retailers that promise consumers that hygiene standards are being met, then there should be similar laws for production conditions, labour laws and human rights. Then the trade sector and the supply chain could not make any excuses; they would be obliged by law to ensure that such laws are respected.

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<sup>6</sup> NGO = non-governmental organisation

*Professor Johannes Wallacher:*

With the WTO, we have a complaint mechanism, a sanction mechanism. We also have the validity of other internationally agreed core labour standards such as the ones from the ILO. If the political will existed, it would be relatively easy to include complaint mechanisms and sanction procedures at enforcement level. However, it is questionable whether this political will exists.

It is important to emphasise once again that it is not about just any old social standards, it is about internationally ratified minimum agreements such as the ILO's core labour standards. It would be a requirement, also of the coherence of an international proactive policy.

### **3.4 What can voluntary, private-sector obligations achieve?**

Because consumers and parts of the value chain are voicing demands and because there is a lack of legal standards in some areas, the trade sector is trying to fill this gap by introducing private standards.

According to Josef Lüneburg-Wolthaus of REWE, the trade sector is often accused of not assuming any responsibility within the value chain. However, just as with product safety, the sector relies on private standards to make sure that responsibility within the value chain can at least be monitored in some way. There is a huge variety of private standards such as G.R.A.S.P. from GLOBALG.A.P., the ethical trading initiative BSCI or SA 8000.<sup>7</sup> There is now even a certain degree of competition between the standards, which the trade sector considers positive because this means that the certification institutions compete with each other in terms of credibility, which in turn leads to improvements. He also said that this aspect is supported in order to answer the questions within the supply chain.

Although the different standards (e.g. the SA 8000 standard from the USA) come from very different sources, they are all based on the ILO standards, even though they certainly differ in intensity and quality of enforcement.

Josef Lüneburg-Wolthaus acknowledged that the various private standards do indeed cause confusion:

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<sup>7</sup> GRASP = GLOBALG.A.P. Risk Assessment on Social Practices, [http://www.globalgap.org/uk\\_en/what-we-do/globalg.a.p.-certification/globalg.a.p.-00001/GRASP/](http://www.globalgap.org/uk_en/what-we-do/globalg.a.p.-certification/globalg.a.p.-00001/GRASP/)  
ETI = Ethical Trading Initiative <http://www.ethicaltrade.org/>  
BSCI = Business Social Compliance Initiative, <https://www.bsci-intl.org/>  
SA 8000 = an international standard that seeks to improve working conditions for staff members (employees, workers and subcontracted workers) and was established by the Social Accountability International (SAI); <http://www.sa-intl.org/index.cfm?fuseaction=Page.ViewPage&PageID=937>



'This is a never-ending discussion. It began with the most varied requirements regarding maximum threshold limits for pesticide residues. Each European trading company had its own requirements, which means that the farmers hardly know what they are supposed to do. For practical reasons, the producers then agreed to adhere to the strictest requirements. As with the issue of plant protection, every trading company has its own strategy when it comes to the setting of social standards. Each company considers its way to be the right one; each company has successes to show for their efforts.'

The trading companies are obviously making an effort to harmonise these requirements. According to Mr Lüneburg-Wolthaus, however, it is important to begin by gathering experience with the different standards (e.g. GLOBALG.A.P. GRASP, which is well established) and raising awareness of the issue so that people learn about it.

'Talking about the proliferation of too many labels, we find that very confusing. I don't know, how it's going to be, to trim it down to a proper number of understandable labels. We are confused by the proliferation of so many labels like in Europe. '

*Teresa Cura-Pono*

According to Josef Lüneburg-Wolthaus, the purpose of private standards is not least to monitor and implement the legal requirements on site. In this respect, he added, the trade sector is assuming tasks that would normally be assumed by the state (for example in terms of health and safety when using pesticides)! In developing countries in particular, this is quite a problem. 'With the exception of the independent standards. I don't actually know who inspects standards on site. It is certainly not the government or anyone like that. And this is exactly why we use these standards because we know for certain that if a photograph of a worker spraying pesticides without any protective clothing were to be published tomorrow, German retailers would be held responsible. But we are not there, on site. Naturally, we have to have all that inspected by an external agent and that is exactly what happens with these standards,' said Josef Lüneburg-Wolthaus.

For Sue Longley, the transposition of workers' rights into national law and the introduction of binding standards have priority over private standards, even though she considers the latter a possible first step. Whether voluntary or legal, improvements in the situation ultimately depend on a number of individual factors.

She said that she felt the example of health and safety in the cultivation of plants would be a good basis on which to launch a dialogue and to get all players on board. This could lead to a win-win situation if the employer could as a result look forward to increased productivity, lower costs, improved plantation worker health and the prevention of negative impacts on the environment.

#### Opinions from the floor:

- What is needed is not more laws and more labels but more discussions with each other on site at local level. This is a good approach. The more people are involved,

the greater the awareness of critical issues. Here in Germany, consumers are easily shocked by certain media images (e.g. workers without protective clothing spraying pesticides). This in turn leads to hectic—and not necessarily effective—action, which often leads to small-scale farmers being trampled underfoot. More dialogue would allow for more long-term action.

- On the question of social standards in free trade agreements, one participant said that in the case of such free trade agreements, complaint mechanisms were explicitly excluded in the event of a failure to comply with social standards. This goes beyond the statement that 'we cannot unfortunately impose our high standards on others'. The current situation virtually encourages large corporations from the industrialised world to consciously abuse the non-application of these standards or the non-enforcement of these standards in many countries around the world. It is not only about a lack of influence on the enforcement of standards but also about the business policy of large corporations from our countries that consciously make use of this aspect.

### **3.5 The litmus test that is implementation**

One major problem is the enforcement of social standards or agreements. This applies above all to legal standards because—and this was the leitmotif running through the entire debate—there is a lack of inspection bodies and inspection mechanisms.

In the case of private standards, the market players (i.e. the trading companies) can exert an influence or impose sanctions by means of commodity flows and sales agreements. In the case of legal regulations in developing countries, however, there are thus far very few other means of exerting pressure if these regulations are not adhered to. It is also possible that those in power have little interest in changing the precarious working conditions.

Several participants shared their experience:

- I would immediately subscribe to everything that has been said so far, in particular with regard to the fact that the rules are not sufficiently implemented. Based on my experience of small producers and agricultural workers in Uganda, Zambia, Malawi, South Africa and Tanzania: it is all about the local political economy. This means that as long as the balance of power remains as it is, we can have as many standards as we like but nothing will change. After all, the small-scale farmers, small producers or agricultural labourers working in production are simply not in a position to force or convince elected politicians and those who unofficially wield power to implement the rules. In some of these states, the constitutional conditions on paper are very good; but when it comes to implementation, it is ultimately the people who try to implement the rules that fall through the net.

- The civil societies in this region are very weak. This means that if the Church, state development cooperation organisations or other stakeholders have any task then it is to strengthen civil society organisations and networks at producer level. Supporting groups of small-scale farmers and organising agricultural workers, this is the kind of thing being done by the men and women from these countries here today.
- However, even if they are willing, some of these states are not always in a position to carry out the necessary inspections or enforcement. I recall conversations I have had on banana cultivation in Ecuador. The state set a minimum price of about \$18 for the sale of crates of bananas. The price ended up being somewhere around \$12 because international corporations exerted pressure about the price and threatened to stop buying the bananas. The question remains as to how we can regulate this at international level or how we can strengthen these states so that they can enforce their own laws.
- The effect of pricing plays a very big role for many products, especially when it comes to the sweet fruits about which we are speaking. Moreover, working conditions are largely determined by the pricing pressure exerted on local companies. The power of the markets and the traders in this area must not be underestimated in this respect. The five largest food retailers (including REWE and EDEKA) cover 70 per cent of the food market in Germany, which naturally gives them incredible power over their suppliers.
- One of the problems with the discussion about private standards and the very expensive implementation of private standards is often that this discussion is detached from the question of income margins along the supply chain, market power and, therefore, the stakeholders' income. The retail sector in particular has a duty of care that goes far beyond simply defining these standards at a desk in Germany and delegating any subsequent steps such as certification and implementation.
- Ultimately, the major costs that are generated by hygiene, social or environmental standards along the value chain end up being borne by the producers, regardless of whether they are small-scale farmers or plantation owners. The latter, for their part, come under extreme pressure, which leads them to disregard labour law on a massive scale. So if there is a stakeholder in the value chain that has leverage, then it is the retail sector with its market power.

- The main point is that many governments have no real interest in triggering social dialogue at national level because they would, for example, be creating competition for themselves by fostering a growing civil society. This is why one question is: how can one strengthen the political will to permit social dialogue at national level? It is not only criteria for exclusion (human rights clauses) that are important, so too is motivation. An example of this is the ILO Better Work Programme, where the improved and verified implementation of standards (national work inspection) is rewarded with improved market access.
- One important point concerns incoherence. On the one hand, there is a discussion about how to improve the implementation of the right to food. On the other hand, certain groups of producers or people who earn their living from food, are being consistently pushed off the market by global food standards and are losing their sources of income. In my opinion, this incoherence is, in many cases, created intentionally by governments: global incoherence such as the fact that on the one hand, the WTO negotiates trade rules without taking human rights into consideration, while on the other, the ILO is 'responsible' for working conditions.

'There are lots of standards, whether they are voluntary or legal. The main challenge is ensuring the implementation. Fundamental to that is ensuring that both—small farmers and agricultural workers at all levels, farm level, national level, international level—have a strong and effective voice. And just to get back to the WTO: I do entirely agree with Dr Mizzi that there needs to be governance of agricultural trade but I doubt very much the WTO's motivation. We need to be looking at a form of governance of agricultural trade that puts the right to food at its heart, to ensuring good safe food for all citizens.'

*Sue Longley*

### *Josef Lüneburg-Wolthaus:*

This lack of local enforcement of state regulations is an argument in favour of private standards. Although we cannot use private standards to bring about general change in this sector in these countries, we can at least trigger change in the areas within our supply chain. If the requirements of a private standard are no longer met, the certificate is revoked. That has happened in a number of cases. So it really can work. I agree completely that this does not automatically mean that everything is hunky dory and that all hiccoughs and contradictions have been eliminated but it is certainly a lever that allows us to at least try to assume responsibility within our supply chains.

Of course pricing plays an important role. Take the example of Ecuador: 30 per cent of our bananas come from Ecuador. This might lead us to believe that the German trade sector is in a position to initiate great change in Ecuador. However, it is important to point out that antitrust law does not permit traders to reach agreement among themselves on such things.

But how important is the German market from the point of view of Ecuador? We account for less than ten per cent of its sales. If, then, we want social standards and if—thanks to the discounters—the prices are not high enough, the Ecuadorians will sell their bananas to Russia for a better price. That being the case, why should they address the issue of social standards? They will get their money from other countries without having to prove that they comply with certain social standards.

### **3.6 Who is responsible? Who has the power?**

The members of the panel highlighted a number of aspects:

**1** Sue Longley, Teresa Cura-Pono and Lali Naidoo (South Africa) all agreed that the primary task must be to give small-scale farmers and agricultural workers a voice and greater influence. This can be achieved by creating a targeted, strategic alliance between the two groups, which would mean that their voice will be heard more clearly within the value chain and that the current market imbalance is changed. This would put them in a much stronger position when it comes to negotiations with large corporations in the banana trade, such as Dole, so that they can achieve better working conditions.

