

## Nursery Certification®

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### Why Certify?

- 1) As a means to gain market access.
- 2) As a tool to promoting a professional industry.
- 3) As a management tool.
- 4) To level the playing field in the industry.

### Source of Pressure for Certification.

- 1) Legal / regulatory requirement: e.g., Global GAP for fruit exporters to the E.U.
- 2) Client demand: Retailers / buying public, e.g., Field to Fork for Marks and Spencer in the U.K.
- 3) Industry initiative: e.g., biodiversity in wine initiative for Western Cape wine producers with regards to fynbos conservation.
- 4) Public concern / pressure: e.g., Badger Friendly label for honey resulting from the media coverage on badger killings by bee keepers.

### Role Players and Their Needs / Concerns.

- 1) Government: Legal and regulatory compliance
  - a) Labour
  - b) Safety
  - c) Environment: Water and invasive plants
  - d) Tax and registrations
  - e) Biosecurity (movement of plants and plant material, e.g., citrus)
- 2) Client and Public: Retailer and buying / general public
  - a) Reliable supplier
    - i) Quality
    - ii) Sustainable
  - b) Good citizen
    - i) Labour practices
    - ii) Safety
    - iii) Environmental
    - iv) Legal
    - v) Ethical
- 3) Certifying organisation:
  - a) They must be independent.
- 4) Industry: The industry needs a strong industry organisation to balance the demands from the other role players.

**Fruit Growers Situation.**

- 1) They are in a situation where they need multiple certifications to maintain market access and this leads to costs in money and time.  
For e.g.:
  - a) Global GAP
  - b) Fair Trade
  - c) Nature's Choice
  - d) Field to Fork
- 2) Many fruit farmers are of the opinion that certification is a very profitable business for the certifying organisations and consultants.

**Implications.**

- 1) Negatives:
  - a) Cost
  - b) Time consuming
  - c) Restrictive
- 2) Positives:
  - a) Branded product
  - b) Improved management and operations
  - c) External audit
  - d) Level playing field

**Why Will We Certify With the South African Seedling Growers Association?**

- 1) We believe it will become a requirement from our clients due to demands on them from their clients.
- 2) We want to support an industry initiative, thereby adding to a strong industry body that will look after our needs. An industry controlled certification that is acceptable to the clients is preferable to a scheme that is imposed on us where we will have little input into the content and cost of it.
- 3) I believe that it will improve our management and operations by bringing in sound process and procedures and by putting an external check in place to ensure that it is followed.
- 4) I support a professionally run industry and would like to see a level playing field where there are controls that ensure that every player plays according to the rules.
- 5) I believe that it is a brand that can add value to our product. It assures our clients that we operate our business in a way that can deliver quality and service in a sustainable and ethical way.

**Implications for Us.**

- 1) Cost:
  - a) Initial cost of getting everything in place and management time needed
  - b) Annual cost of audit.