

Africa

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

Cotton is one of the main cash crops in Benin with cotton farmers representing a large proportion of producers. Cotton production involves a large and increasing amount of pesticides which is a major contributor to health and environmental problems, including food poisoning. The large-scale application of pesticides and fertilisers on food crops and cotton production has also led to lowered soil fertility. This practice causes the increase in cases of cyclical food poisoning, due to the presence of pesticide residues.

To address this problem, LDCB proposes to educate and raise awareness amongst producers and consumers on risks associated with the use of cotton inputs in food production, and uses of wrong fertilisers and pesticides on food crops by farmers.

Association des Consommateurs du Mali Bamako (ASCOMA) Mali

ASCOMA aims to raise awareness of the risks associated with bad conservation practices in smoked and dried fish. Consumers in Mali are vulnerable to food poisoning from fish treated with pesticides whose use is prohibited in the conservation of fish. The project will address these practices with the aim of achieving a change in behavior of the producer, seller and consumer. To achieve their objective, ASCOMA will conduct a survey to better understand the level of pesticides usage in the fish industry. This will be followed by training of stakeholders on the appropriate methods of conservation and an awareness campaign.

The Consumer Council of Zimbabwe (CCZ) - Zimbabwe

The project is a follow up to the Healthy and Food Nutrition Project carried out by the CCZ in 2013 in which it, in conjunction with the Ministry of Women Affairs, trained ten Consumer Action Clubs [CACs] in environmentally friendly techniques of localised farming. Overall, the project seeks to help the participants reap financial and material profits from their environmentally friendly methods. Activities to be undertaken include: producing a business skills booklet; engage local supermarkets in the areas of the clusters and beyond to consider supporting the local organic farmers; convene three one-day workshops for CAC members, facilitators, buyers from supermarkets as well as members of the public; and use of social media.

Consumers' Rights Protection Organisation (ADECOR) - Rwanda

ADECOR will raise awareness of the negative effects of using chemical fertilisers and pesticides. This in turn will encourage the use of organic manure in order to produce organic food and promote organic farming as model for soil conservation and environmental protection. The long term outcome will be that more Rwandans will resolve to consume healthier foods, subsequently protecting their life from any problems associated with consequences of the use of pesticides.

ADECOR will hold five radio talks, produce 400 simplified leaflets in Kinyarwanda language to facilitate the farmers and consumers to understand the benefits of organic farming and products. They will visit Gako Organic Farming Training Centre to learn from them the importance of using organic farming as alternative option for food security and sustainable environment. They will also have eight face-to-face meetings which will target at least 15 government institutions and development partners.

Asia Pacific and the Middle East

Consumer Education and Research Centre (CERC) – India

CERC will carry out their campaign by studying consumer perceptions and practices with regard to organic food, advocating relevant food laws and regulations and raising consumer awareness about quality and safety issues. Organic foods are becoming increasingly popular in India due to their health benefits – but are they safe? There is currently no regulation on organic foods in the country, or their labelling/certification. How can a consumer be sure that the product they are purchasing is genuinely organic? CERC will also be spreading their campaign message through informative fact sheets, leaflets and media campaigns whilst interacting with the regulatory authorities to advocate the enforcement of legislation.

Consumer Federation Tamil Nadu (CONFET) – India

In Tamil Nadu, India, agrochemicals used in agriculture is increasing, leaving farmers and workers suffering from pesticide poisoning. Working in the Cuddalore district, CONFET will be campaigning to raise awareness of the effects of agrochemical use on humans and animal health. They will do this by first conducting a survey and carrying out data collection to establish the levels of consumption of agrochemicals. Campaigning activities will also focus on creating a publication to guide consumers to safe food outlets.

Voluntary Consumers Training and Awareness Society (VOCTA) – Bangladesh

In Bangladesh the use of chemical fertilisers and pesticides is increasing rapidly year after year, with no legal regulations for non-agricultural pesticide use within homes and communities. Their use is also particularly prevalent amongst farmers who use chemical preservatives, widely known as formalin, to help harvest crops. Direct exposure to these poisons is proving harmful. VOCTA's campaign focuses on awareness raising with consumers, farmers and wholesalers to reduce the adverse effects on health and promote sustainable consumption. This will be achieved through visiting local fruit and vegetable markets, talking with consumers, farmers and wholesalers, running a workshop and printing informative pamphlets to help educate consumers.