**2** This co-operation between farmers and agricultural labourers should take place within special organisations. Lali Naidoo said that the agricultural sector should not be divided up into small-scale farmers, agricultural labourers and commercial farmers but that they should all be seen as stakeholders in the same sector. Those who have thus far not had rights and a voice should join forces in a powerful organisation. Teresa Cura-Pono did not agree with this. She said that her experience of small-scale farmers and larger farmers working together in the same organisation was not very positive. The reason for this is that both groups differ, for example in terms of their use of certain agricultural technologies and methods, a fact that made some debates unproductive and interminably long. She recommended that these different groups should begin by discussing issues among themselves before entering into a dialogue with other stakeholders.

Josef Lüneburg-Wolthaus said that he felt that small-scale farmers' only chance of survival was if they were to join some kind of co-operative-like organisation; otherwise they will simply be crushed on the international market. Small producers cannot sell their wares freely on the market, believing that because they meet some particular standard they can automatically sell their produce.

**3** There is a large number of political or Church stakeholders trying to help farmers and agricultural workers set up organisations, to mobilise them or to support these organisations (civil organisations or NGOs). The objective here is that groups get the information they need, learn how to organise themselves, to voice their opinions and to fight for their interests. According to Naidoo, there are major problems with institutions, gov-

ernments, fair trade organisations, GLOBALG.A.P. and others. She said that the rules must be closely examined to determine whether they are a help or a hindrance.

Teresa Cura-Pono said that it was currently easier to get private-sector stakeholders to join a dialogue in projects than official institutions. After all, there are no formal structures for it and governments have not set up an appropriate framework for such a dialogue.

**4** The trade unions also have an important role to play in strengthening civil society.

One participant said that it was not as if there are no regulations or laws. The trade unions were involved in the drafting of the ILO core labour standards; now the objective is to demand that the governments and the companies implement and adhere to these standards. She also saw this as a task for civil society and the Churches in Germany. From here, pressure must be put on the stakeholders. For this to happen, transparency is necessary.

**5** Josef Lüneburg-Wolthaus confirmed that companies were responsible for the implementation of ILO standards, also along the supply chain: 'Right down to the level of the producer, our suppliers are contractually obliged to ensure that the ILO standards

are adhered to, especially the core ILO standards. We have our suppliers audited and inspected by our own companies. Is their management system in order? Have they concluded corresponding agreements with the people who supply them? How do they monitor this? All our suppliers have to prove, by means of certification that they adhere to certain standards.'

**6** He went on to say that ultimately, it is the consumers who have market power. They too cannot simply shirk their responsibility. Nevertheless, despite the fact that consumers claim otherwise and declare their outrage at certain conditions—even in the event of scandals—they have never so far reacted by changing their purchasing patterns. He said that people's vision of human nature is often far too positive!

Another woman who got involved in the discussion said that in her view consumers are indeed very important but they need information. This information must come both from the corporations and from the media, which provide consumers with neutral in-

'I don't think anyone will let us off assuming responsibility. Consumers must assume responsibility.  
We cannot let companies off the hook, nor states, nor the international community either.  
The state is obliged to guarantee human rights. Human rights have a basis: a minimum standard that must be met. This is not negotiable.  
If there are labels and certificates, then they can only go above and beyond the minimum standards required and are voluntary.  
The EU and the German government have a responsibility to demand that core labour standards are observed, especially when companies disregard human rights standards all over the world.'

*Member of the audience*

formation regarding food production. People love to talk about the mature consumer, she said. However, mature consumers can only assume responsibility if there is an obligation to ensure transparency about the observation of standards.

**7** Leonard Mizzi emphasised that an inclusive business model can only be achieved through corporate social responsibility. Moreover, local specific solutions are necessary because the situation in Uganda is different from the situation in the Philippines and in Malawi.

He also said that he saw no alternative to the World Trade Organization (WTO), which had been disparaged by so many. He asked what body could replace the WTO. After all, there is no other, better infrastructure for regulating trade. The FAO would not provide a better solution and nor would the Committee on World Food Security.

Sue Longley also said that regulations on agricultural trade and institutions at government level are necessary. However, she questioned the motivation of the WTO: 'We have to find a form of political control for agricultural trade that focuses on the right to food.'

## 4 In focus: the 'empowerment' of farmers and agricultural labourers

Work in the field of education and advice is characterised by discussions about responsibilities and socio-economic concepts. This applies to both education work that seeks to raise and change awareness and to continuing professional development. It also applies to the private service sector and to state-run basic services. The division of labour between the different stakeholders, the need for quality control and the binding nature of offers are controversial. In this field of conflicting interests (corporate interests on the one hand and the provision of neutral and universally accessible education and consultation on the other), responsibilities have to be clarified and an equilibrium between state measures and corporate freedom must be found ... through dialogue!

The main questions addressed in the first forum were:

- Freedom of organisation and self-determination: how to strengthen the rights of farm workers?
- The importance of small-scale agricultural production and its social status: who feeds whom and who works for whom?
- Social dialogue in the North and South: who has to be involved?
- Differences between supply and demand: an insolvable problem?
- What impact do major investments and direct links between producers and food retailers have on the development of diversified market structures and mechanisms?
- Orientation of development co-operation: what methods and tools can be used to improve standards?

### 4.1 Integral approach to changing living and working conditions

*'There are many initiatives that seek to improve the situation. But they will be of no benefit unless the farmers themselves are at the heart of the process.'*

Lali Naidoo  
(East Cape Agricultural Research Project ECARP, South Africa)

If the living and working conditions of small-scale farmers and agricultural workers are to be improved, there is no getting away from the fact that both groups have to be at





the centre of processes and considered stakeholders. In her 'impulse speech', Lali Naidoo emphasised three main ways of strengthening the rights of these groups and their ability to enforce these rights:

- freedom of organisation and self-determination;
- social dialogue in the North and South, taking key terms and stakeholders into special consideration;
- orientation towards development co-operation, focussed on processes and tools that will improve standards.

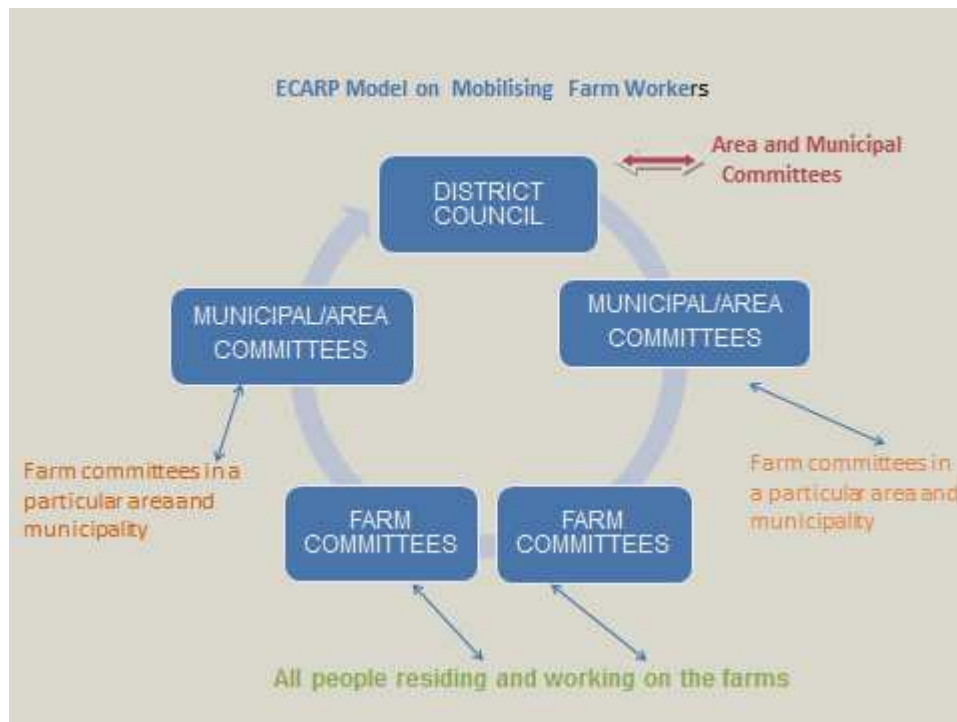
There are also other factors for sustainability and productive agricultural systems. The right balance between essential human rights and institutional structures is also key.

Lali Naidoo explained that as in other sectors characterised by low pay, there is a low level of organisation in the agricultural sector. The agricultural sector in southern Africa is also heavily divided up along the value chain according to ethnicity, origin and gender of the producer or labourer. This trend has intensified with the increase in global competition and global trade. At the heart of this sector are many atypical forms of employment (such as women in seasonal work); a body that would independently represent the interests of workers would help these people into decent work with appropriate wages and decent living conditions.

ECARP supports the discourse in a number of ways, among others by conducting research into working and living conditions in the low-pay sector and the risks for the economy and for socio-political conditions. When workers become more aware of their own situation and get involved in the societal debate, the dominant discourses change, which in turn has an impact on the employers and their attitude to work standards, standards and market policy interventions.

It is all about clear lobbying: the strengthening of workers' rights is, therefore, not only necessary for a life of dignity, it also contributes to economic success. Nevertheless, efforts to improve working standards must always be viewed in the context of the North-South divide and the pressure on producers and agricultural workers in international trade. Lali Naidoo said that the structures and the balance of power within the value chain are decisive. On a global market, she said, many farmers feel dependent on the trade sector, which sets the prices. The pressure on producers is continued in the form of pressure on workers.

To counter this, farmers and agricultural labourers are supported in setting up alternative, grass roots self-help organisations and in the overall context of workers at local and regional level (the 'bottom-up approach') and are socially mobilised.



*Illustration: the ECARP model on the mobilisation of farm workers*

The success is evident at a number of levels: the agricultural workers assume responsibility for their own organisation and do not wait for impetus from outside. Everyone involved in the farm work or the farmers of a region are involved in the structure. Co-determination and networking are practiced and implemented. Committee members learn to assess working conditions and identify imbalances. Democratic structures and the ability to enter into dialogue not only strengthen the position of the agricultural workers, they also lead to improved acceptance on the part of employers. The latter are more willing to deal with farmers or regional committees than with trading companies. The local authorities and government structures are also in a position to work with these organisations.

Parallel to that, this integral approach demonstrably fosters solidarity among members, which is essential when it comes to the elimination of societal differences in terms of ethnicity, race and gender. The fewer the differences between workers, the easier it is for them to speak with one voice. This solidarity extends (at national and international level) to the workers of the entire value chain: from production to trade and, ultimately, to the consumer as well. In this way, workers are integrated into processes and discussions about fair and ethical working conditions.

Dialogue between workers also leads to the gradual spread of grass-roots structures, both in geographical terms and in terms of the groups involved, which not only improves the organisation as such but also the social cohesion. In June 2013, there were a total of 66 farm committees in ECARP's catchment area. Since their foundation, 97 per cent of these committees have focused on changing working conditions. Through dia-

logue with the farmers, the majority of them have succeeded in improving living and working conditions, the land tenure situation and access to land or basic services. There have also been significant improvements in the observance of minimum wages, payment of unemployment insurance or overtime arrangements.

Lali Naidoo also attached great importance to the North–South dialogue. She said that both stakeholders right along the value chain as well as civil society and political bodies could draw attention to the situation of agricultural labourers, thereby creating a new awareness of ethical standards in the production of food (social pact).

She went on to say that it also helps when workers show solidarity with one another across borders, e.g. staff working in large European trading companies could campaign for fair working conditions and a strengthening of workers' rights in the South.

