

Handout 5.2.1 Landscape Labeling Reference Sheet

Landscape label planning steps

1. Identify agricultural products and determining marketing channels
2. Improve Production capacity to satisfy customer's requirements while focusing on greening the environment
3. Support Collective actions by smallholders and stakeholders
4. Sensitize local leaders and smallholder farmers
5. Draw up specifications describing the criteria that will characterize multifunctional nature of the landscape
6. Identify local institutions that will give the label its credibility
7. Continuously consult and involve multiple stakeholders for effective operationalization

Criteria for selecting products for a landscape label

1. Opportunities for bringing specialized products to market
2. Potential for expanded production
3. Compatibility with climate goals (adaptation, mitigation, livelihoods)
4. Accessible market with willing buyers
5. Potential for local value addition
6. Active involvement of women in production, processing, marketing
7. Profitability
8. Availability of substitute products on the market
9. Supportive government policy

Filtering your products for a landscape label

1. Ability to scale up - expand production
2. Ease of adoption - ease of production
3. Direct or indirect compatibility with biodiversity conservation
4. Accessible market with willing buyers
5. Competitiveness of the product
6. Profitability
7. Potential for value addition in the landscape
8. Active involvement of women in the production process
9. Availability of substitute products on the market
10. Product prioritized by the Tanzania government
11. Supportive government policy



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Institutional support needed for a landscape label

1. Knowledge of current production system and practices
2. Knowledge of prevailing market conditions for the product
3. Mobilization of stakeholders and designation of roles
4. Linkage of the product with climate smart agriculture values and goals
5. All products under label adhere to specified quality standards
6. Stimulates innovative ways to address the climate change problem
7. Sound leadership and coordination mechanisms
8. Policy support for the approach and label
9. Product and label finance options