Voluntary Organisation in Interest of Consumers Education (VOICE) – India

VOICE has already won a major battle in the Delhi High Court against the rampant use of pesticides in fruits and vegetables, but more measures are needed both for the short and long term. Alongside direction from the High Court to the Delhi Government for more awareness raising, VOICE will be campaigning to educate farmers in Delhi to understand the perils of pesticide usage. Organic farming will be promoted as a positive alternative by teaching small groups of farming communities about the benefits and usage of organic farming, creating informative pamphlets and helping farmers to locate stores selling organic produce to sell their own products.

Citizen Consumer & civic Action Group (CAG) - India

This project will target consumers who are familiar with the benefits of organic food but are not ready yet to go organic. They will be convinced using a combination of tools including the publication of organic price charts for common food items and exotic recipes using available organic items. The project's objective is to create greater demand for organic food by influencing consumers to go organic and bridging consumers and producers. Activities to be undertaken include: publishing a booklet of exotic recipes using commonly available organic ingredients; develop and disseminate a model organic price chart to enable consumers to compare prices; organise an "Organic Food Mela" to create a

platform for organic farmers and retailers to meet consumers in order to promote the importance of organic food.

Europe

Consumers' Organisation of Macedonia (COM) - Republic of Macedonia

The Consumers' Organisation of Macedonia (COM) will organise a campaign "Know what you eat! Organic is healthier, safer and tastier!" It will promote the benefits of organic foods, relevant labelling schemes, the producers and main sellers, as well as risks associated with irresponsible pesticide use in farming. Activities to be undertaken include: Publish a leaflet for consumers on adverse health and environmental effects from irresponsible pesticide use; publish a leaflet for consumers with unique selling points for organic farmers produce, including key health and environmental benefits, as well as a guide on recognizing and locating such food; establish a forum on COM's web-site and its Facebook page; media campaign including opportunities for national TV to interview consumers and supermarket managers on their knowledge of adverse effects from irresponsible pesticide use.

Latin America and the Caribbean

Observatorio Ciudadano De Servicios Publicos (OCSP) - Ecuador

Major supermarket chains in Ecuador sell Genetically Modified (GM) foods grown in areas where the use of pesticides and herbicides is prevalent and containing no product information. OCSP will carry out an information and education campaign targeted at consumers who purchase food in large supermarket chains offering information about the potential harm of GM foods and the use of pesticides and herbicides in food production. They will also campaign to compel managers and administrators of large supermarket chains to put visible information on the origin and content of the food they sell. Activities planned to achieve their objectives include, the distribution of leaflets on the risks associated with the use of herbicides and pesticides in food production.

Union De Usuarios Y Consumidores (UUC) - Argentina

UUC will create an interactive online platform which aims to collect and generate information to raise awareness amongst consumers about the socio-environmental problems of the dominant food system, as well as promote closer relations between consumers and producers of organic food.

The project aims to facilitate access to safe and sustainable food at a fair price, whilst promoting social ties between producers, consumers and distributors.

Activities planned include surveys and discussions with consumer groups leading to the creation of a website containing information on organic food where producers, processors, marketers and consumers interested in chemical free foods can interact.

Asociacion Peruana De Consumidores Y Usuarios (ASPEC) - Peru

The project is focused on developing a campaign aimed at consumers and local leaders in Lima with the aim of highlighting the benefits of ecological and organic agriculture. ASPEC hopes that through their campaign, target groups will be aware, become informed, and subsequently are able to make better food purchasing decisions that involve food sourced through ecological and organic agriculture. The campaign objectives will be achieved through radio programmes, printing educational materials and talking to consumers, especially women, who make the purchasing decisions for the family.

Asia Pacific and the Middle East

National Consumers League of Jamaica (NCL) - Jamaica

This project seeks to educate consumers about the effects of pesticides in an attempt to bring about a change in attitudes and behaviours when utilising pesticide products. The objective of the project is to educate consumers about how pesticides/herbicides impact the food they consume on a daily basis and highlight the eventual impact on their own health. Activities planned include a radio and print campaign.