



“How to deal with fraud in organic business”

Ronald van Marlen- Director Ariza- 3 october 2012

Background Das Umfeld



- * On-going:
- * Sales
- * Volume
- * Markets
- * Products
- * Companies



* Growth: 3 Driving Forces





**SHIFT
HAPPENS!**

OCCUPY TOGETHER
OCCUPYAMSTERDAM.NL

* **Driving force 1:
Sustainable consumers**



- * Commodity thinking
- * Q1..Q2
- * Conventional “buying desks”
- * Reputation
- * Brand Value
- * Shareholder Value



* Driving force 2: Food multinationals

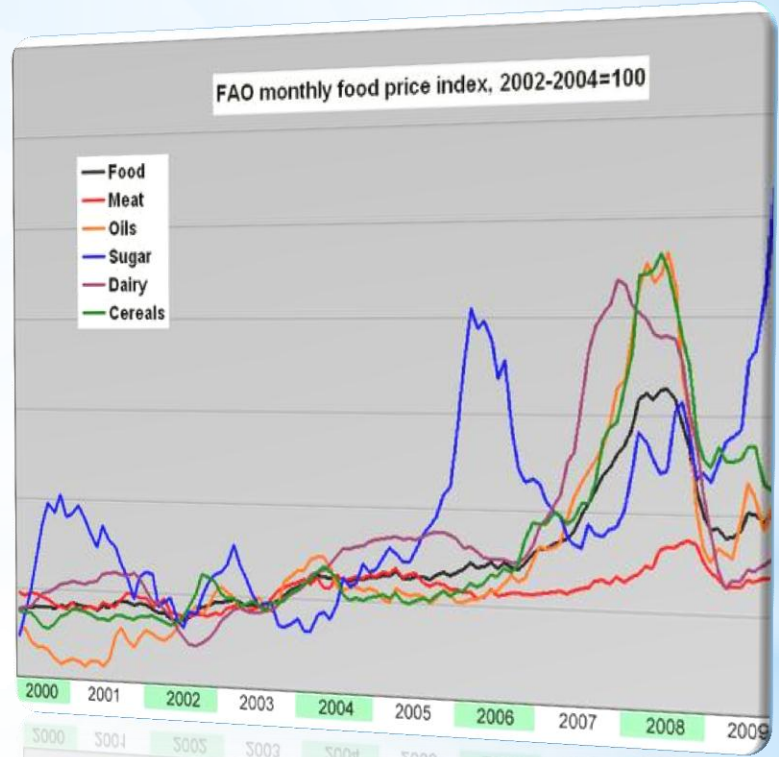
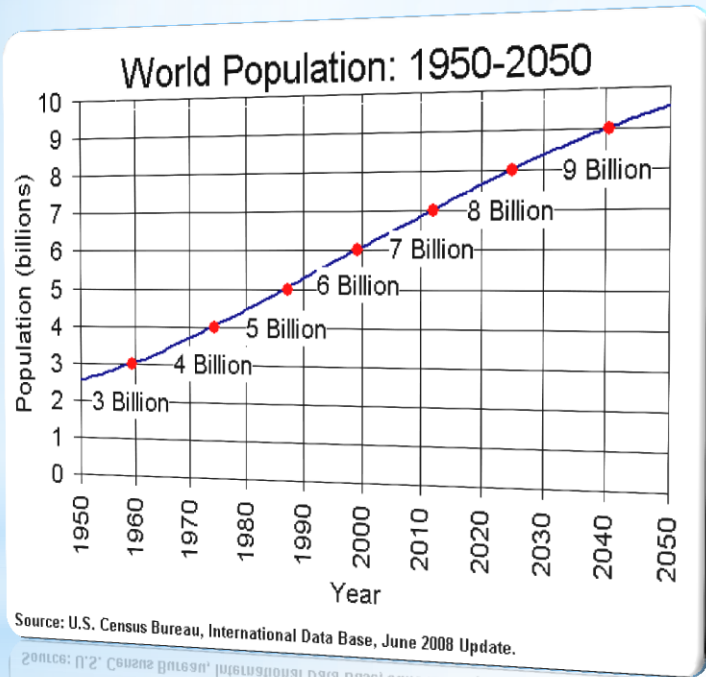


- * Commodity thinking
- * Q1..Q2
- * Conventional buying desks
- * Reputation
- * Brand Value
- * Shareholder Value



* Driving Force 3: Global retailers





* Food prices rise;
World population grows



- * The organic markets grows, but can we grow in an “organic” way?
- * How we do solve the dis-balance between supply and demand?
- * Are we still in the drivers seat?
- * Who is leading at the moment ?



* Dilemma's and questions

- * The Movement
- * The Market



* Mind the gap



- * Is profitable
- * Is relatively easy
- * Fragmented prevention
- * Stakeholders all think that the other stakeholder takes care of fraud.....



* **Fraud can occur**

How does Ariza
recognize potential fraud?



Want to know
Want to see

Bad people
Bad companies

Ask for Master
certificate-ICS system
Last control report

Check volumes per
hectare versus
benchmark (FibL)

Risk countries?
Risk producers
Risk crops?

Agricultural
Organisation?

Agricultural System?

Purchasing structure?
Middlemen, private,
cooperatives. etc

Certification versus
Consultancy?

BioKap pesticide
residue database

How do we try to
prevent fraud?





