
The Forest Harvest Collective Mark (FHCM)



Producer Groups Meeting, 1 December 2022

Why is certification important for small scale producers?



Certification Options

The **challenges of 3rd party certification** for small producers:

- Complex with long process to comply with
- High cost
- The system is established by foreign/developed nations and may not be suitable for local situations, traditional knowledge is not recognized and utilized

PGS is one alternative guarantee scheme that can answer the need for a credible quality certification system that is not too difficult for small producers to apply.



What is PGS?

Participatory Guarantee System (PGS)

“Participatory Guarantee Systems are locally focused 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, 2008)

PGS Principles

- Common Vision
- Participation
- Horizontality
- Trust
- Transparency
- Learning Process

Participatory Guarantee System (PGS) for rattan



PGS
Rotan Lestari (ROLES)/
Sustainable Rattan

- Firsts trial of PGS in the forestry sector
- First trials of PGS in the forestry sector for international trade to other countries outside the region

madhu
duniya

2007



A world of honey



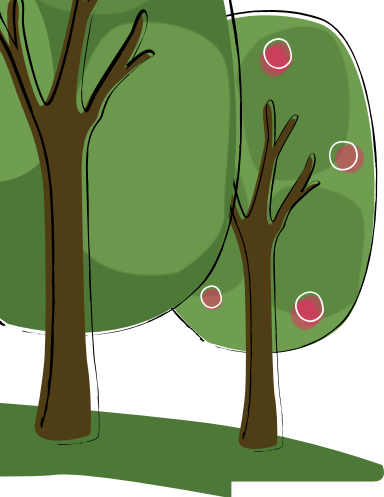
- Limited appreciation for NTFPs
- No certification system that would capture, recognize and value the different aspects to promote community-based forestry products



The **Forest Harvest** is a **collective mark (FHCM)** that aims to highlight sustainability and ethical source of products coming from communities and well-managed forests.

It covers all non-timber forest products that are harvested from the forests, whether from the wild or already domesticated sources.





The Forest Harvest Collective Mark



Quality 


Products meet safety and market standards.



Sustainability 

Products are harvested, produced in sustainable and ethical manner.



Traceability 

Products are harvested from sustainably community-managed forests and legal sources.



Collective Marks are signed used to distinguish certain valued characteristics common to the products of the members of an association/ cooperative (e.g. geographical origin, material, mode of manufacture)

→ **Ownership**

Owned by a private entity, an association that is responsible in ensuring that members comply with agreed standards

