CropLife Africa Verified Brands

Presentation to the
22nd Partnership Meeting and Roundtable Sessions
October 24-25, 2012, Zürich
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1. What is it?

- A voluntary, industry driven Quality Scheme with the specific objective to combat counterfeit and illegal products in poorly regulated market environments in Africa Middle East.

- Using one of the best AC technology with valid patent protection and which so far successfully resisted all imitation attempts.

- A Quality Scheme open for products / companies who are ready, willing and able to compete in full compliance and adherence to state of the art regulatory and stewardship standards.
2. Why CropLife Africa developed “Verified Brands”?

- It is estimated that in many African countries 15 to 30% of the sold pesticides are either fake or illegal. In a recent study conducted by Professor Adamo Toe (CSP) in several countries in West Africa he found that only 30 – 40 % of sold products at the retail level have been formally approved by the responsible national authorities.

✓ In order to comply with the quality standards in export markets export crops such as cocoa, coffee, vegetables, etc. can only be treated with pesticides that do have a valid registration in those export countries. Otherwise such exports may be rejected.

 peppermint Green A “Verified Brand” must have a valid registration in at least one of the 5 reference countries.
3. How do “Verified Brands” work?

- Verified Brands always come with a small silver Holospot® label either on the pack itself or on the product label. Each Holospot® (and therefore each pack) has a unique code printed on it.

- To verify the code the farmer can text the code to a telephone number which is linked to a database in Germany. Within seconds a reply message will tell whether a product is genuine or not.

- We have recorded a small video showing the authentication process.

  ➢ Play video from separate File
## 4. Technical Features of the Holospot

### a) tesa Holospot 1/1 Label

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Overt information</strong></td>
<td>- No visible information</td>
</tr>
<tr>
<td><strong>Semi-overt information</strong></td>
<td>- CropLife AME logo&lt;br&gt;- Serial number: 10-digits (CLA.1.084C6R)&lt;br&gt;- Company identifier: CLA&lt;br&gt;- readable under 10-fold magnification</td>
</tr>
<tr>
<td><strong>Covert information</strong></td>
<td>- Visible with Holospot laser magnifier&lt;br&gt;- &quot;CropLife&quot; as logo text&lt;br&gt;- Repetition of last 4-digits of 10-digit code (4C6R)</td>
</tr>
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### a) tesa Holospot 3/6 Label

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Overt information</strong></td>
<td>- CropLife AME logo&lt;br&gt;- Serial number: 6-digits (084C7J)&lt;br&gt;- Serial No. different from label to label&lt;br&gt;- Visible to the naked eye&lt;br&gt;- Holographic, shimmering under light</td>
</tr>
<tr>
<td><strong>Semi-overt information</strong></td>
<td>- CropLife AME logo&lt;br&gt;- Serial number: 10-digits (CLA.1.084C6R)&lt;br&gt;- Company identifier: CLA&lt;br&gt;- readable under 10-fold magnification</td>
</tr>
<tr>
<td><strong>Covert information</strong></td>
<td>- Visible with Holospot laser magnifier&lt;br&gt;- &quot;CropLife&quot; as logo text&lt;br&gt;- Repetition of last 6 digits of 10-digit code (4C6R)</td>
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5. Modifications of the Holospot® Design

The current Holospot® Design used in Uganda

The protected Holospot® Design in the Future

Important Remark:
Only products carrying the original, authentic Holospot® with its overt, semi overt and covert features have been checked to be “Verified Brands”.
The simple codes – even if confirmed by reply SMS - may easily be faked
6. The Flagship Label used in Uganda

Combination of the Holospot® with a numeric “scratch-off” code”

- requested by IFDC and the Grameen Foundation in Uganda
- Also requested by the Kenyan authorities for their Kenyan pilot

Addition of a Matrix Bar code carrying the same code as the Holospot® and readable by any smart phone with auto focus camera
7. Additional Features with the new label: Scratch-off code, Holosspot & Bar Code

Rationale for introduced changes:

- **Scratch-off and numeric code are very familiar in Africa**
- **Scratching off makes a pack worthless for fakers**
- **Holosspot is the guarantee for “Verified Brands”**
- **Bar code allows for easy reading of the Holosspot code by smart phone (supply chain, regulators, etc.)**
7. Proposed new Label Designs for the Continuation of the Project

Basic component of any “Verified Brand” Label will always be one of the two Holospot versions 1/1 or 1/3. These can also be used on their own.

