

CIEA 2006

Handout 2

Teaching for sustainable action and decision-making necessitates the promotion of special competences

**Ideas, experiences and findings from a
research project in Switzerland**

Dr. des. Christine Künzli

University of Berne and College of
Pedagogy, Solothurn, Switzerland

Dr. Antonietta Di Giulio

Interfakultäre Koordinationsstelle für Allgemeine Ökologie (IKAÖ)
University of Berne

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Handout 2

**"From the region. For the region":
A campaign of the Swiss wholesaler
MIGROS.**

Excerpts from: Cooperative MIGROS Lucerne (2003): Regulation: "From the region. For the region." Dierikon.



Objective/Purpose

Only commodities and services are taken into the quality program "From the Region. For the Region" (from now on referred to as 'program') that exhibit a very close connection to the sales region. The objective is the encouragement of consumer confidence in these products and services.

Sourcing the commodities and services from the geographical market

It is a fundamental prerequisite that the contracting parties must source the goods or services that are needed for their production and for company operations within the geographical market. In cases where goods or services are not regionally available, they must be sourced in Switzerland. Goods or services that can neither be sourced regionally nor from Switzerland may be purchased abroad. Adequate social and environmental standards, however, must be required from the commodities or services.

Provisions regarding labour legislation

There must be a collective- or individual labor contract for the entire workforce i.e. the wages and other agreements pertaining to labor law must be within the framework of existing, normally applied working agreements.

Added value exceeding 75 % in the geographical market

For both products and services, the added value generated in the geographical market must **exceed 75 %**. The calculation takes place within the entire added value chain, including the added value of the Cooperative Migros Luzern.

Requirements regarding GM

Genetically modified food and additives are prohibited in products bearing the label "From the Region. For the Region."

Additional requirements for single component products (Food)

All agricultural ingredients must:

- In excess of 90 % be produced according to OLN standards (environmental performance record) or be of organic origin and
- In excess of 90 % originate from the geographical market.

In principle, the remaining 10 % may only be sourced from the remaining of Switzerland or, if they are unavailable there, originate from foreign countries, if such commodities are unavailable in the geographical market.

Additional requirements for multi-component products (Food)

In excess of 90 % of all the ingredients stemming from agriculture must be produced according to OLN or organic standards. Starting from the total of **the agricultural and non-agricultural** ingredients, over 75 % of the ingredients must stem from regional sources. The remaining 25 % may only be sourced in the remaining of Switzerland or, if they are unavailable there, stem from the foreign countries, if such commodities are unavailable in the geographical market.

Additional requirements for non-food products

Over 75 % of raw materials must originate from the geographical market. In cases where the raw materials are regionally unavailable, they must be sourced in the remaining of Switzerland. Only in cases where they are unavailable there, can they be sourced in foreign countries.