

ABOUT

This tool helps food producers and processors in the Pacific by guiding them through the process of choosing the right market or quality assurance program. It uses a decision tree to explore various certification options, helping you see which one fits your operation best. It also estimates the financial impact of getting certified.

We note that any move towards certification should be market driven, align with market demand and be representative of consumer preferences

What does certification offer?

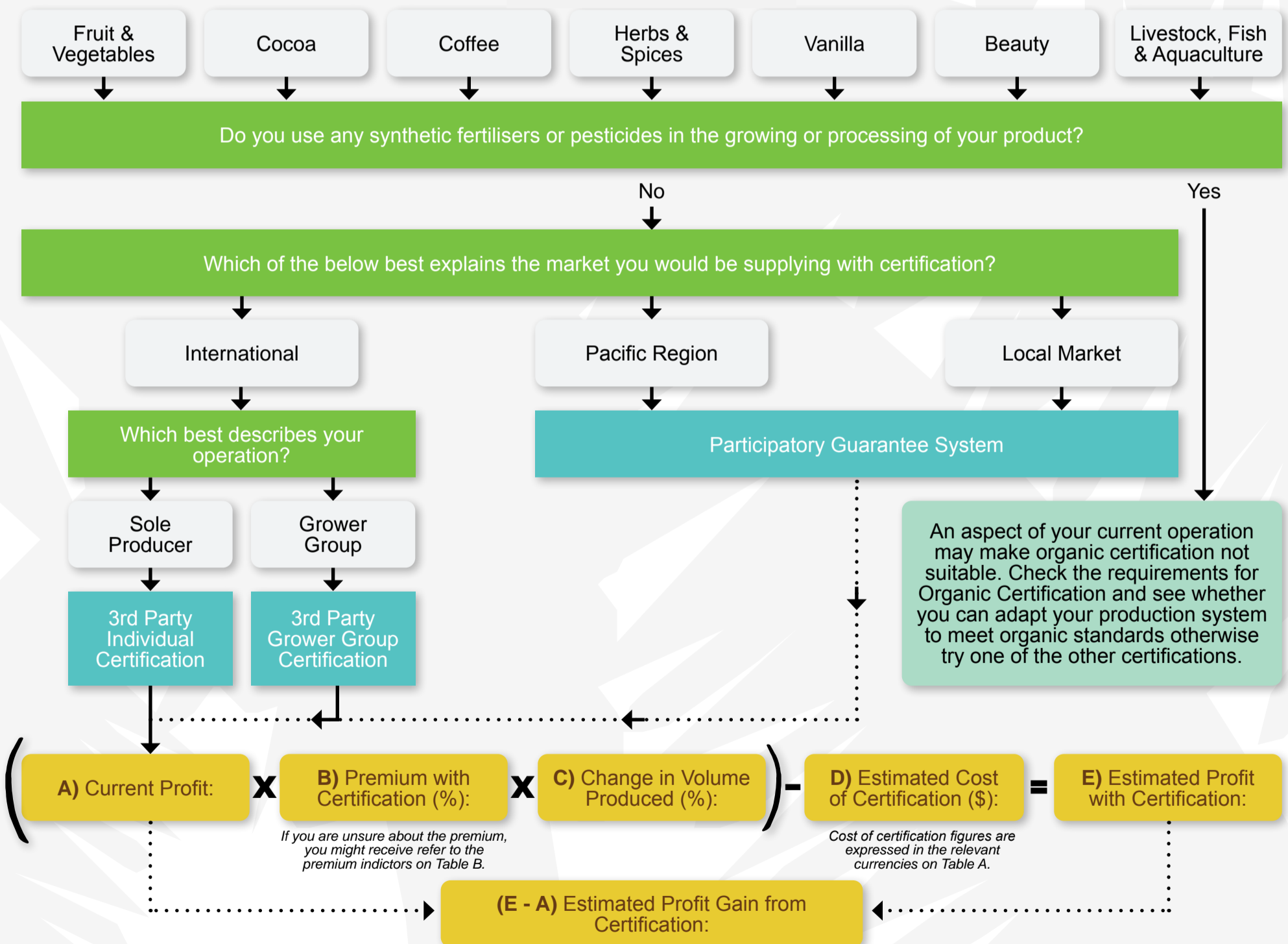
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ORGANIC



