



Source: www.mapsfordesign.com

Producing and Purchasing Sustainable Organic and Fairtrade Basmati Rice in Uttarakhand, India

Context:

Coop mandated Helvetas in 2011 to implement the project “Sustainable production of organic and fairtrade rice in India and Thailand”. In India, Helvetas is collaborating with its sister organisation ICSD to implement the project. Coop’s Reismuehle Brunnen supplies increasing volumes of certified and sustainable organic and fairtrade basmati and jasmine rice to Coop. It has the vision to become a leading provider of fairtrade speciality rice in the European market. For this, it wants to strengthen its long-term partnership with Nature Bio Foods (NBF) as a strong and reliable supplier. The objectives of the first phase with regard to volumes and livelihood improvements for farmers have been achieved (see project and evaluation reports). However, adoption of sustainable farming practices that were identified, particularly of the System of Rice Intensification (SRI) needs further strengthening. Also, capacities of the producer organisation need to be enhanced so that they can play a relevant role in the extension system. Coop therefore agreed to fund a three years consolidation phase of the project (2015-2017).

Goal:

The overall goal of the project is to improve livelihoods of rice farmers, to improve environmental sustainability of rice production and to reach consumers with an attractive product.

Donor:

COOP through HELVETAS Swiss Intercooperation

Partners:

- ☞ HELVETAS Swiss Intercooperation
- ☞ Nature Bio Foods
- ☞ Fair Farming Foundation, Ramnagar

Objectives of the project:

1. Improved production practices are applied: Innovations are adopted, crop rotations are diversified and value chains are developed, water management is improved.
2. Capacities of local partners are enhanced: Innovations are integrated in processes, capacities of farmer organisations are strengthened, and partners implement agreed measures on their own.
3. Experience is documented and disseminated: Experiences are analysed and documented, impacts are systematically assessed (India), and results and experiences are disseminated

Interventions:

1. To organise the production, Internal Control Systems (ICS), Purchase, Processing and trade in compliance with organic regulations (NPOP, EU-Regulation 2092/91, BIO SUISSE and Naturland) and Fairtrade standards (Fairtrade International)
2. To ensure adoption of proposed production methods in paddy (SRI, soy-rice intercropping etc.) with adequate means
3. To provide technical advice on sustainable production practices, extension and ICS
4. To facilitate the exchange of know-how and information among the partners and other stakeholders

Achievements:

- ∞ More than 40% farmers are adopting the SRI system for basmati cultivation
- ∞ There are demonstration to observe the feasibility of taking the Soya-dhan inter cropping
- ∞ Internal Control System has been established for Organic and FT certification
- ∞ Fair Farmers Foundation (FFF) Ramnagar is running one computer learning centre and two sewing centres by utilising the FT premium

For more details contact info@intercooperation.org.in