



## Speaker Summary Note

**Session:** Cutting Health Risks Along the Value Chain

**Speaker:** Bhushana Karandikar  
Agribusiness Strategist  
Mahagrapes, India

**Title:** Certification Schemes

### A. Brief overview of certification schemes related to agricultural products

1. The oldest and more successful, stable certification schemes are mainly in basic processing, conversion based, low value added processes such as rice and lentils (for example, Agmark).
2. Certification for fresh produce is new entrant in the arena. It has two streams.
  - (a) International certification for growers of produce for European and Japan market, like Global Gap
  - (b) Domestic certification in fresh produce, used as inputs in growing food processing industry, like Jain Gap

### B. Lessons learned or Insights so far

1. Even small and marginal farmers can comply with the complex certification schemes but the cost is most important issue (Mahagrapes).
2. Successful implementation is related to commercial benefit or promise of benefit due to certification as well as good legal enforcement.

### C. Spill over effect of certification

Certification enhances better market access, thus promise of better income to the small farmer, creating better living conditions as well as nutrition for his family. (Story of *Baif wadi* organic certification)

### D. Future trends

1. Domestic standards for fresh produce as IFPRI study show Indian consumer ready to pay more for certified fresh produce.
2. Stringent and complex international standards (and ineffective participation of small, marginal growers in determining the same).

**D. Gaps**

1. Inadequate infrastructure (testing labs),
2. Existence of weak consumer presence (unlike developed countries),
3. Lack of reliable structure, platform, pathway to disseminate information to thousands of small producers about changes, and
4. Legal treatments.