

TRACEABILITY OF BASMATI & JASMIN RICE

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The case: Basmati Rice from India and Jamin Rice from Thailand



Traceability today

PATHKHOT NBF JAIVIK SAMUH					
S.No.	Farm No.	Farmer Name	District Name	State Name	Sourced Quantity(MT) Basmati paddy
1	UT110500068401	Shiv Giri Goshwami	Nainital	Uttarakhand	1.98
2	UT110500068601	Raju Singh Mehra	Nainital	Uttarakhand	1.2
3	UT11050006			khand	2.64
4	UT11050007			khand	2.58
5	UT11050007			khand	6.54
6	UT11050007			khand	0.9
7	UT11050007			khand	3.78
8	UT11050007			khand	1.92
9	UT11050007			khand	2.46
10	UT11050007			khand	0.84
11	UT11050007			khand	1.5
12	UT11050007			khand	0.9
13	UT11050007			khand	3.72
14	UT11050007			khand	2.58
15	UT11070010			khand	1.5
16	UT11070010			khand	0.9
17	UT11070010			khand	6.48

← → ↻ 🏠 📦 <https://www.maxhavelaar.ch/produkte/produkt-finder>



WAS IST FAIRTRADE **PRODUKTE**


1028700 *

Volltextsuche Firma Distrib


1028700

Produkt-Label Labels für Einzelzutaten Bio Neu

1-3 von 3

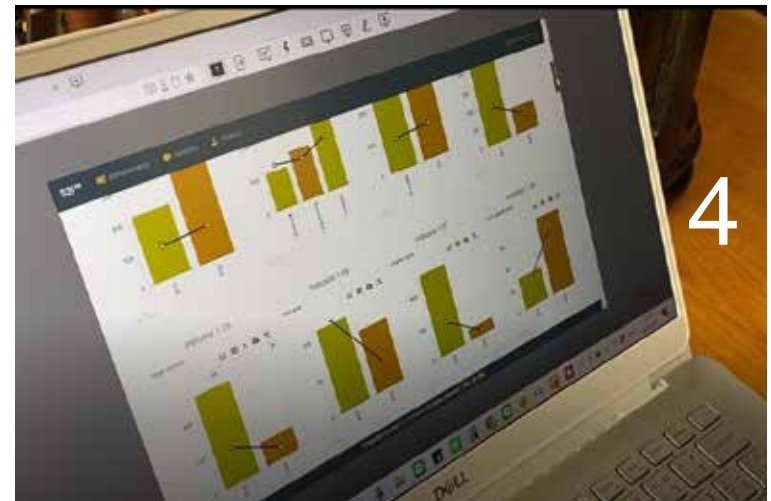
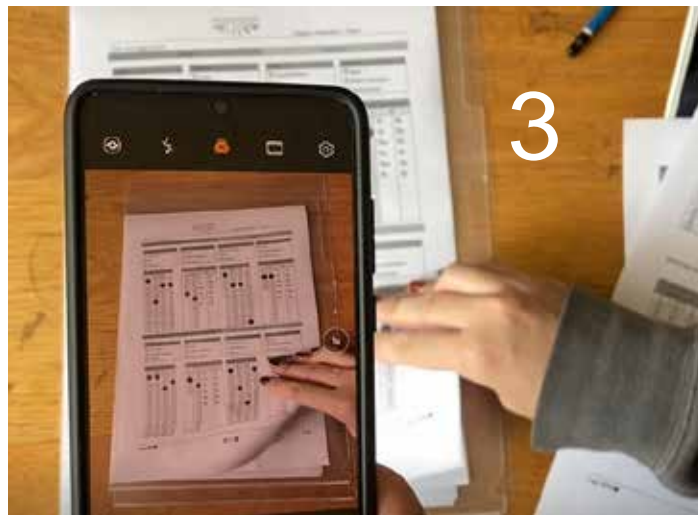
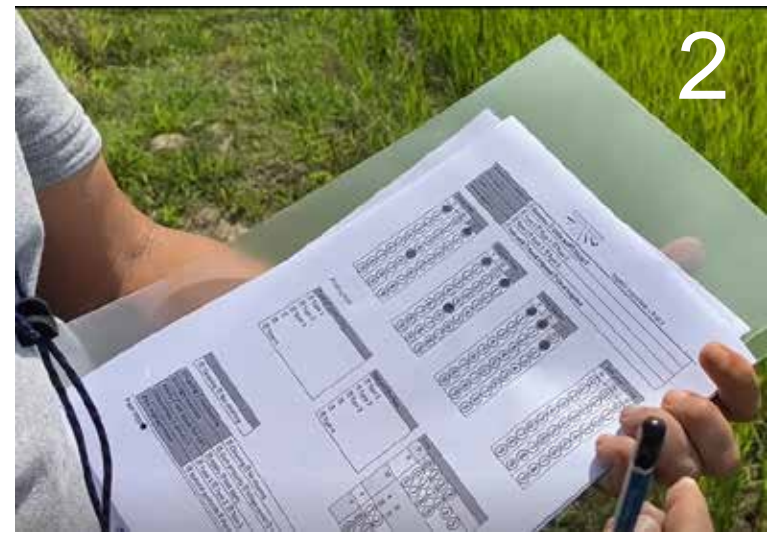


