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Participatory Guarantee Systems (PGS) in Bolivia

–An explorative case study of PGS ECO Feria in Cochabamba: Legal Frameworks, Benefits and Challenges

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Author

Jaime Mauricio Sanchez Orellana

List of used abbreviations

ANAPQUI - National Association of Quinoa Producers

AOPEB - Association of Ecological Producers Association

CNAPE - National Council of Ecological Production

CORACA - Peasant Corporation

DED - German Development Service

et al., - Et alii (Among others)

FAO - Food and Agriculture Organization of the United Nations

ibid. - ibidem (Same source)

ICS - Internal Control System

IFOAM - International Federation of Organic Agriculture Movements

INE - National Institute of Statistics

MDRyT - Department of Rural Development and Land

NGO - Non-Governmental Organization

PGS - Participatory Guarantee System

SENASAG - National Service for Animal and Plant health and Food Safety

UN - United Nations

1. Introduction

Organic agriculture, in terms of production as well as consumption, has notably expanded during the last decades. Thereby, industrialized countries are the main consumers of organic products, and the sector is growing especially fast in the USA and European countries; providing up to 95% of the retail market (Kortbech-Olesen, 2003).

Organic production is classified by Jahn et al. (2005) as a process-oriented attribute that is almost undetectable at the final stage of the product. This implies that the origin and process of the agricultural product is certainly unclear for the consumer and cases of opportunistic behavior e.g. mislabeling may be given. In order to avoid market failure and ensure consumer compliance, third-party certification (TPC) has emerged as a framework model to fortify and assure that the organic agricultural production is in line with the certification standards. Yet, third party certification bodies, as well as conventional agro-food companies who entered the organic market for higher profit margins, are distant from the small-scale farmer's reality. This second group aims to achieve the highest incomes possible regardless of the possible consequences suffered by small-scale farmers (Guthman, 1998; Lyons, 1999).[h1]

Additionally, the raising demand of organic products by importing countries may create an imbalance for the local consumers. An example is the case of the Bolivian quinoa. Since the crescent popularity of *Chenopodium quinoa*, one of the most traditional and ancestral crops of Bolivia and an inherent part of the Bolivian diet, the price of this cereal increased significantly. The organic production of such a traditional daily food for the local communities in the Andean region is now mostly destined to the United States of America and Europe (Kerssen, 2015). Because of this price change, many local communities were forced to modify their daily diet to less nutritious and cheaper foods like rice or/and other carbohydrates. Producers choose to sell their high quality products to foreign companies where higher prices can be achieved, instead of selling on the local market. Nonetheless, the retailers take the biggest share from the organic production, resulting in situations where the producers are completely dependent of the international market and the local population´s health cannot benefit from its own traditional food (Jacobsen, 2011).

Meanwhile, social organic farming movements have developed and gained more impact by creating or adapting new practices and principles differing from the industrial sector in order to achieve a more sustainable and socially responsible approach to farming. Traditional small-scale farmers are one of the main actors of these movements, usually directly

depending on their family-farms´ yields to contribute to their daily livelihoods. Hence, other than the large scale organic production involving third-body certifiers, which is the most applied form of certification for meeting global demands for organic food, exist. One of those alternative certifications is the mechanism of Participatory Guarantee Systems (PGS) which promise an alternative option for small-scale farmers. PGS certification costs are significantly lower and its standards are proposed and regulated by the stakeholders including the consumers of their own region (Coiduras et al, 2006). PGS has been adapted worldwide, especially in developing countries, where it aimed to succeed where other systems failed due to e.g. high costs, lack of access to information, bureaucratic obstacles and an outside view of farmer´s reality (Nelson et al., 2010).

Regarding alternatives to conventional farming and third body certification of organic production, one concept is of special importance for the case of Bolivia: The struggle for food sovereignty, which is declared as "the right of peoples to healthy and culturally appropriate food produced through ecologically sound and sustainable methods, and their right to define their own food and agriculture systems" (Nyéléni 2007) by the worldwide peasant organization Via Campesina. Since the Nyéléni declaration, the Bolivian State included the principle of food sovereignty in its constitution in 2009. Both the food sovereignty concept as well as the implications of its inclusion into the legal framework will be further elaborated in the sections 2 and 5 regarding. Below I will discuss and evaluate a PGS project in Cochabamba Bolivia regarding its internal regulations and structure and the attitudes of consumers and producers towards. I will also analyze possible challenges faced currently as well as in the future. Before that I will provide a brief overall study of PGS in Bolivia.

1.2 Personal Approach

I chose the topic of PGS as an alternative to third body certification in Bolivia because of my interest in small scale organic agriculture as a possible emancipative practice. In my hometown of Santa Cruz de la Sierra, Bolivia, most of the agricultural land is being used for producing cash crops like soybean, corn or sugarcane; and the organic production existing in Bolivia regard mainly cocoa and coffee, which are, as many of the cash crops, meant for the export. I believe, that for Bolivia and other countries in similar situations, small scale farming could be the key to achieve food sovereignty and to combat malnutrition and hunger, as well as contributing to a more just and socially equal society.

After studying agriculture in Bolivia I realized, that most of the resources are designated to investigate conventional cash crop farming and conventional pest control. Later, after engaging in professional relationships with local farming companies, I noted that my former university mainly functions according to the labor market in Santa Cruz, where this type of expertise is demanded. Hence, I chose to study further and enroll in the EUR-Organic program, where I came in touch with third body certification systems as they are applied in Europe. The reality in Bolivia, as described above, demands not only more and more carefully planned organic farming and third party certification, but alternatives that match the livelihoods and needs of the people. In a class regarding Organic Certification, PGS was mentioned as a possible one. Since then I started investigating existing PGS projects and its possibilities to introduce one in my hometown area, where land grabbing, erosion and arid soil due to excessive conventional farming are on the rise. I believe that PGS projects, mainly due to their aim to provide healthy and nutritious food at an accessible price for the local population while also attempting to secure the livelihood of small scale farmers could contribute to an economically and environmentally sustainable alternative to conventional farming. Nevertheless, I am aware of the possible problems and obstacles PGS face. A master thesis on this topic was the logical conclusion for my interest, in order to assess the viability of PGS in Bolivia, as well as its strength and weaknesses.

2. State of the art

2.1 History of Organic Agriculture and Agroecology

It is crucial to recapitulate the evolution of Organic Agriculture in order to understand the current situation in the world before addressing Bolivian reality regarding the present models of organic certification. According to Vogt (2000) an important point in history and the roots of organic agriculture lay in the invention of fertilizers based on nitrogen by the German Chemist Justus von Liebig, in the late nineteenth century, as described in his publication "Organic chemistry in its applications to agriculture and physiology". From this event on, the concept of agriculture changed drastically, the mass production of nitrogen-based fertilizers allowed the farmers to obtain higher yields and soon the use of synthetic fertilizers became the base of crop production. Moreover, because of this dependence on agrochemicals in modern agriculture, the standard way of production relied on applying the right amount of

fertilizer, frequently leading to unbalanced soil nutrition disturbing the soil structure and agroecosystems in general.

In response to the increasing amount of synthetic products, groups of farmers who disagreed with the new way of agriculture wanted to produce using traditional agricultural practices and harvest healthy and chemical-free products. These movements started to grow within the increasing awareness and discoveries of the potential harms of using agrochemicals. Some remarkable events in the organic farming resistances were the precursor of Biodynamic Rudolf Steiner whose famous courses in Breslau taught that a farm should be considered as a living organism. Another important scientific was Eve Balfour, author of the book "The Living Soil" in 1943 and one of the founders of the Soil Association in Great Britain in 1952. In 1947 Jerome Rodale founded the Soil and Health Foundation forerunner to the Rodale Institute, claiming that only healthy soils can produce healthy food. Hans Müller in 1949 agreed with Steiner´s claims about biodynamic agriculture and developed a system that tried to close nutrient cycles (ibid.).
According to the FAO´s (Food and Agriculture Organization of the United Nations) Codex Alimentarius (1999) "Organic agriculture is a holistic production management system which promotes and enhances agro-ecosystem health, including biodiversity, biological cycles, and soil biological activity. It emphasizes the use of management practices in preference to the use of off-farm inputs, taking into account that regional conditions require locally adapted systems. This is accomplished by using, where possible, agronomic, biological, and mechanical methods, as opposed to using synthetic materials, to fulfil any specific function within the system."

Despite many groups started to grow following the previously mentioned pioneers in organic agriculture, it was not a united movement. Nevertheless many Organic Certification associations appeared, within these groups many guidelines and requirements of how to produce organically were written down, and creation of labels to be displayed in the products of the farmers of each association became a standard form to certify the organic production.

2.2 History of Agroecology in Bolivia

In this chapter, the historical background of Bolivia´s relationship with Agroecology will be described; nevertheless it is of great importance to start to understand the similarities and

differences between Organic Farming and Agroecology regarding its meaning and characteristics.

As reported by Wezel et al. (2009) Agroecology is considered as a holistic study of the agroecosystems with scientific roots and the farm being a part of the system. At least three classifications are considered: as scientific, as an agricultural practice or as a social movement. In spite of Organic Farming´s similarities of the agro ecological principles, Guthman (2000) contributes to the debate that organic farming is falling into an increasingly process of conventionalization, occasionally experiencing a shortage of agro-ecological goals. Likewise Altieri & Nicholls (2003) believe that organic Agroecology could change the industrialization of organic farming.

As stated in Bellons et al, (2009) the differences between agroecology and organic farming could be understood as the following table infers:

Table Nr. 1: Differences between organic farming and agroecology extracted from to Bellons et al, (2009)

	Organic Farming	Agroecology
Definition	System of farm management and food production	Various e.g. Interdisciplinary study and design of agricultural and food systems (Gliessman, 2007)
Initial paradigms	Soil fertility (and soil sciences)	Ecology (and entomology)
Key concepts	Farming system ; Value chain	Agroecosystem; Food sovereignty
Reference models	Mixed livestock-cropping	Traditional multistratified systems
Agricultural forms associated	Biological, Biodynamic, Organic	Alternative, Sustainable agriculture, Integrated Pest Management
Key actors	Farmers, processors, consumers	Diversified small farmers
Technologies	Use of natural substances and processes; no GMOs	Nutrient cycling; biological crop protection; possibly chemical inputs
Food	Quality, content, health	Agri-food systems, sovereignty
Biodiversity	Impact oriented (effect of practices on biodiversity)	Resource oriented, enhancing agrobiodiversity
Regulations	Historical recognition, IFOAM principles, and national rules	No international standards acknowledged
Certification	Mostly third-party	Participatory guarantee systems

Bolivia has, since colonial times, been exploiting its rich natural resources, both mineral and biological and even tried to turn the strategic exploitation into its current development model (Brand et al. 2010). Being silver in colonial times; guano and saltpeter in the 1860ies, which (in part) ignited the Pacific War between Chile and Bolivia in 1878 (Mesa et al. 2012: 350), tin and caoutchouc in the late 19th century (Mesa et al. 2012: 430) or currently natural gas,

lithium or agricultural products like soybeans, corn or sugarcane; each export product shaped the bolivian society, infrastructure and political decisions of its time decisively. Within this (neo)extractivist framework, organic agriculture and foresight regarding future generations have barely been considered.

Actually, the first law on organic agriculture in Bolivia was introduced in its new Constitution in 2009 where Mother Earth (Pachamama in Quechua native language) was granted the status of a political subject (Brand et al. 2010), and a chapter on Sustainable Integrated Rural Development was implemented: "[to] ensure food security and sovereignty, prioritizing domestic production and consumption […] and establishing mechanisms to protect Bolivian agriculture" (Constitución Política del Estado Plurinacional de Bolivia, 2009, art. 405, 406). In 2008, the Rural Development and Food Sovereignty and Security policy (PSSA) was promulgated which included, among others, the promotion of agroecological production. Yet, a restructuring of the agribusiness sector with its latifundia or, for that matter, a land reform is still pending in 2017 (McKay 2014: 1191).

As reported by Catacora-Vargas et. al., (2017) the history of Agroecology in Bolivia can be understood as a "long trajectory and as a short trajectory". The first one refers to an Agroecology-based indigenous farming in both lowlands and highlands. Moreover the outcome from the links between the surrounding environment of the communities and their livelihoods resulted in productive outcomes and at the same time preserved the soils, agroforestry and water resources. The previously mentioned model of agroecology embraced several disturbances since the colonization until the Bolivia First Agrarian Reform, the green revolution and at the present time, nevertheless the agriculture in Bolivia is still very influenced by the indigenous culture of both Andean and tropical regions.

Further the "short trajectory" of the Bolivian´s Agroecology starts from the consequences of the Green Revolution in 1970 such as: the expansion of the agricultural frontier, the rural migration to the cities and continuous depeasantization.

Agro Ecological associations such as El Ceibo in 1977, which was considered the first one in Bolivia produced organic cacao under agroforestry conditions. At that time third-party certification systems were not regulated in the European Union and the certification was based on guaranteed inspections made by technicians of the DED (German Development Service). Eventually groups such as the National Association of Quinoa Producers (ANAPQUI) and the Peasant Corporation (Coraca) i.a. appeared. In 1991 the AOPEB (Association of Ecological Producers Association) was created, nowadays the AOPEB is the

leading Association of organic organizations in Bolivia with more than 600 organizations and 85 private firms and NGOs (ibid.).

Law 3525, under Evo Morales presidential mandate, was approved on November 21, it regulates agro ecological production at a national level. Chapter V of the article 23 explains that the recognition of certification is divided in exportation or international trade and local or national trade. Since then, Alternative Guarantee Systems (including PGS) are recognized at a national level in Bolivia under the supervision and regulation of the competent authority, named CNAPE (National System of Ecological Production Control/ Consejo Nacional de Producción Ecológica) (Law N° 3525, 2006).

Since food sovereignty figures, besides local and rural consumption in the Bolivian constitution, the principle will be further elaborated below.

2.3 Food Sovereignty

The concept of food sovereignty was first introduced by peasant organisations, mainly by the priorly mentioned Via Campesina, in 1996 as a contraposition to the industrialized and export oriented agriculture that was, according to Via Campesina, promulgated simultaneously at the World Food Summit in Rome. Its initial demands were the political implementation of food sovereignty in general, or the protection of national agrarian sectors against cheap imports through taxes and tariff barriers (Brand et al. 2012: 80). In contrast to food safety, a UN concept to combat hunger and malnutrition, food sovereignty demands foodstuff that is neither genetically altered nor produced for monetary gains or profit of corporations, but that is organically and locally grown as well as consumed. It embodies the right of the people to be in charge of their own production and consumption without relying on international aid or subsidized products which only creates new dependencies (ibid.). Also, the patenting of seeds and plants and the privatization of natural resources like water or soil are to be challenged, according to the Nyéleni declaration (2007). The Nyéléni declaration from 2007 is thereby perceived as one of the foundational documents of a global food sovereignty movement. It is, above all, a radical political project trying to decentralize power in the agrarian sector and claim the access to land, water and seeds for the people. It states:

“Food sovereignty prioritizes local and national economies and markets and empowers peasant and family farmer-driven agriculture, traditional fishing, pastoralist-led grazing, and

food production, distribution and consumption based on environmental, social and economic sustainability" (Nyéléni 2007). Focusing explicitly on local production and consumption, the food sovereignty movement has since then gained momentum and was, for example, included in the constitutions of Venezuela, Bolivia, and Ecuador (McKay et al. 2014). Yet its implications and the specific implementations are still to be discussed. What can be addressed is that the demands from the Nyéléni declaration align widely with those of Participatory Guarantee Systems. The history and concept will be further elaborated below, since the case study in this paper was made on PGS projects in Bolivia and the state claims food sovereignty as an integral part of its political agenda.

2.4 Organic Certification and PGS

One of the earliest organic certification associations was Nature et Progrés in France 1980. Before the official recognition of Organic Agriculture in Europe, at the beginning of this decade the agricultural systems were flooded with agrochemical and synthetic substances. A group of farmers and agronomists from Nature et Progrés wanted to distinguish their products by farming with environmentally friendly practices. All the stakeholders in the farming community (farmers, processors and consumers) were involved in the process of certification, deciding what can be done or not in order to name a product as organic. The case of Nature et Progrés is now considered an early form of a Participatory Guarantee Systems (PGS) (Källander, 2008).

In 1990 organic certification organizations such as the Naturland and the Organic Crop Improvement Association (OCIA), decided to change to third party certification systems, in which a third party was in charge to regulate producer compliance through specific regulations (Gonzalez & Nigh 2005; Mutersbaugh 2005). As a consequence the interaction between inspectors and farmers changed completely. Besides confidentiality from inspectors, no advice and recommendations were given in order to avoid conflict of interests for future inspections. Considering the conflicts that traditional third-party certification in organic farming, the PGS is considered as a possible alternative closer to the agroecology concept.

2.3.1 Concept of Participatory Guarantee Systems

Similar to conventional organic certification systems, PGSs relies on the basic norms and standards of organic agriculture. The difference lies that PGS aims to adapt such standards to

the local farmer's reality, taking into account weather conditions, livelihoods, access to financial support and accessible prices for the local market (IFOAM 2007; Khosla 2006).

The IFOAM (International Federation of Organic Agriculture Movements) is the first and only international umbrella organization of the organic world, its scope encompasses an enormous diversity of stakeholders related to the organic vision (http://www.ifoam.bio/en/about-us). According to IFOAM the definition of PGS is the following: "Participatory Guarantee Systems are locally focused to quality assurance systems. They certify producers based on active participation of stakeholders and are built on a foundation of trust, social networks and knowledge exchange" (IFOAM, n.d.).

