

Table 2: Comparative Overview of Some Popular Process or Sustainability Standards

Feature	Organic	Fair Trade	Rainforest Alliance
Premium	Premium likely paid	Premium assured	Modest premium often

	especially if certified - but not assured		paid but not assured
Yield and quality	Short-term impact on yields may be negative; possibly positive impact on some aspects of quality	Only indirect (and possibly positive) impact of yields and quality due to higher income for inputs and labor	Potentially negative yield impact; possibly positive impact on some aspects of quality
Other income impacts	Possibility of selling other organic products from the certified farm; income diversification	Group collaboration facilitates economies of scale	Possibility of selling forest as well as agricultural products
Market access	Access to well-established and reliable market	Access to small but well-established market	Buyers and markets limited but increasing fast with major brands
Extension, credit	Possible extension from supportive NGOs but limited support from public system	Improved access to trade financing and credit and improved financial position of cooperatives	Possible agro-forestry extension from supportive NGOs, but limited support from public system
Social impact and organizational capacity	Potential increase in mutual support among farmers to solve farming management problems	Increased organizational capacity of participating farmers; access to training; community projects	Through social norms
Environmental impact	Improved soil fertility as well as resistance to drought and erosion; no synthetic agrochemicals	Limited environmental benefits	Improved biodiversity and agro-ecological conditions
Risk, planning capabilities	Risk reduction through reduced external inputs; no mono-cropping; soil resilience	Cooperative level planning; guaranteed price reduces risk	Integrated pest management

Source: Adapted with modifications from Giovannucci and Ponte (2005).