When included in this dialogue, consumer organisations also contribute to improvements. 'The current discourse about fair and ethical trade between North and South focuses on the responsibility of consumers in the North for the rights of the workers in the South,' said Lali Naidoo. However, she went on to say that this is not enough because there is a chronic lack of knowledge among consumers in the South about the relevance and importance of workers' rights. If this does not change, she said, the current situation will become entrenched.

ECARP has examined the different living conditions of labourers who work for the local market and those who work for the export market. Its analysis shows that the influence of consumer organisations in the North has a decidedly positive effect on workers in the South.

Ministries, organisations that are close to the government, as well as trade and industry are responsible for initiating, drafting and implementing trade agreements, which also includes workers' rights and defined social standards. Now, more than ever, the goal is to make the most of synergies between stakeholders and inspection bodies (work standard inspections, label inspections) in order to ensure sustainable benefits.

In the co-operation between governments and control authorities on the one hand and farmers' associations and workers' organisations on the other, the aim will in future be to bridge the existing gap between both parties.

NGOs, trade unions and human rights organisations are often the driving forces behind a change of awareness on the consumer side. Researchers and scientists must gather hard facts and figures that describe both the status quo and back up development scenarios.

In terms of development co-operation orientation, Lali Naidoo made the following suggestions:

- to work in parallel with all important stakeholders along the value chain and to lead the discourse about the negative impact of low wages and laissez-faire capitalism on wage levels and social cohesion;

- to instigate changes in the structural and institutional regulation of the labour market and labour processes and to foster employment (employment schemes, skills training);
- to encourage workers to defend their rights and to report violations of labour standards (without fear of punishment) and to encourage employers and workers in matters of compliance;
- to raise public awareness of core labour standards and to facilitate transparency on inspections and checks;
- in the event of violations by the buyer, to insist that standards are adhered to and, if necessary, to impose sanctions;
- to establish an awareness of Corporate Social Responsibility (CSR) along the entire supply chain and to ensure that regulations and conventions are upheld.

## 4.2 Focussing on farmers

*'There has to be a rethink: workers are not a product; they are not a raw material. The dialogue between all players is important.'*

Denis Kabiito, programme officer, Caritas Kasanaensis, Uganda.



A staunch representative of the interests of small-scale farmers, Denis Kabiito, the Ugandan consultant from Caritas Kasanaensis, who is himself a farmer, addressed the forum. In his address, Mr Kabiito called for the establishment of a strong farmers' organisation, a self-help organisation that would become the political voice of the farmers.

He began by outlining the significance of the agricultural sector in Uganda and the relevance of small-scale farmers both for supplying their own population and in the African and global contexts.

In this regard, small-scale farming is of great economic importance. At present, 42 per cent of global arable land is in Africa. Although its potential is huge, it is not at present being optimally used. Uganda is currently Africa's top producer of coffee. Tea, tobacco and cotton are also produced for the export market and make a major contribution to the country's foreign exchange receipts. Small-scale farmers in rural regions supply three-quarters of the Ugandan population with food.

The agricultural sector still dominates the country's economy: 75 per cent of workers work in agriculture. In 2012, agriculture contributed 24.4 per cent of the country's gross domestic product (GDP). Most industries and downstream sectors rely on agriculture.

In the vast majority of cases, the farms are small farms. The characteristics of this type of farming are listed below.

- Farms are usually family-run, which means that planning, decision-making and implementation all take place within the context of the family. In general, family relations do not extend beyond the local community.
- Farming is usually mixed, with arable farming, fruit cultivation and livestock farming.
- The function of farms is to secure livelihoods, not only for those on the farm but for other households too.
- Farmers and their families generally have a poor level of education: literacy levels are low and access to information is correspondingly poor.
- Poverty
- The attitude that agriculture is just a tradition, not a passion or a profession
- In many cases, farms in regions with dense populations are generally less than one hectare in size and have a maximum of ten animals. In sparsely populated regions, farms can be between 5 and 10 hectares in size.

According to Mr Kabiito, the significance of small-scale farming in the global context should not be underestimated. After all, he said, it is the farmers that work the land and ensure water and biodiversity, all of which are key aspects of global policy because peace, security and the development of nations depend on them.

The farmers themselves have to overcome major farming challenges: the high cost of investment, financing problems, insufficient infrastructure, inadequate production and harvesting conditions, a lack of technology for processing and storing their produce, pests, epidemics, poor cultivation methods and a lack of/poor advice. At the same time, they face global issues that are outside the farmers' control: exponential population growth, climate change, food security and environmental sustainability. Uganda's rapid population growth (+ 3.4 per cent per annum) means that there is a growing shortage of available land, despite the fact that the amount of arable land has been increased since 2005. The consequences are fragmentation of land, land-grabbing and the loss of productive land.

This has led to a de facto shrinking of the so-called 'shopping basket' and to food insecurity, whereby high world market prices for grain have made the situation even worse. Small-scale farming has been blamed for this and/or has been seen as part of the problem. Although the world has provided a lot of assistance—e.g. in the form of public and private partnerships, the World Food Programme (WFP), the Food and Agriculture Organization of the United Nations (FAO) or the drafting of voluntary guidelines—none of this assistance has been the solution. Instead, farmers have been marginalised and excluded from the decision-making process, although their inclusion would have been necessary in terms of the political issues involved.

Mr Kabiito said that all mechanisms for establishing market structures must ensure that these structures offer added value to farmers. He pointed out that despite many programmes by foreign investors and the marketing of products via organic and fair trade partnerships, none of these have narrowed the gulf separating the market and the farm gate.

In the case of all efforts, the main objective must always be to close the gap between small-scale farmers—their capacity and productivity—and the requirements of and opportunities offered by, the market. This will only succeed if the focus is put on small-scale farmers. Farmers' needs are great and can only be met with the help of co-operation projects and a strong farmers' organisation.

Mr Kabiito described a self-help organisation, the aims of which are—in line with guidelines for associations or co-operatives—self-help, self-administration and self-responsibility. 'Strong farmers' associations are the natural voice for farmers who do not have a voice,' he said.

They create a dynamic agricultural sector that produces food, creates jobs, reduces poverty and guarantees food security. By joining forces in this way, farmers can kick-start market development. Market developments would themselves be supported among other things by improved access to financing, greater investment from the private sector, the promotion and the use of technologies and adequate legislation and the combating of negative developments.

'This co-operation has to be initiated by farmers, managed by farmers for farmers. The co-operation/association will be their voice.'

*Denis Kabiito*

### 4.3 Statements and assessments



View into Form 1:

Education, Advice and Awareness-Empowerment of producers and farm workers

*Willi Kampmann, German Farmers' Association (DBV):*

The German Farmers' Association approves of the approach suggested by Denis Kabiito. The North–South dialogue is supported by the German Farmers' Association, especially with regard to technical improvements in agriculture. The German Farmers' Association has already carried out several exchange programmes in this area, including one with the Farmers' Association of South Africa.

*Helge Fischer, BanaFair e.V.:*

BanaFair e.V.'s trading partner is the co-operative Urocal in Ecuador, which is why the focus here is on supporting small-scale farmers. This means that there is only an indirect effect on workers. Trade relations are based on the criteria of fair trade, which means, for example that farmers are paid a fair price. BanaFair helps Urocal improve production and marketing, among other things through tools such as pre-financing. BanaFair also works to raise awareness in the North. The aim is to use fair trade and corresponding information campaigns to raise awareness in the North of unjust structures.

*Dr Udo Bürk, Bio Tropic:*

There are too many standards, which is a source of confusion for both consumers and producers alike. Nevertheless, the situation in each country and region is different. The aim now is to implement those standards that already exist. In this context, it is important to begin with the situation of each respective producer and to work step by step with producer organisations to determine how production can be improved and made both socially and environmentally fair.

### *Conclusions of the forum discussion:*

The fundamental demand was to put small-scale farmers right at the heart of all activities. Investment, public-private partnerships or standards only work when small-scale farmers and farmers really are at the heart of activities and are part of the process. To this end, organisations have to be set up.

A fundamentally different discourse about values is also needed. In this discourse, the focus should not be on work as a good or a product but on the worker as a person. This applies to both those who are employed on farms and to small-scale farmers. Labourers should be valued as an integrative part of society. This has not sufficiently been the case thus far. That being said, there does at present seem to be a rethink.

The discourse must take place at all levels and with all stakeholders: business, government, workers, civil society, consumers and traders. It must also be implemented at all levels. Awareness-raising relates to the entire value chain, which can then also make a contribution to 'empowerment'.



## 5 In focus: the special role of trade and consumers

For a long time, alternative models of cultivation and trade were seen as a niche. Times have changed. Critical consumers and rising spending power in consumer countries mean that demand for food from sustainable and organic production and fair trade is rising. In some cases, the growth figures are impressive. When it comes to production itself, working and health conditions and environmental concerns in the cultivation and processing of fruit, there are various possible ways of providing evidence and documentation.

Nevertheless, the discrepancy in perception is evident: in the public consciousness, the standards and partner-like marketing structures in fair trade seem to be completely different to the quality and environmental standards in conventional trade. In reality, however, the requirements are becoming ever more similar. It is up to governments to help make sure these requirements are met through their development co-operation work and political dialogue. However, the private sector also has a role to play, in particular as long as the observance of standards is voluntary. Approaches and successes must be communicated to the consumer through consumer information and the media.

*The main questions addressed in the second forum were:*

- What is the trade sector doing? How are conventional trading partners moving closer to fair trading partners?
- Indication of origin: just another label or an increase in transparency?
- What challenges do processing companies/stakeholders in the value chain have to face?
- Critical consumers: what influence do consumers have?
- Consumer protection in the North versus income generation in the South?

### 5.1 Wanted: family entrepreneurs!

*'We believe in the family business system because it has made us—and large parts of the German economy—successful. For the most part, our customers are small and medium-sized companies. This means that companies can do business on a level playing field. Our partnerships are based on trust instead of on contracts.'*

Frank Erbacher, managing partner in Erbacher Food Intelligence GmbH & Co. KG and chairman of the board of the non-profit-making foundation known as the Erbacher Stiftung.



Erbacher-Josera is a family-run industrial food producer. It is a medium-sized enterprise and has been run by the family for three generations. It works to ensure sustainable food concepts for humans and animals. We seek real benefits for the customer, resource-conserving production, added health benefits and fair partnerships among equals. We are neither a typical fruit producer nor a typical fruit trader. We simply use fruits in our cereals, snacks and bars.

The non-profit-making foundation associated with our company, the Erbacher Stiftung, has been working in specific development co-operation projects around the world for 25 years, seeking to promote rural regions and independent food production. The focus of this work is on personal contacts, sustainable structure projects and well-organised financial support that is given for a limited period of time.

*We are currently working in two other areas of development co-operation:*

- Initiated in the year 2012 by the AFOS Foundation on the Philippines, we have entered into a public-private partnership (PPP) with Orient Foods in Dumaguete, a Filipino processor of dried fruit, as part of the develoPPP with the DEG.<sup>8</sup>

We are looking to build up a long-term partnership and want a high-quality product (mangos from the Philippines) for a new product range. We also want reliable deliveries in terms of time, volume and quality as well as a worthwhile division of value creation according to the skills of the companies involved.

For our partners on the production side, we are striving for fair payment in accordance with the actual value created—this applies right down to the lowest level—and the switch to organic cultivation methods.

- We believe in the family business system because it has made us—and large parts of the German economy—successful. This is why we are also involved in the Family Corporation for Food (FCF) project in Tanzania.

This is our vision: behind every family business, there is always a family. For these people, who think in terms of generations, their company is not only a source of income but also part of their creative life. This moral obligation creates stability, planability and trust. This basic attitude, which is also pronounced in developing countries, is common to family entrepreneurs all over the world.

