SMALL LABEL. GREAT PROGRAM

UTZ CERTIFIED: Sustainability program for coffee, cocoa and tea.
UTZ CERTIFIED is a sustainability program for coffee, cocoa and tea. UTZ (pronounced 'oots') means ‘good’ in a Mayan language from Guatemala, where the program originated. UTZ CERTIFIED helps farmers to become better businessmen who produce professionally and sustainably. This results in improved product quality and yield against lower costs and lower environmental impact. Sustainably grown and traceable products provide a better market position for farmers. The UTZ CERTIFIED label adds value for the whole supply chain through to the consumer. It gives them the assurance of ‘good inside’ quality products, grown with care for people and the environment.
TO PROFESSIONALIZE YOUR BUSINESS

UTZ CERTIFIED is dedicated to creating an open and transparent marketplace for agricultural products. To achieve this, UTZ CERTIFIED’s main tools are the UTZ Traceability System and the Code of Conduct. These tools are like the two chambers of the heart or core of UTZ, whereby the Code of Conduct leads to good agricultural practices and the Traceability System leads to transparency of trade markets.

UTZ CERTIFIED’s vision is to achieve sustainable agricultural supply chains in which:

- Farmers are professionals implementing good practices
- Industry takes responsibility by demanding and rewarding sustainably grown products
- Consumers can trust their brands and buy products which meet their expectations
THE UTZ CERTIFIED
CODES OF CONDUCT AND CERTIFICATION

Based on the experiences of the program and stakeholder consultations, UTZ CERTIFIED develops the Codes of Conduct. All codes are based on the continuous improvement model lowering threshold for producers while assuring basic standards for quality and safety. There are codes for coffee, cocoa, tea and Rooibos. Certifications are carried out by the independent third party certification bodies.

Commitment to improve
Continuous improvement is essential. Voluntary standards and certification programs receive growing attention from producers, NGOs, industry but also governments. An important observation is the impact voluntary standards have in producing countries. UTZ CERTIFIED continues to invest time and resources in monitoring and evaluating its program by developing program indicators and carrying out achievements studies in major coffee, cocoa and tea production origins. UTZ CERTIFIED also works closely with partners as the Committee on Sustainability Assessment (COSA) and LEI Wageningen, commissioning long-term studies in focus countries for all three products.

Field development
UTZ CERTIFIED has a professional and dedicated network of representatives and consultants who facilitate sustainable business practices in origin countries. UTZ CERTIFIED works together with worldwide developmental capacity builders, such as Solidaridad, who support farmers with implementing the UTZ CERTIFIED Code of Conduct. As the UTZ Program expands, we will develop the reach of this network and look into innovative ways to reach even larger groups of farmers. To achieve this goal various activities are undertaken such as training the trainers, developing training materials, monitoring implementation and assessing impact.
Full ISEAL member
UTZ CERTIFIED Standards and Certification
Manager Britta Wyss-Bisang: “Being a full ISEAL member is important for UTZ CERTIFIED, underlining our commitment to credibility, transparency and constructive cooperation within the sustainability sector!”

MONITORING AND EVALUATION

Impacts of UTZ certification
• What changes are made on farms in order to obtain and maintain certification?
• What are the main difficulties and challenges for producers to become certified?
• What are the main benefits of certification according to certified producers?

In order to answer these important questions for our coffee program, UTZ CERTIFIED hires independent consultants to collect information in key producing countries in Asia, Latin America and Africa. The economic, social and environmental impacts are clear thanks to the following testimonials and statements:

Economic impacts

Productivity
“Before being certified, in 2007 I had a total productivity on my farm of 2.1 hectares of 7,000 pounds, at this date (2009) I have a productivity of 11,000 pounds of parchment. That represents an income increase.”
(Cooperativa San José El Obrero, Guatemala)

Efficiency
“Before certification I fertilized 3 times a year with 80 gr/plant, now I fertilize two times a year and apply 100 gr/plant; with this measure I saved labor and fertilizers, while farm productivity has not been affected. Savings have been US$39/ha”.
(Cooperativa Anserma, Colombia)

