



BRIA contributes to sustainable rice production in Southeast Asia with the SRP standard

BRIA shared lessons learnt from pilot testing and introducing the SRP Standard at the 2017 Sustainable Rice Conference and Exhibition held by the Sustainable Rice Platform (SRP) from 4-5 October 2017 at the United Nations Convention Centre (UNCC) in Bangkok. This event was attended by both SRP members and participants from the public and private sectors, as well as value chain actors, research institutions, international organizations, producers and civil society groups.

In this first global sustainable rice conference, BRIA as an SRP member staged a prominent exhibition booth supported by Bayer, showcasing the success stories of the four BRIA countries. Visitors to the booth obtained current and past BRIA newsletters to learn about

various interventions made to promote sustainable rice production, strengthen value chains, raise incomes of rice farmers, develop capacity of value chain stakeholders, and contribute to improved nutrition in this region. Interesting printed materials produced by the 'Competitive African Rice Initiative' (CARI) programme were also available to visitors interested in African rice production. At the BRIA booth, a series of five video clips entitled 'Responsible Rice Farming in Viet Nam,' produced by CropLife International in collaboration with GIZ to impart IPM (Integrated Pest Management) to Vietnamese farmers as well as a CARI video were shown.

To support the conference, BRIA made the following four presentations to the participants:

Presentation Topic	Presenter
"GIZ Lessons Learnt from Pilot Testing the SRP Standard"	Matthias Bickel
"Self-Assessment of Sustainable Practices with ICT"	Astari W. Dharma
"PPP on Crop Protection and Stewardship in Sustainable Rice Production"	Nguyen Thi Phuong, Nga
"Incentive Models to Increase Economic Sustainability"	Suriyan Vichitlekarn



Lessons learnt from pilot testing the SRP standard

With its expertise in farmer empowerment, BRIA has supported the development and adoption of the SRP Standard on Sustainable Rice Cultivation in the four BRIA pilot countries, through BRIA's public-private-partnership (PPP) approach. As a starting point, BRIA has conducted pilot studies as part of the SRP's multi-country field validation programme, to assess the applicability, relevance and acceptability of the standard to BRIA farmers.

In Thailand, the pilot testing covered an assessment of the applicability of the standard, farmer training conducted by the Thai Rice Department, establishment of an IMS (Internal Management System), and a group assurance system. In Indonesia and the Philippines, BRIA conducted farmer surveys to assess compliance of BRIA farmers to the standard and more importantly to pursue the SRP Standard as a benchmark for the improvement of the national Good Agricultural Practice (GAP). In the Philippine, the survey was carried out in Iloilo province together with IRRI (the International Rice Research Institute). In Viet Nam, the standard is used as a benchmark against which national standards are streamlined and to ensure that Vietnamese rice is accountable for the global sustainable market.

In parallel with its assessment of the applicability of the standard across countries and diverse rice production systems, BRIA is also facilitating linkages with potential buyers of sustainable rice, in order to promote sustainability and to support corporate sustainable procurement policies. BRIA will continue to gather more information and supply suggestions resulted from pilot testing to the SRP for improvement.



Various incentives models to increase economic sustainability

The SRP Standard serves as an on-farm tool that provides a sustainability framework and a foundation to build business linkages among value chain actors. The market plays a key role, thus the relationship between producers and buyers have to be established and aligned to drive the creation of sustainable value chains in both domestic and export markets.

Various approaches and business models have been piloted under GIZ-BRIA project sites, considering local practices and wisdom as well as local and regional policies. Most smallholder farmers are still very poor in Southeast Asia. BRIA is promoting sustainable rice value chains with a holistic approach from production to consumption. Various incentives were created by the project in various ways, such as the improvement of farmers' income through efficient input management, product quality improvement, better market linkages. For a better value chain, an accreditation standard on

sustainable rice cultivation is seen as one of the most potential solutions. To motivate farmers to adopt such sustainable rice cultivation practices, a direct benefit to farmers is necessary. Sustainable traceability system in the rice supply chain can create incentives for farmers, where the whole supply chain is dedicated to the certified sustainable product. Eventually, consumers at the end should pay the price of the product. Yet, another model is book and claim incentive mechanism that has been regarded as an alternative to give farmers an incentive for complying with the sustainability standard. In this model, the cost will be borne not by consumers, but by other stakeholders who are aware of the sustainability. BRIA is trying to develop a model that could bring the best incentives to farmers.