Moreover the integrity, responsibility and support of the farmers as an association are very important aspect in PGS. As consumers and farmers are in charge of creating the cooperative atmosphere in the community, the transparency of the certification as a result of the direct interaction and the reduction of middlemen develops a link of trust between the stakeholders. Third-party certification and PGS share many similar standards, nevertheless the restriction of PGS to export products as organic is on contrary a benefit that aims to enhance the local consumption of high valuable products (Källander, 2008).

One of the most relevant characteristic of a PGS is the replacement of the third party certification body. Not only farmers and processors are involved in the development of the certification standards but also consumers of the community. NGOs can also be an important part of the process performing the role of driving and financial institutions for farmer´s associations until the desirable independence of the farming community is reached (Fonseca et al., 2008).

According to IFOAM, PGS share a common background of key elements:

· Shared Vision: Farmers and consumers are conscious regarding the principles guiding program. Even though PGS differs from place to place and the level of participation from their members, they are aware of why, how and who benefits.

· Participatory: Participatory certification is based on methodology presupposing intense involvement and the contribution of all the stakeholders involved in the community.

· Transparency: All stakeholders must be aware of how the certification and guarantee process work. At least the basic information of every decision must be at a level of understanding for everyone involved. Confidentiality must be given only in case of private commerciality, but a line between private and common interest must be drawn in order to keep in line with the transparency principle.

· Trust: Organic agriculture has always face the challenge to develop trust from the consumers to the farmers. According to this principle the trust between the stakeholders should be demonstrated through the application of their different social and cultural control mechanisms

· Learning Process: The process of learning between the members of the PGS is not developed only at the beginning but it is permanent. Not only credibility of the organic production develops but also a capacity to work together within a community. Thus knowledge networks are built by all the stakeholders involved.

· Horizontality: Horizontality means the sharing of power and knowledge. There are no third party entities in charge to determine what should and should not be done. All stakeholders involved are the ones who establish the standards and rules for their PGS, sharing the same level of responsibility.

Moreover, following the standards of most of the current organic certification systems, common organic agriculture will improbably reach the desirable sustainability for small-scale farmers, especially due to the imposition of standards and regulations based on the requirements of importing countries like the USA and European Union's members without taking into account important aspects such as: culture, economy or climate, i.a. Moreover the introduction of such requirements may also lead to obstruction of the development of land management. Nevertheless the IFOAM organization is aware of such deficiencies in the current organic certification systems and encourages the development of alternative participatory certification systems focused on the development and sustainability of the local market (Eernstman & Wals 2009).

2.3.2 How do PGSs differ from Internal Control System (ICS) in organic certification systems?

According to IFOAM, ICS certifies organic small farmers, but instead of doing it one by one, the third party certification body instructs and delegates the certification process to an

internal identified body or unit within the community. This body inspects the small scale farmers and delivers a report to the external certification body. This procedure is much cheaper than the individual certification done in European countries where the inspection must be carried out by the inspector designated by the certification body regardless of the farm's size (Castro, 2014).

Technically ICSs and PGSs share some similarities: They both have collective certification tools, standards, mechanisms for verifying compliance, documented management procedures and a farmer's pledge and seals. Nevertheless PGS focuses more on producing high quality products for the local market where usually producers and consumers engage in a personal relationship and trust each other in regard to the production methods. While ICS also facilitates the organic conversion and reduces the certification costs the process remains vertical and allows the exportation of such products. Since retail and consumption take place on a local scale PGS reduces the paperwork for farmers because the traceability of the product after it crosses the farm gate it is usually not necessary. Another important difference is the involvement of crucial stakeholders in the chain of the PGS production such as the consumers (Castro, 2014).

2.5 PGS in Bolivia

Due to the need of alternatives to the third party certification systems, the state of Bolivia passed the PGS technical norm supported by the Law 3525. Despite Bolivia has a national law on PGS certification and various active PGS projects, scientific research of the topic is still amiss. Yet some data on size and activity of some projects is available. Bolivia counts with a considerable number of active PGS in more than half of its departments. Nevertheless they greatly differ in scale.

According to UC CNAPE, in 2015, officially 49 PGS were registered in seven departments of Bolivia with a total of 659 associated families and 14.900 hectares. In Cochabamba 6 PGS were recognized by the CNAPE in the localities of Sipe Sipe (Sipesipe), Cercado (ECO Feria), Tiraque (Tiraque), Aiquilie (Cono Sur), Pojo (Pojo), and Chimoré (Shinaota). The most salient being PGS SipeSipe and Eco Feria, both established in 2012 with 326 and 51 families respectively.

According to Kirchner (2015) and Källander (2008) more than 3.000 farmers are involved in PGS in Bolivia since 2006, therewith holding the fifth position of countries with the most

agricultural land under PGS. As reported by Sahota (2006) Bolivia has 2.460 hectares under PGS certification affiliated with IFOAM principles.

3. Research Aims

3.1 Research problem

Organic Agriculture is facing an increasing interest by producers and consumers. Yet consumers face an abundance of certification labels with varying standards of organic production. Those qualitative differences are not apparent at the moment of purchase. Hence, in order to make informed consumer decisions, the buyer requires further insight on production and certification standards. Since the industrial organic farming sector has considerably grown in the past decades and it is mostly owned by big scales multinational companies which adjust its certification standards almost to the limit, organic farming is rendered very close to conventional agriculture and detaching from the traditional organic principles. Nevertheless many consumers are concerned about consuming a truly organic product from a producer or brand they can trust (Janssen & Hamm, 2012).

In countries like India, Brazil and New Zealand i.a. the current third party certification system may lead to a considerable amount of paperwork, high certification costs and dependence of the middlemen and importing countries (Zanasi, 2009). Also small scale farmers who by tradition produce or want to produce organic goods are marginalized in terms of access to information and therefore do not sell and label their products as such. Hence, the possibly higher surplus they could have gained by selling labeled organic food is lost (Nelson et al. 2016).

Since PGS foments local consumption, their broad application could contribute to an improved nutrition for the local consumers and a stable condition for producers. Therefore the following themes will be gathered:

- Questions concerning organic production (producers).
- Questions concerning consumer habits regarding organic consumption in general.
- Attitudes towards organic farming and local organic markets.
- Problem perception and satisfaction with market initiative.
- Knowledge about organic farming and participatory certification.

3.2 Research Questions and Hypothesis

Based on the main findings from prior research stated above, research questions and associated hypotheses for investigation have been formulated.

RQ 1: How is the PGS of ECO Feria regulated?

Farmers, who do not have an organic certification for their farms but still produced without synthetic herbicides and fertilizers, often sell their products to markets at conventional prices. In many cases those organic products are mixed with conventional ones discouraging the farmers to keep their environmentally friendly production (Constance et al., 2008).

Since the scarce availability of prior research in Bolivia regarding PGS, an overview regarding the PGS network is necessary. Thus, the following question shall be addressed in order to build a basic concept of how does a PGS operate.

PGS around the world share a similar basic structure which is locally focused on quality assurance systems; nevertheless they may differ from each other even in the same country or regional division. Among the most important and similar characteristics are: transparency, participation, trust, process of learning and horizontality. PGS are regulated through collective certification tools, documented management procedures and standards (May, 2008). The aim of this research question is to examine the specific functionality of the regulation system of ECO Feria.

- RQ 1.1. What kind of regulation does ECO Feria follow on a national, regional or local level?
- RQ 1.2. Is there a documented, formal internal regulation?
- RQ 1.3. What does the internal regulation establish?
- RQ 1.4. How was the internal regulation agreed upon?
- RQ 1.5.How are formal and informal regulations communicated and documented?
- RQ 1.6.Which additional informal internal regulations exist?
- RQ 1.7 How are infringements and non-compliance cases managed?

Methods: secondary data from literature review and web research; semi-structured expert interviews

RQ 2: How is the project of the PGS ECO Feria structured?

- RQ 2.1. Which are the stakeholder-groups and which different role does each group fulfill within the PGS ECO Feria?
- RQ 2.2. How is the socio-demographic structure of the different stakeholder groups?

Producers/Processors: Gender, age, education, marital status and size of the farm.

Consumers: Gender, age, education, income, marital status.

NGO: Field, size, foundation date, time of involvement with ECO Feria.

Public Authorities: Institution, time of involvement with ECO Feria, form of cooperation/control.

- RQ 2.3 How many producers/processors are part of ECO Feria?
- RQ 2.4 How is the institutional structure of ECO Feria?
- RQ 2.5 How are certification authorities chosen/elected?
- RQ 2.6 How are new members admitted?

RQ 3 : How does the certification process work?

- RQ 3.1 What are the stages of the certification process and who is responsible for the execution?
- RQ 3.2 How long does the process take?

RQ4: Which advantages do producers and consumers perceive?

Hypothesis

In order to gain a deeper understanding on how do the PGS in Cochabamba work, the following hypothesis were arisen regarding the challenges both producers and consumers face as a PGS member.

Challenges faced by producers

H1.A1. Producers face a lack of time regarding the PGS certification process.

H1.A2. Lack of recognition at an international level has a negative effect on the producers.

H1.A3. The producers show skepticism towards the certification system

H1.A4. The producers are not able to be part of PGS networks due to a lack of subsides.

Challenges faced by consumers

H2.B1. The consumers show a lack of knowledge and education regarding the PGS certification process.

H2.B2. The consumers show skepticism towards the certification system.

H2.B3. The consumers need a higher variety and quantity of products.

Methods: consumer and producer survey and semi-structured expert interviews.

4. Research Methods

Due to the explorative nature of my research project, I applied three different research methods which will be further explained below. Also, at this point, the area of study will be further elaborated.

4.1 Area of Study

4.1.1 Department of Cochabamba - Bolivia

The investigation was conducted at the centrally located department of Cochabamba in Bolivia (See Graphic 1). Cochabamba is - due to its unique geographic and climatic location,with a range from Andean highlands and temperate valleys to tropical forests, marking the limits of the Andes (Cuesta et al. 2011: 155) - one of the most fertile areas of Bolivia and counts with a high biodiversity (Gisbert et al. 2012: 754). Also, since this area connects the high with the low lands, it has been important for trade since prehistoric times (Döllerer 2013: 45).

The city of Cochabamba, the department capital, belongs to the province of Cercado. Cochabamba City is the third most populated urban area in Bolivia with an estimate of 1.315.000 inhabitants, following Santa Cruz de la Sierra, and La Paz, with 2.235.000 and 1.965.000 inhabitants respectively (Demographia 2017:n.p.). Cochabamba has been chosen as the area of study because of its Andean, as well as tropical influences regarding agricultural procedures, and because of the wide range of crops that can be produced within the department. Also, the University of Cochabamba (Universidad Mayor de San Simón) has one of the only academic projects researching agroecology in Bolivia. Also, the country's largest and most long-lasting projects are located within this department, whereas in other departments, especially in Santa Cruz de la Sierra, conventional farming and the use of cash crops are dominant.

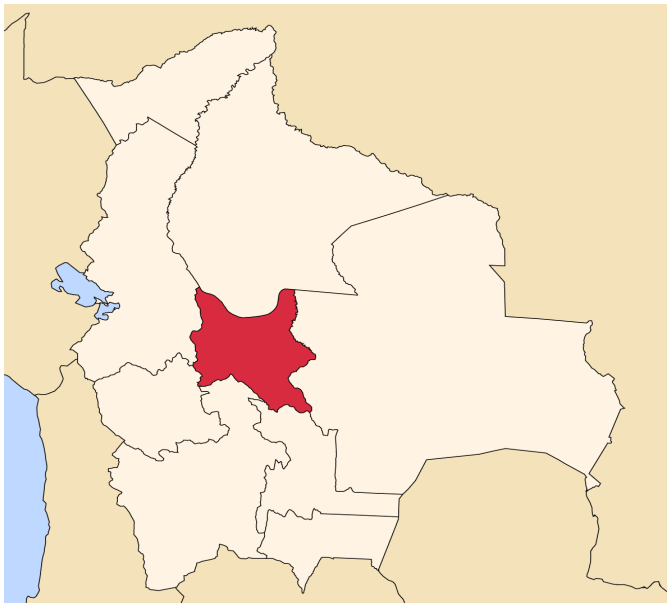

Fig.1: Political map of Bolivia highlighting the Department of Cochabamba
Source: http://mapsof.net/bolivia/bolivia-cochabamba

Fig 2: Close-up of the province of Cercado on a political map of Cochabamba
Source: http://cochabambabolivia.net/provincias-de-cochabamba

4.1.2 Cercado

The province of Cercado is one of the sixteen provinces of Cochabamba. Its location is southeast of the department at 2.270m above sea level; it belongs to the Central Valley micro region. The surface of Cercado is 391 km^2 taking the fifteenth place as one of the smallest provinces. Nevertheless, it is the most inhabited province with 632.013 inhabitants and a population density of 1,26 inhabitants per square kilometer, of which 304.677 are men and 327.336 are women (INE 2012) It is divided in two Cantons (Santa Ana de Cala Cala and San Joaquin de Itocta).

	Cercado
Surface area	391 Km^2
Population density	1,62 hab/km²
Habitants	630,587
Altitude	2570 m

Table 2: General data of the province of Cercado

The spoken languages in Cercado are Spanish, Aymara, Quecha and Guarani. Table 3 shows the group of speakers of the mentioned languages. As shown in Table 4 91,6% of Cercado´s inhabitants identify as Quechua, 4,3% as Aymara, 0,1% represent a Guarani, Chiquitano, or Moxeñean descent, whereas 4% do not identify as indigenous.

Language	**Inhabitants**
Spanish	478.004
Quechua	196.374

Aymara	39.594
Guarani	602
Foreign	30.046
Another Native Language	458
Only Native	12.556
Only Spanish	270.208
Native and Spanish	208.237

Table 3: Languages Spoken in Cercado Ref.: obd.descentralizacion.gov.bo

Ethnic group	**Inhabitants (%)**
Quechua	91.6
Aymara	4.3
Guaraní, Chiquitos, Moxos	0.1
Not indigenous	4.0

Table 4: Ethnic Groups in Cercado

Based on the information gathered from literature research, expert interviews and the analysis of the legal structure, I chose the project of ECO Feria as a case study for data collection in order to answer the research questions. ECO Feria is a well performing initiative and was, in comparison to the project of Sipe Sipe, which was initially planned as a second case study but was inactive at the time due to a severe drought putting farmers out of business, functioning.

4.2. Reasearch Partners

4.2.1 AGRECOL Andes

My point of entry to PGS ECO Feria was the contact with the foundation AGRECOL Andes. The AGRECOL Andes Foundation has its origins in a Swiss information and documentation center, created with the necessity to find an alternative solution to the green revolution´s agricultural model. In 1996 Agrecol started its decentralization in two regions: The Andean region and the francophone West Africa region.

In 2001 Agrecol Andes was created in Cochabamba Bolivia with the participation of many farmer associations. Two years after, the need to promote agro ecological spaces in Bolivia lead to the creation of the Eco Feria Project. In this association small scale farmers who wanted to produce and market environmentally friendly products were able to share experiences and knowledge. The first PGS ECO Feria initiative took place in 2003 and after two years the project was approved. Neighboring countries which also had PGS associations such as Ecovida (Brazil) participated in international workshops, with the purpose of sharing experiences and building a network between the southern cone countries.

The farmers and processors affiliated to the association backed up with the 3525 Law are able to sell their products under the PGS national label.

4.3 Data Collection

Due to the scarcity of studies regarding organic farming and PGS in Bolivia and especially in Cochabamba as one of the most fertile and diverse agricultural areas of the country, exploratory research was necessary. I chose to treat my research as a single case study after the second PGS I had planned to visit became inactive due to a severe drought in certain areas of Bolivia in 2016. Following Hering/Schmidt (2014: 534) the case study was treated as a stand-alone case which could be further integrated into a broader comparative research framework on PGS in general. Also, the case study approach allows for a broad mix of methods in order to gain an in-depth understanding of PGS ECO Feria. As recommended by Hering/Schmidt (2014: 537) I applied both qualitative and quantitative methods in order to present a general outline of the conditions and processes of an active PGS project in the department of Cochabamba. Several sources of data were used for addressing the formulated research questions. The research is based on scientific literature and a content analysis of

grey literature, like information distributed via web by the organizing parties of PGS ECO Feria, as well as internal documentation and informative literature for participating farmers about PGS elaborated by the entities of PGS ECO Feria. The choice of research methods will be further explained below.

Besides the scientific and grey literature for general knowledge on the topic, legal documents and statutes regarding PGS in Bolivia and ECO Feria were evaluated. The goal is to achieve an overall perspective of the situation of the PGS network ECO Feria and draw a detailed picture of the system's status quo, addressing primarily RQ1, but also trying to collect as much information as possible for RQ2 and RQ4. Therefore, the organizational structure was depicted (RQ1). Based on these results, a consumer and producer survey was carried out (RQ2, RQ3). Data collection took place within a 3 month period, from mid-August until mid-October 2016.

