



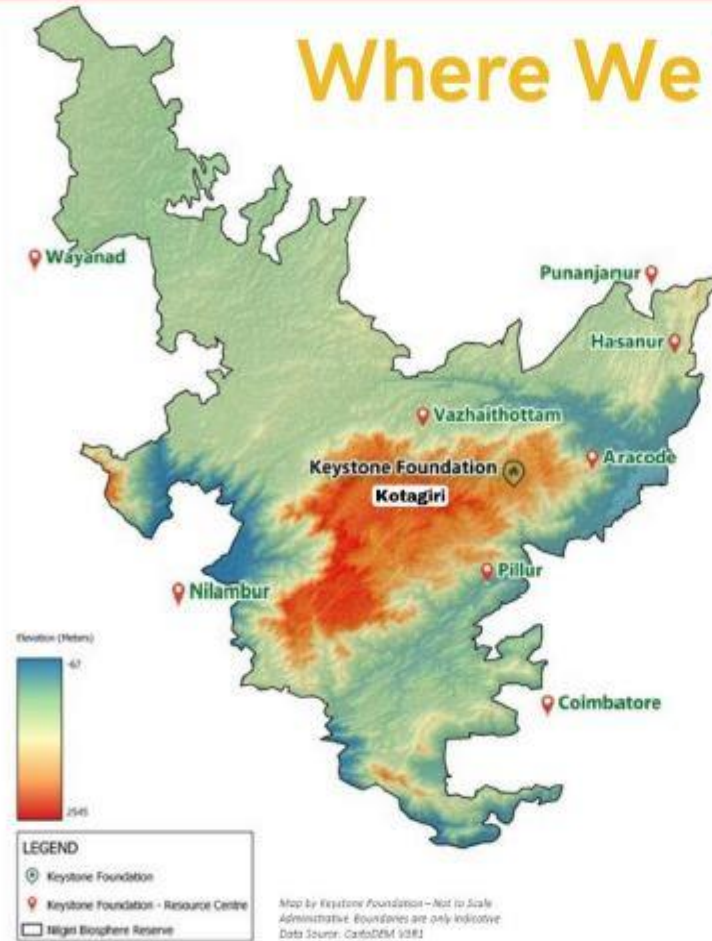
# Indigenous labeling

## **PGS Wild – Recognition and Mark for NTFP**

A presentation by : Robert Leo, Keystone Foundation, India

# PGS Wild – Recognition and Mark for NTFP

## Where We Work



Keystone has impacted over 16 indigenous communities in 150 villages across 12 states.



## Background -Empowering Indigenous governance

**Pillur** is one of the regions where Keystone has worked for approximately 18 years and is the first region to have reclaimed CFR (Community Forest Rights). Forest Management Committees are recognized bodies that are formed at a village level or a cluster of villages situated adjacent to Reserved Forests recognized under FRA, 2006. These committees are responsible for **protecting, conserving, and regenerating** forest areas. As these committees have full ownership after settling CFR, it is meaningful to have them **certify PGS Wild.**

The communities/villages come together as a cluster based on **cultural reasons, geographical proximity, or availability of NTFP.**

Fishing and grazing of cattle can also be covered in the concept of PGS Wild, as Pillur has already claimed these under CFR.





## WHAT IS 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.”*

*(as defined by the International Federation of Organic Agriculture Movements, IFOAM)*



# KEY Elements of PGS

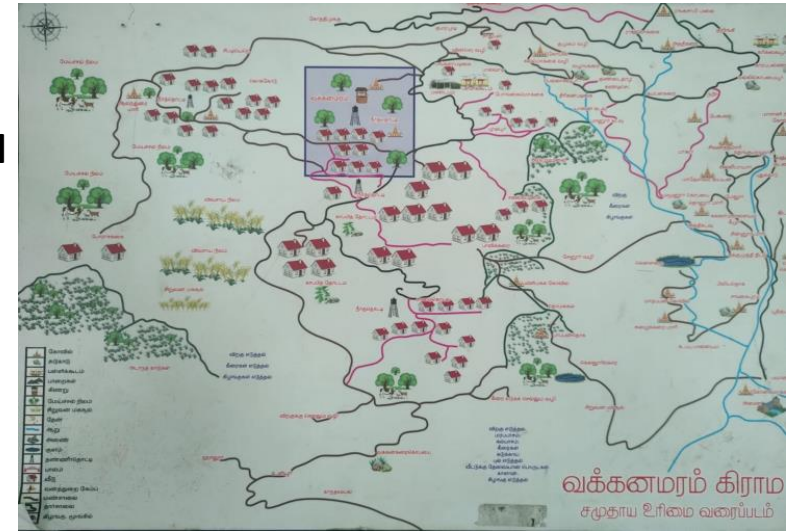


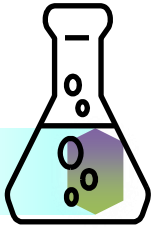
The following procedure is suggested to the FMC (forest Management Committee

