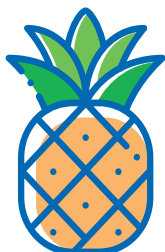


Costa Rica – Pineapples – In Detail



- The value of the international trade of fresh pineapples is around \$2,000 million per year, and this market is dominated by Costa Rica with two out of every three pineapples traded internationally coming from the country.
- 50% of Costa Rica's pineapple production goes to the United States, where it has a market share of 86%. The remaining 49% goes to the European market, where it has a market share of 85%, and the remaining 1% is sold in other countries in America and Asia.
- There are more than 58,000 hectares dedicated to pineapple production within areas with the lowest human development index in Costa Rica, generating 32,000 direct jobs, and 120,000 indirect jobs.
- Net global exports have increased by 40% in the last 10 years and around 15% of total production is marketed internationally.
- Pineapple production in Costa Rica has a variety of environmental and social impacts. The use of toxic agrochemicals exposes workers and the surrounding areas to harmful substances through the contamination of soils, surface water and groundwater.
- Unresolved labour issues and restriction of union activity have also characterized many pineapple plantations in the past.



The National Initiative for Sustainable Pineapple Production

Established in 2011 and using UNDP methodology, INSP is the result of a collaborative dialogue process with more than 50 institutions and 1,000 participants. It developed as a space for coordination and national discussion, where institutions, community organizations from pineapple cultivation regions, producers, exporters, and buyers synchronized their efforts to develop the production of pineapples in harmony with the soil, water, ecological diversity and human beings. The INSP and its Action Plan were made official through the Presidential and inter-ministerial Decree 39462 as a response to the continuous conflicts around pineapple production in Costa Rica.

Governance: INSP creates spaces for national dialogue and transparency in the main regions where pineapple production is concentrated. INSP is composed of:

- National Committee for high-level, intersectoral implementation, accompanied by the Ombudsman.
- 3 committees of regional implementation covering the main production regions.
- 1 technical secretary who oversees the process.
- A National Plan and its Online Monitoring System.

The Action Plan for the strengthening of responsible pineapple production and trade in Costa Rica consists of 11 themes, including these priorities:

- Dialogue, transparency and accountability.
- Prevention through monitoring and responding to impacts on communities, ecosystems and services.
- Differentiation of national and international markets.
- Establishment of incentives for practices of resilience and sustainability for both small and medium-scale producers.
- Promotion of organic pineapple production in the country and in export markets.
- Changes to farming practices and land - use change monitoring.
- Monitoring risks of agrochemical contamination and ensuring of water quality.



Supporting Partners



Facilitating Dialogue, Action and Accountability:



Giving a voice to sectors that have often been marginalised by working with the private sector, buyers and other key actors to improve these processes.

Integrating National Systems for Prevention, Monitoring and Response:



Monitoring Systems for Land Use Change, known as MOCUPP, and Water Quality, known as SPMR-AQ.

Incentives for sustainability for small and medium scale producers.

INSP is guided by:

- Representatives from one third of the productive units of the country.
- Representatives of communities in the regions where 60% of production is based, chosen in an open and inclusive process.
- Participation of the "Defensoría de los Habitantes de la República" (Ombudsman) and residential representatives of the United Nations System as observers and guarantors.
- Online monitoring system for the implementation of the National Action Plan.
- 3 regional committees implementing the Action Plan for 98% of national production.

- The Airborne Research Program of the National Center for High Technology, the Real Estate Registry Office and the Technical Unit of the National Geographic Institute, work together on the System for Monitoring Changes in Land Use in Productive Landscapes (MOCUPP), covering more than 58 thousand hectares of crops.
- The National Water Laboratory of the Costa Rican Institute of Canals and Sewers leads the Monitoring Prevention System (SPMR-AQ) and responds to agrochemical incidents in communal water sources. This covers over 95,000 users in the three pineapple growing regions.

- Generating economic opportunities from pineapple's organic waste, which can be used to produce alternatives to leather or linen. This also reduces the waste from pineapple plants, which in turn restricts the breeding cycle of the Stomoxys Calcitrans fly – a serious threat to cattle farmers.
- Implementation of the National Strategy for the Replacement of Plastics for Single Use with Renewable and Compostable Alternatives.
- Development of applications for the use of national monitoring systems such as MOCUPP within the buying decision-making of international supermarkets.

Voices from the Field



"We have managed to map more than 58,000 hectares of pineapple production land through the monitoring system for land use change (MOCUPP). We are also monitoring with an online tracking system the improvement of pineapple production which the Costa Rican state has committed to through the signing of the Decree 39462.

We are generating support for the implementation of key actions in sensitive areas such as training, soil management and the control of agrochemicals, within producing regions covering about 50% of pineapple exports."

Luis Felipe Arauz, Minister of Agriculture 2014-2018



"At the beginning, we thought it was just another project looking to greenwash pineapple production, but now we believe it is a safe space that can be trusted to talk about how to improve."

Erlinda Quesada, Representative of Communities of the Huetar Caribe Region of Costa Rica, 2018.