In my search of information regarding PGS in Bolivia, I came in contact with Ag.E. Alberto Cardenaz, who works with the Agrecol Andes Foundation, specifically in charge of the ECO Feria Project, being the link between the foundation and the PGS. After skype conferences with Cardenaz, I was explained about the current reality of PGS, and was also provided with current data about PGS initiatives, number of producers, surface of production and more crucial data for my research. Once I had a general outline of the situation of PGS in Bolivia, I decided to focus my research on the department of Cochabamba, mainly because of its strategic location and the number of PGS located in this area, among them being Sipesipe and ECO Feria´s PGS which are two prominent PGS regarding their number of producers and years of continuity. Besides the information and contacts I received from the Agrecol Andes Foundation, several informal conversations with the members of ECO Feria´s PGS provided me with very useful information, especially data that I was not able to find in Literature about PGS in Bolivia and insights into the daily organizational work of PGS ECO Feria. Furthermore, events such as the Expoalimenta 2016 at the Trade Fair FEICOBOL helped me getting in touch not only with members of ECO Feria but also with other PGS and Organic farming networks.

Additionally, every Wednesday at the "Parque Carlos La Torre" I attended to the weekly market of ECO Feria in the mornings. As the consumers started to do their purchases and took some time to talk with the producers, I proceeded to deliver my surveys only taking into account their order of arrival. In addition, the semi-structured expert interviews with the key informants took place in coffee bars, on the market, and via skype conferences. I interviewed

the current representative of ECO Feria PGS, an active consumer, a producer who is also one of the founders, and a representative of the Agrecol Andes foundations who is the link of ECO Feria and the NGO.

4.4 Research Tools

As described above, I applied a variety of different research tools like document analysis, guided expert interviews and surveys which will be further explained below.

4.4.1 Document Analysis

The document analysis of internal regulations and legal norms was conducted in order to gain insight into the organizational structure and its guiding principles. The data was provided by a member of the coordination committee of ECO Feria and included regulations, norms and documentation on the project. Due to the scope of this research project, only the manifest content was extracted in order to gain the necessary information on ECO Ferias normative regulations. The research aim at this point is to provide a descriptive overview on the topic and catalogue the existing legal documentation. According to Kukartz/Rädiker (2014: 384), the norms and regulations of ECO Feria PGS are treated as natural documents, since they were produced independently from any research interest. The content will be presented in a translated and summed up version, yet the original documentation is available.

4.4.2 Semi-structured expert interviews

For getting a clearer view on the current situation of ECO Ferias PGS, semi-structured expert interviews were carried out. Typically, interviews are considered to be the most important source for case study data collection (Yin, 1994). The semi-structured format of this method gives the interview some structure while leaving enough space for flexibility, allowing to get a deep insight in the interviewees knowledge about the topic (Dicicco et al. 2006). Interview partners are rather considered as informants than as respondents, as their insights into the PGS network system will be of special interest and great importance, also to some extent serving as a basis for further research.

According to Behnle/Meuser (1999: 13) semi-structured expert interviews are suitable for exploring unknown circumstances and relations, since the interview partner is able to present him or herself anyway they choose. This, and the choice of narrative-generating questions rather than a structured interview guide were used during the conducted interviews in order to

open up the space for new and unanticipated aspects. Also, semi-structured expert interviews allow for an overview on other key actors and relations (Liebhold/Trinczek 2009: 35). The expert status of the interviewees follows the definition of Liebhold/Trinczek (2009) as individuals belonging to a group or being in a position with privileged access to information and insight regarding the research topic and/or in position of policy implementation or problem-solving. (ibid: 34f.) Also, as indicated by Helferich (2014: 570f.) the label as an expert interview indicates a specific framework of the knowledge obtained through the interviews: the interviewee is attributed with having special and generalizable knowledge and the interview is limited to the specific knowledge on the topic, usually excluding personal biographic details etc. Hence, the information obtained will be rather based on technical knowledge.

I proceeded to perform 4 semi-structured interviews to key informants within different roles in ECO Feria. Maurizio Bagatin a former Representative of the PGS and one of the founders of ECO Feria, currently occupying a position of producer/processor will be referred as Key Informant 1. The second interview was carried out with Ag.E. Alberto Cardenaz, the current investigator of AGRECOL Andes Foundation and in charge of the project ECO Feria, who will be referred as KI 2. For the third interview I counted with a current Representative of ECO Feria´s PGS referred as KI 3 and finally the fourth interview was made in cooperation of a current consumer to be referred as KI 4. The last two informants preferred to remain in anonymity.

4.4.3 Producer and consumer survey

The survey among producers and consumers of ECO Feria was conducted using a questionnaire elaborated by Sonja Kaufmann for her master thesis of Participatory Guarantee Systems in Mexico (2015), since, with minor modifications; it fit the purpose and context. The survey is composed of closed-ended and open-ended questions, including sections on socio economic data like age, gender, and income; questions regarding the reasons for participating in a PGS, knowledge about the certification process and the involvement of producers and consumers, the perceived challenges and benefits as well as attitudes towards organic certification.

The surveys allowed for gathering additional data from various participants and conducting statistical analysis to add quantifiable data after conducting explorative interviews. The survey provides insight to socioeconomic data of the participants as well as attitudes and

knowledge about the PGS ECO Feria. Due to the small sample sizes (N=20 for producers and N=30 for consumers)

4.5 Data Storage and analysis

4.5.1 Data preparation and analysis of semi-structured expert interviews

I recorded the semi-structured expert interviews in addition to the notes I took in order to secure the output. The interview structure was similar in all four cases, yet I added specific questions regarding the role of the interview partner within ECO Feria to broaden the understanding of its structure and mechanisms. The process used to evaluate the interviews follows Liebholf/Trinczeks (2009) recommendations on conducting and assessing semi-structured expert interviews. The transcription and evaluation was made with the program Atlas.ti. For data preparation, I followed Liebhold/Trinczek (2009: 41). I paraphrased the expert Interview, since information gathering rather than a sociological or psychological analysis of the interviewees was my aim. I am aware that the selection of the information that was documented and secured in writing already figures as part of interpretation. Yet the reduction of the extensive interview material allowed me to focus on the content needed for gaining an overview of the organization and relations of ECO Feria. After selecting and paraphrasing parts of the interview, I assigned the selected sections to keywords in a chronological order using the same terminology as the interview partners. The same keywords were used for all the interviews in order to later reorganize and subsume the passages to the different keyword categories and thus, break up the sequentially of the interviews for an individual interpretation and analysis. Thanks to the features provided by Atlas.ti, the keywords, as well as the original paraphrases are easily categorized and retrievable at any given stage in the process. After data preparation, the analysis was based on the keyword categories, making reference to the regarding interviews, yet always analyzing the answers regarding one keyword as a whole, creating a cross-dimensional analysis. Since the aim besides gaining an overview over ECO Ferias structure was to identify overarching attitudes or positions, I compared the different statements regarding on the same issue regarding their content.

4.6 Data preparation and analysis of survey material

For data storage and evaluation of my survey data, I used SPSS. The original questionnaires were handed out on paper and the results saved as data files in SPSS. The data preparation and evaluation follows Brake (2009). First, the socio-economic data was collected and secured using descriptive statistical tools. Then, multiple frequency analysis and mean comparisons were made and the Likert-scaled variables results described. Due to the small sample size, I limited the statistical methods to descriptive processes, applying mostly frequency analysis. Since the Chi-Square Test was not applicable because of the violation of its assumptions, again because of sample size, I applied a Mann-Whitney U test as a non-parametric tool for non-standard distributed data. Analysis on socioeconomic data, motivations for participating or buying at ECO Ferias market, and knowledge of certification process were emphasized. Nonetheless, stressing again the explorative nature of the investigation, insights and especially suggestions for further research could be gained through the quantitative analysis.

4.7 Ethics

Finally, I would like to address the ethics of my research, since I conducted expert interviews and costumer as well as producer surveys. Every participant of my surveys was informed about the aim of my research and my research interest, as well as the use I would make of the data they provided me with. As Friedrichs (2014: 81) suggests, I asked every participant for informed consent. Since I approached the consumers and producers at the ECO Feria market, they were free to accept or decline my invitation to participate in the study. Also, the confidentiality and anonymity of the survey participants and their contributions is being kept. As to the experts interviewed, they also will be kept anonymous yet they have consented to sharing the information on record and for it to be used for my research. In any case, my interview partners chose the location of the interview even if the location affected the audio quality of my recordings, since one location was e.g. a rather crowded café.

Since I am a Bolivian citizen, a student of agricultural science and there was no language barrier, most parties opened up to my questions and interest quickly and seemed happy to share their insights of PGS ECO Feria. Also, not only is there no language barrier but my behavioral and linguistic repertoire matches, in some cases, the one of my research partners or I was at least familiar with it. Yet, as an academic currently studying in Europe I do not

necessarily share the same background as many of the participants of PGS ECO Feria and therefore attempted not to appear overly scholarly but communicated that I rather wanted to listen and learn from the experiences of PGS ECO Feria, which was in fact my aim.
However, some situations are to be handled with care and sensitivity towards different experiences of discrimination or hardship.

Fig 3. ECO Feria Weekly Market.
oparlante.info/wp-content/uploads/2016/02/8.-Mensajes-al-Futuro-8-web.pdf

5. Results

5.1 ECO Feria - a brief presentation

According to its internal regulation, the ECO Feria Association is a legal entity of participatory character formed by producers, processors, artisans, and institutions that promote ecological agriculture, and work under the organic and functional structure of a non-profit Civil Association, with social, cultural, and public purposes. Its objectives are to provide healthy food from producer to consumer at a fair price, while protecting the environment. It is also mentioned by the same internal regulation that the ECO Feria Association is a space where organic producers may promote their products and consumers have the opportunity to acquire fresh and high quality products and crafts from ecological, natural farming. In 2003 the ECO Feria project was approved and the association was established. During the first three years of existence, with no national law of organic production as back up nor a PGS, the association participated in three yearly national organic

trade fairs. In 2007 a group of organic producers formed a committee from ECO Feria to promote the relationship between the countryside and peripheral urban family farmers with urban consumers. Meanwhile, the association struggled with the local authorities until 2009, when the association finally obtains its permanent space to establish a weekly organic market. Two years later the ECO Feria association obtained its legal personality, regulations and status, and in 2012 the association was granted national accreditation as PGS.
At the moment ECO Feria has:

	Certified Producers and processors	Produced volume in Metric tons (MT)	Total surface of production in cubic meters (m2)	Mean of the total surface of production in cubic meters (m2)
ECO Feria	26	36,80	94186	3623

Table 5: Number of Producers of ECO Feria and their status

5.2 Regulation of ECO Feria

Below, research question 1 and its subsection regarding formal regulations of ECO Feria on a national, regional, local level, as well as informal norms will be addressed. The need to know the present situation of PGS in Bolivia arises since the implementation of the law 3525 in 2006. Until now a decade has passed and there are almost no scientific studies regarding the reality of farmer´s livelihoods who wanted to produce organically in an alternative certification system than the third party.

According to the law 3525, the recognition for the certification is regulated through certification bodies identified under the ISO 65 guideline. And second, for national and local trade, the guaranteed alternative systems are evaluated and controlled by the Competent National Authority the National System of CNAPE. The PGS fits adequately into this category: The aim of the law is to enhance and empower the small farmer´s independence and profits towards an environmentally sustainable agriculture. However, the government's intention to increase the organic sector is far from reality. Besides the recognition of PGS labeling at a national level, farmers do not receive subsidies for not using synthetic pesticides and fertilizers, nor for the conversion process from conventional to organic farming and also

face a lack of information and capacitation on how to enter an organic network (McKay et al., 2014).

Since 2006 the National **Law 3525** supports all PGS at a **national level** that operate under the requirements of the mentioned law and have the approval of the SENASAG (National Service for Animal and Plant health and Food Safety/Servicio Nacional de Sanidad Agropecuaria e Inocuidad Alimentaria). In 2011 the CNAPE together with other national entities created the **National Technical Rule**, which has the following objectives:

- To promote a mode of production that considers the organic management and equilibrium of the productive systems taking into account the agroecological dimensions and its criteria.

- To promote the farmers' subsistence of his/her own produce, as well as (secondary) the distribution for family, local and national consumption of organic products through the creation of access and disponibility for the national population as contribution to food sovereignty.

- To provide simplicity and practicality, and to facilitate the access of any farmer to a PGS without regarding the farmer´s knowledge of organic production, economic income or organizational form.

Furthermore at a **regional level,** the ECO Feria Association responds to its own Rules of Procedure which is an internal regulation. It is divided in five principles:

- Principle of ecological production: To respect and protect the nature and all the living beings by practicing environmentally friendly methods and without using toxic agrochemicals or genetically modified organisms. Also to defending food sovereignty by promoting organic products.
- Principle of Participatory Guarantee Systems: This principle implies the creation of a space where all the proposal and guarantee mechanism involve all members of ECO Feria emphasizing on a broad participation, easy access to information, transparency, and responsibility, developing trust and credibility of the consumers.
- Principle of promotion of ecological products: Provide guaranteed quality at a fair price and ensure the trust and cooperation between farmer-producer and producer-producer considering the cultural values of all the members of ECO Feria.

- Principle of Sustainability: ECO Feria guarantees its self-management from the implementation of policies and strategies of the Association.
- Principle of Appropriation: ECO Feria guarantees its functioning and the fulfillment of the objectives with the participation and commitment of its local authorities.

In 2012 ECO Feria develops at a **local level** its own internal regulation as a PGS. The mentioned document establishes that ECO Feria understands the PGS as the generation of trust between producers and consumers, based on the social control through strategies, methods and mechanisms made by the producers considering their organizational logic, cultural values and the Bolivian laws and normatives which are the following:

- Law 3525/2006, Ecological Regulation and Promotion of Farming and Non-Timber Forestry Production
- Ministerial Resolution MDRAyMA Nr. 280/2006
- Administrative Resolution SENASAG Nr. 217/2006 SNCPE
- Technical Standard Normative PGS and annexes MDRyT/2012
- Administrative Resolution SENASAG 017/2012 Procedure Manual SPG.

According to KI 1 the creation of the Internal Regulation of ECO Feria´s PGS came as a result of the National Technical Rule of PGS. Small changes were made in order to satisfy the disagreements of the General Assembly regarding the National Technical Rule. The most remarkable change regards the percentage of organic-conventional ingredients in a processed product. The National Technical Rule allows that a product can be labelled organic with a 60% conventional and 40% organic raw material. Nevertheless, the Internal Regulation mentions that in order to be a member of ECO Feria the product can contain a combination of up to 20% conventional and 80% organic raw matter.

Moreover KI 4 adds that informal printed information such as guidelines, flyers and newsletters are distributed among producers and consumers in order to provide access to information regarding PGS and Agroecology. These media is usually written in a simple language with friendly graphic illustration beneficial to the understanding of any person regardless it's educational level and agricultural background, scientific and legal expressions are often used only in the internal regulations and technical norms.

5.2.1 Non-compliance regulations

As written on the internal regulation of ECO Feria, each specific actor of the PGS has its own set of observations, corrections and a specific committee in charge for the proper corrections. In the case of the **Representative** the corrections listed in the internal regulation, many

mention the misuse of the paperwork regarding the inscription of new members (missing members files in a presentation and unacceptable physical conditions of the same ones) lead to a first verbal warning followed by a second written warning in case of the problem persists. Moreover some other higher infractions are to miss documentation of members and to show favoritism towards specific members of the ECO Feria, in this cases the sanctions will lead to a demission to the position of Representative of the Eco Feria PGS. The group in charge of the corrections and measures against the representative is the General Assembly of associates.

The **Guarantee Committee** formed by a minimum of 3 people (must be an odd number) will respond to the other members of the committee in case of non-attendances of capacitation and committee meetings. For the misuse and loss of documentation of the farmers and processors the Representative of the PGS will proceed to verbal warnings followed by written ones in case of second infraction.

For the **Evaluation Committee**, the following infractions will be corrected by the Guarantee Committee: misuse of documentation, presentation deadlines that did not meet and not attended at evaluation and auto-evaluation meetings, resulting in verbal warnings at a first instance. Higher infractions such as favoritism and not giving the right counseling to the producers/processor will lead to a discharge of their functions as Evaluators in case of infringing upon more than once.

Finally the **Producers** and **Processors** will respond to the Guarantee Committee for the use of agrochemicals and GMOs during any moment of the production leading to a prohibition of the commercialization of the products as PGS for two years and an exclusion of the PGS for five years respectively. Also the Representative has the capacity to suspend the producer/processor for one year in the event of wrong labeling of products (fraud) or selling their products with overpriced amounts (more or double as agreed).

Till the date of the data collection, there were none cases of noncompliance registered that resulted in the exclusion of ECO Feria (KI 1).

5.3 Structure of ECO Feria

The structure of PGS ECO Feria can be directly derived from its regulations. It is composed of various stakeholder groups and organs with differing functions:

Producers/Processors	Directly involved in: Commercial activities, farm visits, Guarantee Committee and formulation of rules
Consumers	Directly involved in: Commercial activities, farm visits, Guarantee Committee and formulation of rules
Committees	Guarantee Committees and Evaluation Committees
Responsible of farm visits	Evaluation Committees
Representatives	Elected member of the community in charge of being the link between the PGS and the National Authority.
Partners	Agrecol Andes Foundation
National Authorities	National Service for Animal and Plant health and Food Safety (SENASAG) National Council of Ecological Production (CNAPE)

Table 6: Roles and tasks at ECO Feria

After the listing of the different groups and their core functions, a further explanation is due: The **General Assembly of Associates** is formed by all the associates; it is the highest authority of the ECO Feria Association, being able to approve strategies and politics. The assembly meets once a year and the directory is elected every two years. Nevertheless, the assembly of associates cannot influence in the auto- evaluations and evaluations made by the evaluators and the guarantee committee, being its function the implementation of policies, project management, promotion of organic production, encouragement and coordination of organizational activities and may suggest and request reports to the PGS representative.