1. A meeting with the Grama Sabha(s)/ village Council to review the CFR map and gather all the basic NTFP information in the beginning.
2. Train 2 people from the Grama Sabha in species ecological assessment
3. Train harvesters in preferred harvest methods and grades accordingly assigned
4. 2 people undertake community monitoring and maintain records at a regular interval
5. 2 people from the community are in-charge of the collection/storage and sales records
6. There is a post-harvest/season meeting to share the results of each species – this could cover the ecological status results, who harvested good/poor quality, sales proceeds, etc.

Forming a cluster of FMC(s) can benefit bulk sales, improve bargaining power and collectively try to raise the price for their produce. This cluster can share information methods and techniques/knowledge.

The process is certified under PGS Wild certification systems and the logo will be used on sale charges  
IFOAM Asia, L and C for IPs food, FAO.





# Protocols towards each NTFP

## Fruits(Highly perishable )

- Collect only mature fruits
- Selective harvest- size
- Use appropriate tools to collect
- Avoid cutting branches
- Preserve or process it ASAP to loose investments
- Diversify products-it is seasonal

## Resin

- Collect sustainably
- Separate edible and non edible
- Grade the harvest
- Grind into powder the small uneven sizes.
- Protect trees

## Honey

- Collect matured honey comb only
- Save brood
- Midrib cut and drain through clean nylon mesh avoid squeezing
- Carry it in clean and non corrosive container
- Do not harvest in sacred groves
- Leave some colony without harvest
- Initiate to protect the habitat

## Tubers

- Collect only tubers protect the base of the plant and cover with soil for re-establishing of mother plant
- Collect in an appropriate season as per species-avoid year round

## Leaves(phonex)

- Collect right age
- Periodical collection
- Leave young shoots and leaves
- Avoid during fruiting season!
- Dry well to upkeep the quality
- If whole plants to be collected- Leave some plants in between unharvest for seeding and regenerating

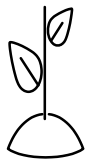
## Bark

- Collect bark from matured tree
- Use sustainable/scientific method to avoid killing of tree
- collect longitudinally and leave space and time to rebark.





Fair Trade principles



AADHIMALAI involves in value addition of NTFPs in different village level procurement and processing units as per PGS guidelines

Local tribal women are trained in production and sales.

Farm harvests are also procured, processed and sold

Entire sales takes place through Retail(Honey huts)dealers, exhibitions, shops across south India