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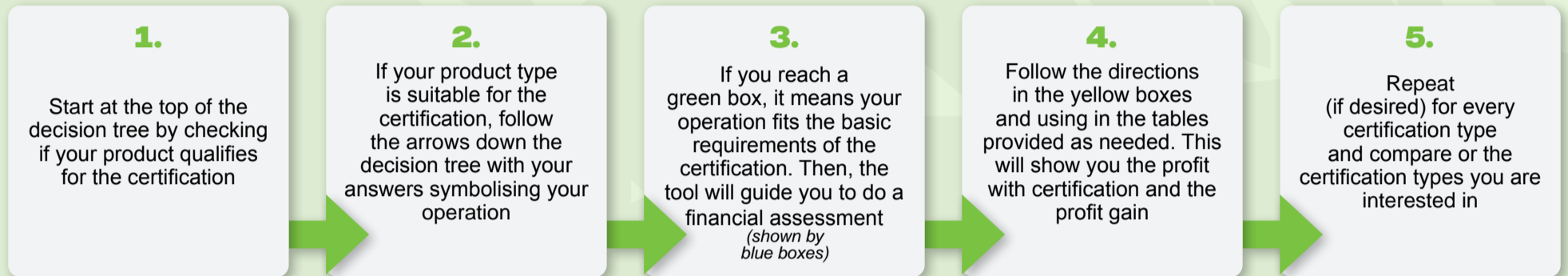
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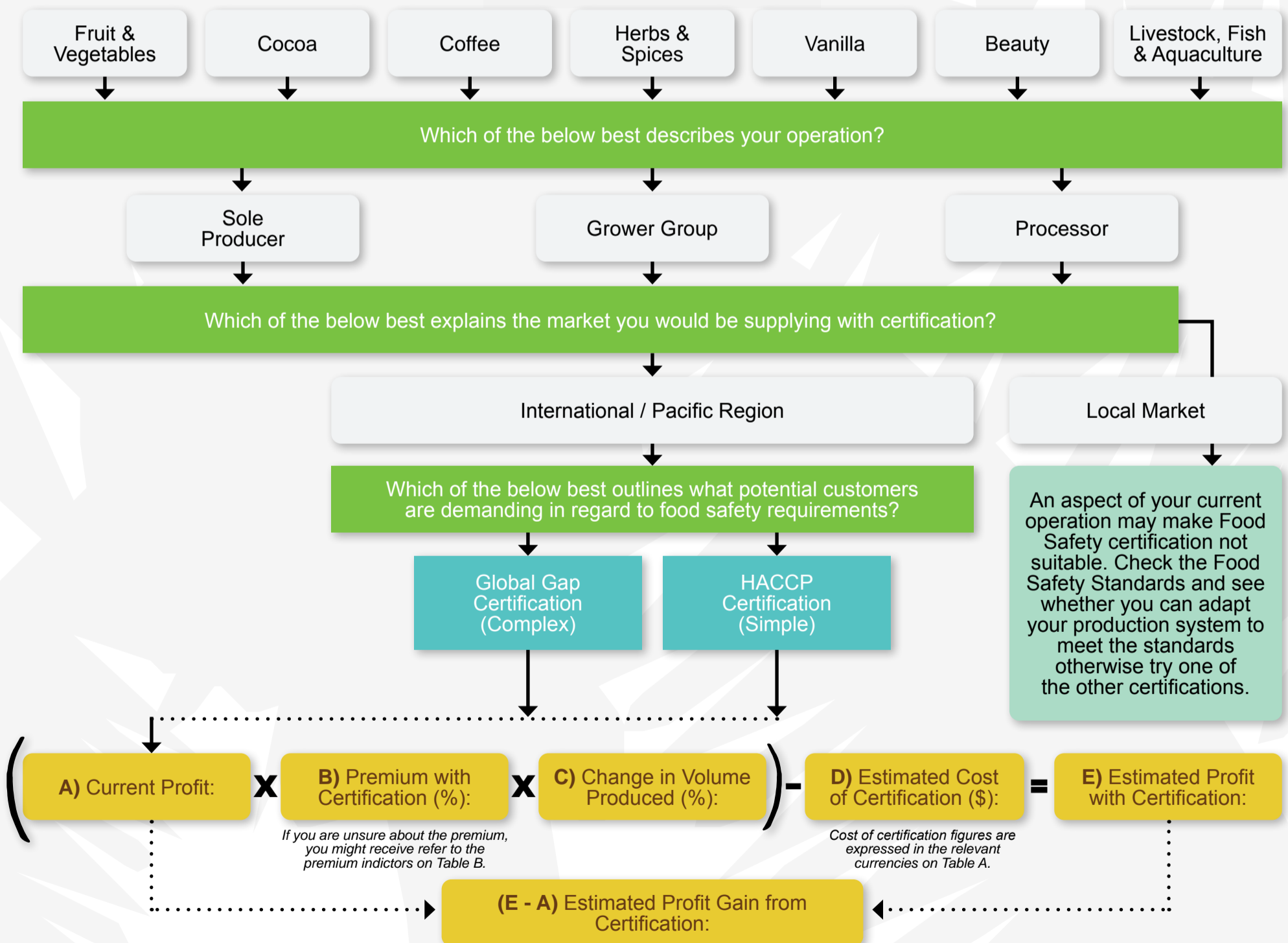
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FOOD SAFETY