Due to the location of the market in Cochabamba, most of the **Consumers** of ECO Feria are urban citizens, according to KI 3 there are very committed consumers who are involved in the certification process, as well many who do not show interest in getting involved with the process and just buy their products weekly and trust that the farmers produce organically. Consumers are as crucial a part of the system as the producers, since they are in charge of

providing an impartial point of view at the moment of inspection and certification; otherwise transparency would hardly be achieved.

Any **producer** and **processor** who want to be part of the PGS is free to do so, as long as the requirements established by ECO Feria are fulfilled. Stakeholders such as producers and processors willing to be part of the PGS must continuously participate and attend workshops with the purpose of learning how to produce organically. Additionally, participating producers and processors must have some time available when the evaluations are convened. The desirable agricultural surface wanted to be certified must be described in detail. Furthermore, information regarding the surface, volume, quantity and type of crop/animals produced must be also given and described in official papers. Depending on the commitment of the member and the role as consumer or producer, each individual has the opportunity to become an evaluator or guarantee committee member. Also, farm visits are completely open and transparent to any member of the community.

The **evaluation committee** is formed by competent members of the community who have knowledge in agriculture and the ecological production norms. Evaluators are elected democratically by the community and their role is to follow the process of production of the farmers and processors, the evaluation, auto-evaluation and the process of transformation of agricultural products.

The **guarantee committee** is in charge of verifying the production units by taking samples in between 10 to 20% of the farm's production area. The committee must be completely impartial and rates the producers and processors after reviewing their forms. In case of non-compliance the respective flaws must be written down on the guarantee document. According to KI 03 the evaluation processes as well as the farm visits are completely open to anyone who would like to be part as observers in order to promote the transparency and horizontal learning. It is demanded that at least one consumer, one producer and one member of an impartial institution should be part of the guarantee committee.

Representatives of the PGS are members of the community also elected democratically; their role is to request the registration of the PGS to the National competent authority SENASAG. The representative is usually a member who has been part of the PGS for a considerable amount of time and knows how the legal structures of the certification process work in order to establish the proper link between the PGS and the national authorities.

She/he receives the report made by the Guarantee Committee and presents it to the SENASAG, and must answer to it in case of possible irregularities made by the competent authority. The representative person cannot belong to the guarantee and evaluation committee.

The **SENASAG** is the competent national authority entrusted to exercise the control and audit of the ecological production according to the law 3525. It elaborates the registration form for producers, certifiers and operators of ecological products, periodically supervises the facilities of ecological producer and processors. On the other hand, the **CNAPE** proposes norms regarding the promotion of ecological production. It also defines the terms for the proper use of the national label.

Fig 4: Photo. Directory of ECO Feria 2015-2017. web.agrecolandes.org

http://web.agrecolandes.org/index.php/areas-de-trabajo/92-produccion-

The structure described above can be summarized in this graphic.

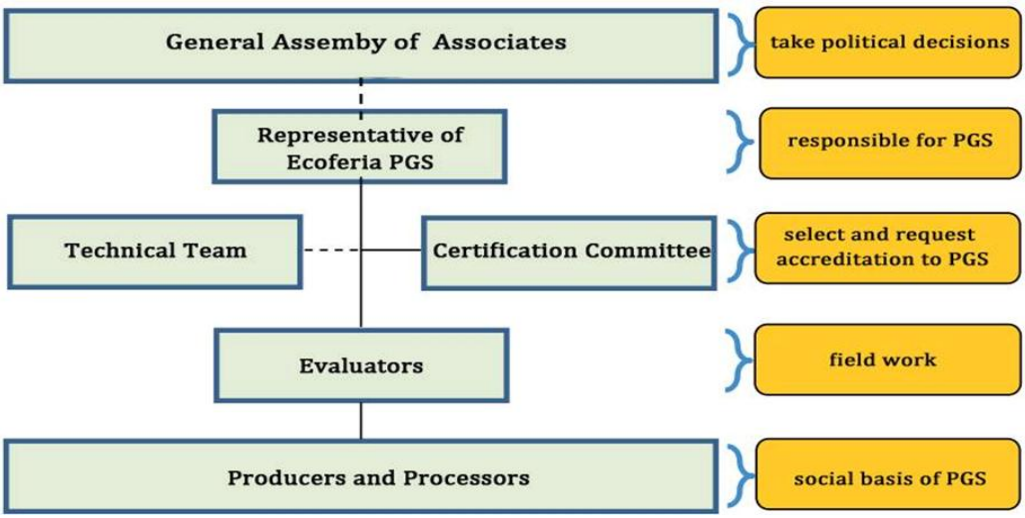

Fig 5: Organization structure of ECO Feria

5.4 Certification process

In order to be a member of PGS ECO Feria, the applicant shall fulfill a list of minimum requirements listed as followed:

PGS inscription

Producers and processors register themselves as an individual, family, group, organization or community as long as the individual or group submits to the present statute and the current ecological standards of the country. Furthermore, the applicant shall send an application letter, fill in control documents and be in line with the rules of procedure. Also, all members of the PGS are required to pay a regular amount of money to be registered to the SENASAG and other expenses to ensure the continuing functionality of PGS ECO Feria.

Auto-evaluation, evaluations and organic guarantee labels

The auto-evaluation meeting takes place once a year and is conducted by the participants of PGS ECO Feria, the respective evaluators, and the Guarantee Committee. Therefore, every producer will complete a list of his or her products, yields, production surface, volume of production regarding plant production as well as livestock and, that being the case, the processing. Further, the progress on the plan on the improvement of organic production is evaluated.

According to the evaluations, the Guarantee Committee categorizes the actors in three different stages: Stage 1 and 2 represent producers and processors in transition, which receive the label and certificate of transitional agriculture. Stage 3 represents farmers and processors which produce organically, and therefore receive the label and certificate of organic agriculture for their product. The labels and documents are valid for one year on local, regional, and national markets and are to be used when commercializing the products. The CNAPE/UC-CNAPE is obliged to control the correct use of the label. In case of non-compliance with the norms agreed upon in order to maintain the label, corrective measures according to the manual of PGS ECO Feria are to be implemented in order to assist the producer to fulfill the requirements for organic production.

This procedure can be modified to fit the needs of ECO Feria PGS stakeholders in an ordinary fashion once a year or, if necessary, in extraordinary assemblies if urgent action was necessary.

The certification process is depicted in the graphic below:

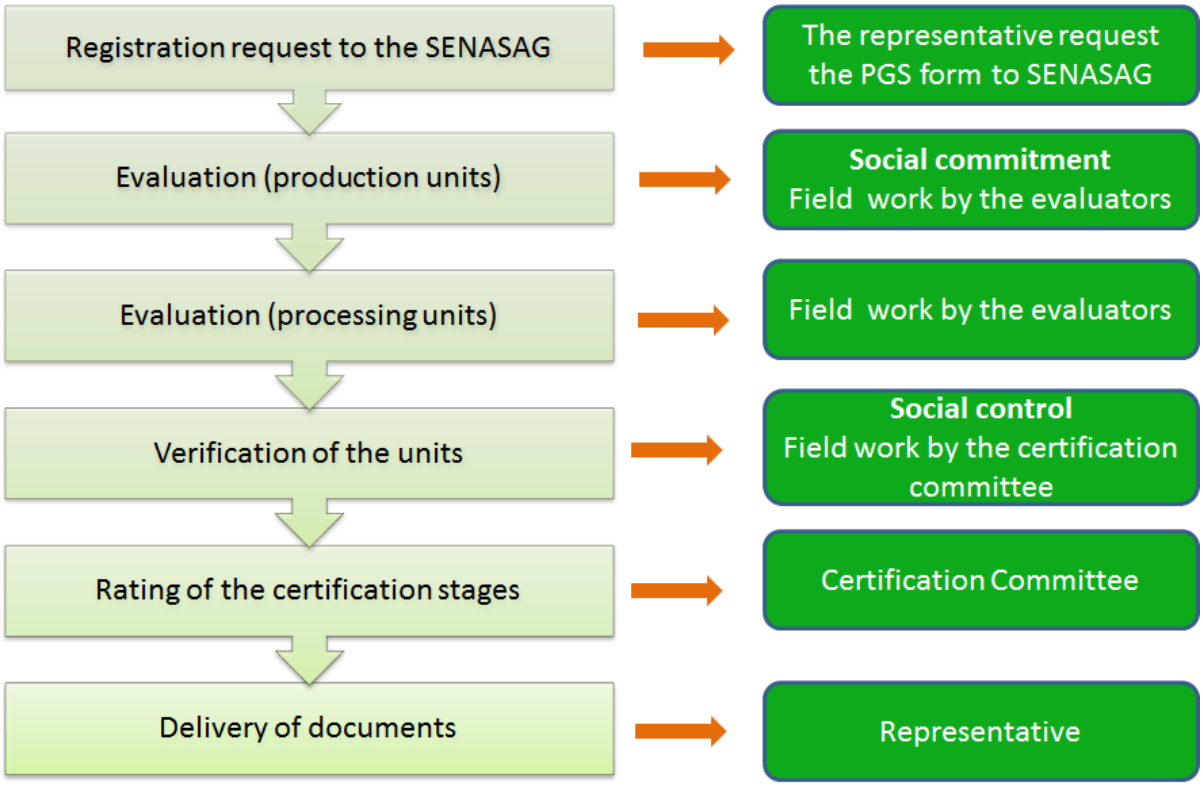

Fig. 6: Depiction of the evaluation process of ECO Feria

5.5 Decision processes

The general assembly of members formed by all the stakeholders of the community is responsible for establishing the standards of the PGS. The process of decision-making is carried out by the general assembly of members. During the assemblies, workshops and capacitation meetings are held. The reunions should, according to ECO Feria´s internal regulations, be organized horizontally and value the opinion of the members regardless of their role in the community. Nevertheless, according to KI 1, the mode of participation and decision making is at the moment rather vertically executed. Even though the ECO Feria PGS is a small group and there is always space to dialogue and discuss current issues, the association still follows the classic models of guilds ("gremios": Mauricio B.) and labor

unions. Yet it is a goal to achieve and complete participatory and horizontal structures during the decision making as seen in neighboring countries PGS such as Ecuador or Brazil.

5.6 Farmers and Processors

5.6.1 Socioeconomic data

Since the sample size is rather small (N=20), conclusions for the statistical population using parametric statistical methods can hardly be drawn with certainty (the statistical significance tends to be low). Yet, taking into account that the statistical population of the farmers is of 26 in total according to official documentation of registered operators in 2016, valid statements about PGS ECO Feria can be made using descriptive statistics.

Fig 7: ECO Feria Certified Producer.
Web.oparlante.info/wp-content/uploads/2016/02/8.-Mensajes-al-Futuro-8-web.pdf

To the surveys, 15 female (75%) and 5 male (25%) farmers responded. The age of the participating farmers ranges from 25 to 66 years, with 5 people being between 25 and 35, 8 between 35 and 45, 5 persons are between 45 and 55 years old, and 3 participants are between 55 and 66 years old. The median age distribution is of 42,50 years, with a range of 41 years. Regarding the distribution of age and gender, figure 5 shows that all the male participants (N=5) attended and graduated from universities as their highest education, while in the female population, 3 out of 15 women graduated from university, 2 attended High school, 3 Middle School, 3 Elementary School and 2 left the Elementary School unfinished.

Questions regarding income and the proportions of income generated through ECO Feria markets showed too many missing values to make statements, which is why it will be excluded from the study. The reluctance to answer direct questions on income and a misleading formatting should have been taken into account and are likely to have caused the missing values.

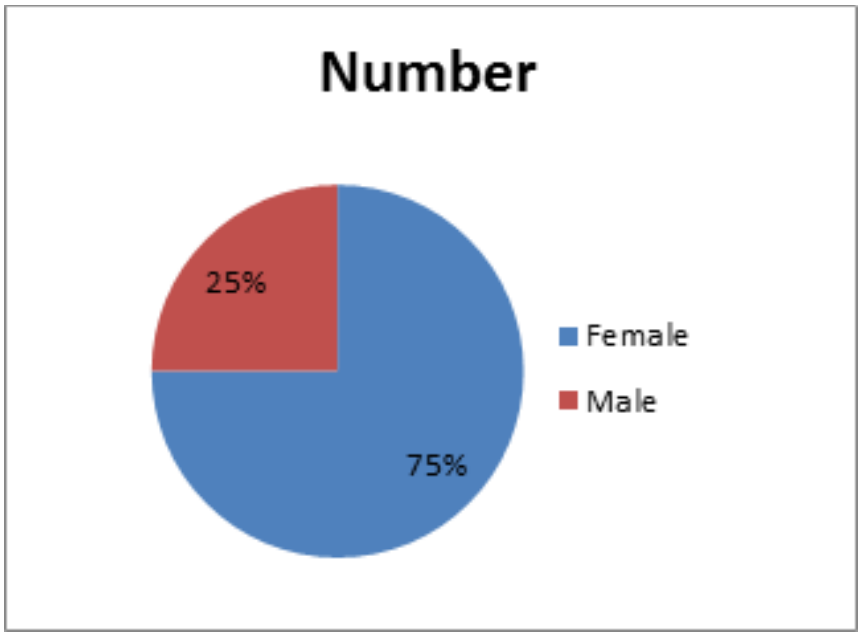

Fig. 5: Producers split by gender

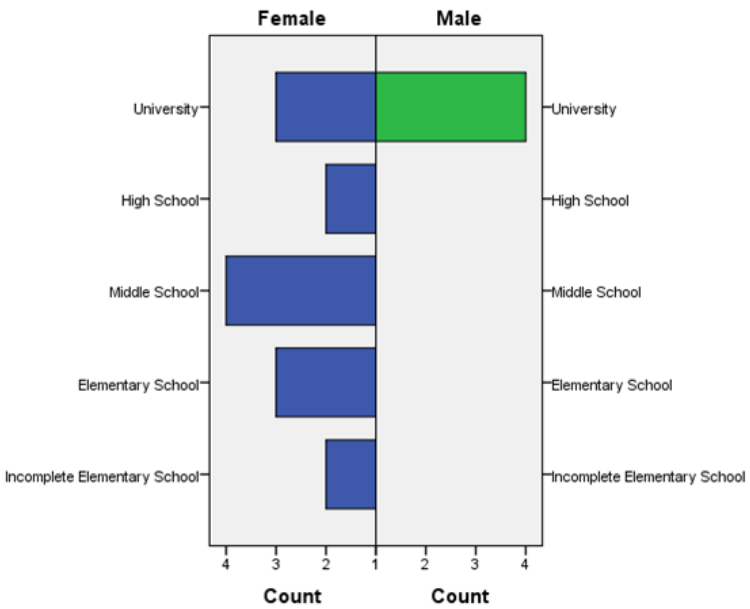

Fig. 6: Producer education split by gender

5.6.2 Motivation and Trust

One of the goals of my research was to determine the reasons for farmers to join PGS Projects and whether or not the participation is based on trust among the farmers. Issues regarding trust on the consumer side will be addressed in section 5.6.

Of the 26 farmers and producers registered with PGS ECO Feria, 15 produce fully certified organic foods (Phase 3 of the internal certification process), and 11 are in a transition from conventional to organic agriculture, which is reflected by a logo and seal indicating transition (Stage 2) (AGRECOL Andes 2016: n.p).

Overall, farmers trusted their peers to sell organically produced goods, indicating a high confidence (with a mean of 4,25 and median of 4 on a scale from 0 (none) to 5 (very high)). Separating the group by gender, no significant difference in trust levels could be found. This was confirmed through a Whitney-Mann U Test (p= .851 and mean ranks of 10,69/female and 10.10/male) which brought almost identical results from both male and female participants regarding trust in their fellow farmers and producers, as can be seen in Figure 7.

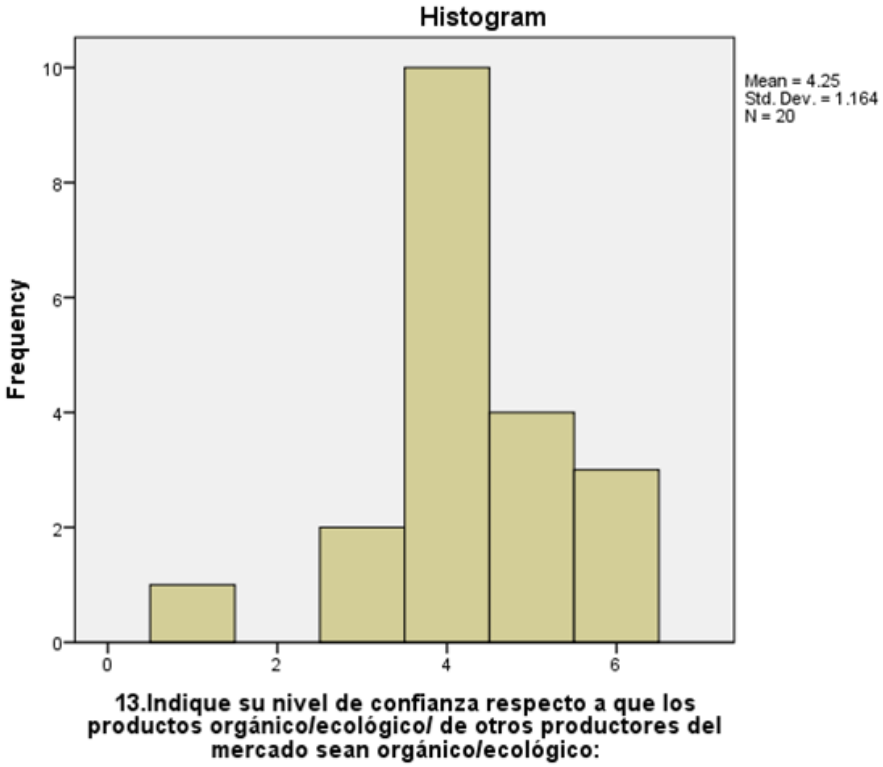

Fig. 7: Level of confidence that other farmers produce organically

As to the perceived benefits of joining organic farming in a PGS, in an open question, four categories were mentioned; more than one answer were possible:

1) Transparency (25%)
2) Consumers trust (30%)
3) Guarantee for selling organic produce (35%)
4) Participation (20%)

The reasons for selling on ECO Ferias weekly markets where the survey was conducted, farmers and producers indicated that the affiliation to a farmers' association as the most important factor (mean of 4,25 on a scale from 0=none to 5=very high), followed by the market being the only place to sell certified organic products (4,10), and the direct contact to the consumers (4,00). Of lesser ranking were the factors of having a possibility to raise consumer awareness on agroecology (3,60), the higher appreciation from the consumers (3,50), and the promotion of local consumption (3,15). The two items ranked at least important were the possibility of higher income (2,65) and proximity of the market to their respective homes (2,25).

