



## Zerya Producciones sin Residuos S.L.

**Sector:** Food and Agriculture

**Region:** Based in Spain, operates globally

[ZERYA](#) sets guidelines for the use of authorised agrochemical products. The standard is an acknowledgement of agriculture production which is free from pesticide residues. The companies whose products have been certified with the standard can use the Zerya label.

Within the Zerya standard, 'residue free' means that any active ingredient found in a food/agriculture product is determined to be under 0,01 parts-per million (ppm) when analyzed as per the EU Regulation 396/2005 and its updates. The Zerya standard is the sustainability claim analysed here.

### Mindset

**Life Cycle Thinking:** The entire agricultural production process up to transport to retailers is reviewed and considered in the standard.

**Hotspots Analysis Approach:** The following were identified as hotspots and are addressed by the standard: plant propagation, plant fertilizing, plant protection and product persistence, availability of biological control and other Integrated Pest Management technologies, drift risk assessment, product harvesting, sorting and packaging.

**Mainstreaming Sustainability:** Zerya encourages companies being certified with its standard to apply it to an increasing number of products. Also, Zerya offers technical training courses to its certified companies to help guarantee compliance with the standard and to encourage further education on best practices (see image on page 2 promoting such a training).

### Principle 1: Reliability



The standard is used by producers and growers, and must be proven scientifically by laboratory testing. Compliance with the standard is third-party audited and, if achieved, can be communicated. The assessment considers agricultural production, but some post-harvest technologies can be left out of the scope. Independent certification bodies have a clear set of rules to audit the standard and the standard provides compliance criteria and auditor training.

The claim proves very little to no pesticide use in agricultural production. It exceeds regulatory requirements as agricultural products have to meet Maximum Residue Limit's as per the European regulation EC 396/2005, but Zerya certified products are under the limit of detection set by the same regulation.

The claim has to be supported by an external audit that proves farmers have a system to comply with the standard and it is continuously checked by laboratory testing. The claim is regulated by ISO 17065 and ISO 14024, on product certification and environmental claims.

### Principle 3: Clarity



The claim is printed on the product or packaging, which makes the connection between the claim and the product clear. Additional details are available online to support a better understanding of the claim, although understanding the analytics behind the standard requires some technical training.

### Principle 2: Relevance



The claim provides information on the relevant aspects (pesticide residues), which contribute significantly to the overall sustainability profile of the product.

The limits of the standard (residue free) are clearly explained on the website. Overall clarity would be improved if broad and general terms such as 'healthy food' were avoided.



## Principle 4: Transparency



The standard is governed by an internal Supervision Committee where stakeholders of the whole food supply chain are represented. Suppliers can communicate the production method through their own website. Consumers are able to trace how the sustainability claim was generated and selected methods and data sources are published.

It is clear how, and by whom, the sustainability claim was developed; and who provided the evidence behind the claim.

## Principle 5: Accessibility



The communication of the claim to 'end user' consumers is voluntary for the holder of the certificate. It is the choice of the certificate holder what is communicated; although Zerya encourages clients to print the claim on the product or packaging.

The standard provides means of communication between the holder of the certificate and end user consumers. Additional information on the claim is accessible on the website and social media channels.

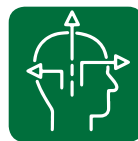
## Principle 6: Three Dimensions of Sustainability



**Environmental:** The standard is oriented towards environmental performance in the agriculture sector.

Environmental is the main dimension of sustainability communicated in the claim. Economic and social dimensions require further elaboration to be eventually integrated into the claim.

## Principle 7: Behaviour Change and Longer Term Impact



Currently, the standard addresses the food safety challenges raised by the use of pesticides and this is seen as a bilateral exercise between the standard and the holders. Zerya engages with its certified companies by encouraging

them to produce safe food by emphasizing this not only generates a sustainable productive system that respects the environment, but also allows them to reduce costs through the rational use of products as well as meet consumer expectations. Thus, Zerya aims to encourage behavioural change in its certified companies. For instance, one of the requirements in the Zerya Technical Regulation is that company management prevents any interference with the technical team and allows them to seek the most convenient technical solutions away from commercial or financial goals, provided that they are not compromised or handicapped. This can inspire innovative long-term behaviour change in agricultural practices.

Zerya demonstrates encouraging longer term impact amongst its certified companies, but end user consumer engagement towards behaviour change requires further development. This could be incorporated for example by Zerya and certified companies actively encouraging their consumers to adopt more sustainable consumption patterns.



Follow

Tic, tac, tic, tac! Aún puedes matricularte! Tienes unas horas más para solicitar la matrícula! No te lo pierdas! X Curso de Técnico en Implantación de Sistemas de Producción sin Residuos Zerya (45h) - 2018 - Agrodocencia [buff.ly/2Ix138Y](https://buff.ly/2Ix138Y)

Translate Tweet



1:02 PM - 19 Oct 2018

An example of an action promoted by Zerya with the aim of providing capacity building and ultimately changing behaviour. Translation to English: "Tic Tock Tic Tock! You can still enroll! You have a few more hours to apply for the registration! Do not miss it! X Course of Technician in Implementation of Production Systems without Residues provided by Zerya (45h) - 2018 - Agrodocencia"



**One planet**  
inform with care



## Principle 8: Multi-Channel and Innovative Approach



Twitter, the Zerya website and a dedicated app are used to promote engagement with certified companies. One-on-one support is also offered by Zerya (through email and phone). Engagement with end user consumers depends on the communication strategies of the certificate holder, based on general guidance offered by Zerya and available on their website.

Currently, Zerya's communication strategy involves disclosing information on their website, app and social media, with a business-to-business (B2B) approach.

## Principle 9: Collaboration



Zerya is organized through crop-specific working groups in which the leading experts, growers and production companies are represented. The Standard is also listed in ITC's Standard Map, an online tool that congregates standards worldwide and connects businesses and producers to help increase connectivity in international value chains.

The working groups, involving many stakeholders, carry out continuous technical improvements and develop, together with the Zerya management team, cropping strategies and guidelines, which are later transmitted to the registered customers who wish to comply with Zerya's objectives.

## Principle 10: Comparability



This principle states that product comparisons should be used only where it really helps the consumer to make sustainable choices. In this claim, Zerya opted for not addressing this aspect.

La App Zerya® Modelos Predictivos te ayuda a gestionar la protección de tus cultivos de plagas y enfermedades desde cualquier ordenador o dispositivo móvil.

**ZERYA®**  
MODELOS PREDICTIVOS  
www.zerya.org @zeryaspain

**GLOBALG.A.P.**  
MEMBER

**LIFE**  
**CER residuos**  
www.proyectosliferesiduos.es

Implemented by **ideagro**  
Aplicación desarrollada con financiación del proyecto "Cero Residuos" LIFE 12ENV/ES/002

The Zerya® Predictive Models App helps companies manage the protection of pests and diseases from any computer or mobile device.