Quality
“The percentage of Class 3 & 4, which fetch better prices, has increased above 80% since certification, unlike 2006/2007 when they only produced 26.1% of class 4.”
(Rianjagi Coffee Farmers Cooperative Society (RFCS), Kenya)
Environmental impacts

Shade management
“With the use of shade management there is a reduction of up to 25% in the amount of chemical fertilizer that has to be applied to coffee plants.”
(Cooperative Anserma, Colombia)

Reduced water use
Through improvements to our wet mill we reduced water usage by 98% (from 1 million to 18,000 liters per day). This is while we increased production by 50%. The water is now also recycled and treated.
(Acatenango Cooperative, Fedecocagua, Guatemala)

Recycling of organic waste
“Pulp from the factory is collected by the farmers for use as organic manure in their farms after decomposition. 100% of the pulp is currently collected; a practice that was not followed previously. Husk from the dry cherry huller is also collected by the farmers for use in cooking being a good source of heat energy.”
(Rianjagi Coffee Farmers Cooperative Society (RFCS), Kenya)

Social impacts

Access to education
In one farm, training in computer skills is given to farm employees and their families who otherwise would not have access to it. This allows them to achieve better salaries and skills in the labor market. Another producer pays 10% more to workers who are striving to complete their studies”.
(Rancho Fundo and Ponto Alegre, Brazil)

Access to healthcare
“A hospital ward has been opened where farm workers as well as other local people are attended to. No person is excluded from using these benefits. There are always medicines and a full time person is in charge of the clinic.”
(Finca los Cerros, Guatemala)

Improved working conditions
“We are now more conscious about our personnel working on the farm being treated well and getting fair wages. Bonuses are used to reward workers at the end of the year. Up to $190 has been distributed among workers as a commitment reward.”
(Cooperativa Anserma, Colombia)
WORKING WITH STRONG PARTNERS AND BRANDS

UTZ CERTIFIED coffee: progressive growth
Since its market launch in 2002, UTZ CERTIFIED has grown to be one of the leading sustainable coffee programs worldwide. It has one of the largest supplies of sustainable coffee, allowing roasters and retailers to source the quantity and quality they require. Companies such as Migros, the largest Swiss retailer, and Kaffehuset Friele, market leader in Norway, are committed to UTZ CERTIFIED. With the commitment of both these partners, market share will grow to 40% equaling that of UTZ’s largest market the Netherlands.

UTZ CERTIFIED cocoa: breakthrough in 2010
UTZ CERTIFIED chocolate products have hit the shelves around the world: KitKat in Australia, Cocio chocolate milk in Scandinavia, along with De Ruijter, and many private label products in the Netherlands. Following the commitment of Mars Inc. to source at least 100,000 tons of UTZ CERTIFIED cocoa in 2020, FrieslandCampina and Nidar will switch all their cocoa to UTZ in the coming four years. On the supply side, producers in West Africa, Latin America and Asia have received certification and many more are underway. UTZ CERTIFIED and Solidaridad are further expanding the producer support network in key cocoa origins and at the same time more market partners are engaging in certification projects.

UTZ CERTIFIED tea: further expansion
The UTZ CERTIFIED Codes of Conduct for Tea and for Rooibos were launched. In order to make sure that stand-alone factories can also join the program, the Codes have been split up between a Code of Conduct for Farms and a Code of Conduct for Factories. Supply is building up. After Sara Lee launched its first consumer product with UTZ CERTIFIED tea, more products are expected to soon hit the shelves.

JOIN UTZ CERTIFIED
Economic viability is the key
UTZ CERTIFIED producers negotiate the UTZ sustainability premium with buyers. This is on top of the increase in income due to better quality and yield and lower costs. This way, the UTZ program combines economic viability with sustainable practices, and contributes to the improved livelihoods of farmers and their families in the long term. The UTZ CERTIFIED sustainability program has a major role to play in sustainable agriculture and transparent trade. Our services and tools are part of the long-term approach to environmental and social protection and process improvements. It acknowledges the connections between the economy, the environment and social responsibility. Join us on the journey to sustainable and professional production.
Better for people, planet and profit. And better for you!
Good inside

SMALL LABEL. GREAT FUTURE

www.utzcertified.org