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<sup>8</sup> develoPPP.de is a support programme run by the Federal Ministry for Economic Cooperation and Development (BMZ) for so-called development partnerships with the private sector. It is also offered by the German Investment and Development Corporation (DEG), a subsidiary of the KfW bank group, among others. develoPPP.de targets enterprises that are involved in developing countries and newly industrialised countries and would like to make sure that their corporate involvement is sustainable. Frank Erbacher considers it highly constructive because it brings market players such as Erbacher and Orient Foods together across borders because it targets medium-sized enterprises directly and because it supports specific projects of a limited duration.

In Tanzania, we were looking for entrepreneurs capable of setting up a successful family business. Our support takes the form of expertise, advice, technology, the drafting of business plans, the development of a sales structure and marketing and management methods.

The aim is that within three years, every partner will be operating as an independent entrepreneur, producing useful products, selling them locally, providing a livelihood for up to 100 families and working profitably. Our focus at the moment is on the drying of fruit and reforestation.

The priority is on setting up local marketing structures because there is an all-year round demand for high-quality fruits in Tanzania. In this way, the entrepreneurs can take their first step towards being able to meet European food standards. Healthy local or regional sales also helps ensure that the business has a steady stream of work that can be planned. This also makes them more independent and puts them in a better negotiating position for their future dealings with international buyers.

'In the cultivation of organic mangos on the Philippines, we are confronted at project level with the fact that national legislation on organic agriculture is not yet a reality at local level. Although local agricultural authorities are interested, there is a lack of knowledge. So we invite representatives of state authorities to attend the training of farmers, to which we have dedicated ourselves.'

*Frank Erbacher*

### *Our responsibility*

- When we realise that we are part of a system that has major deficiencies—deficiencies from which we ourselves benefit—it is our responsibility to change things for the better. This holds for the quality and handling of food that really is beneficial for our health and is enjoyable, the way we use resources and fair wages for the creation of value.
- We also benefit from all of this: such efforts also make us attractive to other people (employees, business partners, consumers) who are also searching for meaning that goes beyond the maximisation of profits, high wages and bonuses.
- We benefit from the freedom of being a family-run company: in large organisations—whether they be profit-making or non-profit-making—far too many stakeholders have to be consulted, all of whom have different and possibly even contradictory individual interests. This makes such a process cumbersome or even cautious and generally results in token activities because no one assumes any real responsibility.

### *The responsibility of the state*

It is up to the state to create the right conditions for entrepreneurs:

- infrastructure, in particular in the fields of transport and communication;
- a reliable legal framework with an independent judiciary and clear rights of ownership;

- the authorisation of and support for regulated associations (with networks of entrepreneurs);
- optimisation of tax legislation that makes entrepreneurial activities possible in the first place;
- checks and inspections to prevent an imbalance of power (in particular when it comes to banks and lending);
- a clever trade policy that makes it possible to plan national and international trade relations and to make them less bureaucratic.

The state is also responsible for ensuring independent education: school education as the basic prerequisite for prosperity; training and careers advice; and research, also in terms of the international, interdisciplinary transfer of knowledge between universities. That's all.

Permanent subsidies are not necessary. Such subsidies are based on individual interests that at best help those who need to develop in certain areas but do not permit holistic, sustainable development.

*At project level in the Philippines, we are confronted with the fact that*

- national legislation on organic farming has not yet actually been implemented. Although co-operation partners at state level are very interested in organic farming and are willing to co-operate, there is a lack of knowledge. There is not even a course on organic farming at the local university.
- Some local farmers have experience of organic farming. However, the 'organic' methods they have used until now do not correspond to any standard. Consequently, we need to train the farmers.
- There are as yet no comparable projects involving certified organic fruit on the Philippines, which is why we would like to exchange views with other experienced organic producers (e.g. producers of rice and sugar).
- The biotechnology first has to be developed in the project itself. Here too we are learning from partners in Asia who are already successfully growing and exporting tropical fruits in accordance with the EU organic standard.

In other words, companies like Erbacher are assuming tasks that go beyond their core business and are actually tasks of the state, i.e. education, research, development. Ultimately, however, this is neither satisfactory nor efficient because while it does further the individual project in question, its impact remains at best local. There is a lack of multipliers across the country, state advisors on cultivation and the transfer of educational content. What medium-sized enterprise has the will or the means to do all this?

### *Consumers in Germany must be educated more!*

It is becoming increasingly evident that there are huge deficits in what German consumers know about food. Our labour-sharing society has handed over the cultivation, production and preparation of food to others. Because consumers no longer have to deal with such matters, they no longer know anything about them and have distanced themselves more and more from the agricultural sector.

In my eyes, this lack of knowledge is the biggest problem we are discussing right now. The consequences are fatal: this lack of knowledge fosters nonsensical advertising on the part of the industry, the stoking of superficial scandals in the media, politicians taking action for the sake of it, a proliferation of labels and logos that suggest safety, without the consumer understanding them. This lack of knowledge makes it harder to communicate more complex issues such as fair cultivation, processing and trade. A lack of knowledge about real food quality makes the price argument hugely powerful.

German consumers are ensnared by the low prices advertised by trading companies. The special offer rules supreme. Unfortunately, this is also true in the food retail sector.

In this context, the state has an enormous task to fulfil! Instead of setting up complex and costly quality labels and standards that are hard to monitor, it would make much more sense to explain to consumers (beginning with children) the journey a product takes from the farm gate to the shop door and the structure of value chains. Excessive standardisation lulls consumers into a false sense of security, takes away their ability to make decisions for themselves and makes them dependent.

Experience shows us that consumers want healthy, natural, regional food. After that comes the desire for organic products or products that have been fairly cultivated and traded. In this ranking, the fair aspect is more of a secondary added value, something that is 'nice to have'.

If we were to transfer the amount of money that Germans donate to charity to the price of fairly traded products and were to pass this amount of money down the value chain, there would be a lot more justice. This would be real structural aid instead of emergency aid or aid in times of catastrophe.

### *Information instead of regulation*

The state gives the ignorant consumer a semblance of security by setting and regulating standards, even on the premise of so-called 'consumer protection'. There can be no question about it: we certainly need basic requirements and guidelines for hygiene and food safety. However, political work is primarily influenced by corporations and their market-dominating interests.

Take, for example, the European Novel Food Regulation, in other words the authorisation of additives in the production of food. This regulation stops innovation at the level of small and medium-sized enterprises. Through our work in developing countries, Erbacher has access to valuable ingredients that have proven valuable in the diet of millions of people around the world. However, getting such ingredients approved in accordance with food legislation is such a complex, involved and costly process that it is out of the reach of many medium-sized enterprises.

'When it comes to the poor, it is not as if German consumers are heartless. We are not only world class car makers and soccer players, we are also world-class donors.

If we were to transfer the amount of money that Germans donate to charity to the price of fairly traded products and were to pass this amount of money down the value chain, there would be a lot more justice. Instead of paying discounter prices for food and donating money to a charity for orphans at Christmas, we could pay appropriate prices for chocolate, coffee and fruit. At the same time, this would be real structural aid instead of emergency aid or aid in times of catastrophe.'

*Frank Erbacher*

The necessity to get ingredients approved in accordance with food legislation comes with the best of political intentions and with a view to protecting the consumer. Nevertheless, it prevents the development of new markets for suppliers from developing countries!

This is why I would like to make the following appeal: in Germany too, the best service the state can render to development co-operation is to educate the consumer and to create understanding for just trade relations that in turn result in conscious purchasing decisions.

### *The role of the trade sector*

Active development co-operation must take place between the economic stakeholders: producers, trading companies and consumers. It must be independent and undertaken on the stakeholders' own responsibility.

'As a rule, it is better to educate people than to have a flood of labels aimed at the end user.'

*Frank Erbacher*

Food retailers in Germany have enormous market power: five food retailers provide 80 to 90 per cent of the population with food. By comparison, the top ten companies in the

food industry produce just 13 per cent of all food. Food retailers have direct access to the end user and are seen as highly credible; they enjoy a dominant status when it comes to manufacturers and producers and can insist on standards being met.

In other words, the trade sector can really make things happen. One possible effect is illustrated by the growth of the organic sector in recent years. Nevertheless, (low) prices are the most important criteria and are seen as a competitive advantage, ahead of real food quality and far ahead of fair global production. The constant fuelling of a discount mentality when it comes to food makes it virtually impossible to produce food sustainably and fairly.

The trade sector should communicate the concept of *value for money*—in the sense of a value for life—instead of just cheap.

### *Our responsibility as a food manufacturer*

This is our deeply Christian attitude:

We must allow value to be created not where it is of greatest benefit to *us* alone but where it is of greatest benefit to *everyone* along the value chain. It makes more sense for Orient Foods to process dried mangos, punch special shapes and take care of packaging than for these tasks to be done by Erbacher (the subsidiary approach). We should enter into more strategic partnerships.

We must turn the fair price that the consumer is willing to pay into a 'fair sharing' for everyone, including the farmer.

We must not see food in particular primarily as a business object but as part of creation. We ourselves are part of the cycle of creation.

Quality management and product development must go beyond the specifications of trade customers and legislation: this begins with the way we deal with soil and water and the genetic diversity of seeds and ends with true enjoyment and energy for life for the consumer.

We have to put our work at the service of humankind. As entrepreneurs, we work with people for people. We should be thankful for all that we succeed in doing!

'I recently heard our pope, Francis, saying something along the following lines:

- If the business sector were to act fairly, we would not need any aid agencies.

**Where there is justice and humanity**, people can work responsibly and entrepreneurially. The remaining responsibility for success and failure then lies elsewhere.'

*Frank Erbacher*

## 5.2 How small-scale farmers can create standards

*'Working with and for the market means constant, regular dialogue between producers and market players.'*

Charito Abobo-Cadorna, OURFood Programme, Philippines



The Filipino OURFood programme shows what can be done to put small-scale farmers in a position to produce for both the local and the international market.

OURFood<sup>9</sup> is a programme that seeks to optimise the roles or functions of all players in the food supply chain. On the one hand, the programme is supported by the Federal Ministry for Economic Cooperation and Development (BMZ) and the AFOS Stiftung (AFOS Foundation for Entrepreneurial Development Cooperation) in Germany; on the other, it involves the Chambers of Commerce in both Germany and at regional level in the Philippines, traders and trade chains, national authorities, agencies for agriculture and research and private partners.

It targets micro, small and medium-sized farmers (MSM enterprises), who have considerable potential in the Philippines: around 9.6 million hectares of land (about 32 per cent of the total surface area) is used for agriculture. Although between 40 and 60 per cent of these small enterprises work in agriculture and food production, they only account for 10 per cent of the country's gross domestic product. In addition, many foods have to be imported, which means that Filipino farmers have to face competition in terms of the quality of imported goods.

Although national standards for food quality and safety have been defined, they have yet to be implemented, something that has proved difficult thus far as a result of the lack of training opportunities.

OURFood has set itself the goal of improving the income situation of MSM enterprises in selected regions (Cebu, Negros). OURFood seeks to foster the competitiveness of these enterprises along the entire food supply chain. On the basis of market requirements for certain quality levels and standards, the programme is based on the training and qualification of producers in the following areas: business practice, good agricultural practice (G.A.P.<sup>10</sup>), the planning of cultivation and co-operation with service providers for technology, funding and the market.

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<sup>9</sup> OURFood is an abbreviation of 'Optimizing and Upscaling Roles in the Food Supply Chain'.

