



## AFRICA

### **Benin: Ligue pour la Défense du Consommateur au Bénin (LDCB)**

LDCB's project aims to increase the consumption of organic vegetables in the urban and urban outskirts areas in the south of Benin. LDCB will work with the Benin national network of organic farmers and strengthen their relationship with consumers. They will organize a public conference, exhibitions and distribute flyers to educate consumers on the dangers and risk associated with the use of pesticides and the benefits of eating healthy, more sustainable food.

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

Around 247 tons of pesticides are used annually in the small country of Burundi, including many that are regarded as 'highly hazardous' by PAN International. The project will conduct a study to identify the hazardous pesticides in use and advocate for the authorities to take action to prevent the import and use of them. They will also raise consumer awareness of this and the benefits of organic food through media activities (radio and newspaper) and a presentation of the study results to key stakeholders (including government and private sector).

### **Cape Verde: Associação para Defesa do Consumidor (ADECO)**

The project aims to educate the population of Cape Verde; targeting schools, universities and the media on the inappropriate level of pesticides used in farming and the impact of this on health and the environment. ADECO will organize lectures, exhibitions in public places, produce a short documentary, and will organize the planting of trees. Alongside this, ADECO will lobby authorities, food suppliers, markets, and Chambers of Commerce to take action to secure consumer rights on safe and sustainable food.

### **Kenya: Kenya Consumers Organization (KCO)**

KCO will expand its campaign to increase sustainable food production through organic farming methods, focusing on areas where the soil has been damaged by chemicals. KCO will set up field demonstrations and train community group representatives in making organic manure. These representatives will then engage with their respective groups to increase wider consumer awareness of pesticides and organics.

### **Niger: Association de Défense des Droits des Consommateurs (ADDC-Wadata)**

High levels of pesticides are in use in Niger in fruit and vegetable agriculture, as well as the overuse of antibiotics in livestock farming. The project will carry out an awareness campaign to educate the public on the dangers of this, and engage with restaurateurs and food producers to encourage them to improve the situation. Activities will include radio debates in French, Hausa and Zarma aimed at urban and rural consumers, a public lecture with key stakeholders, and media activities aimed at influencing behaviour change of both producers and consumers.

**Rwanda: The Rwanda Consumer's Rights Association (ADECOR)**

Young people make up about 70% of the Rwandan population, and will therefore be the target of ADECOR's campaign by engaging in and around schools to promote safe and sustainable food and farming for the future of healthier Rwandans. This will take place through youth debates, campaigns at youth clubs, public theatre and guidebooks, as well as advocacy to the Ministry of Education to incorporate sustainable agriculture into the school curriculum.

**Senegal: Association de Défense des Droits des consommateurs et de l'Environnement (ADEC)**

This project will build on what was achieved during the 2015 GAF campaign in promoting the production of organic food in urban and urban outskirts family farms. ADEC will support six groups of women to establish organic vegetable gardens, both to improve the nutrition of their communities and to sell surplus produce at market. Wider consumer awareness will also be increased through radio broadcasts on credible alternatives to pesticides and the benefits of micro-gardening.

**Zimbabwe: Consumer Council of Zimbabwe (CCZ)**

Following on from the successful GAF 2014 where Consumer Action Clubs were trained in organic farming methods in different part of Zimbabwe, CCZ would like to take the campaign to the national level through radio programmes and newspaper articles on organic farming techniques and its benefits. This will take place with the assistance of the Ministry of Women's Affairs and target both consumers and farmers across the whole of Zimbabwe.

## ASIA-PACIFIC

**Fiji: Consumer Council of Fiji (CCF)**

In Fiji, there is a lack of regulation on pesticide use and management which has an adverse effect on consumers. The Consumer Council of Fiji will educate consumers about the harmful effects of pesticides and chemicals in food, and mobilise citizens to demand disclosure of information from food producers, farmers, and importers regarding the use of pesticides, as well as leverage demand for organic foods. They will do this through a media campaign (including TV, radio, press coverage, and brochures) and community workshops, school visits, and mobile information units, and produce a brochure on the heavy use of chemicals in Fiji's fish industry.

**India: Consumer Federation Tamilnadu (CONFET)**

CONFET will raise awareness among school and college students of safe and sustainable food and promote organic food consumption by publishing a Shoppers Guide and facilitating a Coalition of Organic Food Farmers and Consumers. Alongside this, CONFET will advocate to government for better implementation and enforcement of regulations on pesticides in India, and amplify their campaign through the media, radio, and newspapers.