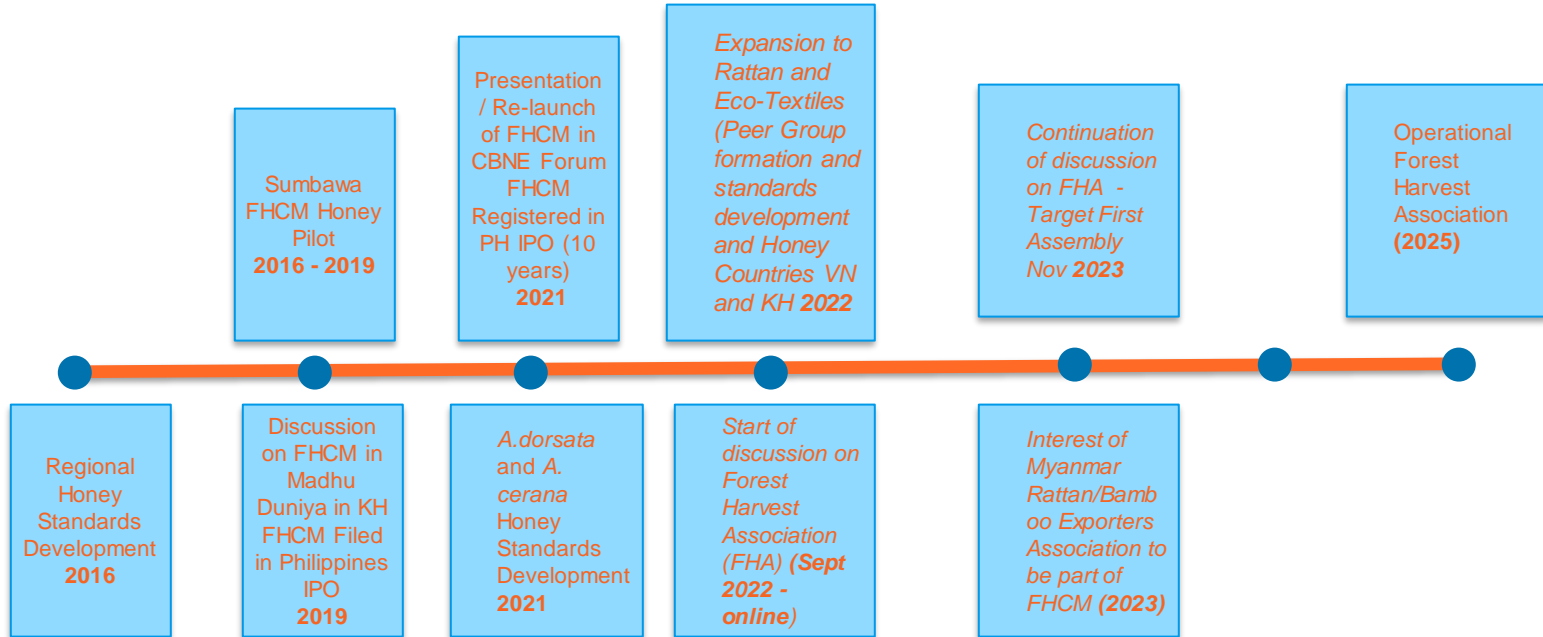
→ **Usage**

Exclusive to the members and on products that meet the standards and characteristics pre-established by the owner of the mark, can be used with individual marks of members

→ **Function**

Distinguishes and promotes the groups' products from other similar products. Informs the public of a particular feature.

TIMELINE



History of FHCM and pilot testing (Sumbawa, Indonesia)



Study on certification systems

Finalizing FHCM protocols at Madhu Duniya



Searching for Markets, reaching out to buyers

Legal registration of trademark



Developing FHCM as certification model for NTFP gatherers producers



Testing FHCM in Sumbawa, Indonesia, Adjusting practices



Launching Sumbawa processing plant upgrade

— What are **the benefits** of a collective mark?

- Customized and highlights the distinct values of the groups' products/ represents the whole package
- Relatively lower costs
- Costs are considered investments in the brand and promotion of the association and its products from which they will benefit from in the long term
- The mark is owned by the Association
- NTFP specific and stronger local ownership of process of validation
- Can pool or combine efforts for marketing for stronger impact, better recall at less cost

VISION 2025

- FHCM registered as an association with the mandate to certify legality, traceability, sustainability, quality and fair trade using participatory process
- A Wide range of FHCM products standards of product categories has been approved and in place
- Regional Peer Expert Group per product organized and in place
- FHCM/ PGS units at district/ province level and national level established with operational systems established and running well
- Considerable number of brands have been certified and carry the Forest Harvest Collective Mark on their products
- Financial Sustainability
- Brand recall/ trademark recall
- Trademark is recognized in several countries



FHCM Updates

Forest Honey

- Presentation of FCHM honey standards for *Apis dorsata* (June 2021)
- Initiating *Apis cerana* standards and protocols discussion (Aug 2021)
- Presentation of *Apis dorsata* & *Apis cerana* standards and protocols to ASEAN honey producers (Sep 2021)
- Pre regional peer expert group meetings (Dec '21, Mar '22, Jun ' 22)
- Initiating self-assessment for *Apis dorsata* honey (Oct 2021)
- Pilot Vietnam FCHM honey (June - Dec 2022)

Eco-textile

- 5 Consultations meeting (Sept - Oct 2021)
- Preparations for regional peer expert group (Nov - Dec 2021)
- Regional eco-textile standards (Dec 2021)
- Pilot in Southern Philippines (April 2022)

Rattan

- Sustainable rattan consultations (Oct 2021)
- Regional Rattan Standards Workshop (March 2022)
- Peer expert group meetings (May and June 2022)
- Regional Rattan Standards Workshop II (Aug 2022)

Next Steps

Stakeholder Consultations

- Government
- Private sectors
- Retail

Piloting & Alignment Process

- Honey (Vietnam)
- Eco-textile (Southern Philippines)
- Rattan (alignment - Indonesia)

Standards

- Continued new standard development
- Review of existing standards

2022

2023

Regional Peer Expert Group Formation

- Honey
- Eco-textile
- Rattan

Institutionalization and Sustainability

- PGS/ FHCM units at all levels
- Operation manuals
- Financial plan



Be part of our vision on
the road to 2025!

Salamat po!