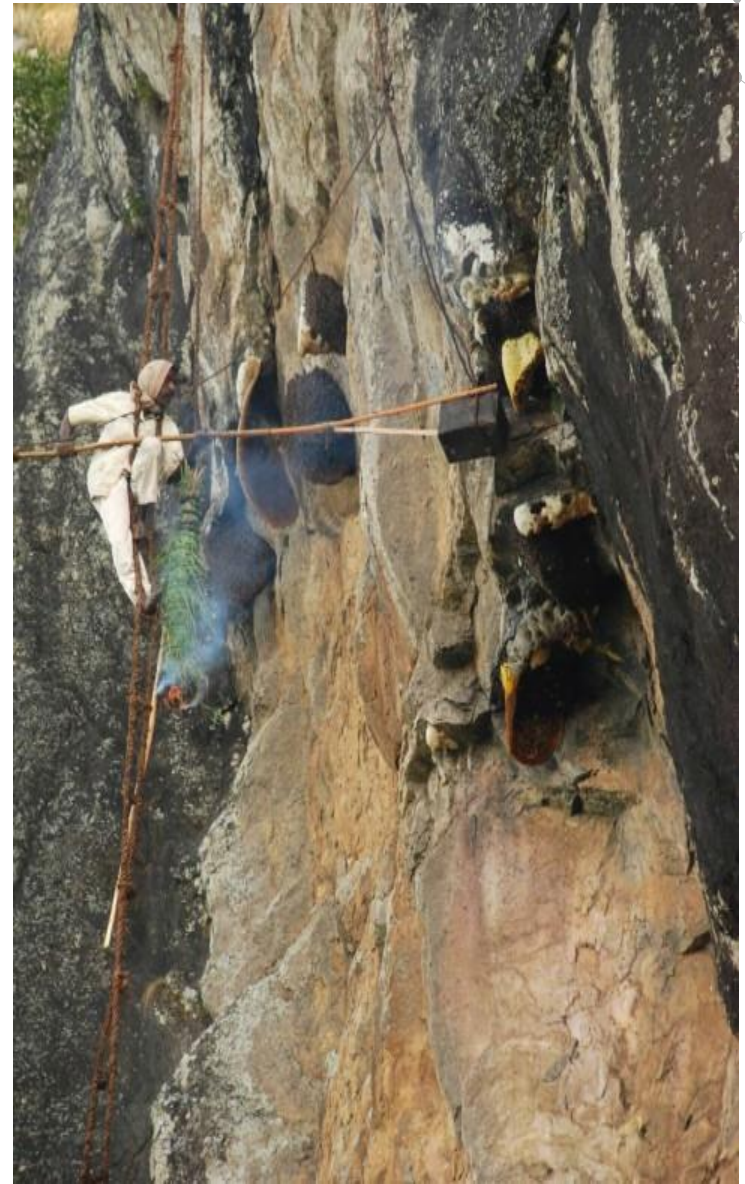


**PGS Wild Harvests  
Protocols  
For all Major NTFPs**

- 1. Wild Honey**
- 2. Phoenix leaves**
- 3. Sikkakai**
- 4. Kadukkai**
- 5. Thandrikai**
- 6. Poochakai**
- 7. Herbs**
- 8. Resin**
- 9. Moss**

- 10. Roots**
- 11. Oil seeds**
- 12. Barks**
- 13. Leaves**



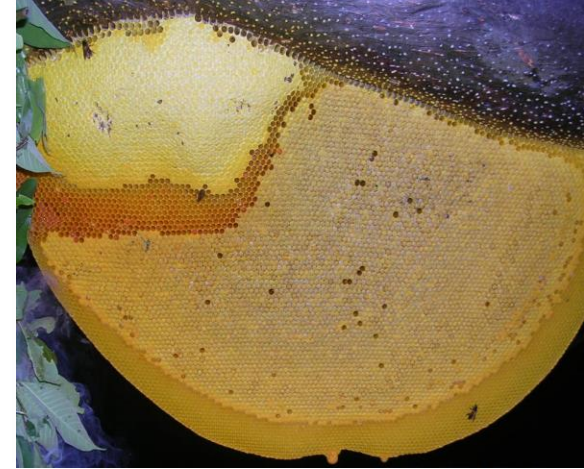


**Wild honey collection-rock bees on trees & cliffs**  
**Sustainable forest honey harvest protocols**



# Sustainable harvest techniques

1. Collect honey part
2. Save brood
3. save queen cells
4. Use only smoke
5. Collect at capped stage
6. Protect the habitat
7. Protect melliferous plant
8. Promote melliferous plants
9. FMC will monitor the collection and verify sites for proper practice