		Promotion of local consumption	Direct contact with the consumers	Possibility to Raise consumer Awareness on Agro ecology	Possibility of higher income compared to other markets	Only place where to sell certified agroecoogical products	The fact that the markets belongs to a farmers' association	The Closeness of the market to the farm	The appreciation of the consumer regarding the organic products is higher than in other markets
N	Valid	20	20	20	20	20	20	20	20
	Missing	1	1	1	1	1	1	1	1
Mean		3.15	4.00	3.60	2.65	4.10	4.25	2.25	3.50
Median		3.00	4.00	4.00	2.50	4.00	4.00	2.00	3.00

Percentiles	25	3.00	4.00	3.00	2.00	4.00	4.00	2.00	3.00
	50	3.00	4.00	4.00	2.50	4.00	4.00	2.00	3.00
	75	4.00	5.00	4.00	3.00	5.00	5.00	3.00	4.00

Table 7: Reasons indicated for selling at ECO Feria market

5.6.3 Knowledge of legal framework and participation

According to the survey all the producers (N=20) know the national PGS technical norm. As shown in Figure 8, 13 (participants indicated the importance of having an organic certification as high (4), while 2 indicated it as very high (5), and 5 people rated the item at regular (3).

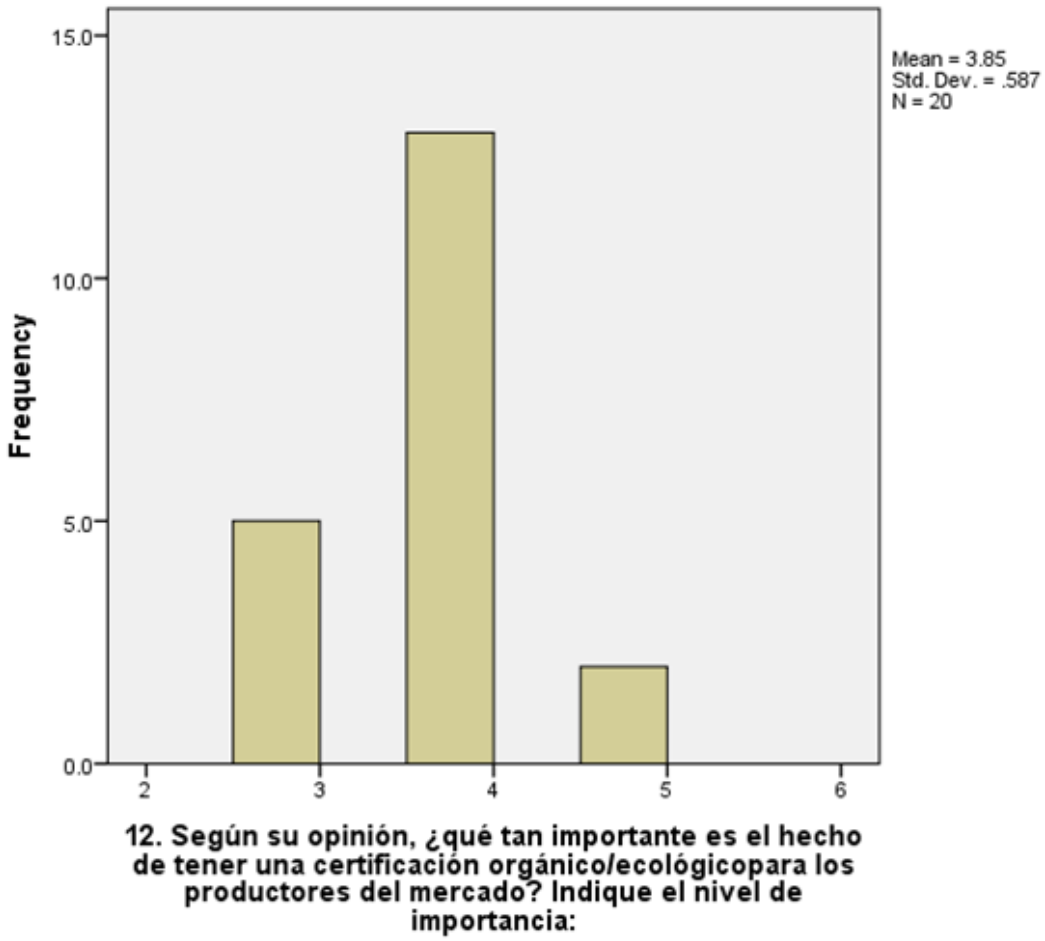

Fig.8: Importance of organic certification

Also, every participant (N=20) was aware of the existence of a written internal regulation for PGS ECO Feria and that 11 out of 20 farmers and producers have also participated in its

development, yet the form of participation was not further specified in this survey. As a result of the expert interviews and informal conversations with the producers of ECO Feria during the weekly markets, a consistent similarity regarding the farmer´s knowledge of the sanctions in case of non-compliance with the specific consequences of the internal regulations mentioned in chapter 5 on regulations of ECO Feria is notable.

Regarding the participation, the participants indicated in a multiple response set, that in every case, the designated evaluators and at least one other farmers participated in their farm visits. The market coordinators were present on 61,1% of the visits, and members of NGOs participated in 55,6%. The consumers were present in 38,9%, and members of the university in 16,7% of the farm visits. On the other hand, the farmers and producers indicated, that 100% have visited other farms accompanying the certification visits, 36,8% conducted the visits as members of the certifying committee, and 26,3% as evaluators. Hence, every farmer has, at least once, visited another farm during the certification process.

5.7 Consumers

The following part addresses the consumer side of the study, focusing on socioeconomic data, their motivation to buy at the ECO Feria market, their level of trust and knowledge of PGS in general, as well as the participative certification process as aspired by PGS ECO Feria.

Photo. Vegetables certified as PGS. web.agrecolandes.org http://agrecolandes.org/web/index.php/component/content/?view=featured&start=110

5.7.1 Socioeconomic Data and buying behavior at ECO Feria

The consumer survey consists of 50% male and female respondents (N=30). 63,3% of them hold a university degree, 36,7% a high-school diploma and 3,3% finished middle School. None of the study participants indicated to have not finished elementary school or hold an elementary school diploma as their highest degree.

The consumers visit the market an average of 3-4 times per month (Mean=3,2), and spend an average of 155 BOB on the market (with a range minimum of 40 BOB and a maximum of 500 BOB). Consumers bought (on a multiple-response set) vegetables in 75% of the cases, grains on 65,5% of their visits, followed by processed foods (51,7%), and dairy (34,5%). When asked about the pricing at ECO Ferias, the prices were conceived as regular (3) (Mean of 3,1 on a scale from 1=very low to 5=very high). Also in this case, the questions on income were scarcely answered and are therefore left out of the study.

5.7.2 Motivations and Trust

The consumers were asked to rank three out of 13 reasons to visit ECO Feria weekly market. The highest ranked item was the organic nature of the products, followed by the item of 'speaking directly to the producer' and the atmosphere at the market. In a separate question, consumers were asked to indicate the importance of organic quality of the products sold at ECO Feria. As is shown in Figure 9, 60% ranked the organic attribute as important or very important, whereas 26,67% though ist was of regular importance, and 13,33% ranked it as low.

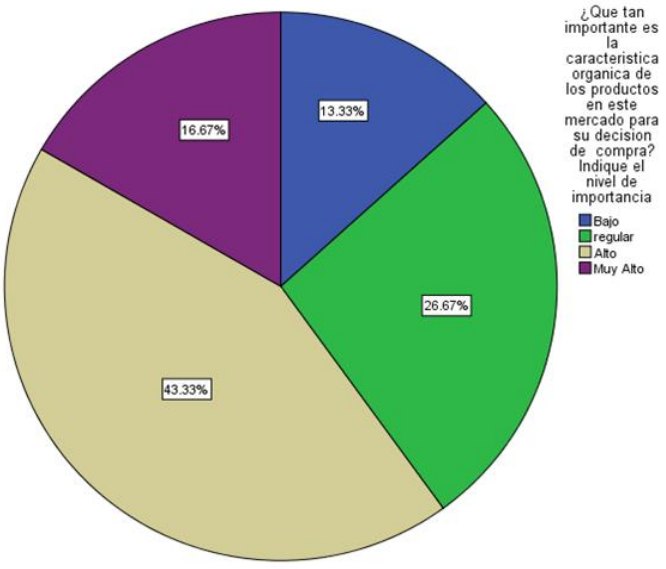

Fig 8: Importance of goods sold being organic as indicated by consumers

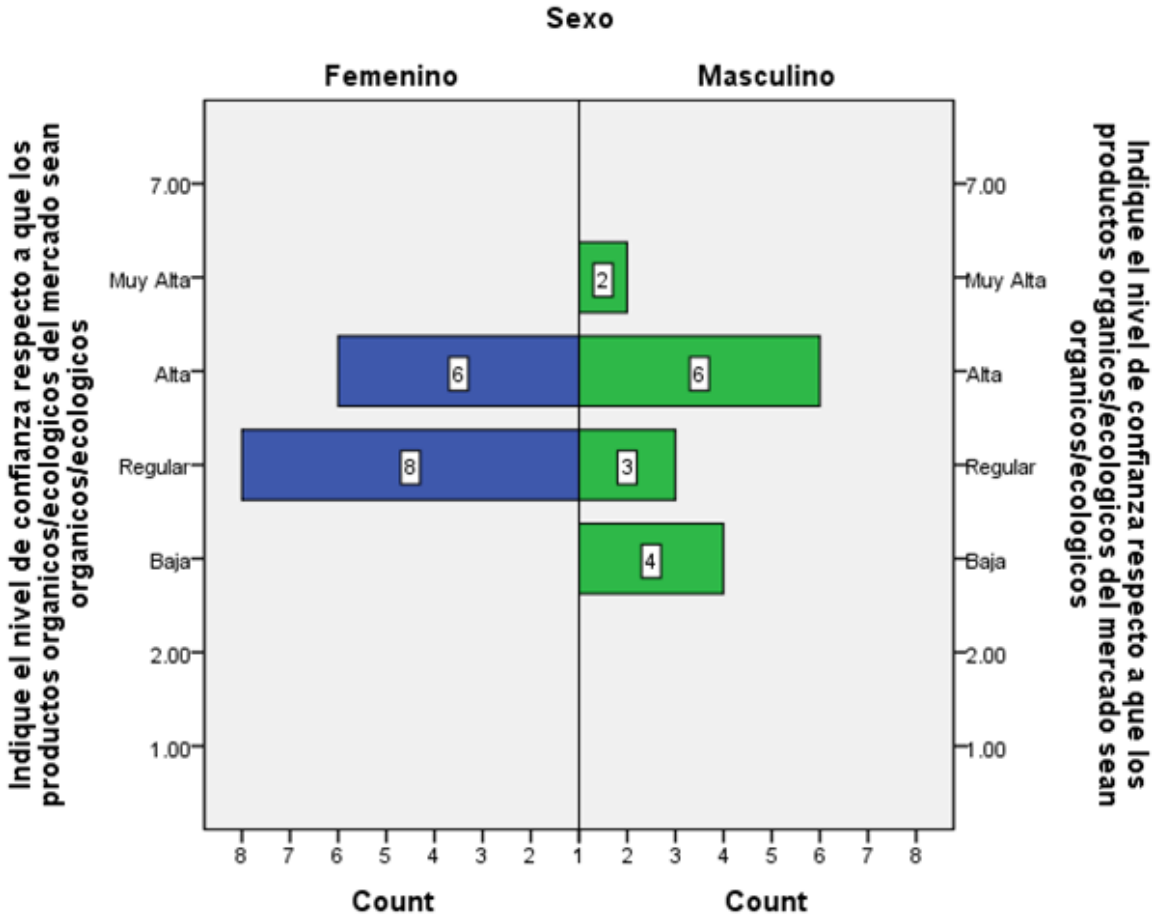

Fig 9: Level of confidence in organic certification split by gender

The overall level of trust in the organic nature of the products was indicated with a mean of 4,36 (an a scale from 0=none to 6=complete). 46,7% indicated to have a high or very high level of trust whereas 36,7 % trusts level is regular and 16,7% indicates a low level. Split by gender, as shown in Figure 10, women in our sample tend to have a regular or high trust level, while men have a greater range in their responses, ranking from low levels of trust to very high. When asked about the reasons for their trust in a single choice option (Figure 11), consumers named trust in the marked the most (10 times), and, the relation with the producers as well as farm visits during the certification process (both mentioned 8 times). Four people indicated to have doubts about the organic quality of the products. The options of trust due to informational material available at the market and quality seals were not mentioned.

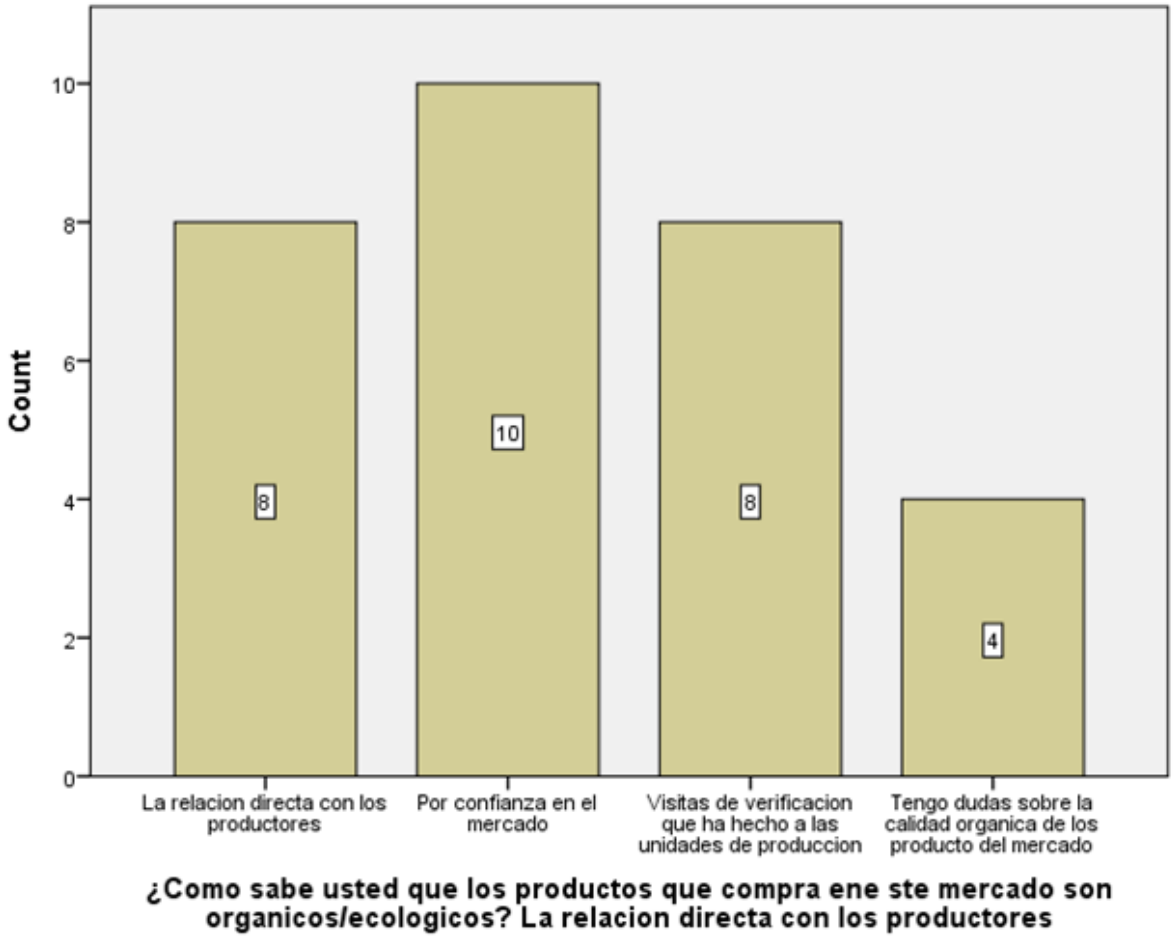

Fig. 10: Choices indicated for trust in organic status of the products

5.7.3 Knowledge of legal framework and Participation

As to the knowledge of the legal framework, only 9 out of 29 consumers knew about PGS certification processes, as can be seen in Figure 12.

