



3.3 Offering certification services for pesticide-free agriculture and foods

1. Development of operational documents

- ZPUAF Standards, policies, SOPs, work instructions, & formats for certification of various food chain actors like farmers groups, individual producers, large area under pesticide-free agriculture, wild collection, food business operators, livestock & poultry production units, beekeepers, & input suppliers.
- Fee structures for certifying producer organisations & FBO.
- Pesticide-free food logo.



2. Reaching out to potential clients

- Brochures on group certification & FBO certification shared through website.
- Orientation on certification to potential clients.

3. Offering certification services

- **Group certification-** Offered to eight producer organisations covering 15206 small farmers in 26351 acres in 16 locations across Madhya Pradesh, Orissa, & Chhattisgarh since 2022. Crops certified include redgram, wheat, bengalgram, chilli, mustard, paddy, maize, brinjal, finger millet, & onion.
- **FBO certification-** Certified Safe Harvest Private Limited (SHPL), a leading pan-Indian company marketing pesticide-free foods, & Ram Rahim Pragati Producer Company Limited (RRPPCL), a well-known FPO located in Madhya Pradesh