* Integrated risk approach
Closing the gap



Supply Chain Policy

Suppliers Selection

Visit +
Risk Assessment

RISE assessment +
Action Improvement Plan

Implementation+
Evaluation



Supply chain policy




Evaluation-report

FiBL
 Forschungsanstalt für biologischen Landbau
 Institut de recherche de l'Agriculture biologique
 Research Institute of Organic Agriculture
 Istituto di ricerca dell'Agricoltura biologica
 Instituto de Investigaciones para la agricultura orgánica

EXCELLENCE FOR SUSTAINABILITY

Organic fruit production and processing in Argentina
 A feasibility study



FiBL Cooperation and Development
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Assessment-report

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EXCELLENCE FOR SUSTAINABILITY

Organic fruit production and processing by Naturz Organics in PR China



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FIBL Assessment for ARIZA

FiBL

First Assessment of Fosetyl-Aluminium in Mandarin Juice Concentrate

Bettina Landau

05. März 2010

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Project risk assessments
QM assessments
Residue assessments

Action Improvement Plan (AIP)
Implementation of AIP
Third party inspection



* Assessment Criteria

Land-Use system

- › Fertility management
- › Soil management
- › Pest and disease management
- › Technical know how



Biodiversity

- › Functionality
- › Quantity & quality



* Assessment Criteria

Risk Assessment

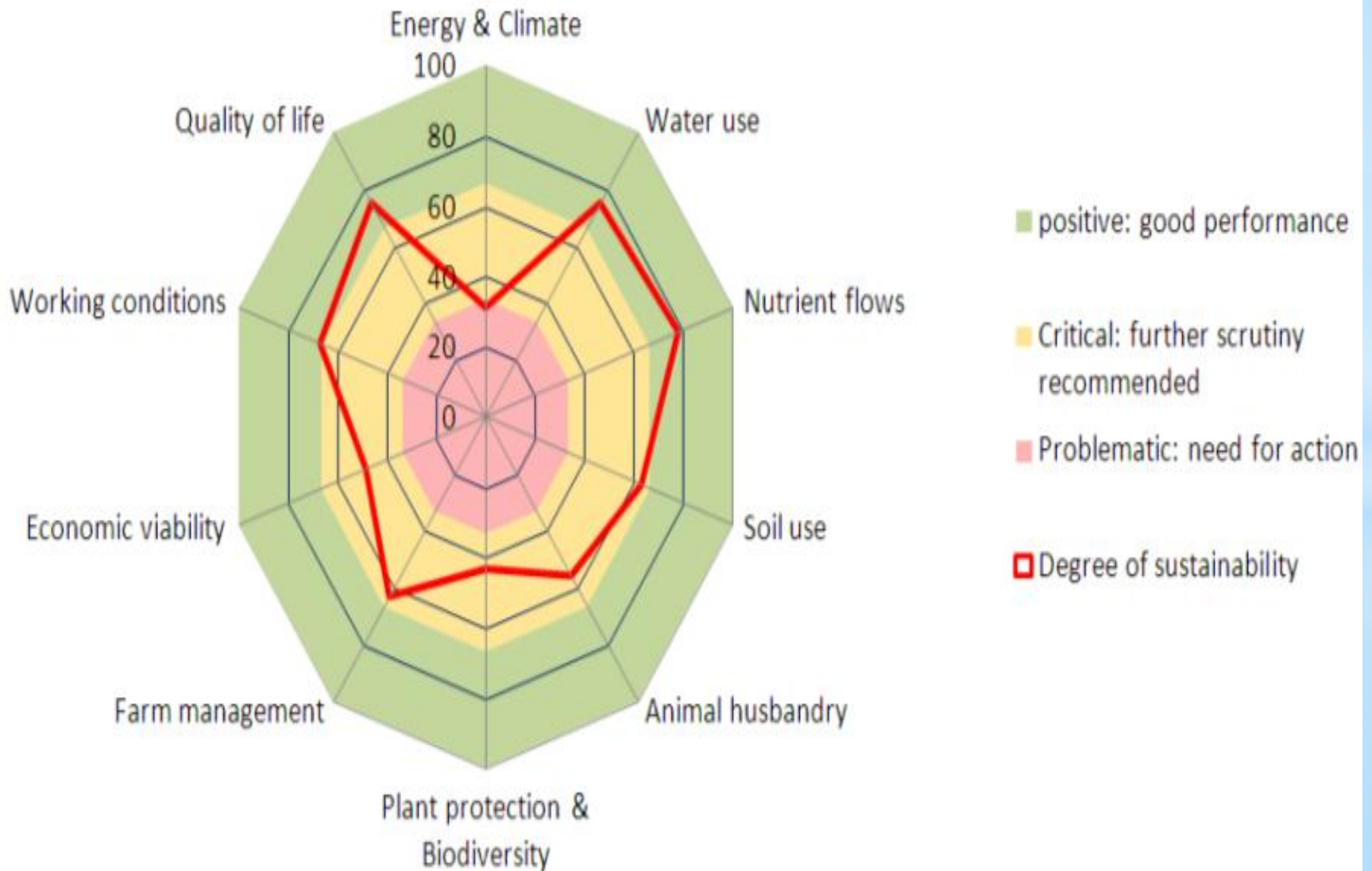
- › Contamination risks
- › Inspection and Certification

Social situation

- › Age / succession
- › Farm-size
- › Alternative occupation
- › Traditional context



RISE Assessment: the 2.0 polygon



“In the end it all starts with an sincere feeling of responsibility towards taking care of the organic principles, as defined by IFOAM. And the best way to contribute to that, is in the way we do our daily business among eachother”.

Thanks very much for your attention.
Ronald van Marlen- Director Ariza