Holospot 1/1
(5 x 10 mm)

Holospot 3/6
(7 x 12 mm)

These 2 Holospots will be combined with scratch-off and matrix Bar codes

Dimensions ca 15 mm x 50 mm

Dimen 15 x 30 mm
To check the genuineness of certain pesticides, take the following 3 steps:

1. **CHECK** the label for the Holospot®
2. **VERIFY** the Holospot® by viewing it under direct light and tilting the label:
   - Each label has a different code
   - The CropLife logo and code show colour changes and rainbow effects
   - Use a magnifier (30x) to find the same code on a second place on the Holospot®
3. **CHECK** the code by texting it to 0544 34 35 36 and receive a reply message on the genuineness of the pesticide.
9. Leaflet being used in Uganda
10. Needed Support and Decisions for the Continuation of the Pilot

1. Definition of a portfolio of needed “Verified Brands” in a given country market (this portfolio has been defined in the cocoa production guide written by Roy Bateman).

2. Information / request to distributors and manufacturers of these “Verified Brands” to supply the chosen brands as “Verified Brands” with the appropriate Holospots® to the respective market(s).

3. Minimum commitment to support a decent national campaign for at least 2-3 years with ca. 150’000 US$ p.a.

4. Allow 6 to 12 months for CropLife and participating companies to set up the needed contracts and to modify their supply chains to fix Holospots® on the needed products.

5. CropLife Africa has solid experience in setting up the needed technology to run the scheme.
**A1 Verified Brands Participation Criteria**

**For Companies:**
- Respect of IPR and adherence to the International CoC (contract clause)
- Ready to support / accept internal & external audit & monitoring (contract)

**For products:**
- Any product proposed to the Quality Scheme must have a dossier, fit to pass successfully a reference registration process in a country where professional and state of the art dossier assessment is guaranteed (US, EU, Can, CH, J)
- Ideally such fitness is confirmed with a registration certificate for the identical formulation in an accepted reference country
- For a different formulation the respective a.i. registration & dossier must exist. Formulation specific studies and reports will be requested and checked.
- Equivalence processes with active ingredients, successfully passed in a reference country or with the FAO procedure are admitted
- For a.i. without registration and dossier in reference countries the available dossier may be evaluated and accepted
A2 Benefits for Retailers and Farmers

- Immediate authenticity confirmation online or by SMS for retailers when goods are delivered to the shop.
- The Quality Scheme will be delivered with training how to recognize and check the correct Holospot® sticker features and how to get online or via SMS the confirmation of the authenticity of the product.
- Retail level will have to make the choice to sell authentic or illegal products. No more excuses possible: “I did not know that the product was illegal or fake!”.
- Farmers will have the assurance to buy authentic products with a quality and performance as guaranteed by the supplier in the respective reference country/ies.
- Farmers have the option to challenge the retailer at the shop protecting themselves from fakes. Mystery shoppers will be able to check correct behaviour of retailers.
A3 Benefits for Agro Export Companies

✓ A simple but extremely powerful concept and scheme to recommend the “right” products to local growers of export crops.

✓ A scheme which is supported by a strong promotional campaign using state of the art communication tools.

✓ The schemes allows the easy tracking and monitoring of contract growers’ behaviour and pesticide use. The farmers database can be easily built and maintained. Possibility to send regular messages with tailored advice throughout the cropping season.

✓ A scheme that has already attracted considerable interest by development organizations (IFDC, cnfa, GIZ, etc) and which may be able to attract significant funds from the donor community particularly in Sub Saharan Africa.