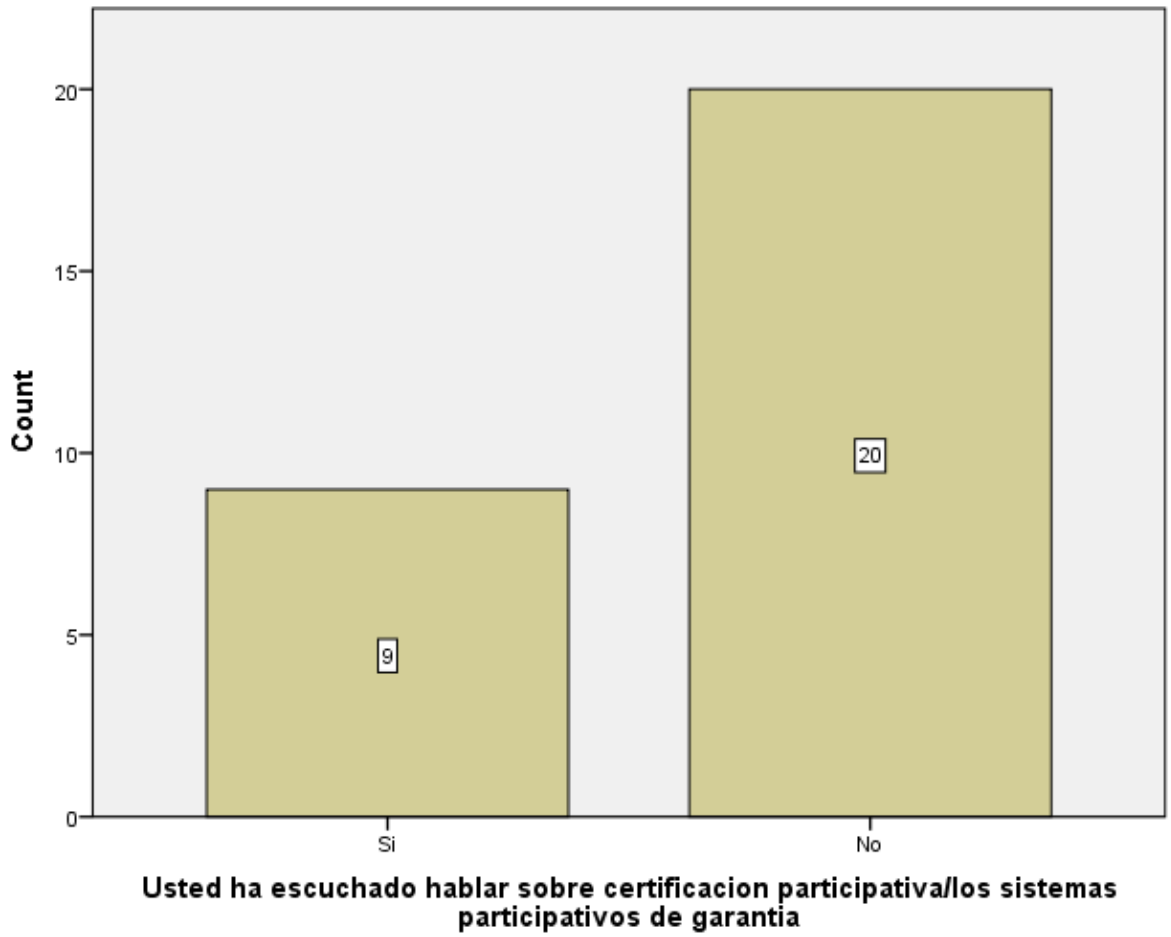

Fig. 11: Number of consumers who know about PGS

Even though the specific norms are unknown to most of the consumers, 17 out of 30 (56,7%) rated it important or very important to have a kind of certification to back up the trust shown by the consumers. Six people (20%) indicated, this was or regular importance, whereas 7 consumers (23,3%) ranked it at low or very low importance.

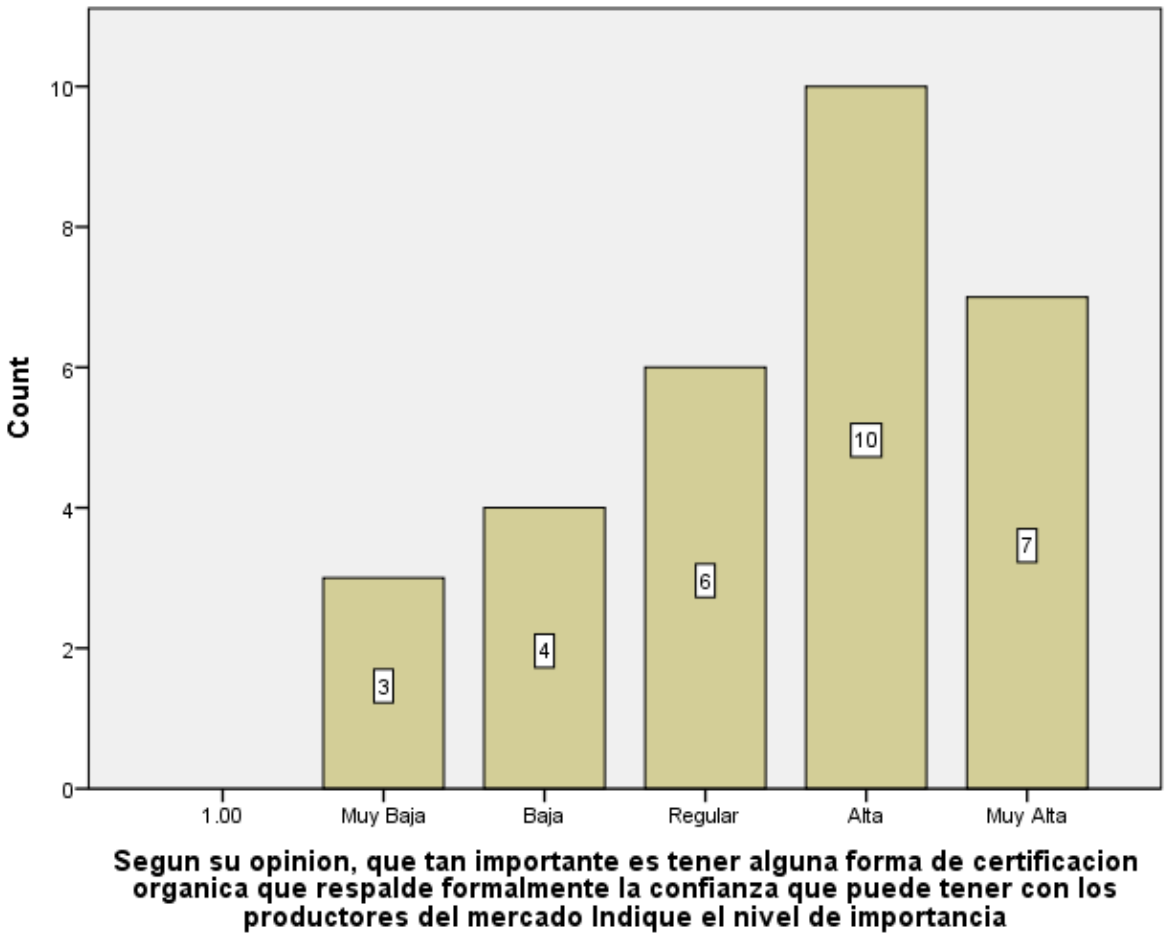

Figure 12: Importance of having organic certification

Since the certification process is ought to be participative and open to every stakeholder group, the frequency of farm visits by consumers is to be determined. Of the group of consumers, 27,6% state to have participated in farm visits as an interested party, and 24% stated to have been part of the certification committee. Also, 26.9% knew about a written reglementation for the participatory certification, whereas 73,1% were unaware of such a document. As shown in figure 14, those consumers who ranked the process of certification, ranked it as good (28,6%) and very good (17,9%), yet most of the respondents indicated they did not know how to assess the process (53,6%). The ranks ‘regular’, ‘low’ and ‘very low’ were not assigned.

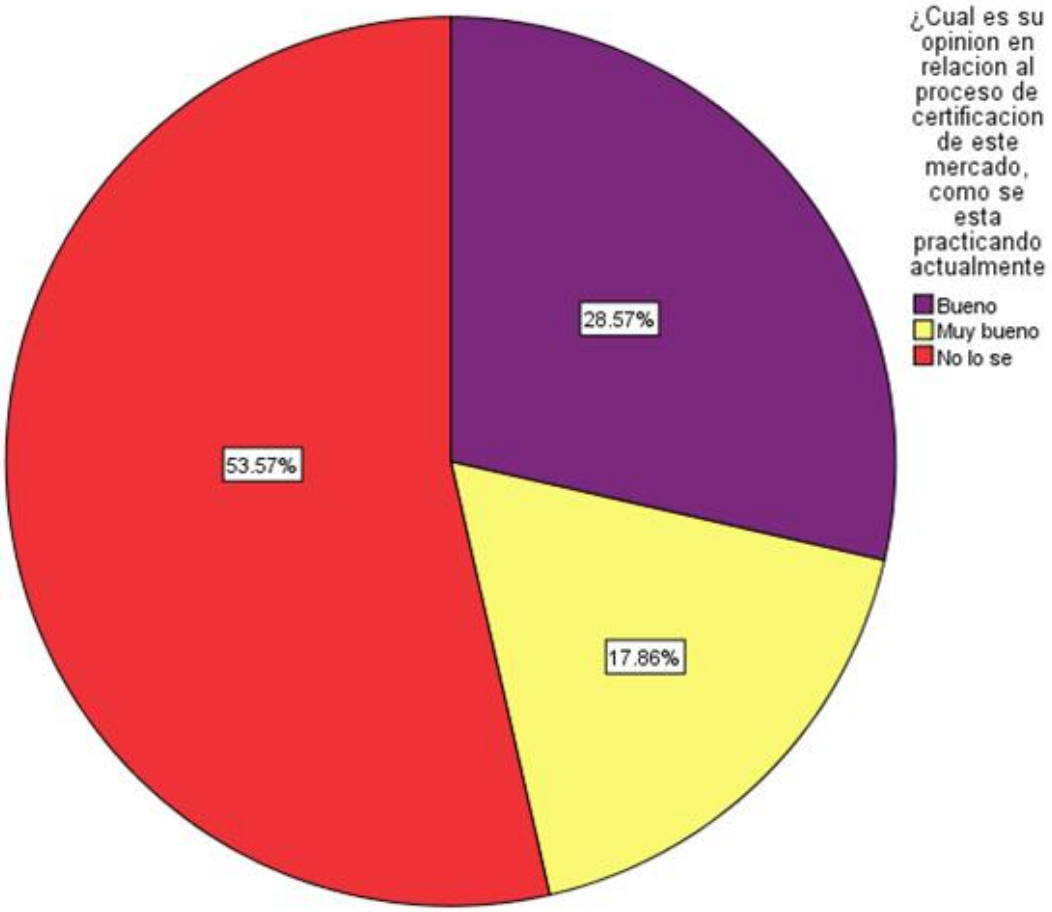

Figure 13: Opinion on certification process

After assessing the different subjects of consumer and farmer status, trust, and participation, I will further discuss my findings below.

6. Discussion

In the following section, I will address open questions and noticeable results from my previously presented results.

6.1 Regulation

The PGS EFO Feria has extensive regulations and norms on every organisational level to follow. From national laws backing up non-third body certification over regional and local, ECO Feria specific norms, regulations are in place and, especially regarding the local norms, widely followed. The organizational structure appears to be fairly horizontal, at least

considering the level of the perceived inclusion of the producers/processors. Nonetheless, the decision making and management is reduced to only a few key actors. Empowerment strategies for less active members of the PGS could be a useful addition to the current work of ECO Feria (KI1).

The regulations are well known by the producers and processors, yet are hardly known by the consumers. Therefore it would be necessary to spread the information further and actively include more consumers to participate in the certification process if possible.

Regarding the size of the ECO Feria PGS (26 Producers) is somehow considered small, nevertheless, KI 3 emphasizes that they want to be careful in order to maintain the numbers in small digits, since a continuous increase could lead to a unwanted competition between the current small scale farmers. Moreover it is hard to define the proper amount of desired producers in the market, since the increasing number should be directly proportional to the consumers.

As reported by KI 2, the desirable increase of producers actively selling their products in the weekly market should be a matter of diversification rather of number, one of the examples mentioned was the lack of farmers specialized in fruit trees or meat. The absence of certain products is a problem that will to be solved as soon as possible due to the need of the consumers to attend another market to buy the products that they cannot obtain in ECO Ferias PGS market.

It is reported by KI 1 that the prices of ECO Feria PGS products are the same or even lower that many of conventional markets. The reduction of the production costs regarding the absence of agrochemicals, middlemen and paperwork lead to fair and accessible prices for the consumers. The necessity of non-premium prices in order to reach not only upper-middle and upper class is in concordance of Nelson et al., 2008 who emphasizes that in order to achieve one of the goals of PGS which is the health of local consumers by consuming high nutritional and healthy products, the price must be accessible.

6.2 Producers & Processors

The gender division between male and female producers and processors is salient. The question to why 25% more women than men are registered with ECO Feria is to be investigated. It could be due to females usually working in market spaces, as indicated by Scarborough (2010) yet more information would be needed to conclude on this issue. Also noticeable, is the difference of educational division. All the participating males hold

university degrees, whereas among the women, every educational stage from unfinished primary school to university degree is represented. Yet, regarding e.g. the participation in the elaboration of the internal norms and regulations, no gender division could be found.

As to the farmers and processors motivation for participating in a PGS, the economic aspect was one of the least important factors, but the affiliation to a farmers' association was named as the most important reasons, which was a surprising result. Also, the trust to sell organic among the farmers is high, most likely due to the high engagement in farm visits. It can be said that the PGS structure foments this trust among them. Nevertheless K1 recorded during his years of experience that many farmers were reluctant to join a PGS thinking that will face typically organic farming disadvantages like the extra paperwork (time and costs) or facing a reduce amount of sales as a result of consumers not willing to pay for premium prices.

6.3 Consumers

The gender ratio of the consumer is surprisingly equal, since traditionally, women tend to be in charge of the grocery supply in Bolivia and markets tend to be female areas (ibid.), nonetheless, in my observations more women were present at the market. This statistical outcome could be due to a selection bias. Also notable was the high education of the consumers at ECO Ferias market, especially compared to the producers and processors. At this point, it has to be asked whose local consume is impulsed by this PGS. The location of the market within Cochabamba as a metropolitan region has to be considered here though.

Another topic concerns the consumers trust in the organic nature of the products. It was indicated, that labels and seals are not important to the level of trust, but rather, a personal relationship with the farmers and a general trust in the market itself were relevant. Overall, it can be said the PGS is responsible for the structure of the market as closely-knit farmer/producer community and farmers association. As what i saw during my experiences in the weekly markets was the absence of the PGS national logo, which is in line of the low awareness from the consumers regarding what is PGS. Moreover KI 1 also points out that most of the producers do not use the PGS logo during the weekly markets because of the trust the consumers show towards the production process regardless of they know the difference between organic, agroecological or PGS. The, existence of a weekly market to sell

agroecological food is more relevant than easily falsified labels. Also, farmers could not afford third party certification and their labels, nor are they appreciated by the local consumers. A personal relationship and the market itself are the main reasons for trust. Hence, a PGS is a good solution for small independent farmers who produce or want to produce organically and sell their goods on a local market.

7. Conclusion

Further, PGS systems can have positive impacts on the social, political and economic situation of small scale farmers and can improve the nutrition of the local population. Yet, an overall socio-ecological transformation on a larger scale would be necessary to ensure the 'good living' for everyone.

PGS may be a possible solution to the empowerment and for the the inclusion of conventional farmers into organic agriculture. Nevertheless, PGS initiatives in Bolivia faced a series of challenges that resulted in the discontinuity for both small and big scale associations. The drought caused by El Niño hit many South American regions in 2016 including Cochabamba. Sipe Sipe´s PGS association, which is one of the biggest in Bolivia, was at the beginning a subject of study for this paper, yet it was among many other small PGS directly affected, resulting in the imbalance and irregular production plus a change of directory, which caused the discontinuity of operation as PGS, postponing the reaccreditation. Thus the increasing challenges the world is currently facing due to the climate change, alternative solutions for small scale farmers must be considered in order to empower and increase the farmer's livelihoods. Also, it is in question whether PGS markets are frequented by other than the upper-middle class urban population, yet this finding could differ from one PGS to another, depending on its location. Also, a more active engagement of the consumers is necessary to achieve real changes. The current raise in organic consumption, or consumerism, does not automatically give way for a more just and environmentally friendly mode of production.

As to the question raised whether PGS projects were a reasonable strategy to achieve food sovereignty, it can be counted as a possible path. The laws backing up such operations are given and plenty of experience is available for starting new projects. Yet the lip services of the Bolivian state regarding food sovereignty and sustainability call for grass root movements

in order to reach that goal, since the state deepened its neo-extractivism character even further in the past years (Brand et al. 2016).

This paper is to be considered as an exploratory case study where the emphasis lies on the status of one of the most remarkable PGS in the country, as a pattern of how these systems operate in Bolivia. Since there are differences between PGS in different countries, the case of Bolivia counts with not only a National Law but also a National Technical Norm that facilitates the creation of PGS. Small changes between the Internal regulations of ECO Feria and the National Technical Norm were founded mostly about the percentages of organic/conventional raw materials in processed products and sanctions in case of non-compliance. I conclude that the PGS in Bolivia may not differ considerably. Nevertheless I highly further studies of other initiatives within the different departments of Bolivia and the neighbouring countries in South America would be useful.