<sup>10</sup> GAP = Good Agricultural Practice



## OURFood at a Glance ...



Illustration: an overview of the work of OURFood

The analysis of market requirements informed the programme's guidelines:

- sustainable agriculture,
- fair prices,
- food production, food processing and logistics in accordance with defined standards,
- the observance of environmental aspects (organic farming),
- traceability through transparency and reliable documentation.
- Moreover, producers must be in a position to actually deliver certain production volumes.

In order to avoid putting too great a burden on small-scale farmers, there is a clear hierarchy: the basic standard is good agricultural practice (GAP); however, the bar can be raised higher, e.g. to fair trade standards or to complete traceability.

In phase 1, OURFood approves both conventionally and organically produced food as long as it has been produced in accordance with the criteria of good agricultural practice and food safety standards. In phase 2, the objective is that all farmers will meet the criteria of Organic GAP. This will cover everything from the choice of seed, the working of the soil, planting, water and nutrient management, plant protection, harvesting, processing and marketing.

The benefits for the farmers include the improved infrastructure between the producer and the market, targeted marketing, quality controls, reliable financing, improved access to technologies and irrigation opportunities, improved cultivation methods for vegetables and the avoidance of harvest loss.

The market also benefits from OURFood: a premium market is being developed with products that meet the trade sector's high standards, thereby ensuring improved value creation. The same applies to local markets. Farmers at the lowest local level gain access to professional processors and traders. Consumers can rely on a safe and continuously documented commodity chain that is also aligned with international standards. The result is a high-quality production system in which all identified players adhere to a specific standard.

At present, 66 farmers or farm partners are involved; the average farm size is 1 hectare; high-quality vegetables, fruit and herbs are produced.

OURFood has set up training and qualification programmes, not only for small-scale farmers but also for local processors of food. In addition, binding curricula have been drawn up, which are (intended to be) adopted by local organisations and authorities. OURFood also has an effect on the market itself by defining demand and standards in order to make sure that good products can be sold on the market and by reaching agreements with partners.

'An open dialogue about criteria and demand means that both buyers and producers win.'

*Charito Abobo-Cadorna*

Experience shows that since the first OURFood products arrived on the market, farmers have been able to get much better prices for their products (up 20 per cent). Requirements include high demands in terms of food safety along the entire chain, tight checks, advice from programme staff and the observance of fair trade principles or certain social aspects.

Nevertheless, some challenges remain:

- Farmers are not born entrepreneurs. Nevertheless, they are subject to the general entitlement to adequate, high-quality food.
- Documentation at the farmers' level must be further improved.
- Achieving outstanding product quality in accordance with GAP standards while minimising the use of chemical/synthetic input
- Minimum wages for workers
- Improvement of working and living conditions (sanitary facilities, stockpiling, etc.)
- Transportation problems
- Consumer education: when consumers understand production conditions and agree to them, higher prices can be obtained for high quality and safe foods.

### 5.3 Statements and assessments



Henrike Berger chairs: (f.l.t.r.)

Kerstin Uhlig (GlobalG.A.P), Thomas Speck (GEPA), Silke Schwartau (Verbraucherzentrale Hamburg e.V.)

#### *Silke Schwartau, Consumer advice centre, Hamburg*

It is certainly not true to say that consumers do not buy responsibly. Various marketing studies show that about 20 per cent of consumers make very conscious choices when they shop and also buy fair trade and organic products. Consumer awareness and a willingness to pay for fair trade and organic products have increased considerably. This has an influence on the market of the future!

It is problematic that there is competition on price but not on quality. The very first thing consumers see in a supermarket is the price of the products. What they don't see is the invisible price tag for the social and environmental standards behind these products.

Transparency is a very important issue: when shopping, consumers know and learn nothing about sustainability and social standards. This situation has to be improved. In this Web 2.0 age we live in, it should not be a problem to provide more information and greater transparency. There are already apps that allow consumers to see what is happening in the fields at any given time.

We have an important duty to provide information: what happens before the products reach the supermarket shelves? Consumers need to be able to have faith in the products!

Because politicians are not doing anything, private initiatives are trying to make improvements. Such initiatives are important; every little step is important. The downside to the flood of labels and standards is that consumers have a hard time getting their bearings and keeping an overview.

Politicians must take action to ensure we have labels and standards that do not distort competition and offer clear orientation. The organic label is good because there are clear definitions and rules as to what it stands for. The fair trade logo is also very good. Unfortunately, politicians pay far too little attention to these things.

*Thomas Speck,*

GEPA, The Fairtrade Company GmbH

It is about responsibility.

Perhaps I should begin with the *trade sector*: I get the impression that the major food retailers and in particular the aforementioned five big players, are making a big deal and saying a lot about their move towards sus-



tainability. Perhaps there are a few serious efforts. However, at the heart of things, it is first and foremost about prices.

In order to appeal to the consumer, to survive and safeguard market shares, competition pushes the price down as low as possible. This also happens after the fact: medium-sized enterprises that sell directly to these enterprises are mercilessly put under pressure in the form of subsequently imposed conditions and the direct invoice price. Those responsible do not think for a second about who ultimately has to pay this price.

The trade sector strives for maximum profit, with no consideration for others!

*Consumer* awareness has undoubtedly risen. However, there are limits to that too because consumers—even if they buy organic and fair trade products—want simple messages and not complex explanations. Orientation is provided by labels such as the fair trade label, which in my opinion offers greater orientation than if the information is provided by the companies' own brands.

For a long time, *fair trade* was without success and existed on the margins of the market. We are still a far cry from having the market share that would lead us to hope that the consumer could bring about change.<sup>11</sup> It is an important contribution but it doesn't change the world.

That being said, the private sector's interest is growing. Fair trade has to go with this trend in order to have a greater impact. For this reason, we at GEPA have moved away from the label to a certain extent and are trying to go our own way. If we want to win over the major players, we really have little choice but to lower the bar a little in some cases.

This means that not only is the conventional trade sector moving towards the fair trade market, the fair trade sector is adapting to the conventional trade sector too. This has earned us some harsh criticism from people inside our circle. On the other hand, however, it has enabled us to get a foot in the door and challenge the conventional trade sector in a critical and positive way. Again and again, I have to take the matter to the

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<sup>11</sup> When it comes to important products in Germany, such as coffee, the market share is still only two to three per cent. In England, the maximum would appear to have been reached with a market share of 20 per cent.

people making the decisions. This is the only way to ensure that I am continually moving the whole thing in the right direction.

*Kerstin Uhlig, GLOBALG.A.P.*

What I have noticed in this discussion is that we are still looking at this issue from a European or a North–South perspective. We want to consume with a good conscience. We want our food to be traded fairly, to be produced in an environmentally friendly manner, to look good, to taste good and all of that for a reasonable price.

In future, however, development co-operation should focus more on projects in the regions themselves, especially if we want to ensure food security and to improve the local markets in these countries step by step. The state has a major responsibility in all of this. This state responsibility is currently only assumed in the tiniest of projects (such as the AFOS project on the Philippines) or for very small corners of the supply chain. Let us hope that this will be an example for other trading companies!

We also need a consensus in the sector: if only one enterprise starts paying higher prices or buying in better quality, it will remain a niche solution. In the co-operation between the trade sector and GLOBALG.A.P., we see that a sector-wide solution that focuses on quality and food safety makes sense. In other words, a consensus, as is the case for the entire fruit and vegetable purchasing policy. Things are moving in the direction of sustainability but there is no consensus yet.

When it comes to the issue of social standards in particular, we here in Europe have nothing to boast about. Right across the agricultural sector there are seasonal workers: neither the politicians nor the private sector has a grip on this problem; there is a lack of regulation, monitoring and inspections. It is understandable, therefore, that the private sector is looking for its own solutions in order to minimise risks and exercise a certain amount of control over its own supply chain.

Standards are supposed to generate trust. However, 'trust instead of contracts' only works for certain trade relations. It is very rare for purchasers to actually know the local producers. Not least for this reason—and especially if we want the situation on local markets to improve—it is important to create capacities on the ground.

State organisations have a major task here, namely to bring knowledge to universities and in co-operation with them, to teach 'good agricultural practice'. For us, all projects in which we get involved must have a direct relation to market access.

*Conclusions of the forum discussion:*

The food retail market in Germany is still dominated by fierce price competition. Ultimately, it is the producer, who is right at the start of the value chain, who pays the price and has to put up with the price dictated along down the chain. A number of questions remain: how can this price competition be stopped and who feels in a position to do so? How can real quality competition be achieved in the trade sector? Which stakeholders can gain in strength? Who can shape processes? Is it even possible for a company to adopt a transparent price policy without breaking the rules?

There are two sides to labels and logos: on the one hand, they should provide the consumer with orientation and transparency; on the other, there is a clear appeal to politicians not to leave labels, logos and transparency to the private sector.



From the plenary:  
Nikolai Fuchs, NEXUS Foundation

There is another relevant point: what about the small-scale farmers and relatively weak producers? They are confronted with very strong labels, which are dictated by the consumer countries. Within the standards framework, how can we make the discourse more democratic and invite to the table those people who are affected by standards and have to implement them, i.e. the farmers and the migrant workers who work on the plantations? And what happens to enterprises when they cannot adhere to the standards (product standards, social standards)? What happens to the goods when the standard is not reached?

## 6 Plotting a course for the future



(f.l.t.r): Katrin Gerdsmeier, Óscar Andrés Kardinal Rodríguez Maradiaga, Angela Mwape Mulenga, Bärbel Höhn, Christian Schärtl, Anke Bruns, Sussan Ipaktschi

The panel discussion in the afternoon centred on the question of the factors in agricultural and development policy that need to be adjusted for the future. The discussion was moderated by Anke Bruns. Panel members included Bärbel Höhn (member of the German parliament for the German Green Party, Bündnis 90/Die Grünen), Angela Mwape Mulenga (until the end of 2013: COMESA - Common Market for Eastern and Southern Africa, Lusaka, Zambia), Katrin Gerdsmeier (Catholic Office, Berlin) and Óscar Andrés Cardinal Maradiaga Rodríguez (Caritas Internationalis/Honduras).

### *A new discourse about values is needed*

The members of the panel brought together the results of the intense conversations and discussions and highlighted key aspects that could provide impetus for future and ongoing work.

Participants in the panel and in the audience agreed that there is an urgent need for a new, changed discourse about values involving all players (business, government, workers, civil society etc.) at all levels. It is about raising awareness on all sides: among agricultural labourers and small-scale farmers, among consumers and among all people in between the two along the value chain.

Katrin Gerdsmeier got right to the heart of the issue when she said: 'actually, we know enough to change the situation. What now needs to happen is that we want to make that change.' She went on to say that we have to acknowledge that sustainable production is a value and that we should no longer view paying the lowest possible wages or being as

'Market power and the role of food retailing has been discussed at length today. However, I don't believe that people know just how great market concentration is in this area. This market power goes hand in hand with a considerable power of negotiation and power to set prices.

This is passed along down the value chain right to the last link, the producer. Ethically speaking, power as great as this is linked to great responsibility and this responsibility has to be assumed. One must have the will to do so.'

*Katrin Gerdsmeier*

wasteful as possible with environmental resources as a competitive advantage worth striving for. If we do this, we should also manage to factor in the costs for people and the environment more. There are already proposals in this respect, for example, to give preferential market access to products that have been sustainably produced.

