

Summary of previous round of the debate:

Differentiating products: branding and certification

The issue is seen from different angles. While it is sustained farmers will benefit from internalising the protocols of certification schemes like GAP by improving farm and post-harvest practices, other opinion pointed out constraints for getting certification like high costs and short length and reduced target market of specific certificate. There also appears to be certain scepticism of the possible role of public sector in support of product differentiation leading to the proposal that the firm should be the one to establish the quality assurance system to ensure high quality product.

Focus of the debate

Do you think the public sector can play a facilitator role in supporting the greater involvement of small-scale producers in markets for high value, differentiated products?

Can you mention “good practice” examples and lessons from this facilitation?