**India: Voluntary Organisation in Interest of Consumer Education (VOICE)**

VOICE will conduct specialised workshops with three key target groups: in-depth training with farmers in Bakner, Delhi; workshops with women and farming families on organic production and sales, and interactive sessions with school children on environmental protection and the benefits of safe, sustainable food. These activities will be further highlighted through wider social media, web, and magazine coverage.

**India: Citizen Consumer and Civic Action Group (CAG)**

This project aims to give first-hand information to farmers and young people by carrying out hands-on organic cultivation in a farming district and in a college in Chennai. CAG will carry out training workshops and disseminate information on organic farming, in particular on vermicomposting and kitchen gardening. Alongside this, CAG will submit recommendations to government for promoting sustainable food in schools and other government-run institutions.

**India: Consumer Education & Research Centre (CERC)**

CERC will test both organic and non-organic brands of rice for the presence of pesticides and heavy metals, and use the findings of this to pressure the regulatory authorities to establish higher standards on advertising and labelling of organic food. Alongside this they will raise consumer awareness through a media campaign and bulletins which reach their existing network of 90,000 people. A previous testing of turmeric powder in 2014 resulted in the Bureau of Indian Standards initiating efforts for improved standards on organic food in India.

**Indonesia: Yogyakarta Consumers Institute (YCI)**

This project aims to promote food sovereignty through the empowerment of local organic farmers and consumers. A seed bank will be established for other farmers and consumers to access and urban organic farming will be facilitated in three locations, as well as Training of Trainers sessions targeted at women farmers. Following this, a study of government policy on pesticides will be prepared and presented in order to get the attention of officials.

**Malaysia: Consumers Association of Penang (CAP)**

CAP will advocate growing your own food by conducting kitchen garden trainings, setting up school vegetable and herb gardens, and training local farmers on pesticide-free farming. The campaign will culminate in a large-scale food fair in October, bringing together consumers, students, health groups, media and women's groups to showcase organic foods and their benefits.

**Nepal: Socio Economic Welfare Action for Women and Children (SEWA)**

Pesticides are hazardously used in parts of Nepal, resulting in health problems and environmental destruction, including the eradication of wildlife essential to the farming ecosystem. SEWA's campaign will raise awareness of the negative impacts of pesticides and provide vocational training to farmers on how to produce natural alternatives which are equally effective. In particular, the project will engage with female farmers (common in Nepal due to migration of many men overseas for employment).

**Pakistan: The Network for Consumer Protection**

There is a need for more materials on pesticide-free food in Urdu, and further dissemination among academics and agriculture professionals. The Network plan to do this by adapting and publishing a report, and launching this with a high-profile workshop which includes a diverse range of stakeholders. The report will be widely shared and reach consumers through press, social media and local civil society networks.

## EUROPE

**Macedonia: Consumers' Organisation of Macedonia (COM)**

There are few local online sources of information on organic and sustainable food in Macedonia and the nutritional, health and environmental benefits. COM will develop consumer outreach channels including a new informative website on food choices (focusing on healthy and environmentally friendly foods), and promotional activities including social media, press outreach, and advertising, in order to reach young people in particular.

## LATIN AMERICA AND THE CARIBBEAN

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

Focused on low-income neighbourhoods of Quito, the project seeks to raise awareness and provide training on healthy and organic foods to children and women leaders of all ages, who themselves can implement campaigns in the future. Some of the activities are practical ecology training, tastings, and nutrition workshops, aiming to be a pilot project for the whole community. The wider message will be disseminated through social media and local media outlets.

### **Mexico: Colectivo Ecologista Jalisco (CEJ)**

The project seeks to provide opportunities to establish direct contact between organic farmers and consumers, creating alternative organic food markets where eco-friendly products are available. Video, radio, and infographics will be utilised to reach more consumers and farmers and bring them closer together.

### **Peru: Asociación Peruana de Consumidores y Usuarios (ASPEC)**

Peruvian food has become famous worldwide but pesticides residues are exceptionally high in produce such as tomatoes. ASPEC will analyse pesticide residues on certain foods and disseminate the results of this to consumers through their bi-monthly magazine, the media, and strategic partners. The findings will also be used to appeal to consumers and decision-makers to opt for organic food and promote organic agriculture methods that do not use pesticides.

## MIDDLE EAST

### **Lebanon: Jamyat Almoustahlk-Loubnan (Consumers Lebanon)**

Consumers Lebanon will carry out testing (in an accredited lab) of pesticide residue levels on agricultural products and use the results of this to raise consumer awareness and promote organic consumption (and where to find organic produce) through its strong media profile. They will also advocate to government for better implementation of the relevant laws and decrees, which exist but are widely ignored in practice.