The local fresh fruit industry is the first in the world to benchmark its ethical practices against global standards. With an almost perfect score, our customers can proudly buy South African.

### CONTINUED SUPPORT

The SIZA capacity building programme will run more than 70 workshops throughout South Africa in 2014 and 2015 to train over 1 900 ethical trade facilitators. They will then provide producers and pack houses with the necessary support to implement the SIZA Standard.

For more information on SIZA, visit www.siza.co.za

### PROJECT TITLE

An international ethical standard for South Africa

### PRINCIPAL INVESTIGATOR

Colleen Chennells

### CONTACT DETAILS

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### DURATION

Seven months

### PHR 2 CONTRIBUTION

R170 000

### LEAD INSTITUTION

HORTGRO

### BENEFICIARY

The entire fresh fruit industry

### FOCUS AREA

Ethical trade: ethical audits

### INTERNATIONAL BENCHMARKING

Proudly doing the right thing
Moreover, it supported the principle of convergence and non-duplication of audits. FSA received funding from the Post-Harvest Innovation Programme and the Department of Trade and Industry (dti) to develop the SIZA Standard and audit process documents, and to carry out the GSCP benchmarking and equivalence process.

The objective of the project was to first align the South African ethical standard with South African legislation, and then to benchmark it against the GSCP reference code.

Buy-in from the fruit industry was necessary to achieve this goal. The first step, therefore, was to consult fruit producers, exporters, the FPEF, HORTGRO, the CGA, SATI, Subtrop and other relevant role-players.

The next step was self-assessment to measure the standard’s equivalence against the GSCP Reference Code. The result was submitted to the GSCP for review against its rating system, where blue equals more than equivalent, green equivalent, amber partially equivalent and red not equivalent. An assessment by an international working group found that the South African ethical standard and reference tools on auditing methodology were almost 100% equivalent to the GSCP Reference Code and tools.

The long-term vision of the SIZA programme is to implement the South African standard on all local fruit farms and to expand it to other industries. The programme works with various stakeholders, including the Department of Agriculture, Forestry and Fisheries, the Department of Labour, the Department of Trade and Industry, worker organisations, retailers, importers and exporters, to provide the necessary support, network and infrastructure in the different production regions.

The fruit industry is committed to the national implementation of an ethical standard. It will benefit the entire industry by giving farmers the means to provide the international market with the assurances it requires through a single auditing process.

“The South African fruit industry is the first to undergo the Global Social Compliance Programme (GSCP) equivalence process that benchmarks a local agricultural social standard against international ethical requirements. This endeavour was the catalyst for the establishment of the Sustainability Initiative of South Africa (SIZA).”

Colleen Chennells

THE SIZA ADVANTAGE

Producers and pack houses benefit from membership, because SIZA:

- Consolidates retailer requirements and eliminates the duplication of ethical audits.
- Is South African-based, reflects local legislation and is specific to local agriculture.
- Provides producers with information to improve on-site working conditions through the analysis of self-assessments.
- Applies a rating system that helps to identify areas of risk.
- Provides support to prepare for audits.
- Offers a data system that analyses self-assessments, and audit results and gives a clear picture of a business: areas of risk, what to correct and how to go about it, cross-reference to policies/documents, and areas of good practice.
- Can reduce audit frequency at low-risk sites.
- Runs a capacity-building programme that presents workshops for SIZA members, as well as toolkits and other resources, at no additional cost.
- Can prevent assurance schemes from being imposed on the industry in the future.

SIZA – the isiZulu word meaning to help and support – embodies the underlying ethos of the programme.