Cardinal Rodríguez criticised the fact that because of the modern economy, many so-called business people focused all their efforts on making as much money as possible. This is in sharp contrast to real entrepreneurs, who take risks, make investments and are not afraid to face danger. He said that he had learned about some of these enterprises at the expert meeting that day and that gave him hope! However, he said that the market has now become a kind of god that is worshipped by everyone. The wrong interests were, for example, defended at the world economic summit in Davos. He stressed, however, that the market is something that was invented by humankind. People have the wrong perspectives and the wrong hierarchy of values. The economy must change and put people right at the heart of what it does. Politicians must be put under pressure at the ballot box.

### *Politicians should become more active*

Attention was drawn to the fact that politicians have an important role to play, for example in not leaving the field of labels and standards up to the private sector alone. Participants also unanimously agreed on the need for more transparency and for greater education of the consumer. However, those who speak of the informed and responsible consumer and attach importance to this consumer must also make it possible for him to be informed.

It is up to the politicians to create the framework for transparent production conditions along the supply chain and to themselves behave in a consistent and credible manner, for example by making sure that public institutions set a good example and use fairly traded goods.

Bärbel Höhn, member of the German parliament, added that business also has a key role to play. For example, labels originating in the private sector, such as Fair Trade or the FSC (Forest Steward Council), have succeeded in breaking out of their niches (slowly albeit with impressive growth figures) and combining environmental and social standards. After the BSE crisis in Europe, it became clear that public pressure moved trading companies to include organic produce in their ranges. Eventually, politicians succeeded in implementing a uniform umbrella label for organic quality in the form of the EU organic label.

A sustainability label would be much more difficult to create and to implement, she said. As yet, no such criteria exist.

Bärbel Höhn went on to say that in the field of social standards, it is about basic human rights and an existing normative basis, not about a negotiable mass. Nevertheless, the



process is obviously difficult because democratic rules and the most widespread involvement possible are necessary in both the national and international context in order to set standards. Höhn said that international civil society networks have a major role to play and called on politicians to give such networks active support and to strengthen networks of farmers and farm labourers.

*Boosting and involving farmers*

Angela Mulenga, who works in one such a network in Zambia, confirmed that it is possible to bring the most varied players from the world of politics and the private sector together via the connections of such an organisation. Returning to the issue of a sustainability label, she said that the only way to create such a label would be for producers and farmers to organise themselves and to get involved in the standard-setting process. No matter how much the agricultural sector is valued by African governments, who possibly associate it with improved employment or by traders, who try to help get farmers ready for the expensive certification process and for the export market, this appreciation alone is not enough to help change things. Only those who involve farmers will enable them to rise to the challenges and finally put poverty behind them.

However, it is still unclear who could define the criteria for a sustainability label: the producers themselves, the farmers in Africa, the traders or other players from the world of business or the governments? Bärbel Höhn said that she was afraid that each player would call for something different. Ultimately, it would not be good to have any number of labels and leave it up to the consumer to decide. This would only confuse consumers because they would not be able to determine who was behind which label and what their motivation is. The process would have to bring all players together and would ultimately have to lead to a clear and transparent label with criteria that could be checked.

*Stopping the exclusive focus on the export market*

Whether the strong focus on the export and world markets in the tropical fruits sector is the solution for small-scale farmers was also called into question during the panel discussion. It was agreed that this focus was certainly not the solution for everyone. For

'What I'll take back, what I learned?  
... that all actors along the value chain are important. There is a need to include all in the dialogue.'  
*Angela Mulenga*

most small-scale farmers, the alternative is most certainly to focus on local and regional markets. One should neither overlook nor neglect this. No one should have any illusions about the opportunities on the world market for small-scale farmers.

There was a call to build up local markets

and local value chains in order to allow small-scale farmers to make long-term plans and to safeguard their long-term existence. 'With every product one exports, one becomes more susceptible to crises,' said Bärbel Höhn.

Angela Mulenga countered this by arguing that a lot of fruits grown in Africa cannot be grown in Europe and are in demand on the European market. In return, Africa needs products from Europe. What African farmers need above all is training in cultivation and fertilisation methods, in the improved creation of value and market access. She said that she felt one thing in particular was missing from the discussion, namely 'access to capital': farmers, whether working on a large or small scale, should be given the chance to get access to financial resources. She went on to say that it is the task of the government to open a window so that farmers can access money at least for the implementation of good agricultural practices (G.A.P.).

### *Free trade harbours dangers; the WTO is indispensable*

Bärbel Höhn warned against the risks inherent in the planned transatlantic free trade agreement for countries exporting tropical fruits: 'The sweet fruits about which we are talking here today—those from Africa, Latin America and Asia—will face massive competition from the southern states of the USA. At the moment, Europe is a good sales market for Africa. Later, however, these countries might be told: "we can get these fruits cheaper elsewhere".'

The participants agreed that when it comes to world trade and exports, there is at present no alternative to the WTO. Even if it is difficult, NGOs and civil society organisations should not push aside the opportunity to represent their own interests but should actively grasp it. India has illustrated that successes are possible and adjustments can be made: it has pushed through a special regulation whereby it can buy from local farmers at fixed prices in order to be able to stock up national food reserves.

## 7 Conclusions for further dialogue

Prof DDr Johannes Wallacher, German Commission for Justice and Peace

The international expert meeting 'Sweet fruits - good for everyone?' organised by the German Commission for Justice and Peace is a milestone. Today, we have seen that the path that we have chosen is the right one.

For ten years now, we have been working on the subject of the agricultural sector in developing countries and, in particular, on the subjects of food security and decent work. These themes are highly complex and can be addressed in very different ways:

- One way is to pass the buck until we find someone who is responsible—anyone but ourselves. For me, this is not a very edifying prospect.

After all, we are all responsible. We simply cannot get around this fact. It is no help to create negative stereotypes that somehow hit the nail on the head because they fit some vague, fuzzy descriptions. For example: one can ask whether GEPA can still adopt a critical stance if it starts selling its products in discount supermarkets. Does it still have political clout or is it just ingratiating itself with discount retailers and losing its credibility in the process?

In my opinion, it is less about ideological and political correctness and more about achieving concrete, reliable and forward-looking results.

- This is why we at the German Commission for Justice and Peace have opted instead for a second, more pragmatic approach and have sought critical discussion in the form of dialogue. We brought a number of different stakeholders, including the German Farmers' Association, to the table in order to address these problems together.

This has not prevented us from holding different opinions and from telling each other so. However, dialogue has given us a greater understanding of each other and of our different analyses and opinions. Learning to understand the other perspective is an important mutual learning process. For example, we have come to realise—incidentally in agreement with the farmers' association—that capacity-building is key for small-scale farmers. Capacity building means increasing knowledge, expertise and skills, as well as improving their ability to organise themselves and to represent their own interests.

The objective is not to somehow reach some kind of consensus but to learn together and to network in order to address urgent problems together.

In recent years, we have taken the next logical step of inviting enterprises to join our dialogue. The enterprises in question are both producers and trading companies in Germany. Here too, it is important to avoid tarring everyone with the same brush. Things can vary considerably within a single enterprise. At the German supermarket

chain REWE, for example, buyers have a different perspective to the CSR agents,<sup>12</sup> who are responsible for the issue of sustainability. However, we have seen that success is possible when senior management takes a certain issue on board.

I think we have to stay on the ball. We have it in our hands to build up social capital (i.e. networks and knowledge) without suffocating it in a sauce of harmony and leaving the critical potential in these networks and discussion groups unexploited. This builds trust and can contribute to common solutions and analyses.

It is a major challenge but it can succeed, as the example of sweet fruits shows which was very consciously chosen. The work of the last four years, which has culminated in today's expert meeting and has been openly discussed here, has shown where the major problem areas are and what significance and what impacts they can have. This would not have been a success if the work of the past four years had not been so clearly defined.

In my opinion, we should conclude that both local markets and international value chains are important for the development opportunities of small-scale farmers and for the guarantee of decent work. If we keep both these factors in mind, we will arrive at a form of resilience that we need and at a place where small-scale farmers have the scope to act, can serve all markets and can ultimately not only survive but be competitive.

However, it must be said that we are nowhere near the end of the debate. This is a learning process. Best practice models show where such things succeed and what we can learn from them. We don't have the magic recipe; there can be no such a thing.

A key point is definitely the development of trust within the network, which must certainly allow questions to be put to players along the entire value chain, for example questions about how enterprises deal with their suppliers. They require certification, which is understandable. On the other hand, trading companies must have a certain amount of trust in producers and suppliers and offer them the security that once they have met certification requirements, the trading companies will not take the first opportunity of looking elsewhere and buying produce from the next, cheaper supplier for reasons of cost. Producers must be able to rely on their customers and must be able to plan. There must be a level playing field and not an imbalance of power.

The new political processes (WTO, the planned transatlantic trade agreement) mean that it is vital that we take a close and careful look: in view of the global challenges and despite all the difficulties, the WTO would appear to be the right international framework.

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<sup>12</sup> CSR = Corporate Social Responsibility. According to the definition used by the Federal Ministry of Labour, Corporate Social Responsibility (CSR) is about enterprises and other organisations and institutions who voluntarily assume responsibility above and beyond their legal obligations. The European Union defines CSR as 'a concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis.' (source: <http://eur-lex.europa.eu/COM:2011:0681>).

However, we must follow these processes politically and continue lobbying for those whose voice is barely heard.

The German Commission for Justice and Peace will certainly continue its work on the 'right to food' and 'right to decent work', focussing in particular on migrant labourers. When one has the expertise and these networks, it is easier to achieve results through dialogue.

## 8 Appendix

**“Sweet fruit — good for everybody?”**

**International expert meeting organized by the German Commission for Justice and Peace on 16 January 2014 in Berlin**

### **Participants:**

Charito Abobo-Cadorna	OurFood Programme
Dr Ilona Auer-Frege	German Catholic Bishops’ Organisation for Development Cooperation MISEREOR e.V.
Henrike Berger	Association of the German Catholic Entrepreneurs e.V. (BKU)
Anke Bruns	Freelance journalist
Dr Udo Bürk	Bio Tropic GmbH, Company to produce and distribute ecological products
Gertrud Casel	German Commission for Justice and Peace
Dr Torsten Christen	Federal Ministry of Labour and Social Affairs (BMAS)
Teresa Cura-Pono	OurFood Programme, Cebu Chamber of Commerce
Dr Markus Demele	Kolping International
Sandra Dusch Silva	Christian Initiative Romero e.V. (CIR)
Joachim Elsässer	Baden-Württemberg Industry Association e.V.
Frank Erbacher	Erbacher Food Intelligence GmbH & Co KG
Maria Faber	Episcopal Ordinariate of Magdeburg, Missio Diocesan Office
Ulrich Fechter-Escamilla	Exposure- and Dialogue Programme e.V. (EDP)
Helge Fischer	BanaFair e.V.
Nikolai Fuchs	NEXUS Foundation
Katrin Gerdsmeier	Commissariat of German Bishops, Catholic Liaison Office Berlin
Thomas Gerhards	Don Bosco Mission Bonn
Dr Dagobert Glanz	Council of Catholics at the Diocese of Magdeburg
Dr Thorsten Göbel	Bread for the world - Protestant Development Service
Roman Herre	FIAN-Deutschland e.V. FoodFirst Information and Action Network

