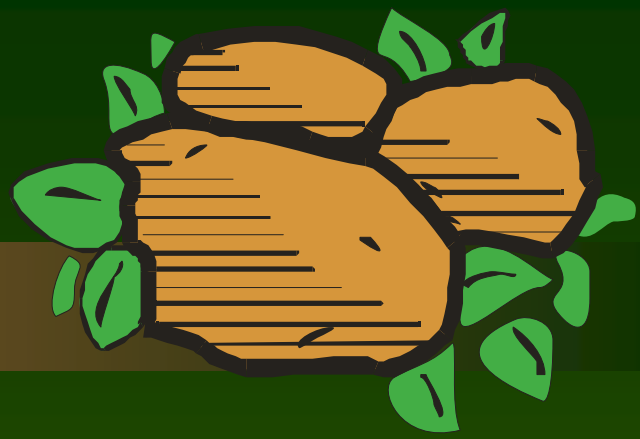
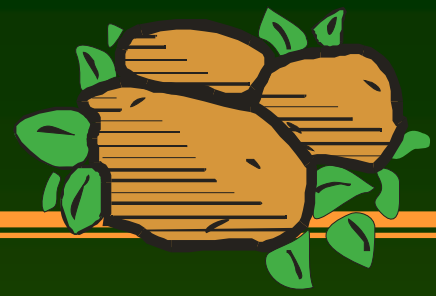


The Development of Standards Using a Multi-stakeholder Process

Deana Sexson – UW – Madison

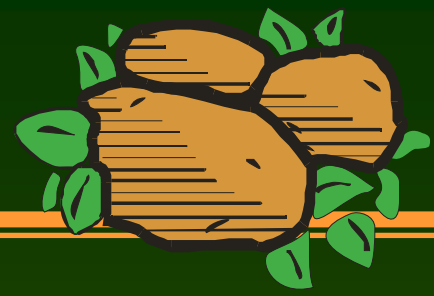
NPM Program, Department of Horticulture

Outline of Presentation



- The WI Healthy Grown Program
  - History of Eco-Potato Project
  - Developing Production Standards
  - Healthy Grown Market
- Why Would Growers Do This?
- Exporting the Model
- Where are Healthy Grown and Other Programs Going?