As an outlook, further studies may also consider the efforts made in South America regarding the build of Networks between neighbouring countries. Since one of the aims of PGS is the enhancement of local consumption, the Networks could create a conflict whereas only knowledge and experiences should be shared but it would not be necessary to allow the trade of products and if it were considered, which would be the boundaries?.

8. Abstract

Participatory Guarantee Systems (PGS) are an alternative practice for organic certification without having to appeal on a third body certification agency. The concept has been applied around the globe as a measure to impulse local consumption and production. This paper examines a PGS Project in the Department of Cochabamba - Bolivia and takes into account the special legal situation PGS are in when operating in the Bolivian State, since it declared food sovereignty and sustainability its goals. Through document analysis, expert interviews and consumer and producer surveys, the current structure of the PGS ECO Feria,its legal guidelines, as well as the attitudes of farmers and consumers towards it are analyzed. The benefits and challenges arising from this constellation are also been taken into account, allowing to conclude that PGS can bring significant advantages to local farmers, yet without proper participation from all stakeholder groups, it lacks transformative impact on consumerism.

9. Zusammenfasung

Participatory Guarantee Systems (PGS) stellen eine Alternative zur herkömmlichen Bio-Zertifizierung durch Agenturen dar. In diesem System wird die Zertifikation durch eine peer-review verfahren gestützt. PGS Projekte sind weltweit als Maßnahme zur Erhöhung der lokalen Produktion und des lokalen Konsums verbreitet. Dieser Aufsatz untersucht ein PGS Projekt in Cochabamba - Bolivien unter Berücksichtigung der besonderen rechtlichen Situation. Der bolivianische Staat hat sowohl Ernährungssouveränität als auch Nachhaltigkeit zu seinen Zielen erklärt und spezielle Gesetze für lokale Zertifizierung erlassen. Mithilfe von Dokumentenanalysen, Experteninterviews und Umfragen unter Bauern und KonsumentInnen wird die aktuelle Situation des PGS ECO Feria mit Schwerpunkten auf die rechtliche Lage und eigene Normen, Einstellungen der ProduzentInnen und KonsumentInnen zum PGS untersucht. Vorteile und mögliche Fallstricke werden dabei ebenfalls beachtet. Aus der sich daraus ergebenden Konstellation können wir schließen, dass PGS wichtige Vorteile für ProduzentInnen mit sich bringen können. Ohne eine echte Partizipation aller Stakeholdergruppen in der Umsetzung, mangelt es jedoch an transformativen Potential um Konsumismus und andere Bereiche zu verändern.

10. Index

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10.2 List of Figures

10.3 List of Tables

11. Annexes

11.1. Consumers and Producers Surveys

Fecha:_____ mercado:_____ número de cuestionario:__

Encuesta para los consumidores de los mercados orgánicos/ecológicos.

Proyecto de tesis de Maestría
Jaime Mauricio Sánchez Orellana, Universidad de Recursos Naturales y Ciencias de la Vida, Viena Austria

SECCIÓN I: EL MERCADO ORGÁNICO/ECOLÓGICO

1. ¿Desde hace cuánto tiempo viene usted a este mercado? _____

2. ¿Cuántas veces al mes viene usted a este mercado? _____

3. ¿Cuánto tiempo se queda usted en este mercado?[promedio en minutos] _____

4. ¿Por qué viene usted a este mercado? Del siguiente listado ordene por orden de importancia las 3 principales razones:

A	el apoyo a los pequeños productores a través de la compra de productos en este mercado	
B	el ambiente de este mercado	
C	la característica orgánica de los productos de este mercado	
D	El hecho que en este mercado tiene la oportunidad de hablar directo con el productor	
E	el precio de los productos de este mercado	1.
F	la calidad y/o sabor de los productos de este mercado	2.
G	el consumo de productos locales	3.
H	la higiene de los productos de este mercado	
I	su salud	
J	el cuidado del medio ambiente	
K	la cercanía de este mercado a su casa	
L	los talleres que se ofrece en este mercado	
M	otra razón:_____	

5. ¿Cuáles son los productos que compra con mayor frecuencia en este mercado?

6. ¿Cuánto gasta por visita en este mercado? [promedio Bs.] _____

7. ¿Cómo le parecen los precios en este mercado orgánico/ecológico?

☐	☐	☐	☐	☐
Muy Bajo	**Bajo**	**Regular**	**Alto**	**Muy alto**
[1]	[2]	[3]	[4]	[5]

8. Aproximadamente, ¿qué porcentaje de su consumo de alimentos cubre con sus compras en este mercado?

☐ 0 – 10%
☐ 11 – 25%
☐ 26 – 50%
☐ 51 – 75%
☐ 76 – 100%

9. ¿Existen productos que usted quisiera comprar y que el mercado no ofrezca?

☐ Si ☐ No *(pase a la pregunta 11)*

En caso de que su respuesta sea sí,

10. ¿Cuáles son estos productos?

11. ¿Cuál es su opinión en relación a los siguientes aspectos del mercado?

	[1]	[2]	[3]	[4]	[5]
La variedad de productos que se ofrece en este mercado es	**Muy Malo** ☐	**Malo** ☐	**Regular** ☐	**Bueno** ☐	**Muy Bueno** ☐
La calidad de los productos que se ofrece en este mercado es	**Muy Malo** ☐	**Malo** ☐	**Regular** ☐	**Bueno** ☐	**Muy Bueno** ☐
El ambiente de este mercado es	**Muy Malo** ☐	**Malo** ☐	**Regular** ☐	**Bueno** ☐	**Muy Bueno** ☐
La atención al consumidor que prestan los productores de este mercado es	**Muy Malo** ☐	**Malo** ☐	**Regular** ☐	**Bueno** ☐	**Muy Bueno** ☐
Los horarios que tiene este mercado son	**Muy Malo** ☐	**Malo** ☐	**Regular** ☐	**Bueno** ☐	**Muy Bueno** ☐
La organización de este mercado es	**Muy Malo** ☐	**Malo** ☐	**Regular** ☐	**Bueno** ☐	**Muy Bueno** ☐
La oferta de talleres en este mercado es	**Muy Malo** ☐	**Malo** ☐	**Regular** ☐	**Bueno** ☐	**Muy Bueno** ☐
La difusión de este mercado es	**Muy Malo** ☐	**Malo** ☐	**Regular** ☐	**Bueno** ☐	**Muy Bueno** ☐

12. ¿Qué tan importante es la característica orgánica de los productos de este mercado para su decisión de compra? Indique el nivel de importancia:

☐	☐	☐	☐	☐	☐
Nulo [0]	**Muy bajo** [1]	**Bajo** [2]	**Regular** [3]	**Alto** [4]	**Muy Alto** [5]

13. ¿Compra usted productos orgánico/ecológicos en otros lugares?

☐ Si ☐ No

En caso de que su respuesta sea sí,

14. ¿Cuáles son los productos orgánico/ecológicos que compra en otros lugares?

_____

SECCIÓN II: LA AGRICULTURA ORGÁNICA

15. Para usted, ¿Qué es la agricultura orgánica? ¡Descríbelo en sus propias palabras!

16. Para usted, ¿cuáles son las principales razones para comprar productos orgánico/ecológicos? Del siguiente listado ordene por orden de importancia las 3 principales razones que tiene usted para comprar productos orgánico/ecológicos:

A	Su salud
B	La salud del productor
C	El cuidado del medio ambiente
D	El sabor de los productos
E	La calidad de los productos
F	El bienestar de los animales
G	La higiene de los productos
H	Otra razón: _____

1._____
2. _____
3. _____

SECCIÓN III: LA CERTIFICACIÓN ORGÁNICA PARTICIPATIVA

17. ¿Usted ha escuchado hablar sobre la certificación participativa / los sistemas participativos de garantía?

☐ Si ☐ No *(pase a la pregunta 33)*

En caso de que su respuesta sea sí,

18. Para usted, ¿en qué consiste la certificación participativa? ¡Explíquela en sus propias palabras!

19. ¿ Usted participa o ha participado en:

Visitas de acompañamiento a productores	☐ Si	☐ No	*(pase a la pregunta 23)*
El comité de certificación participativa	☐ Si	☐ No	*(pase a la pregunta 23)*

En caso de que su respuesta sea sí,

20. ¿Con que regularidad participa o ha participado?:

En visitas de acompañamiento a productores	☐ Siempre	☐ Casi siempre	☐ De vez en cuando	☐ Casi nunca
En el comité de certificación participativa	☐ Siempre	☐ Casi siempre	☐ De vez en cuando	☐ Casi nunca

21. ¿Cuándo fue la última vez que ha participado:

En visitas de acompañamiento a productores _____

En el comité de certificación participativa _____

22. ¿Cuáles son/eran las razones principales para participar?

En visitas de acompañamiento a productores	
En el comité de certificación participativa	

<u>En caso de que su respuesta sea no,</u>

23. ¿Por qué no participa/ha participado? *(Elija solo una opción)*

En visitas de acompañamiento a productores	☐ no tiene/tenía tiempo	☐ No sabía que los consumidores pueden participar
	☐ vive demasiado lejos	☐ No cuenta con medio de transporte
	☐ Siente que no tiene el conocimiento suficiente	☐ Otro:_____
	☐ No le parece importante	
En el comité de certificación participativa	☐ no tiene/tenía tiempo	☐ No sabía que los consumidores pueden participar
	☐ vive demasiado lejos	☐ No cuenta con medio de transporte
	☐ Siente que no tiene el conocimiento suficiente	☐ Otro:_____
	☐ No le parece importante	

24. ¿Estaría interesado en participar en el futuro?

En el comité de certificación participativa	☐ Si	☐ No
En visitas de acompañamiento a productores	☐ Si	☐ No

25. Según su opinión, ¿por qué considera que no hay/había más consumidores participando en el comité de certificación y en la visitas de acompañamiento?

26. ¿El mercado tiene un reglamento escrito para la certificación participativa?

☐ Si ☐ No ☐ No lo sé

En caso de que su respuesta sea sí,

27. Usted ¿ha participado en desarrollar dicho reglamento?

☐ Si ☐ No

28. Usted, ¿participa en la toma de decisiones sobre la certificación participativa del mercado?

☐ Si ☐ No

29. Cuando se toma decisiones sin su participación, ¿Cuál es su opinión en relación a la comunicación de dichas decisiones?

☐	☐	☐	☐	☐	☐
Muy Mala [1]	**Mala** [2]	**Regular** [3]	**Buena** [4]	**Muy Buena** [5]	**No lo sé**

30. Según su opinión, ¿qué tan importante es la participación de los siguientes actores para que el proceso de certificación participativa funcione adecuadamente? Del siguiente listado ordene los actores por orden de importancia:

Una ONG u otra organización	
Los productores	
Los consumidores	
Una universidad (académicos, técnicos, estudiantes)	
Otro:_____	

31. ¿Cuál es su opinión en relación al proceso de certificación de este mercado cómo se está practicando actualmente?

☐	☐	☐	☐	☐	☐
Muy Malo [1]	**Malo** [2]	**Regular** [3]	**Bueno** [4]	**Muy Bueno** [5]	**No lo sé**

32. Según usted, ¿Existen cosas que se podría mejorar respecto al proceso de certificación participativa de este mercado? ¿Cuáles?

SECCIÓN IV: CAPACITACIÓN, INFORMACIÓN, APRENDIZAJE

33. Usted, ¿se informa sobre la producción orgánica y la certificación participativa?

☐ Si ☐ No *Pase a la pregunta 35*

<u>En caso de que su respuesta sea sí,</u>

34. ¿Còmo?_____

35. Usted, ¿participa en los talleres del mercado?

☐ Si ☐ No

36. Usted, ¿cómo evalúa sus conocimientos sobre:

	Nulo	**Muy Bajo**	**Bajo**	**Regular**	**Alto**	**Muy Alto**
	[0]	[1]	[2]	[3]	[4]	[5]
la agricultura orgánica	☐	☐	☐	☐	☐	☐
la certificación participativa	☐	☐	☐	☐	☐	☐

37. ¿Conoce usted la normativa de la producción orgánica aplicada en el mercado?

☐ Si ☐ No

38. Cuándo un productor del mercado no lleva su producción según la normativa orgánica, ¿cuáles serán las consecuencias para él?

	☐ **No lo sé**

39. Usted, ¿cómo puede informarse sobre la normativa de la producción orgánica y el proceso de la certificación participativa del mercado?

<u>SECCIÓN V: CONFIANZA</u>

40. Indique el nivel de confianza respecto a que los productos orgánico/ecológicos del mercado sean orgánico/ecológicos:

☐	☐	☐	☐	☐	☐	☐
Ninguna	**Muy Baja**	**Baja**	**Regular**	**Alta**	**Muy Alta**	**Completa**
[0]	[1]	[2]	[3]	[4]	[5]	[6]

41. ¿Cómo sabe usted que los productos que compra en este mercado son orgánico/ecológicos?
(Elija solo una opción)

- ☐ la relación directa con los productores
- ☐ por confianza en el mercado
- ☐ por materiales de información disponible en el mercado
- ☐ por etiquetas y/o sellos de certificación
- ☐ por visitas de verificación que he hecho a las unidades de producción (Participación en la certificación participativa)
- ☐ tengo dudas sobre la calidad orgánica de los productos del mercado
- ☐ Otra: _____

42. Según su opinión, ¿qué tan importante es tener alguna forma de certificación orgánica que respalde formalmente la confianza que puede tener con los productores del mercado? ¡Indique el nivel de importancia!:

☐	☐	☐	☐	☐	☐
Ninguna	**Muy bajo**	**Bajo**	**Regular**	**Alto**	**Muy Alto**
[0]	[1]	[2]	[3]	[4]	[5]

SECCIÓN VI: PROBLEMAS

43. A lo largo de su participación en el mercado (como consumidor o participante en el proceso de certificación participativa), ¿ha experimentado algún tipo de problema? ¿Cuáles?

☐ Si ☐ No (pase a la pregunta 45)

44. En caso de que su respuesta sea sí, ¿Cuáles problemas ha tenido?

45. Según usted, ¿Existen cosas que se podría mejorar en el mercado? ¿Cuáles?

SECCION VII: DATOS BÁSICOS

46. Edad:_____

47. Sexo

☐ femenino ☐ masculino

48. Estado Civil

- ☐ Soltero/a
- ☐ Casado/a
- ☐ Unión libre
- ☐ Divorciado/a
- ☐ Viudo/a
- ☐ Otro: _____

49. ¿Cuál es el número de personas que viven en su hogar:_____

50. ¿Cuál es el número de niños (menores a 18 años) que viven en su hogar:_____

51. ¿Cuál es su lugar de residencia? _____

52. ¿Cuál es la distancia entre su casa y el mercado [km]?:_____

53. ¿Cuál es el la forma de transporte que utiliza?:_____

54. ¿Cuál es el tiempo que tarda en llegar de su casa al mercado [min]?: _____

55. Indique el nivel máximo de estudios cursados:

- ☐ 55.1 Primaria incompleta
- ☐ 55.2 Universidad
- ☐ 55.3 Primaria
- ☐ 55.4 Doctorado
- ☐ 55.5 Secundaria
- ☐ 55.6 Otro: _____
- ☐ 55.7 Preparatoria

56. ¿Cuál es el ingreso neto en su hogar por mes [Bs.]?:

¡¡MUCHAS GRACIAS POR SU PARTICIPACIÓN!!

Fecha:_____ mercado:_____ número de cuestionario:__

Encuesta para los productores de los mercados orgánico/ecológico/ecológico

Proyecto de tesis de Maestría
Jaime Mauricio Sánchez Orellana, Universidad de Recursos Naturales y Ciencias de la Vida, Viena Austria

SECCIÓN I: EL MERCADO ORGÁNICO/ECOLÓGICO

1. ¿Cómo se enteró de la existencia de este mercado?

2. ¿Cuándo ingresó al mercado orgánico/ecológico? [año]:_____

3. ¿Cuál fue el proceso de ingreso al mercado?

4. ¿Dónde obtiene los productos que vende en el mercado orgánico/ecológico y cuáles son?
(puede elegir más de una opción)

- ☐ Los compro en una tienda o un supermercado
- ☐ Compro las materias primas/los ingredientes y elaboro los productos ¿Dónde?_____
- ☐ Yo mismo los produzco/elaboro
- ☐ Alguien más me los da para que los venda ¿quién?_____
- ☐ Un miembro de mi familia los produce y me los da para que los venda
- ☐ Otra: _____

Productos:

5. ¿Cuantas veces al mes viene usted para vender sus productos en el mercado? _____

6. Usted, ¿vende sus productos en otros lugares?

☐ Si ☐ No *(pase a la pregunta 7)*

<u>En caso de que su respuesta sea sí:</u>

¿Dónde?_____

7. Usted, ¿Por qué participa en el mercado? ¡Mencione las 3 principales razones!:

1._____

2._____

3._____

8. Para usted, ¿cuáles son los beneficios más importantes que obtiene por su participación en el mercado?

9. ¿Por qué vende usted sus productos en este mercado?