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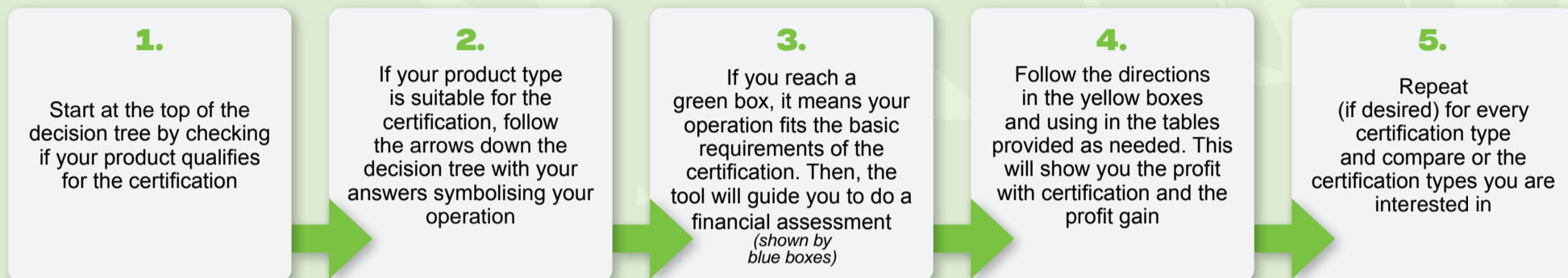
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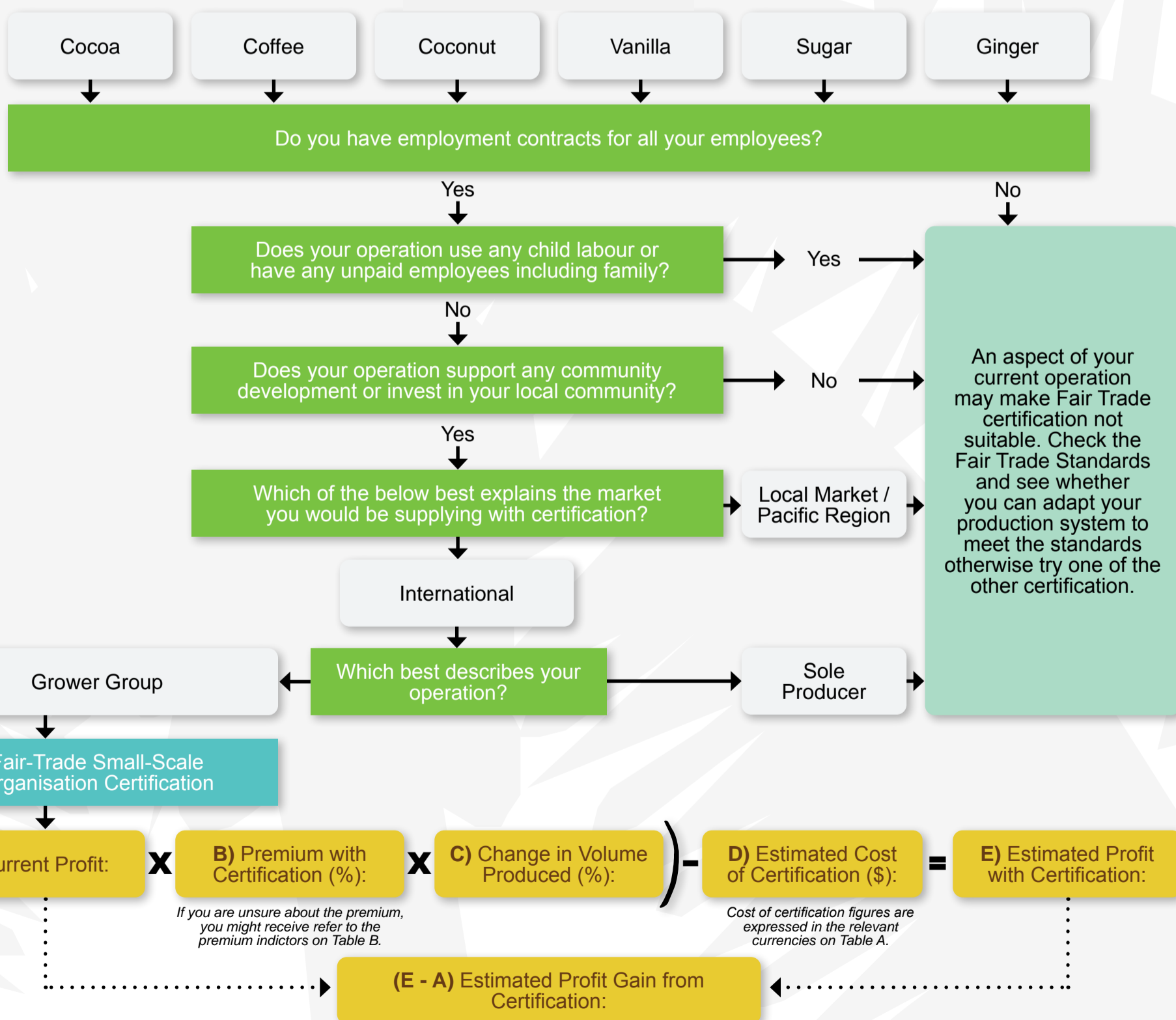
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FAIR TRADE