Jörg Hilgers	Exposure- and Dialogue Programme e.V. (EDP)
Hans-Jürgen Hinzer	formerly Food, Consumption and Restaurants Union
Andrea Hitzemann	German Caritas Association
Natailie Hohmann	Catholic Rural Youth Movement e.V. (KLJB)
Bärbel Höhn	German Bundestag
Alice Homuth	Maastricht Graduate School of Governance
Franziska Humbert	OXFAM Germany e.V.
Sussan Ipaktschi	German Catholic Bishops' Organisation for Development Cooperation MISEREOR e.V. Department of Fair Trade
Michael Janinhoff	Federal Ministry for Economic Cooperation and Development (BMZ)
Prelate Dr Karl Jüsten	Commissariat of German Bishops, Catholic Liaison Office Berlin
Denis Kabiito	Caritas Kasanaensis Office of Service Development & Peace
Willi Kampmann	German Farmers' Association e.V. (DBV)
Jens Klein	Freelance journalist
Lothar Kleipañ	International Rural Development Services e.V. (ILD)
Wolfgang Klose	Diocesan Council of Catholics at the Archdiocese of Berlin
Antje Kurz	Lutheran Protestant Michaelis Community, Neugraben
Tim Kuschnerus	Joint Conference Church and Development, Protestant Office (GKKE)
Sue Longley	International Union of Food, Agricultural, Hotel, Rest., Catering, Tobacco and Allied Workers Ass. (IUF/IUL))
Benjamin Luig	German Catholic Bishops' Organisation for Development Cooperation MISEREOR e.V.
Dr Josef Lüneburg-Wolthaus	REWE group Strategic quality assurance
Óscar Andrés Cardinal Rodríguez SDB	Caritas Internationalis, Archdiocese of Tegucigalpa, Honduras
Dr Leonard Mizzi	European Commission DG AGRI Head of Unit ACP, South Africa, FAO and G8/G20
Dr Ruth Möller	Member of the SPD Parliamentary Group in the German Bundestag

Dr Oliver Müller	Caritas International
Angela Mwape Mulenga	until the end of 2013: COMESA Common Market for Eastern and Southern Africa
Lalitha Naidoo	East Cape Agricultural Research Project (ECARP)
Germaine Maure Ngamou	New Hope and Light e.V.
Manfred Niemann	Committee "Mission, Development, Peace" of the Diocesan Council of the Diocese of Essen
Nikolaus Nöscher	Archiepiscopal Ordinariate of Munich and Freising, Diocesan Office for Mission, Development and Peace
Andreas Pfeifer	Council of Catholics, Fulda
Susanne Rauh	Alliance of the German Catholic Youth (BDKJ)
Dr Hans Reckers	Olswang Germany LLP
Luise Richard	Freelance journalist
Ute Schäfer	Committee for the Universal Church at the Diocese of Limburg
Christian Schärtl	Catholic Rural Youth Movement e.V. (KLJB)
Prof. em. Brigitte Schmeja	Catholic University of Applied Sciences Berlin
Dr Evita Schmiegl	Foundation for Science and Politics, German Institute for International and Security Affairs
Alois Schneider	Federal Ministry for Economic Cooperation and Development (BMZ)
Dr Winfried Schneider	Institut für Projektplanung GmbH (IP Consult)
Hermann Schuten	International Rural Development Services of KLB e.V. (ILD)
Silke Schwartau	Hamburg consumer advice centre e.V., Nutrition Department
Julia Seeberg	Central Committee of German Catholics (ZdK)
Karin Silbe	Catholic Rural Youth Movement e.V. (KLJB)
Lisa Speck	Fairtrade, Hamburg
Thomas Speck	GEPA - The Fairtrade Company
Michael Steeb	AGEH Association for Development Cooperation e.V.
Kerstin Uhlig	Global G.A.P. Manager Corporate Relations
Bernhard Vester jun.	Sa-Ve Management Consultancy
Anosha Wahldi	Federal Ministry for Economic Cooperation and Development (BMZ)



Prof DDr Johannes Wallacher	Institute for Social and Development Studies at the Munich School of Philosophy
Michael Wedell	METRO GROUP, Berlin
Brigitte Willbold-Mulach	Committee "One World" of the Diocesan Council of Catholics of the Diocese of Rottenburg-Stuttgart
Katharina Wortmann	Gesellschaft für Internationale Zusammenarbeit (GIZ) (German Society for International Cooperation)
Wolfgang Zarth	Lutheran protestant church, Hamburg

### **Organizing team:**

Dr Hildegard Hagemann	German Commission for Justice and Peace, Bonn
Resi Biegansky	German Commission for Justice and Peace, Bonn

### **Task Force Tropical Fruit:**

The Task Force Tropical Fruit is responsible for the content preparation of the international expert meeting "Sweet fruit- good for everyone?" In 2010 the Task Force was entrusted by the German Commission for Justice and Peace with the concept and content design for the dialogue with representatives of agricultural policy, economy and trade in view of a poverty-oriented development. The expert meeting presents a résumé of a series of talks held between 2010 and 2014. Members of the "Task Force Tropical Fruit" include representatives of organizations cooperating in the poverty orientation work group of the development department of the German Commission for Justice and Peace.

Thomas Gerhards (direction)	Don Bosco Mission
Henrike Berger	Association of German Catholic Entrepreneurs e.V. (BKU)
Ulrich Fechter-Escamilla	Exposure- and Dialogue Programme e.V. (EDP)
Sussan Ipaktschi	until January 2014: German Catholic Bishops' Organisation for Development Cooperation MISEREOR e.V.
Christian Schärfl	volunteer at the Catholic Rural Youth Movement
Hermann Schuten	International Rural Development Services of KLB e.V. (ILD)
Dr Hildegard Hagemann (Management)	German Commission for Justice and Peace

## The speakers:

**Charito I. Abobo-Cadorna** is an agricultural scientist, specialized in animal husbandry. Over her long professional career she has accumulated vast experience in the field of value chain (abacá and cacao), business development, micro financing in rural and urban areas, research, marketing and financial management. Presently she is working as a coordinator of agriculture for the AFOS Foundation for Entrepreneurial Development Cooperation in the OURFood programme in Cebu. She performs a variety of complex technical and support services involving data review, event, grant and project coordination and other related duties and is responsible for tracking the progress of the agriculture (farming) component of the OURFood programme and ensures that goals, objectives and activities related to this component are achieved by partner BMOs in a timely, efficient and cost-effective manner.

**Anke Bruns** works as a freelance television and radio writer for Westdeutscher Rundfunk (WDR) in Cologne. In addition, she moderates discussions, congresses, debates, conferences, trade fairs and other events throughout the country.

Her journalistic work was particularly marked by the experiences gathered as a staff member of the political weekly ANALISIS in Chile in 1989/90 during the Pinochet dictatorship. The magazine was the most important mouthpiece of the opposition.

Her key topics include: Labour market, economy, local politics, social affairs, family, children and youth, school, civil society, voluntary work, integration, health, people with disabilities, media and environment.

**Dr Udo Bürk**, export merchant with a master's degree in management of the Solvay Business School (Brussels), has been involved since 1995 in different functions as consultant in the production, export and import of organic food from South America, Africa, Asia as well as in intra-European trade, among other things, to one of the leading European importers, Biotropic GmbH from Duisburg. Before, he had worked for several years in the international trade of steel construction products. He provides support to exporters and importers in the areas of business development, project management, quality assurance, mediation in trade issues, staff disputes and conflicts with authorities and in the conception and implementation of Private Public Partnerships in the agricultural sector of developing countries. In addition, he is business mediator, trained and accredited in Brussels, specialized in resolving intercultural/international conflicts.

**Teresa Cura-Pono** is the national expert of the AFOS Foundation for Entrepreneurial Development and counterpart for the overall operation and management of the OURFood programme.

Before joining this NGO she had been executive director of the Cebu Chamber of Commerce & Industry Inc. Her responsibility comprised translation of the broad policies issued by the Board of Trustees into clear-cut operational directions and results. As Chief Operating Officer she was the coordinative link between management staff and the Board and coordinated with partners in government, NGOs and private sector, foreign and local funding agencies.

**Frank Erbacher** as master in business administration and economics and MBA in Food and Agribusiness is the managing director of Erbacher Food Intelligence GmbH & Co. KG and CEO of the Erbacher Charity Foundation. As a food producing family company in its third generation, Erbacher-Josera is committed to sustainable human and animal nutrition concepts. A real benefit to customers, resource-saving production, health added value and fair partnerships are important quality criteria.

For 25 years the Erbacher Charity Foundation has been supporting development cooperation projects for the promotion of rural areas and independent food production all over the world.

**Helge Fischer** is project coordinator of the fair trade association and importer BanaFair e.V. for banana and pineapple exporting countries in Latin America. From 1977 to 1983 he received teacher training in Spanish, German language and pedagogy. From 1984 to 1994 he worked in Nicaragua and Germany for solidarity projects, cultural and educational tourism, alternative publications and trade. Since 1994 he has been staff member of BanaFair.

**Katrin Gerdsmeyer** studied law at the universities of Trier, Alcalá de Henares (Spain) and Freiburg i.Br. In addition she completed legal language training in French. She passed her first state examination in law in 1996. For one year she stayed in Honduras as a Jesuit European Volunteer working in a project to strengthen women's rights. During her legal internship she worked for four months at the International Office of the Jesuit Refugee Service in Rome, where she prepared a study on the rights of Haitian plantation workers in the Dominican Republic. In 1999, she passed her second state examination in law. Since 2000 she has been staff member of the Commissariat of German Bishops. Current priority tasks include, among other things, work on aliens and refugee law, human rights, development cooperation, constitutional church law and Islam issues.

**Bärbel Höhn (MdB)** has been a member of the German Bundestag since October 2005. Until May 2006 the mathematician and economist was Chairwoman of the Bundestag's Committee on Food, Agriculture and Consumer Protection and from 1995 to 2000 she was Minister for Environment, Regional Planning and Agriculture. From 2000 to 2005 she was Minister for Climate Protection, Environment, Agriculture, Nature Conservation and Consumer Protection of the German State of North Rhine-Westphalia. Bärbel Höhn

actively works on a voluntary basis for the organic movement. In 2009, Mrs Höhn took part in an Exposure and Dialogue Programme in Uganda and in the International Experts Dialogue Conference on Food Security and Energy Supply between Self-Interest and Global Justice in Zambia.

**Prelate Dr Karl Jüsten** is the Head of the Commissariat of the German bishops – Catholic Liaison Office in Berlin. After studying Catholic theology in Freiburg, Innsbruck and Bonn, he received his doctorate in 1999 with a thesis on “ethics and ethos of democracy”. In 1987 he was ordained priest. Until 1990 Prelate Jüsten served as chaplain in two Cologne parishes, from 1994 he was prefect at the archiepiscopal seminary of Cologne and from 1996 until 2000 he was deputy head of the department for pastoral staff of the archdiocese of Cologne.

Since then he heads the Commissariat of the German bishops (liaison office of the German Bishops’ Conference to bodies of the Federal Government and the European Union). He has various functions in church development cooperation, among other things, he is the director of the Catholic central agency for development aid (KZE) and co-chairman of the Joint Conference Church and Development (GKKE) and he is member of the German Commission for Justice and Peace.

**Denis Kabiito** is a biologist, a farmer, fisheries scientist and aqua culturist, extensionist with 8 years’ work experience in rural extension development work plus advocacy, training and lobbying. He is experienced in programme development and management, monitoring and evaluation and a public health specialist (MSc). He has worked with farming households as an extensionist, a farmer association facilitator and also facilitated the formation of several associations and primary co-operatives in the central region of Uganda.

Currently, he is the head of programming (programmes officer) in Caritas Kasanaensis, the social services and development arm of Kasana-Luweero Diocese, running e.g. a community savings methodology for the rural poor called Village savings and Loaning (VSAL) in Kasana-Luweero Diocese. He is central region coordinator for the Central Archdiocesan Province caritas association project, one concerned with association formation and cooperatives for marketing of coffee and household produce.