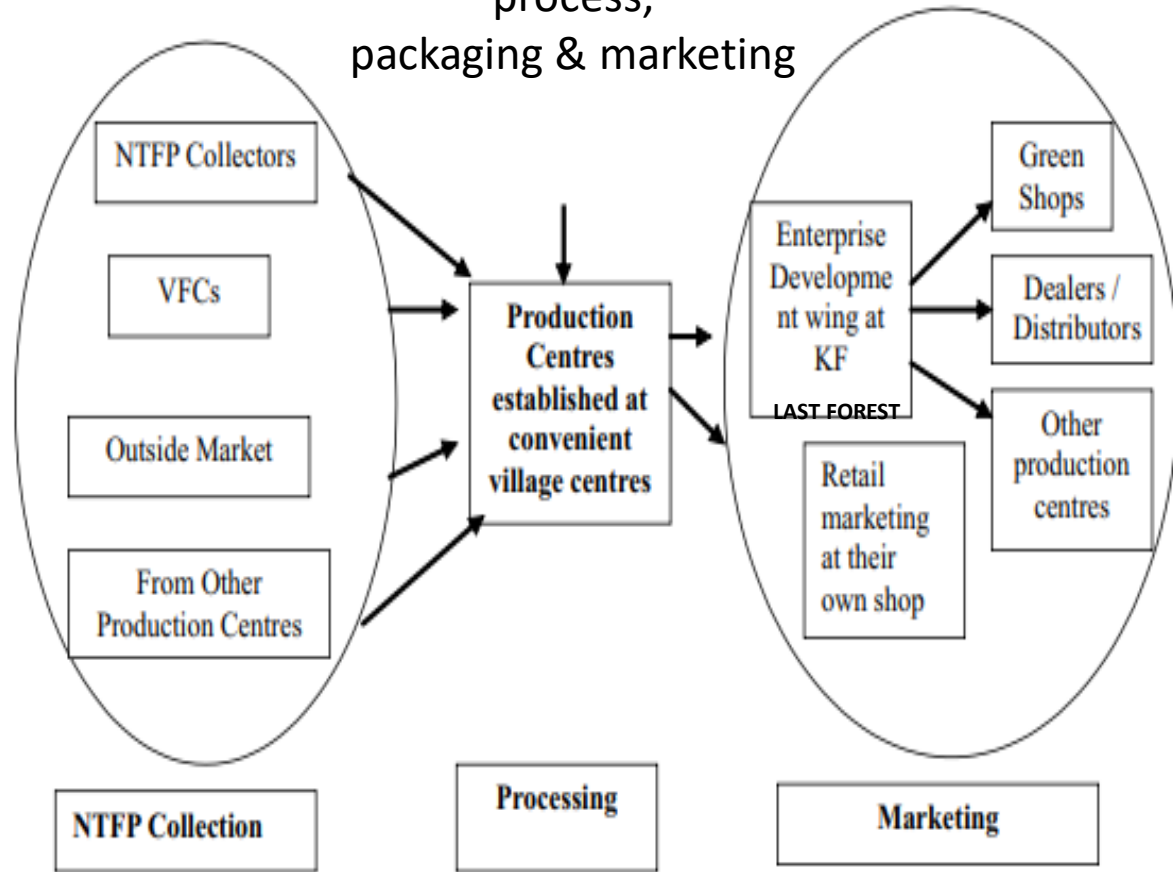
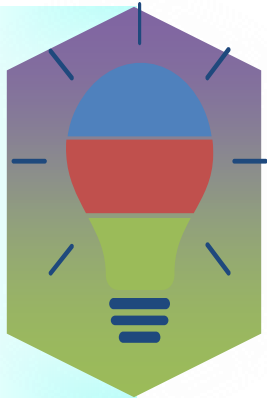
# AADHIMALAI+KF+GS+LFE

## Set standards

runs production units  
(staffing, procurement,  
process,  
packaging & marketing)

## KEYSTONE

Supports RD,  
training



# PGS labeling on indigenous people's harvests



**nilgiri blend**  
coffee powder

**freshly roasted & ground**  
our coffee is hand picked from the nilgiris slopes, grown & harvested using traditional agricultural practices by small-scale, community-centric homestead farmers.

**70% arabica / 30% robusta**



**support biodiversity & indigenous livelihoods**

100 g

**nilgiri blend**  
coffee powder

Coffee has been cultivated in the Nilgiris since the 1830s. Coffee provides secure income to the local communities that cultivate it.

Arabica and Robusta berries picked by farmers are hand pressed with a river stone or a hand operated disc pulper to remove the fruit coat. The beans are then sun dried, washed after which they are roasted, ground and packed. The culmination of this whole process is your brew!

**Suitable Brewing Methods:** Filter Coffee, Moka Pot, French Press, Aeropress, Pour-over. Enjoy it black or with milk.

**Ingredients:** Coffee Powder (70% Arabica, 30% Robusta)  
No Added Preservatives

**Storage:** Once opened store in a cool dry place

Produced by: Aadhimalai, Groves Hill Road, Kotagiri, Tamil Nadu, India.

*fssai* Lic. No. 12412021000083

Marketed by: Last Forest, 41/111 E Groves Hill Road, Kotagiri 643217, Tamil Nadu, India. Ph: (+91) 8524872266

*fssai* Lic. No. 12415021000030

**Customer care:**  
response@lastforest.in

**MRP ₹**  
(Incl. of all taxes)  
**₹ Per Gram**  
(Incl. of all taxes)  
**Batch No.**  
**Date of Pkg.**  
**Best Before**  
**Net Weight 100 g**










The PGS logo certifies sustainably grown organic farm crops that are built on the foundation of quality and trust.




**BEST BEFORE 6 MONTHS FROM DATE OF PACKAGING**

## BRANDING & MARKETING

“

Usually, Social Enterprise operate to make profit and they want to invest it into causes they support rather than Branding & Marketing efforts, but Branding is necessary, focus to be given. Consumer will be comparing their choice, online presence, packaging, social media, quality and emotive appeal.



**Whole sale-** the margin is low, need volumes, space,

**Retail sale** – high margin, reliability, customer building yet you need constant innovations, range of products





Thank You