Goon Karma



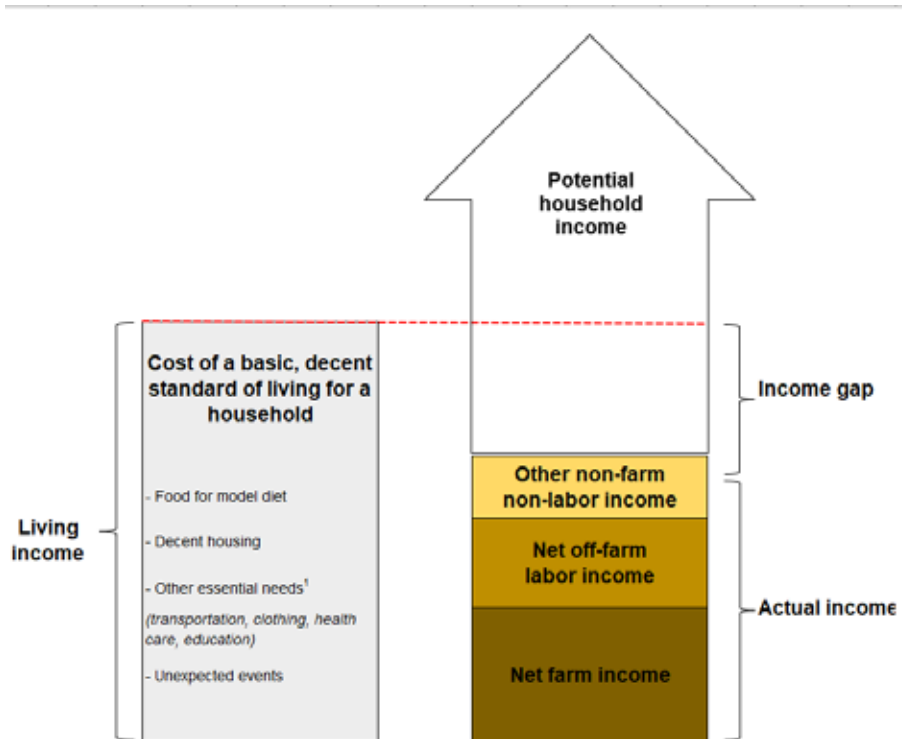
Basmati Rice

S2i Application for data recording and analysis



<https://mediashare.s2i-software.com/S2i-AsiaAgriTechChallenge.mov>

The way forward (1): Living Income



- ∅ "Beyond fair. Equal"
Equal Profit
- ∅ Living income for farming families
- ∅ Distribution of the profit proportionally to the costs of value chain actors
- ∅ Application (such as S2i) for timely data recording and quality check for all actors in a value chain

The way forward (2): Landscape approach



Landscape Approach

- Ø What are the risks and chances in the production areas (key words: climate change, water availability, biodiversity)
- Ø Participatory analysis process with the key actors in the area
- Ø Development of long-term management plans
- Ø Identification of actors that are ready to invest (e.g. Landscape Resilience Fund)

Fair and Good – for People and Planet

THANK
YOU!

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