**Willi Kampmann** has been working for the German Farmers’ Association (DBV) for 33 years. After having received agricultural training and after having studied agricultural economics at the University of Bonn he started his professional career in 1980 in a fund, at that time affiliated to the DBV, for promoting the sale of milk and milk products, especially in exports.

From 1987 to 1999 Kampmann headed the DBV dairy sector.

Since 2000, Kampmann has been the director of the department for international relations (Brussels Office). Together with seven other associations he converted the DBV

office in Brussels into the “Deutsches Haus der Land- und Ernährungswirtschaft” (German House – agricultural and nutritional science).

The focus of Kampmann’s work is on European and international agricultural policy.

**Sue Longley** is the international officer for agriculture and plantations in the IUF, the global trade union federation representing workers throughout the food chain. She is based in their head office in Geneva. She joined the IUF in 1994. Prior to that, she worked for the British agricultural workers’ trade union.

She has been the Workers’ Group secretary in the ILO on several occasions for: The development of Convention 184 on safety and health in agriculture (2002 and 2001) and for the new code of practice on OSH in agriculture (2010) as well as for the committee on rural employment for poverty reduction in 2008.

Sue Longley has worked extensively on value chains including being a member of the advisory group of the Capturing the Gains project. She has represented the IUF in various initiatives against child labour, as for example in the International Partnership for Co-operation on Child Labour in agriculture.

**Dr Josef Lüneburg-Wolthaus** is a biologist and has worked in the field of consulting and quality management of fruit and vegetables, among other things, in Africa and Latin America since 1998.

Since 2006 he has been in charge of the strategic quality management of fruit and vegetables for REWE Group, Cologne. In this position he is responsible for current contract-growing projects as well as for different sustainability projects concerning social and ecological issues at Germany’s second largest grocery retailer.

In addition, Josef Lüneburg-Wolthaus develops and designs risk analysis and strategies for concrete measures to reduce the pesticides load. Another focus of his work is on developing sustainability strategies for biodiversity in the supply chain.

Since 1 January 2007, **Dr Leonard Mizzi** has been the Head of Unit in the Directorate General for Agriculture and Rural Development in the European Commission. His main areas of work span from the Economic Partnership Agreements (EPAs) to G8 and G20 – agriculture and food security and representing the European Commission in the FAO fora.

Prior to joining the European Commission, Leonard was the Director of the Malta Business Bureau in Brussels – the joint representative office of the Malta Chamber of Commerce and Industry and the Malta Hotels and Restaurants Association between 1996 and 2006. Between 1994 and 1996 he was also an administrator in the Maltese public administration. Dr Mizzi is a graduate from the University of Malta (public administration), the International Centre for Advanced Mediterranean Agronomic Studies in Montpellier and holds a doctorate in agricultural economics from the University of Reading,

UK. He was also a visiting lecturer at Boston University and Open University (Brussels campuses).

**Angela Mwape Mulenga** has been working in the last three years with the Common Market of Eastern and Southern Africa (COMESA) as regional agro food expert. She was responsible for coordinating all COMESA regional agro-food strategies and policies targeted at regional integration, focus on Small and Medium Enterprises (SMEs) Cluster Development programme.

She coordinated the EU-AAACP (All ACP Agricultural Commodities Programme) in ESA region and developed the Agriculture sub-Sector strategy and value chains development. Her responsibility was the alignment of COMESA agro-foods sector with various processes such as CAADP, EIF process and SACD and EAC initiatives and the administrative and financial management of EU-AAACP programme at COMESA. Before this appointment she worked with the Consumer unity and trust Society - Africa Resource Center (CUTS-ARC), Civil Society Trade Network in Zambia and the Third World Network in Ghana. For the jobs for the Africa programme of the International Labour organisation she worked from 2000-2002 as an assistant coordinator.

Presently Ms Mulenga is the national coordinator of the African Network of the Right to Food.

**Lalitha Naidoo** has been the director of the East Cape Agricultural Research Project (ECARP) for 18 years. Her primary areas of focus are research, social mobilization and advancing socio-economic and political rights in the agrarian political economy. Lalitha has published widely on these areas. She holds a Master's Degree in Industrial Sociology and is currently pursuing a PhD at Rhodes University. Her research topic is on the impact of minimum wage on the farming sector and the implications for mobilizing for a living wage for farm workers.

The farm committee and social mobilization programme at ECARP was initiated by Lalitha and is gaining momentum in other parts of South Africa as appropriate alternative forms of organisations for farm workers and dwellers.

**Óscar Andrés Cardinal Rodríguez Maradiaga, SDB**, is member of the religious order of the Salesians of Don Bosco and was ordained priest on 28 June 1970. He obtained a doctorate in theology at the Salesian Pontifical University and he holds a doctorate in moral theology from the Pontifical Lateran University, Rome. Afterwards he received a diploma in clinical psychology and psychotherapy from Leopold Franz University, Innsbruck.

He taught chemistry, physics and music at various Salesian colleges in El Salvador, Honduras and Guatemala and was professor of moral theology and ecclesiology at the Salesian Theological Institute, Guatemala and rector of the Salesian Philosophical Insti-

tute in the same country. In 1993 he was promoted to Archbishop of Tegucigalpa and was President of CELAM (1995-1999).

He is currently President of the Episcopal Conference of Honduras. As of June 2007 he has been President of Caritas Internationalis and member of the Pontifical Council for Justice and Peace. On 13 April 2013, he was made a coordinator of the group of cardinals established to advise Pope Francis in the government of the universal Church and to study a plan for revising the Apostolic Constitution of the Roman Curia "Pastor Bonus".

**Silke Schwartau** holds a diploma in ecotrophology of the Hamburg University of Applied Sciences. Since 1980 she has worked for the Hamburg consumer advice centre, where she started at the nutrition department focusing on counselling, exhibitions, publication of flyers and brochures and public relations. Since 1991 she has been head of the nutrition department where she is responsible for project planning and implementation, media work, production of printed and internet publications, for example on food labelling and misleading advertising.

In addition, she has been in charge of the national project "fit in old age" since 2002. In this period she has been intensively involved in media work, for example in regular NDR television broadcasts, participation in different bodies, e.g. the consumer organisation and foundation *Stiftung Warentest* and advisory boards, as well as in the publication of articles and books on consumer related issues, of which "Vorsicht Supermarkt" (Rowohlt publishing house) is the latest.

**Thomas Speck** has been member of the GEPA – The Fairtrade Company - management since 1993. Since 2008 he has been one of the three managing directors in charge of the sales and marketing department and spokesman for the management. Already during his teacher training in German language and literature and social studies he was active in peace and environmental movements.

Before he became commercial manager of GEPA – The Fairtrade Company – in 1990, he had completed his training as a systems analyst (business administration and information systems) and then worked in this capacity for Hoechst AG.

**Kerstin Uhlig** studied Sociology, Politics and Psychology at the Universities of Bremen, Alicante and Hamburg. The focus of her work was on development cooperation and empirical studies. Furthermore she has about 5 years of experience in practical quantitative and qualitative social research.

Since May 2004 she has been working with EurepGAP/GLOBALG.A.P. Presently Kerstin Uhlig works as Corporate Manager and Public Relations Manager and is responsible for: Marketing and Communication Projects with retailers, other organizations and public sector and for coordinating the GLOBALGAP Risk Assessment on Social Practice (GRASP) and the Smallholder Ambassador projects.

**Professor DDr Johannes Wallacher** studied industrial engineering and management at the Karlsruhe Institute of Technology (TH). In 1994 he received his doctorate in political sciences at the University of Karlsruhe with a thesis on statistical experimental design in preventive quality assurance. In 1999 he received a doctorate in philosophy at the Munich School of Philosophy with a thesis on the justification of a permanent environmentally compatible use of water.

He is chairman of the group of experts on “World Economy and Social Ethics” of the Research Group on the Universal Tasks of the Church of the German Bishops’ Conference; since 2004 he has been member of the German Commission for Justice and Peace chairing the “development” department. The focus of his current work is on “globalization” in its manifold forms with a particular emphasis on the ethical reflection and political design of the economic globalization (world trade, global financial markets). In addition he focusses on fundamentals of business and corporate ethics and their application to questions concerning world economy and development as well as the interrelationship of economics and culture.



## List of Publications

### Development Policy

Gerechtigkeit für alle.

Zur Grundlegung kirchlicher Entwicklungsarbeit.  
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E 12 (Einzelex. kostenlos) ISBN 978-3-940137-28-9

Neue Wege zur Lösung der internationalen Schuldenfrage. Stellungnahme der Deutschen Kommission Justitia et Pax. 1999. 30 S.  
E 15 (Einzelex. kostenlos) ISBN 978-3-932535-35-2

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(Einzelexemplar kostenlos) ISBN 978-3-932535-55-0

Walter Eberlei

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Erklärungen und Untersuchungen zur Partizipationsorientierung der Poverty Reduction Strategy Prozesse und des Cotonou-Abkommens der AKP- und EU-Länder. 2004. 57 S.  
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2006. 105 S.

Heft 110 € 4,- ISBN 978-3-932535-94-9

Organise – don't resign

Fighting poverty through the implementation of the right to organise in the informal economy.  
2007. 95 p.

Heft 110e € 4,- ISBN 978-3-932535-99-4

Hay que organizarse - No hay que resignarse  
Combatir la pobreza en la economía informal con el derecho de libertad de asociación.  
2007. 106 p.

Heft 110s € 4,- ISBN 978-3-940137-03-6

New Chances for Participatory Processes in Development Cooperation. A Dialogue of Justice and Peace Structures in Africa and Europe 2005-2007.

2008. 169 p.

Heft 114 € 4,- ISBN 978-3-940137-09-8

Nouvelles chances pour les processus de participation dans la coopération au développement. Dialogue entre les structures de Justice et Paix en Afrique et en Europe entre 2005 et 2007.

2008. 191 p.

Heft 114f € 4,- ISBN 978-3-940137-18-0

Integrale Entwicklung für alle - wie lernfähig ist die westliche Welt? Dokumentation der Tagung "40 Jahre Justitia et Pax". 2008. 169 S.

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Heft 120 € 4,- ISBN 978-3-940137-31-9

Food Security and Energy Supply between Self-Interest and Global Justice

International Experts Dialogue Conference 3 and 4 April 2009,

Lusaka, Zambia. 2010. 109 p.

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Karl Osner

With the strength of the powerless. Experiences of using Exposure and Dialogue Programmes for processes of structural change. 2010. 60 p.

Heft 123 € 3,- ISBN 978-3-940137-35-7

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Ländliche Entwicklung durch Selbstorganisation,  
Wertschöpfungsketten und soziale Standards.  
Eine Handreichung für den Dialog mit Agrarpolitik,  
Agrarwirtschaft und Agrarhandel.  
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Record of the international expert meeting of the  
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2014 in Berlin.  
Rural development through selforganisation, value  
chains and social standards  
2014. 84 S.  
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Reconciliation**

Peter Schulte-Holtey  
Minen wissen nicht, wann Frieden ist. Bericht und  
Dokumente zum Engagement des Bundesdeutschen  
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Jörg Lüer  
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militärischen Mitteln? Beiträge zur aktuellen Diskus-  
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Ethische Überlegungen zur aktuellen Entwicklung  
bezüglich der Gründe und Motive junger Männer  
für die Kriegsdienstverweigerung. Vorgelegt von der  
Ständigen AG Dienste für den Frieden der Deutschen  
Kommission Justitia et Pax.  
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ARB 84 € 1,- ISBN 978-3-932535-04-8

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