WWF/WPVGA/UW Collaboration- History



Ecosystem

Public Policy

WWF/WPVGA/UW Collaboration WI Eco-potato Project

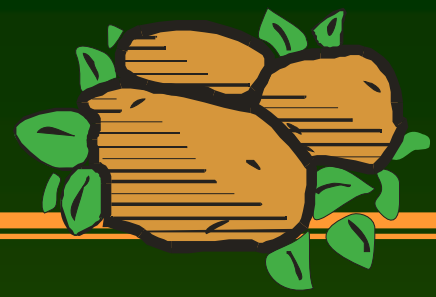
Measurement

BioIPM and Reduced Toxicity

Market Based Incentives

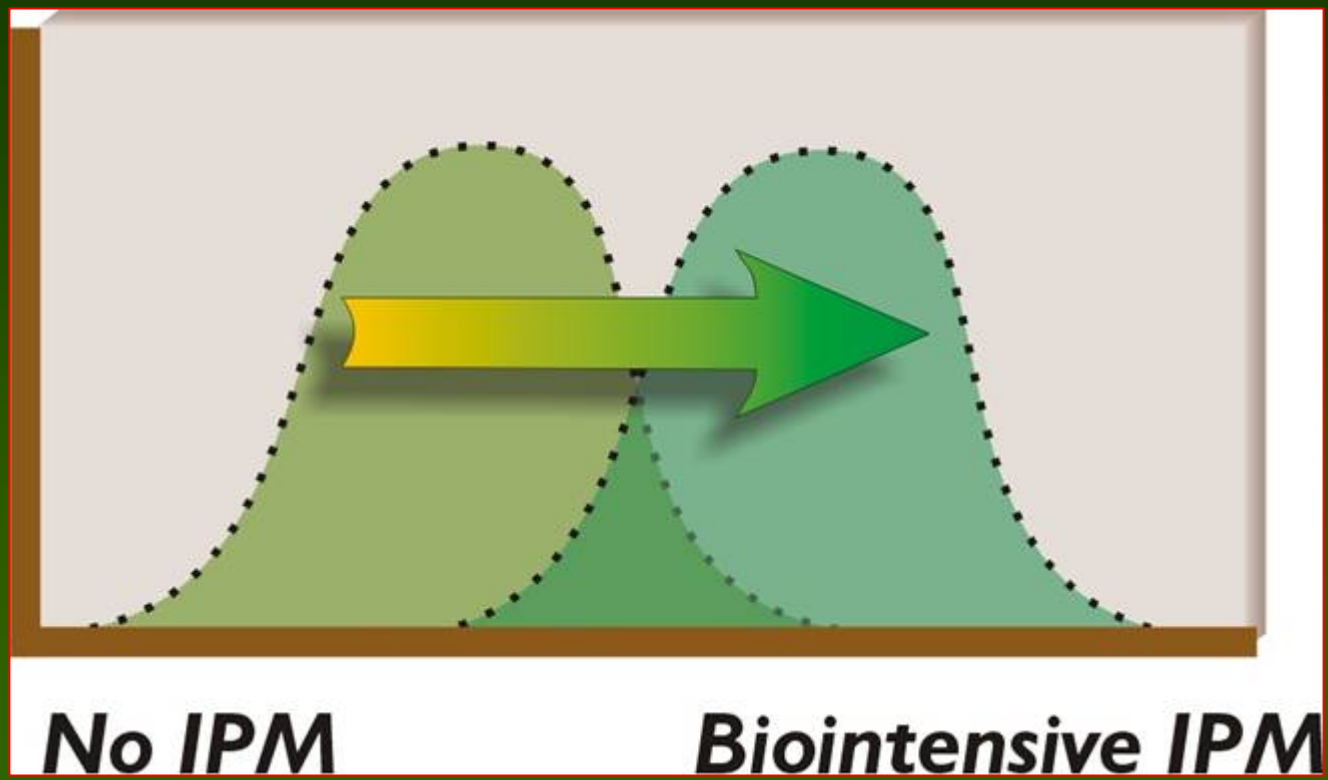
Growers Setting The Stage To Do The Right Thing!

WWF/WPVGA/UW Collaboration - Goals



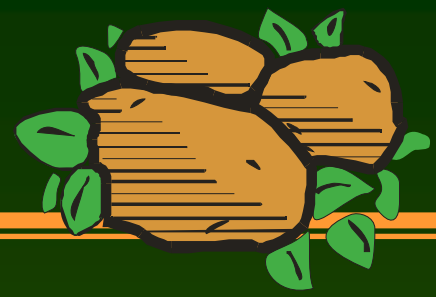
- Reduce pesticide use, reliance and risks
- Increase adoption of biointensive IPM
- Enhance wildlife and ecosystem conservation and protect biodiversity
- Raise consumer demand for ecologically produced potatoes
- Develop and field test measurement methods

Developing Research Based Production Standards



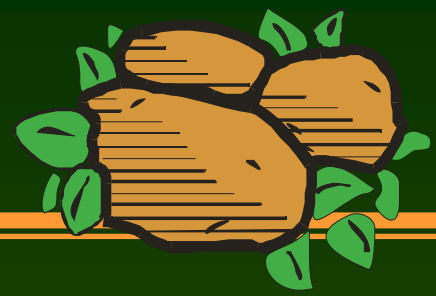
Accelerating BioIPM Adoption

WWF/WPVGA/UW Structure



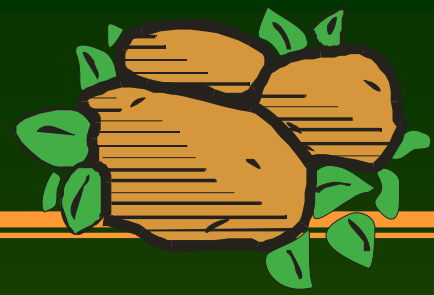
- **Advisory Committee – 19 members**
  - National representation of growers, consumer reps, environmental reps, industry, banking, etc.
  - Meeting in Fall each year to direct priorities of Collaboration
- **Executive Committee – 8 members**
  - Decision making body
  - 2 UW, 2 WPVGA, 2 Growers, 2 Environmentalists
  - Monthly Conference Call, In-Face meetings

WI Eco-Potato Standard Development Structure



- Large committee of:
  - Growers
  - Shippers
  - Consultants
  - Environmental Groups
  - Grower Group Reps (WPVGA)
- Three Consecutive Monthly Meetings to develop standards and structure – Facilitated Process

Developing Research Based Production Standards



Certification

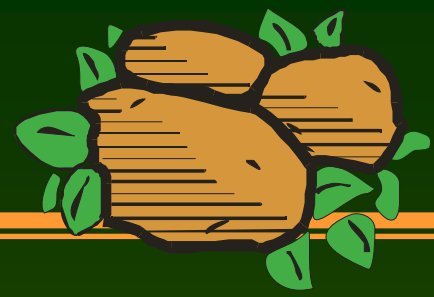
Standards

Label

Chain of Custody

Marketing

WI Eco-Potato Standard Development Structure



- Based on University of Wisconsin research
- All practices researched based, ecologically viable and economical
- Number and cutoff based on previous survey work and measurement instruments developed by the Collaboration – Need baseline data

Eco-label Standards – Led by UW

WWF/WPVGA/UW Collaboration - Ecological Potato Standards

Farm: _____

Variety: _____

Acres: _____

Please answer the following **for the field which you are certifying**.

