

## **Africa**

### **ADECO – Associação para Defesa do Consumidor - Cape Verde**

The project will take place on two islands of the archipelago of Cape Verde (Sao Vincent, largely urban, and Santo Antao, predominantly rural) but will reach the whole country (nine inhabited islands) through spots on radio and television, and through Youtube and Facebook. ADECO aims to sensitize the public to the issues and result in the reduced use of pesticides in food. The campaign will train customs inspectors at ports and airports on the prevalence of illegal importing of non-authorized pesticides into Cape Verde and educate local farmers on the dangers of pesticide use.

### **Consumer Protection Association of the Gambia (CPAG) - Gambia**

A recent FAO-supported country draft report of 2014 confirms that The Gambia's overall capacity for pesticide management is undesirably low. This campaign for Green Action Week aims to promote small farm enterprises engaged in sustainable food production and boost consumer interest in sustainable products by setting up a local 'Good Market'. The project also aims to build wider consumer awareness through a media campaign and begin to explore the possibility of setting up a quality control labelling system for sustainable producers. CPAG will build a broad stakeholder base to promote sustainable farming, raise consumer awareness, boost the demand for natural, healthy, quality foods, and create a local market outlet.

### **Association Burundaise des Consommateurs-Transparency International Burundi (ABUCO-TI Burundi) - Burundi**

ABUCO-TI Burundi have identified agricultural cooperatives in the province of Muramvya. The project aims to raise awareness among consumers of the dangers of chemical fertilisers for their health and to show them that there are alternatives for safer and more sustainable food. The campaign will also reach out to students at 2 high schools to develop an interest in organic farming techniques. ABUCO-TI Burundi wants, through this project, to show the population that solutions exist and are close to home. The campaign will introduce consumers to the cooperatives and their products, disseminate organic techniques (particularly in secondary schools), make consumers aware of the dangers of chemical fertilisers, and thus encourage the work of organic producers.

### **Rwanda Consumer's Rights Protection Organization (ADECOR) - Rwanda**

Farmers and consumers in Rwanda are not adequately protected against dangerous pesticides and the market for pesticides and chemical fertilisers is not properly monitored. With funding from GAF in 2013, ADECOR collected key information from farmers, consumers and key stakeholders about the use of agrochemicals in Rwanda; and in 2014 the campaign was focused on raising awareness of farmers and consumers. In 2015 ADECOR are aiming to support small scale farmers to farm organically and raise consumer awareness of the importance of organic farming and natural pest control. The project also aims to advocate at a policy level for government and other policymakers to provide support and investment in organic farming.

### **Association Togolaise des Consommateurs (ATC) - Togo**

Over 80% of pesticides encountered in Togo are not regulated. With this project, ATC wants to urge the use of natural pesticides and non-polluting plants and foods and raise awareness to limit the contamination of food and agricultural products. The project will carry out an information and education campaign directed at producers and consumers on the dangers of pesticides, advocate for regulation and control among key stakeholders and policymakers, and disseminate messages through the media (through radio and posters in public spaces).

### **Association pour la Défense de l'Environnement et des Consommateurs (ADEC) - Senegal**

The issues covered by this action is to encourage the strengthening of consumer choice in favour of healthy fruit and vegetable products from organic farming. In its first phase the project will be located in Rufisque, a hub of intense daily supply relationships and work with all the Dakar region. Pesticides are usually used without proper knowledge of their toxicity, leading to inappropriate agricultural practices with serious threats to health and well-being. ADEC will carry out a consumer survey and organise discussion groups, information events, and fruit and vegetable markets to raise awareness and make pesticide-free produce more accessible.

### **Kenya Consumer Organisation - Kenya**

Food production at household level has been declining due to bad practices leading to poor soil nutrient levels. Organic farming is one of the best ways of improving soil fertility for food production. This campaign by KCO will train farmers and wider community group representatives in two sub-counties on how to produce organic compost which will improve soil quality and food production. This project targets consumers and those who are involved in the crop farming, harvesting, handling, and production.

### **Regroupement pour la Defense des Consommateurs du Mali (REDECOMA) - Mali**

Market gardening activities in the Bamako district are performed mainly on the edge of the Niger River and contribute to food and nutrition security in Bamako. However the use of chemicals here is environmentally destructive and has affected the health of consumers. This campaigns aims to raise awareness of the dangers of pesticides and educate about the benefits of alternatives to market gardeners (who both consume and sell their produce) in the Bamako district. The campaign will also work with women's groups and organise an advocacy meeting with councillors and key stakeholders.

### **Benin Sante et Survie du Consommateur (BSSC) – Benin**

In Benin, certain pesticides used are so toxic that their content in foods or contaminated water supplies can cause immediate or life-threatening poisoning. This information campaign from BSSC aims to educate consumers about the risks associated with pesticide use and the advantages of organic products through an information workshop and farm visit with journalists from print and broadcasting of both French and local languages. The project will also raise consumer awareness through TV and radio spots.

### **Youth Education Network (YEN) - Kenya**

To educate parents and children of selected schools (some urban, some rural) about safe foods and environmental protection. The campaign will also organise a seminar with experts and key stakeholders to discuss food safety and organic farming, and achieve media coverage from this. Allowing the children to carefully scrutinize what they eat, why they eat and encouraging them to think 'sustainable' will improve the nation as a whole. YEN will engage the Department of Public Health in the Ministry of Health, to ensure that school children have access to safe, healthy foods through policy development and implementation.

