



Smallholder support and the Small and Community Label Option

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3rd Annual Meeting of the FSC Network of European
Smallholders

Overview



- Summary of the Smallholder Support Program
- Small and Community Label Option
 - Why do we want it?
 - What do we need to do?
 - How will it support smallholders?

Goals of the Smallholder Support Program

- **Create tools and systems that:**
 - **encourage access**
 - **Increase benefits**
 - **Increase the amount of FSC-certified supply coming from smallholders**



Work areas



Smallholder Support Program:

- **Outreach**
 - Educational and informational materials to smallholders through FSC Network
- **Marketing**
 - market access for smallholders, product information for buyers and retailers
- **Networking**
 - Groups of practitioners
 - Network of Local Service Providers and National Offices
- **Capacity-building**
 - Training on FSC certification and business development through FSC Network



Outreach



- **The Smallholders Portal**
www.fsc.org/smallholders
 - Step by step guides
 - Stories of success
 - Smallholder news and events
 - Resources
- **The Smallholders Update**
- **Work with National Offices**
 - Toolkit for outreach at national/local level
 - Support for translation of materials into local languages

Letter from the Editor

Special FSC General Assembly edition

Dear Readers,

The 2011 FSC General Assembly wrapped up in Kota Kinabalu, Malaysia last week. For those unfamiliar with the FSC system, the General Assembly is a meeting of FSC international members, supporters, and observers where topics and issues related to FSC organizational and standard development are discussed. The event culminates with a 2-day business session where members present and vote on motions for changes and improvements to the FSC system. Each chamber receives equal weight in voting so that there is balance between economic, social and environmental interests.

The GA also includes side events, hosted by members or staff of FSC, where key issues and work areas are discussed. This year's side events included one on smallholders and group certification and another on the FSC Modular Approach. Read on for summaries of these side meetings, motions related to smallholders, as well as interviews with FSC members working with smallholders in Nepal and British Columbia.

Enjoy!

Angeline Gough
Smallholder Support Manager

GA Side Event Summaries:

Smallholder and group certification: experiences and opportunities

By Shoana Humphries

While smallholders and communities manage considerable amounts of forest around the world (e.g., 60% in Brazil, 55% in Europe), they currently represent only approximately 24% of the FSC forest management certificates and 8% of certified area. This side meeting focused on lessons learned to date regarding smallholder certification, and ways to improve the FSC system to provide better access to certification for these critically important forest managers.

First, an overview of the benefits, challenges, and opportunities for certification for small and community producers was presented, followed by cases highlighting experiences with smallholder and group certification in the US, India, and Honduras. There were notable similarities in the experiences to date in these countries, as well as important differences given the diversity in contexts in which smallholders are working. The second half of the meeting focused on market benefits, with a presentation by the FSC Social Policy Manager on new labelling and marketing opportunities for small and community producers, and a description of the Sustainable Timber Action Project by COPADE, a multi-stakeholder and multi-

Networking



- **Fostering networks of forest practitioners**
 - **Presently: FSC Network of European Smallholders**
 - **Goals for the future:**
 - **Network of Local Service Providers to small and community producers**
 - **Latin America Communities Network**

Capacity-building



- **Training for smallholders on**
 - **FSC certification**
 - **Market access**
 - **Business development**
- **Support to National Offices to**
 - **Increase ability to engage smallholders**
 - **Create education and information materials**
 - **Train smallholders in key areas listed above**
- **Create synergies with policy tools to provide comprehensive support**

Marketing



- **Strategy to promote the Small and Community Label Option**
- **Market information about smallholder supply**
- **Research on market access and barriers for smallholders in the Global South**
- **Research on financial mechanism for supporting smallholders in their efforts to become FSC certified**

Why do we want a Small and Community Label Option?



1. Distinguish small and community producers in the market
 - New markets
 - New marketing opportunities
 - More demand ▶ higher price??
2. Help producers develop their businesses
 - Link to new supply chains
 - Better relationship to retailers
3. Educate retailers and consumers
4. Show FSC's commitment to supporting small-scale and community forestry

What do we need to do?

- **Promotional strategy**
 - Connect producers to consumers
 - Maximize the impact of the advertising
 - Focus on products that tell a story
- **Business engagement**
 - “Pull the supply chain”
 - Identify unique marketing opportunities
- **Marketing Information**
 - Sourcing small and community supply
 - Identify focus areas for building small and community supply

How will we support smallholders?

- Identify key areas for growing the supply of small and community products
- Create more opportunities for market access and business development training
- New financial mechanisms for encouraging certification and growth of certified businesses
- Help smallholders access new markets
- Encourage more value-added at the producer level



Thank you!

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