Variety Designation:
Short season (SS) = less than 90 days from emergence to final vinekill
Long season (LS) = more than 90 days from emergence to final vinekill

Scouting Section

1A Whose scouting data did you use to make management decisions on this field?
(check only one)

- ☐ Farm Dealer/Co-op = *1 point*
- ☐ Independent Crop Consultant = *5 points*
- ☐ IPM Trained Farm Employee = *4 points*
- ☐ Farm Owner/Manager = *4 points*
- ☐ Farm Employee = *2 points*

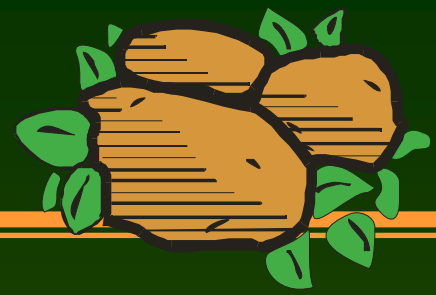
☐ point total for question 1A *possible range 1-5*

1B **Bonus:** If additional scouting data was taken, who provided this data?
(check only one)

- ☐ Farm Dealer/Co-op = *1 point*
- ☐ Independent Crop Consultant = *5 points*
- ☐ IPM Trained Farm Employee = *4 points*
- ☐ Farm Owner/Manager = *4 points*
- ☐ Farm Employee = *2 points*
- ☐ No One = 0 *points*

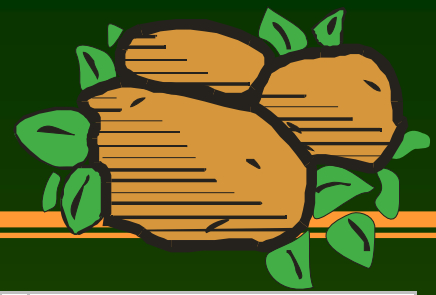
☐ point total for **bonus** question IB *possible range 0 - 5*

Eco-label Standards



- IPM portion - Nine Categories Include
  - Scouting
  - Information Gathering
  - General Pest Management Decisions
  - Field Management Decisions
  - Weed Management
  - Insect Management
  - Disease Management
  - Soil and Water Quality
  - Storage Management
- Ecological Restoration Component

Eco-label Standards



1D	What was the most common scouting method? (check only one)	
☐	Informal observations during routine farming operations (e.g., while spraying or while going out to check irrigation equipment). = *0 points*	
☐	Informal observations of what was happening on the edge of the field. = *1 point*	
☐	Crop scouts focused mostly on looking for potential hot spots and spot-checking where problems have occurred in the past. = *3 points*	☐ point total for question 1D *possible range 0-5* ***If 0, then stop here.***
☐	Crop scouts followed specific patterns along pivot irrigation tracks, along field borders and in the interior of the field. = *5 points*	

Auto Eliminate Question

Eco-label Standards

4C Did you plant certified seed?

(check only one)

- ☐ Yes = 3 *points*
- ☐ No = *0 points*

☐ point total for question 4C
possible 0 or 3
If 0, then stop here.

4D How many times were aerial photos (e.g. remote sensing) used during the growing season?

(check only one)

- ☐ Weekly = *3 points*
- ☐ Twice per month = *2 points*
- ☐ One to two times per growing season = *1 point*
- ☐ Never = *0 points*

☐ point total for question 4D
possible range 0-3

4E **Bonus:** Did you use any other types of remote sensing (e.g. satellite images) on this field?