### **Asia-Pacific**

#### **Yogyakarta Consumer Institute - Indonesia**

The aim of the project is to develop market opportunities for organic local produce which is grown by the women farmer-groups from the villages. As such, there is a need to increase the demand for such produce amongst the urban consumers; who tend to be influenced by the 'unhealthy' food products. The organisation proposes to address this by encouraging healthy food consumption patterns and promotion of safe and organic food, as well as to increase the market-access to these local food products by improving production management and marketing by linking the women farmers with their customers. Proposed activities are training to the farmers, training to consumers groups and organisation of a Food Expo.

#### **Consumer Federation Tamil Nadu (CONFET) – India**

Organic farming is still relatively new in India and is largely unsupported by the government. There is a general overall lack of awareness of the benefits of organics food and the reduced use of pesticides in farming. CONFET proposes a large-scale awareness campaign to educate the public on the impact and usage of chemicals in agriculture, which includes the preparation and distribution of Information, Education and Communication (IEC) materials, its promotion in schools and colleges, and at the markets. With increased awareness, this aims to create an increased demand for organic foods.

#### **Citizen consumer and civic Action Group (CAG) - India**

CAG proposes to educate consumers on the ill-effects of the use of pesticides in food by firstly, conducting a survey of the farmers who use the pesticides. Then 2 rallies will be organized to create consumer and policymaker awareness (where pamphlets will be distributed), and a slogan/writing competition to be held in schools to educate the younger generation. Findings from the survey will be published and presented to the government to help them understand the challenges which farmers face in going organic. This will also promote sustainable agricultural practices.

#### **The Network for Consumer Protection in Pakistan - Pakistan**

Policies, regulations and legislation relating to food and environment safety are regulated & legislated by the provincial governments in Pakistan, and there is almost no regulation relating to pesticides in or on food. Policy and lawmakers are not sensitive to the issues of food safety. The

organisation proposes a study to help to develop the safe food-advocacy/campaigning Guide for use in the Pakistani context, as well as to provide advocacy content for law and policy makers and consumers. This will result in improved safe food standards. It is envisaged that as a result, these sensitized policy makers will start to see the food policies from the perspective of the provision of safe food to the consumers, and to improve the policies and regulations.

### **Voluntary Organisation in the Interests of Consumer Education (VOICE) - India**

To carry on the momentum of last year's training and educating of farmers, spreading awareness on the perils of pesticide usage and encouraging them to start organic farming. VOICE will conduct specialized training from agriculture experts to the farmers to train them on best agriculture practices and methods, focusing on organic farming. The training sessions will be based on Training of Trainers (ToT) model to further spread the message on a larger basis among the farming community.

### **Consumer Education and Research Centre (CERC) - India**

There is heightened awareness of the adverse effects of pesticides-laden food and consumers are seeking for safer choices. However, there is an absence of a local-guidebook on Organic Food in India. The proposed Guide (in print and digital versions) will comprehensively address the authenticity, availability and affordability of organic food for the Indian consumers, as well as further providing information on the shops/farms, labels, standards, certification programmes, pricing, etc. The aim is to provide and empower the consumers with the knowledge to make informed choices and not be duped by products claiming to be 'organic'. By creating a demand for organic food, the prices will go down and will thereby be more affordable to the masses.

## **Latin America**

### **Asociación Peruana de Consumidores y Usuarios – ASPEC – Peru**

Multiplatform campaign aimed at consumers, young leaders and professionals, in five districts of Lima (capital of Peru), which seeks to influence their purchasing decisions through information technologies (ICTs) in public without access to direct and comprehensive information. The campaign seeks to use ICTs to empower young consumers, in five districts of Lima, in the use of this tool for raising awareness, knowledge, promote action and disseminate healthy eating. The support of local authorities will be sought through awareness-raising and advocacy to exercise their role against the mandate of the Act Promoting Healthy Eating for Children and Adolescents. The activities will be carried out in coordination with strategic partners of ASPEC and professionals from various specialties, agro ecological associations and youth associations.

### **FOJUCC - Chile**

A campaign to educate consumers about the food industry, about the presence of pesticides and agrochemicals in Lacomida, with special focus on promoting local organic farming as a sustainable alternative, through the creation of educational materials explaining the problem of pesticides and agrochemicals, as well as report on that are organic crops and the benefits for health and

environment. Also, they will create a guide to local organic producers in order to bring near organic producers and consumers.

### **Tribuna Ecuatoriana de Consumidores y Usuarios - Ecuador**

This project aims to inform and train producers of "Project Participatory Urban Agriculture", which is being developed in the popular urban neighbourhoods of Quito (capital of Ecuador) through the technical support of "Conquito" in the field of production and aims to contribute to food and nutritional security and sovereignty food of the population, through the implementation of gardens with organic production, small animal husbandry, food processing and marketing of surpluses through bioferias, within the framework of support for healthy, wholesome and solidarity production. The campaign aims to encourage responsible and sustainable consumption habits among consumers through workshops, printed materials, and video.

### **Middle East**

#### **Yemen Association for Consumer Protection (YACP) - Yemen**

YACP will make a field survey of varieties of pesticides sold in the Yemeni markets and raise awareness about pesticide risks and benefits of organic farming. They will carry out TV seminars with specialists on the subject and a workshop with the relevant authorities followed by a press conference addressing the problems. YACP are aiming to inform and educate farmers on the risks of pesticides and encourage them to use natural methods instead, and also to urge the authorities to tighten control over the smuggling of pesticides into Yemen.