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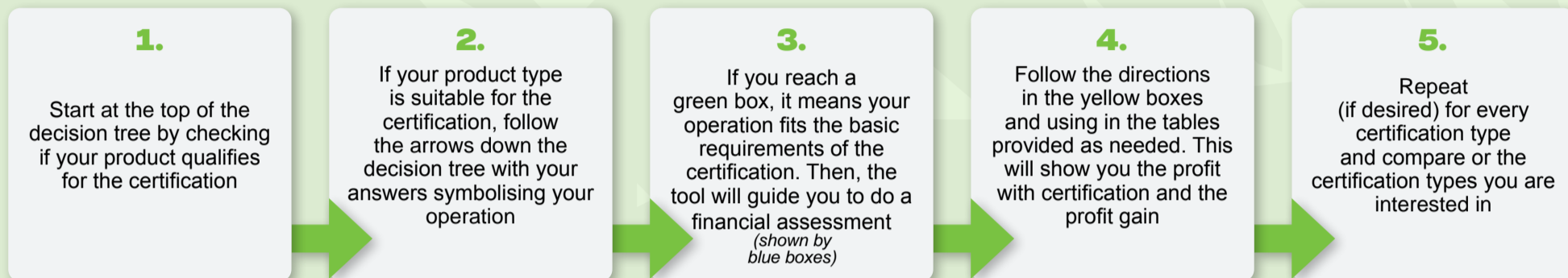
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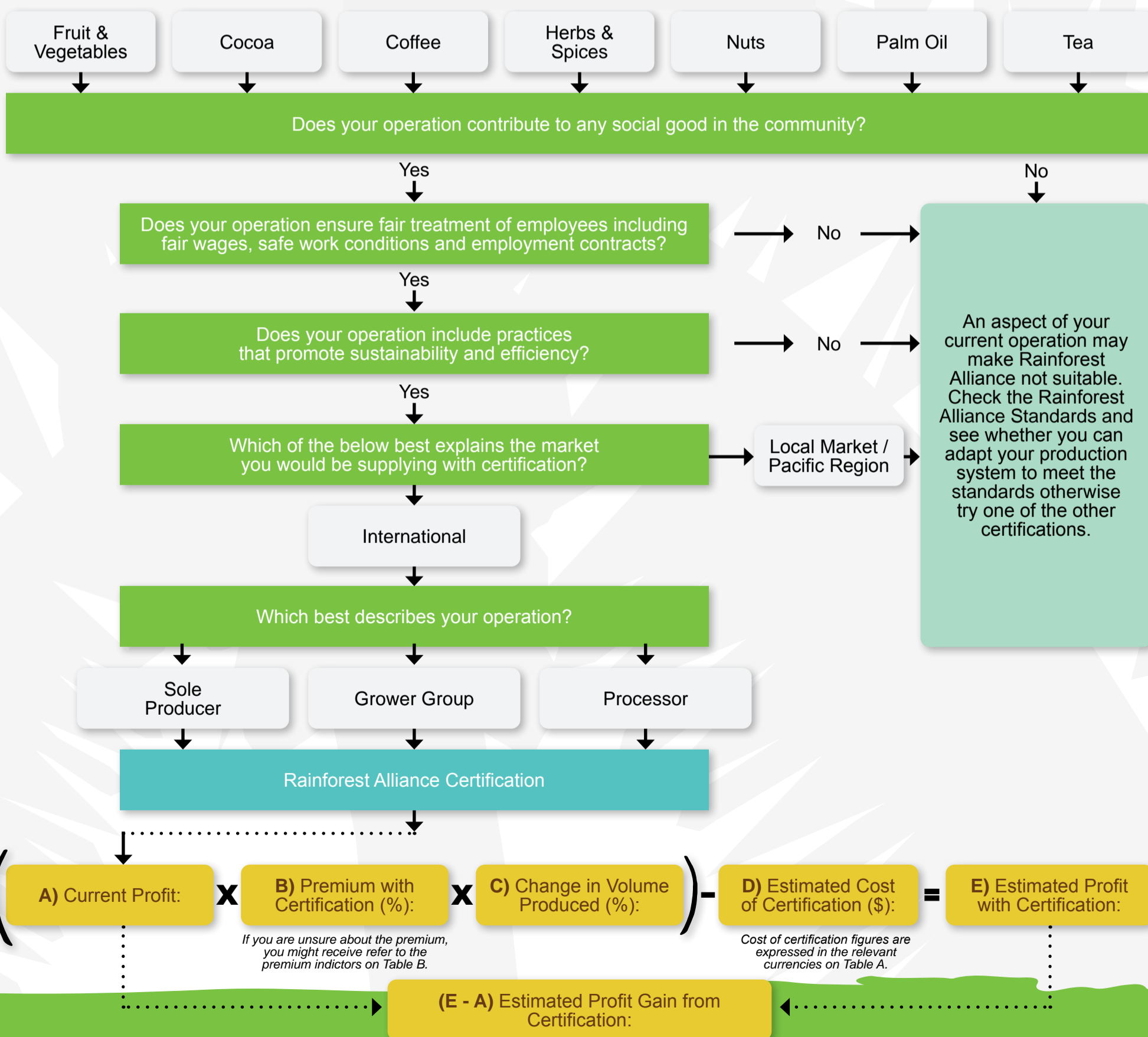
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RAINFOREST ALLIANCE