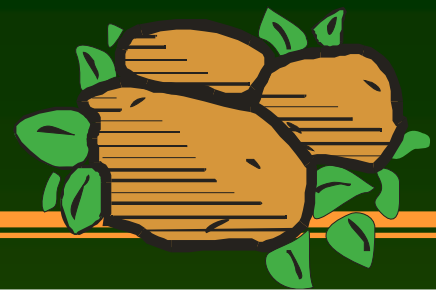
(check only one)

- ☐ Yes = *5 points*
- ☐ No = *0 points*

☐ point total for **bonus** question 4E
possible 0 or 5

Bonus Question

Eco-label Standards



Pesticide Toxicity

To determine the toxicity units for the season, total the pounds of active ingredient for each compound and multiply by the toxicity value for that compound. Total toxicity units for all compounds sprayed during the growing season.

Maximum toxicity units:

SS = 800 toxicity units per acre for the season.

LS = 1200 toxicity units per acre for the season.

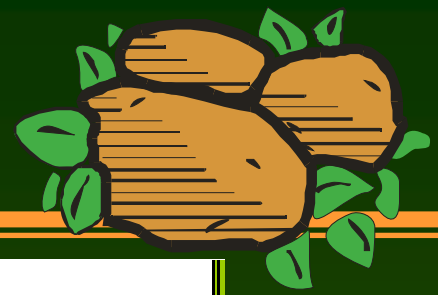
Toxicity Unit Exceptions for Late Blight

If 18 severity values are reached by June 1st, 400 more toxicity units may be used for **fungicides only.**
If 18 severity values are reached by June 15th, 200 more toxicity units may be used for **fungicides only.**

The following conditions apply only when late blight is found in the vicinity (within 25 miles of field)

- If there are 18 severity values and late blight is found in the vicinity in June, than add 400 toxicity units
- If there are 18 severity values and late blight is found in the vicinity after June 30th but before July 15th, than add 300 toxicity units
- If there are 18 severity values and late blight is found in the vicinity after July 15th but before August 1st, than add 200 toxicity units
- If there are 18 severity values and late blight is found in the vicinity in August, than add 100 toxicity units

Eco-label Standards



Aldicarb	Temik®		
Azinphos-methy	Guthion®	307	185
Btt	Novodor®	11	11
Cyfluthrin	Baythroid®	452	14
Carbaryl	Sevin®		
Carbofuran	Furadan®	401	200
Diazinon	Diazanon®	343	103
Dimethoate	Dimethoate/Cygon®	355	143
Disulfoton	Disyston®	541	271
Endosulfan	Thiodan®, Phaser®	271	217
Esfenvalerate	Asana®	482	24
Ethoprop	Mocap®	339	1017
Imidacloprid	Admire®	159	32
Malathion	Cythion®	132	93
Methamidophos	Monitor®	339	338
Methoxomyl	Lannate®		
Oxamyl	Vydate®	440	132
Permethrin	Ambush/Pounce®	288	43
Phorate	Thimet/Phorate®	625	1563
Phosmet	Imidan®	133	134
Piperonyl butoxide	Incite®	59	
Pymetrozine	Fulfill®	123	21
Spinosad	Spinosad®	172	17

Why do the growers do it?

Grower Motivation to Participate

- Public Recognition
- To Get Ahead of the Regulatory Curve
- Public Investment
- Drive Public Policy
- It's the right thing to do
- Market Advantage

Expansion to other industries

- **Groups using WI model as a template to develop standards – keys**
  - **Partnerships of People – Diverse backgrounds and Expertise**
  - **Categorizing key environmental or sustainability issues for area – NOT all the same!**
  - **Exporting the "Process" versus the "Program" – each area should be individuated**
  - **Advisory role for people in programs and project management**
    - Advisory Committee, Executive Committee, Science based, etc.

Keys to Successful Partnerships

- Leadership, vision and partners.
- Recognizing the importance of integrating all farm
- Identifying the need for and raising funds to support full time professional farming systems coordinator positions..
- Identifying the importance of strong team management.
- Having multiple stakeholders and institutions as partners

Questions?


GROWN
RUSSET
POTATOES
Healthy Grown Potatoes are part of a program created to produce food that is good for you and the environment.
World Wildlife Fund® partnered with farmers to pioneer Protected Harvest's innovative environmental standards—protecting wildlife, the environment, and reducing reliance on pesticides.
PROTECTED HARVEST
Protected Harvest is the non-profit organization that independently certifies Healthy Grown farmers' use of stringent environmental growing practices.
Net Wt. 10 lbs. (4.54kg)
Produce of USA
and the environment.
PARMESAN POTATO WEDGES
Serves 5 to 6
4 medium potatoes, washed and drained
2 tablespoons vegetable oil
1/3 cup Parmesan cheese
1/4 teaspoon salt
1/4 teaspoon freshly ground black pepper
2 teaspoons garlic powder
1 teaspoon dry thyme, crushed