Indique la importancia de los siguientes factores al momento de elegir este mercado respecto a otros medios para la venta de sus productos:

	Importancia					
	Ninguna	**Muy Baja**	**Baja**	**Regular**	**Alta**	**Muy Alta**
	[0]	[1]	[2]	[3]	[4]	[5]
El fomento del consumo local a través de la venta de sus productos en este mercado	☐	☐	☐	☐	☐	☐
El hecho que en este mercado puede tener una relación directa con los consumidores	☐	☐	☐	☐	☐	☐
El hecho que en este mercado puede concientizar a los consumidores sobre la producción orgánica	☐	☐	☐	☐	☐	☐
El hecho que en este mercado puede generar ingresos más altos que en otros lugares	☐	☐	☐	☐	☐	☐
El hecho que este mercado es el único lugar donde puede vender sus productos como orgánico/ecológico/ecológico	☐	☐	☐	☐	☐	☐
El hecho que en este mercado forma parte de una comunidad de productores	☐	☐	☐	☐	☐	☐
La cercanía de este mercado a su casa	☐	☐	☐	☐	☐	☐
El hecho que los consumidores de este mercado le valoran más que los consumidores en otros puntos de venta	☐	☐	☐	☐	☐	☐

10. Usted, ¿paga alguna cuota para su participación en este mercado?

☐ Si ¿Cuánto es?_____ ☐ No

11. ¿Cuál es su opinión en relación a la situación actual de los siguientes aspectos del mercado orgánico/ecológico?

	[1]	[2]	[3]	[4]	[5]
Su sentimiento de comunidad con los demás	**Muy Malo**	**Malo**	**Regular**	**Bueno**	**Muy Bueno**

productores de este mercado es	☐	☐	☐	☐	☐
La organización de este mercado es	**Muy Malo** ☐	**Malo** ☐	**Regular** ☐	**Bueno** ☐	**Muy Bueno** ☐
La oferta de talleres en este mercado es	**Muy Malo** ☐	**Malo** ☐	**Regular** ☐	**Bueno** ☐	**Muy Bueno** ☐
La comunicación entre los miembros de este mercado es	**Muy Malo** ☐	**Malo** ☐	**Regular** ☐	**Bueno** ☐	**Muy Bueno** ☐
La cantidad de productos que se ofrece en este mercado es	**Muy Malo** ☐	**Malo** ☐	**Regular** ☐	**Bueno** ☐	**Muy Bueno** ☐
La variedad de productos que se ofrece en este mercado es	**Muy Malo** ☐	**Malo** ☐	**Regular** ☐	**Bueno** ☐	**Muy Bueno** ☐
La difusión de este mercado es	**Muy Malo** ☐	**Malo** ☐	**Regular** ☐	**Bueno** ☐	**Muy Bueno** ☐
La demanda de sus productos por los consumidores de este mercado es	**Muy Malo** ☐	**Malo** ☐	**Regular** ☐	**Bueno** ☐	**Muy Bueno** ☐
Su posibilidad de participar en la toma de decisiones respecto a este mercado es	**Muy Malo** ☐	**Malo** ☐	**Regular** ☐	**Bueno** ☐	**Muy Bueno** ☐
La relación entre los miembros de este mercado es	**Muy Malo** ☐	**Malo** ☐	**Regular** ☐	**Bueno** ☐	**Muy Bueno** ☐

12. Según su opinión, ¿qué tan importante es el hecho de tener una certificación orgánico/ecológicopara los productores del mercado? Indique el nivel de importancia:

☐	☐	☐	☐	☐	☐
Ninguna [0]	**Muy Baja** [1]	**Baja** [2]	**Regular** [3]	**Alta** [4]	**Muy Alta** [5]

13. Indique su nivel de confianza respecto a que los productos orgánico/ecológico/ecológico de otros productores del mercado sean orgánico/ecológico/ecológico:

☐	☐	☐	☐	☐	☐	☐
Ninguna [0]	**Muy Baja** [1]	**Baja** [2]	**Regular** [3]	**Alta** [4]	**Muy Alta** [5]	**Completa** [6]

SECCIÓN II: EL REGLAMENTO INTERNO DEL MERCADO ORGÁNICO/ECOLÓGICO

14. Usted, ¿conoce la normativa de la producción orgánica/ecológica aplicada en el mercado?

☐ Si ☐ No

15. ¿El mercado tiene un reglamento escrito para la certificación participativa?

☐ Si ☐ No ☐ No lo sé

En el caso de que su respuesta sea sí,

16. Usted, ¿ha participado en desarrollar dicho reglamento?

☐ Si ☐ No

17. Usted, ¿cómo puede informarse sobre la normativa de la producción orgánica/ecológica y el proceso de la certificación participativa del mercado?

18. Cuándo un productor del mercado no lleva su producción según la normativa orgánica, ¿cuáles serán las consecuencias para él?

SECCIÓN III: LA CERTIFICACIÓN ORGÁNICA

19. ¿En qué categoría se encuentran sus productos por el momento?
(Puede elegir más de una opción)

☐ ecológico
☐ en transición T1
☐ en transición T2
☐ natural
☐ artesanal
Otro: _____

20. ¿Desde hace cuando se encuentran en esa categoría? _____

21. ¿Quién le otorgó dicha categoría? *(Elija solo una opción)*

☐ El comité de garantía de ECO FERIA
☐ El comité de certificación de otro mercado
¿Cuál?_____
☐ La asamblea de los miembros del mercado
☐ Dictamen exclusivo de un miembro de una Universidad, ONG u otra organización que no sea miembro del comité de certificación del mercado
☐ Otra: _____

22. ¿Cuenta su producción/procesamiento con certificación participativa?

☐ Si ☐ No *(pase a la pregunta 32)*

En caso de que su respuesta sea sí,

23. ¿Desde hace cuándo? _____

24. ¿Cuándo fue la última visita a su(s) parcela(s) / su unidad de procesamiento? _____

25. ¿Cuántas visitas de acompañamiento ha recibido en su(s) parcela(s) / su unidad de procesamiento ?_____

26. Indique cuáles de los siguientes actores participaron en las visitas de acompañamiento en su unidad de producción: *(Puede elegir más de una opción)*

- ☐ Otros productores del mercado
- ☐ Consumidores del mercado
- ☐ El coordinador/los coordinadores del mercado
- ☐ Miembros de alguna universidad ¿cuál?_____
- ☐ Miembros de alguna ONG u otra organización ¿cuál?_____
- ☐ El evaluador designado por el comité
  Otro: _____

27. ¿Usted tiene/tenia costos para la certificación participativa?

☐ Si ☐ No *(pase a la pregunta 30)*

<u>En caso de que su respuesta sea sí</u>

28. ¿Cuáles eran los costos que usted tenía para la certificación participativa? ____

29. ¿Para cual(es) uso(s) fueron? _____

30. ¿Cómo evalúa los costos que hay/había que pagar para la certificación participativa?

☐	☐	☐	☐	☐
Muy Bajo	**Bajo**	**Regular**	**Alto**	**Muy Alto**
[1]	[2]	[3]	[4]	[5]

31. Según su experiencia, ¿cómo usted evalúa el papeleo necesario para la certificación participativa?

☐	☐	☐	☐	☐
Muy Bajo	**Bajo**	**Regular**	**Alto**	**Muy Alto**
[1]	[2]	[3]	[4]	[5]

32. Para usted, ¿cuáles son los beneficios más importantes que tiene por la certificación participativa?

Pase a la pregunta 34

<u>En caso de que su respuesta sea no,</u>

33. ¿Por qué no cuenta con certificación participativa?

34. Para usted, ¿en qué consiste la certificación participativa? ¡Explíquela con sus propias palabras!

35. ¿Usted participa o ha participado en:

Visitas de acompañamiento a otros productores	☐	Si	☐	No	*(pase a la pregunta 38)*
El comité de certificación participativa	☐	Si	☐	No	*(pase a la pregunta 38)*
Como Evaluador	☐	Si	☐	No	*(pase a la pregunta 38)*

<u>En caso de que su respuesta sea sí,</u>

36. ¿Con que regularidad participa o ha participado?:

En visitas de acompañamiento a otros productores	☐	Siempre	☐	Casi siempre	☐	De vez en cuando	☐ Casi nunca
En el comité de certificación participativa	☐	Siempre	☐	Casi siempre	☐	De vez en cuando	☐ Casi nunca

37. ¿Cuándo fue la última vez que ha participado:

En visitas de acompañamiento a otros productores _____

En el comité de certificación participativa _____

38. ¿Cuáles son/eran las razones principales para participar?

En visitas de acompañamiento a otros productores	
En el comité de certificación participativa	

Pase a la pregunta 40

<u>En caso de que su respuesta sea no,</u>

39. ¿Porque no participa/ha participado? *(Elija solo una opción)*

En visitas de ☐ no tiene/tenía tiempo ☐ No le parece importante

acompañamiento a otros productores	☐ vive demasiado lejos	☐ No cuenta con medio de transporte
	☐ Siente que no tiene el conocimiento suficiente	☐ Otro:_____
En el comité de certificación participativa	☐ no tiene/tenía tiempo	☐ No le parece importante
	☐ vive demasiado lejos	☐ No cuenta con medio de transporte
	☐ Siente que no tiene el conocimiento suficiente	☐ Otro:_____

40. ¿Estaría dispuesto a participar en el futuro como evaluador?

En el comité de certificación participativa	☐ Si	☐ No
En visitas de acompañamiento a otros productores	☐ Si	☐ No

41. ¿Cuál es su opinión en relación al proceso de certificación participativa de este mercado cómo se está practicando actualmente?:

☐	☐	☐	☐	☐
Muy Malo [1]	**Malo** [2]	**Regular** [3]	**Bueno** [4]	**Muy Bueno** [5]

42. Usted, ¿participa en la toma de decisiones sobre la certificación participativa del mercado?

☐ Si ☐ No

43. Cuando se toma decisiones sin su participación, ¿Cuál es su opinión en relación a la comunicación de dichas decisiones?

☐	☐	☐	☐	☐
Muy Mala [1]	**Mala** [2]	**Regular** [3]	**Buena** [4]	**Muy Buena** [5]

44. Según su opinión, ¿qué tan importante es la participación de los siguientes actores para que el proceso de certificación participativa funcione adecuadamente? Del siguiente listado ordene los actores por orden de importancia:

Una ONG, AC u otra organización	
Otros productores del mercado	
Los consumidores	
Una universidad (académicos, técnicos, estudiantes,..)	
Otro:_____	

SECCIÓN IV: ASESORÍA, EDUCACIÓN, CAPACITACIÓN

45. Para usted, ¿qué tan importantes son las siguientes fuentes de información/aprendizaje respecto a la agricultura orgánico/ecológicoy la certificación participativa? Indique el nivel de importancia:

	Importancia					
	Ninguna	**Muy Baja**	**Baja**	**Regular**	**Alta**	**Muy Alta**
	[0]	[1]	[2]	[3]	[4]	[5]
los talleres del mercado	☐	☐	☐	☐	☐	☐
Internet	☐	☐	☐	☐	☐	☐
materiales de información entregado por el mercado	☐	☐	☐	☐	☐	☐
la comunicación con otros productores del mercado	☐	☐	☐	☐	☐	☐
la comunicación con otros productores que no participan en el mercado	☐	☐	☐	☐	☐	☐
a participación en el proceso de certificación participativa (visitas de acompañamiento, etc)	☐	☐	☐	☐	☐	☐
talleres, cursos o materiales de otra organización	☐	☐	☐	☐	☐	☐
otro:_____	☐	☐	☐	☐	☐	☐

46. Usted, ¿ha recibido alguna forma de capacitación o asesoría técnica a través del mercado?

☐ Si ☐ No *(pase a la pregunta 52)*

<u>En caso de que su respuesta sea sí,</u>

47. ¿Cuantas veces? _____

48. ¿Cuándo fue la última vez que ha recibido una capacitación o asesoría técnica a través del mercado o la Red? _____

49. ¿Cuáles han sido los temas de los cursos de capacitación o asesoría técnica?

- ☐ Certificación orgánica
- ☐ Certificación Participativa
- ☐ Manejo de plagas y enfermedades en los cultivos
- ☐ Conservación de suelo
- ☐ Proceso de transformación de productos alimenticios
- ☐ Normas orgánicas para participar en el Comité de Certificación
- ☐ Otra: _____

50.

¿Quién les ha brindado la capacitación? *(puede elegir más de una opción)*

- ☐ otro productor del mercado
- ☐ una persona de la Red
- ☐ un técnico de alguna universidad (¿Cuál?_____)
- ☐ ONG u otra organización
- ☐ un miembro de otro mercado (¿Cuál?_____)
- ☐ otro: _____

51. Usted ha tenido algunos gastos para la capacitación a través del mercado?

☐ Si ☐ No Pase a la pregunta 52

<u>En caso de que su respuesta sea sí</u>

52. ¿Cuáles eran los gastos que usted tenía para la capacitación? ____

53. ¿ A usted, ¿le gustaría recibir más capacitación a través del mercado?

☐ Si ☐ No ☐ No lo sé

54. En caso de que su respuesta sea sí, ¿en cuáles temas le gustaría recibir más capacitación?

55. Usted,¿ha dado alguna capacitación o asesoría técnica a otros miembros del mercado?

☐ Si ☐ No *(pase a la pregunta 5759)*

<u>En caso de que su respuesta sea sí,</u>

56. ¿Cuantas veces? _____

57. En caso de que su respuesta sea sí, ¿cuáles han sido los temas de los cursos de capacitación que ha dado?

<u>En caso de que su respuesta sea no,</u>

58. ¿Por qué no ha dado capacitación o asesoría técnica a otros miembros?

59. ¿Estaría dispuesto usted a dar capacitación o asesoría técnica a otros miembros del mercado en el futuro?

☐ Si ☐ No

60. Usted, ¿cómo evalúa sus conocimientos sobre:

	Nulo	**Muy Bajo**	**Bajo**	**Regular**	**Alto**	**Muy Alto**
	[0]	[1]	[2]	[3]	[4]	[5]
La agricultura orgánica	☐	☐	☐	☐	☐	☐
La certificación participativa	☐	☐	☐	☐	☐	☐

SECCIÓN VI: LA AGRICULTURA ORGÁNICA

61. Para usted, ¿qué es la agricultura orgánica? ¡Defínela con sus propias palabras!

62. ¿Cuántos años de experiencia tiene usted con la agricultura orgánica? _____

63. ¿Cómo se enteró usted de la agricultura orgánica?

64. Usted, ¿Por qué decidió empezar con la producción orgánica?

65. Indique la importancia de los siguientes factores para su decisión de producir de manera orgánica:

	Importancia					
	Ninguna	**Muy Baja**	**Baja**	**Regular**	**Alta**	**Muy Alta**
	[0]	[1]	[2]	[3]	[4]	[5]
Su salud	☐	☐	☐	☐	☐	☐
El bienestar de los animales	☐	☐	☐	☐	☐	☐
La salud de su familia	☐	☐	☐	☐	☐	☐
La salud del consumidor	☐	☐	☐	☐	☐	☐

El cuidado del medio ambiente	☐	☐	☐	☐	☐	☐
El mejor sabor de los productos producidos	☐	☐	☐	☐	☐	☐
Los ingresos que puedo generar con la agricultura orgánica	☐	☐	☐	☐	☐	☐
La calidad más alta de los productos producidos	☐	☐	☐	☐	☐	☐

SECCIÓN V: PROBLEMAS

66. A lo largo de su participación en el mercado, ¿ha experimentado algún tipo de problema?

☐ Si ☐ No *(pase a la pregunta 67)*

67. En caso de que su respuesta sea sí, ¿cuáles problemas ha tenido?

68. Según usted, ¿Existen cosas que se podría mejorar en el mercado? ¿Cuáles?

69. Según usted, ¿Existen cosas que se podría mejorar respecto al proceso de certificación participativa del mercado? ¿Cuáles?

SECCIÓN VII: DATOS BÁSICOS

70. Mercado orgánico/ecológico de pertenencia: _____

71. Edad:_____

72. Sexo

☐ femenino ☐ masculino

73. Estado Civil

☐ Soltero/a ☐ Divorciado/a
☐ Casado/a ☐ Viudo/a
☐ Unión libre ☐ Otro: _____

74. ¿Cuál es su lugar de residencia? _____

75. ¿Cuál es la distancia entre su casa y el mercado [km]?_____

76. ¿Cuál es el tiempo que tarda en llegar de su casa al mercado [min]?: _____

77. ¿Cuál es la forma de transporte que utiliza?_____

78. Indique el nivel máximo de estudios cursados:

- ☐ Primaria incompleta
- ☐ Primaria
- ☐ Secundaria
- ☐ Preparatoria
- ☐ Universidad
- ☐ Doctorado
- ☐ Otro: _____

79. ¿Cuál es el ingreso neto en su hogar (promedio) por mes [Bs]?:

80. Ventas semanales (promedio) en el mercado [Bs]: _____

81. Además de los ingresos por las ventas en el mercado, ¿tiene algún otro tipo de ingresos?

☐ Si ☐ No (pase a la pregunta 84)

82. En caso de que su respuesta sea sí, ¿Cuál? _____

83. ¿Cuál es el porcentaje del ingreso total en su hogar que viene de las ventas en el mercado?:

- ☐ < 10 %
- ☐ 10 < 30 %
- ☐ 31 – 50 %
- ☐ 51 – 70 %
- ☐ 71 – 90 %
- ☐ > 90 %
- ☐ no lo sé

84. ¿Cuál es el porcentaje del ingreso total en su hogar que viene de la agricultura?:

- ☐ < 10 %
- ☐ 10 < 30 %
- ☐ 31 – 50 %
- ☐ 51 – 70 %
- ☐ 71 – 90 %
- ☐ > 90 %
- ☐ no lo sé

85. ¿Cuál es la superficie de terreno destinado a la producción agropecuaria que usted maneja?: _____

¡¡MUCHAS GRACIAS POR SU PARTICIPACIÓN!!