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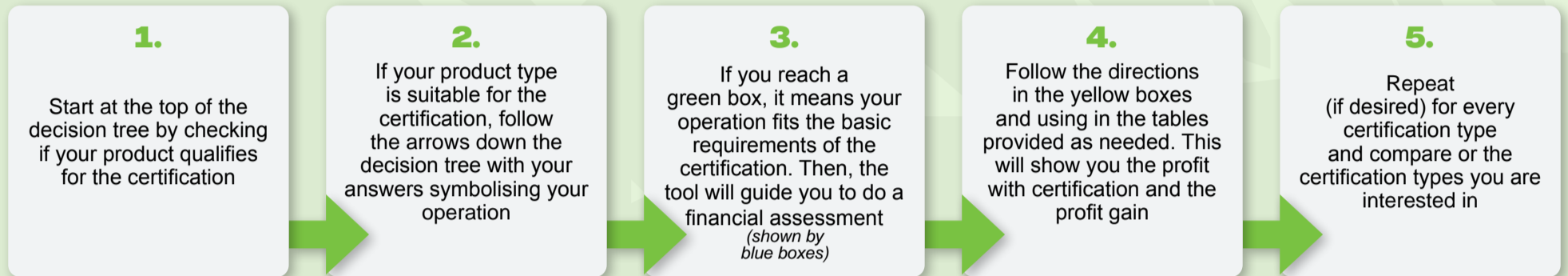
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