



**国际金融公司**  
世界银行集团



# North Andre Traceability & Farm Mgt. Improvement Linkages Project

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# N.A. Apple Traceability & Farm Management Improvement Linkages

## Objectives:

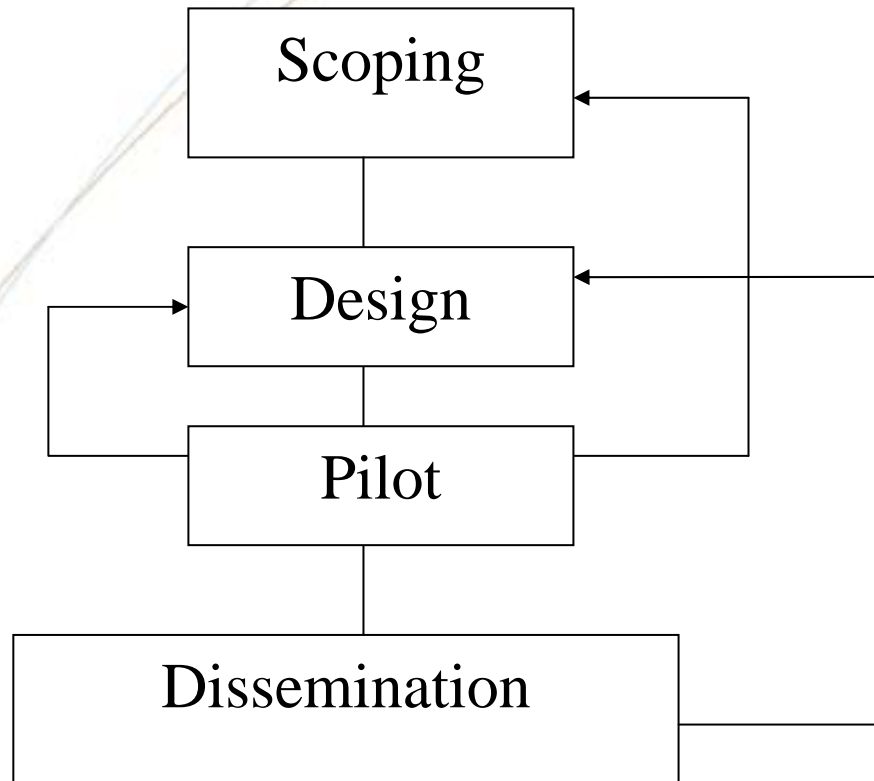
- EUREPGAP certification for NA's apple supply chain
- Build up a traceability system in the food chain to meet the expectations of NA's global clients
- Address the poor farming practices with regard to waste disposal and farm workers

# Sponsor's Profile

- IFC investee client
- Main product: Apple juice concentrate
- Eight facilities across 5 provinces
- 9 production lines with designed capacity of 180K tons
- Main markets; US, Canada, German, France, Russia, Japan, Korea, Australia etc.
- ISO9000, HACCP and ISO9000:2002 certified
- ~200K farmers provide supply, 25-30 dealers at each facility

# N.A. Apple Traceability & Farm Management Improvement Linkages

## Project Approach



# N.A. Apple Traceability & Farm Management Improvement Linkages

## Key Results of first year pilot (2006.10 – 2007.11)

- Implementation of EurepGap standards and Traceability system in 5 pilot villages (1023 farmer households)
- Achievement of EurepGap certification (116 hec.)
- Fresh apple market study
- M&E

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**What does the baseline survey help?**

**Some findings**

**Key problems**

**Design adjustment**

Farmers' largest expectation:

**Higher prices?**



**Farmers' motivation**



**Market study,**

**Cost-benefit analysis**

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## What does the baseline survey help?

### Some findings

Gap to EurepGap:

Pesticide usage

Behavior change (human manure...)

Protective facilities



### Key problems

Hardware  
investment



### Design adjustment

Adjust project budget to help build storage houses, toilets and provided protective facilities to the participating farmers

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## Methodology of baseline survey

- Quantitative face-to face questionnaire survey
- Qualitative village focused group meetings

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## Important lesson learned:

A baseline survey helps project design and should be undertaken as early as possible, ideally as a part of scoping exercise of the project



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## Other lessons learned in the first year's pilot

- Market/client demand driven
- Involve local practitioner in the scoping and designing of the project
- International practice vs. local circumstance
- Set feasible and pragmatic project scope. Bear in mind of resource constrains and always do the cost-benefit analysis
- Client's strong commitment is a key to the success of a project
- Set a clear and effective role and working mechanism for joint program between HQ and PEP