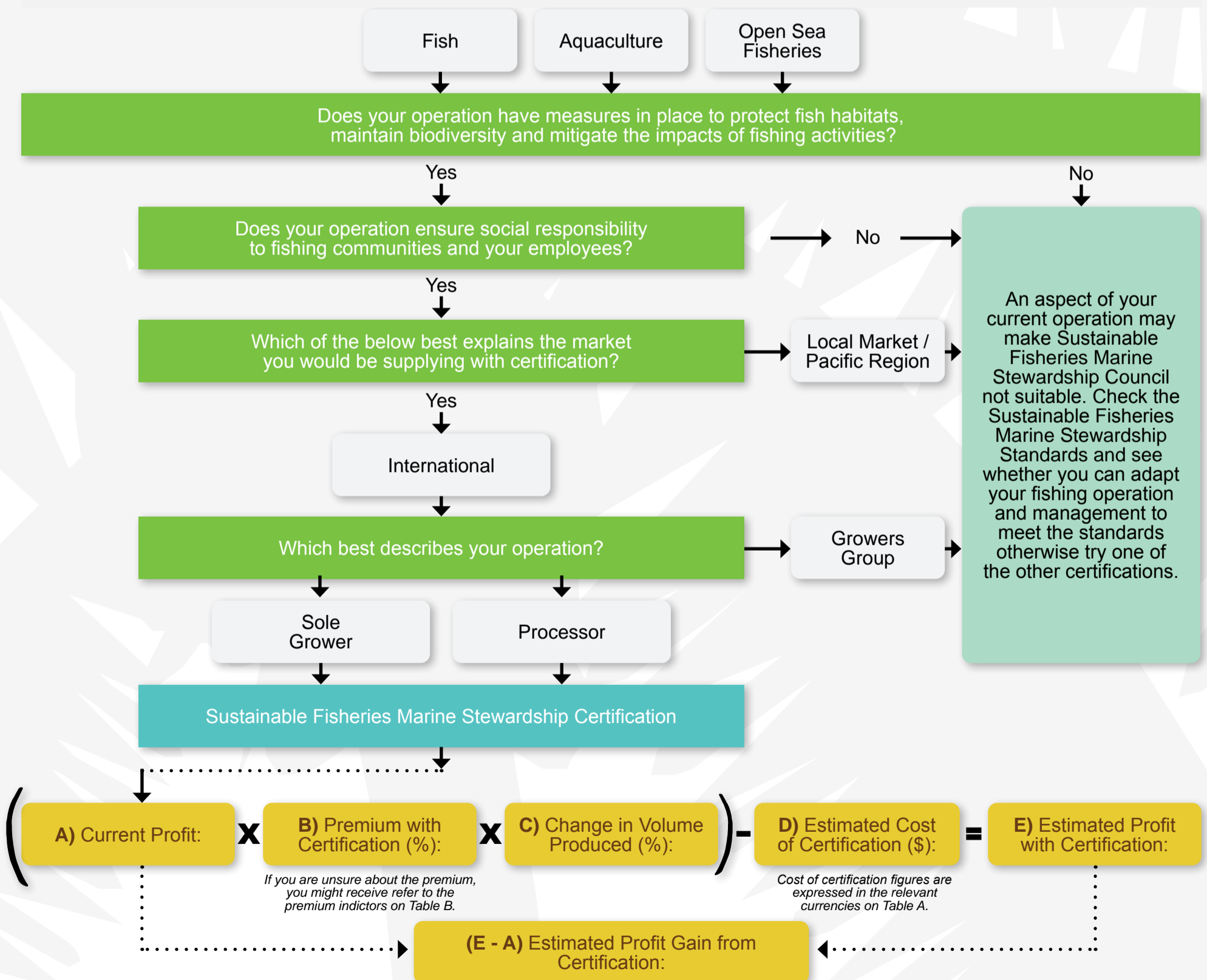
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SUSTAINABLE FISHERIES MARINE STEWARDSHIP COUNCIL (MSC)



SAFE PACIFIC CERTIFICATION ASSESSMENT TOOL

Table A: Cost of Certification – Multi-Currency

Cost of Certification Currencies	Organic PGS	Organic Individual	Organic Grower Group	Fair Trade	Food Safety	Rainforest Alliance	Sustainable Fisheries Marine Stewardship
New Zealand Dollars	0	5,000	500	3,500	1,000	6,000	26,000
US Dollar	0	3,100	310	2,170	620	3,720	16,120
Fijian Dollars	0	6,800	680	4,760	1,360	8,160	35,360
Soloman Island Dollar	0	25,700	2,570	17,990	5,140	30,840	133,640
Australian Dollar	0	4,650	465	3,255	930	5,580	24,180
Papa New Guinea Kina	0	11,450	1,125	8,015	2,290	13,740	59,540
Tongan Pa'anga	0	7,200	720	5,040	1,440	8,640	37,440
Vanuatu Vatu	0	361,650	36,165	253,155	72,330	433,980	1,880,580

***Does not include any internal costs – Refer to the internal costs table to work out internal costs

Table B: Premium Indicators

Certification	Premium Indication
Organic PGS	0-5%
Organic Individual	20-40%
Organic Grower Group	20-40%
Fair Trade	15-30%
Food Safety	15-30%
Rainforest Alliance	15-30%
Sustainable Fisheries	20-40%

**These are estimations

Internal Costs Table

Internal Costs	Time Spent (hours)	Hourly Rate	Total Costs
Preparation for Certification Registration			
Internal Coordination with Standards			
Internal Training			
Audit Preparation			
Audit Process			
Maintaining Internal Processes			
Record Keeping and Administration			
Other			
Total Internal Costs			

Glossary of Terms

Financial Terms

- Current Profit**
 Profit is the money you have left after paying for business expenses
- Premium with Certification**
 The additional money you will receive with a certification. This is expressed as a percentage in the calculation; to work this out divide the price you would receive with certification by the price you receive before certification minus 1. If you are unsure of the premium you would receive take a look at Table B for guidance.
 - Example: price with certification - \$6.50, price without certification \$5
 - Premium can be calculated by $(6.50/5)-100 = 0.3$ or 30%
- Change in Volume Produced**
 This is the difference between the quantity produced currently and the quantity you would be producing with certification. This is expressed as a percentage in the calculation; to work this out divide the volume you would produce with certification by the volume you produce now minus 1.
 - Example: Quantity Produced Now: 10,000 tonnes Quantity Produced with Certification: 15,000
 - Change in volume can be calculated by $(15,000/10,000)-1 = 0.5$ or 50%
- Estimated Cost of Certification**
 This is the cost that is associated with each individual certification, if you are unsure of the costs you may face around the certification you can use Table A as a guide.
- Estimated Profit with Certification**
 This outlines the amount of money you are likely to make with the specific certification
- Estimated Profit Gain from Certification**
 This is the benefit of gaining certification compared to your current situation.

Other Terminology

- Social Good**
 Social good is defined as an action that provides some sort of benefit to the general public.
- Sole Grower**
 This means you are an individual grower that is a sole operator.
- Processor**
 This means that you take raw materials and process them into a product beyond the raw material.
- Grower Group**
 This means that you are operating with multiple other producers/processors under an internal control system.
- PGS**
 Stands for Participatory Guarantee System.