



CON MANOS DE MUJER

MAYACERT, SA

BACKGROUND

Official statistics underestimate the value of women's work and their overall contribution to wealth.

Women represent a substantial proportion of the agricultural workforce.

Women's work is not compensated equitably.

Women continue to provide a large portion of the agricultural labor in product supply chains.

Many women become heads of household due to migration, armed conflicts, others reasons

BACKGROUND

WOMEN IN AGRICULTURE

- ▶ It is estimated that women represent around 43 % of the agricultural workforce globally, especially in the lower class in the rural sector (FAO, 2011).

However.

- ▶ In some Latin American countries, it is found that more than 90% of agricultural land titles belong to men (STM-COMMCA, 2021) .
- ▶ Less than 18% of rural women in the region (Central America- Dom. Republic) receive their own income (STM-COMMCA, 2021) .



BACKGROUND

- ▶ Despite the important _ contribution of women to agriculture , they face challenges as :
 - ▶ lack of access to resources and technologies _ suitable
 - ▶ gender discrimination _ _
 - ▶ the limited participation in decision making in the agricultural sector

(Inter-American Development Bank, 2018)

BACKGROUND

Women are coming together to affirm their significance in driving sectoral development.



MAYACERT has created a code focused on reflecting on this historical, cultural and social reality.



The code promotes the creation of productive systems based on “Gender Equality.”



Aims to make visible the efforts of women in different sectors, historically dominated by men.

The background features a close-up, slightly blurred image of a hand holding a coin. The image is overlaid with various shades of purple and blue geometric shapes, including triangles and polygons, creating a modern, abstract design. The text is centered in a bold, blue, sans-serif font.

ORIGIN OF THE CMM CODE



CMM Certification

It began with the interest of ACODIHUE (Huehuetenango Integral Development Cooperation Association) together with MAYACERT and the support of HIVOS; specifically for the first pilot of the Code, for coffee cultivation (2006).





CMM Certification



2008

Year 2008. FIRST CERTIFIED ORGANIZATION
Group of women from the Chimiche Women
's Comprehensive Development Association
(ADIFECH), community of Chimiche , San
Pedro Necta , Huehuetenango.



2009

Year 2009. CERTIFIED ENTITIES:
Multiprofessionals of El Salvador and
ASOBAGRI of Huehuetenango.

The background features a blurred image of two hands shaking, symbolizing agreement or partnership. This image is overlaid with several semi-transparent geometric shapes in various shades of purple and blue, creating a modern, abstract design. The text is centered within a white, rounded rectangular area.

WHAT IS THE CMM CODE?



CMM Certification



CERTIFICATION CODE THAT SEEKS TO PROMOTE THE IMPROVEMENT OF QUALITY CONDITIONS IN THE PRODUCTION AND PREPARATION OF PRODUCTS MADE BY WOMEN.



IMPROVE RELATIONSHIPS AND CONDITIONS FOR ALL THOSE WHO ARE PART OF THE SUPPLY CHAIN OF AGRICULTURAL PRODUCTS - COFFEE , LIVESTOCK, ARTISANAL PRODUCTS, AND OTHERS, PRODUCED BY WOMEN.

Code Objectives

- ▶ That all women, **with or without a farm, with or without property title, wives or heads of household** , who contribute to the economy, are finally included and considered as producers, with the respect and dignity they deserve.
- ▶ Create productive systems based on “ Gender Equity ”.
- ▶ Provide new alternatives to improve quality conditions in the social, economic, quality of production and environmental areas for all people involved in the supply chain .

Code bases

That the women are part of the program:

- ▶ can access to decent work and life conditions for, their families, employees and collaborators .
- ▶ have economic viability through fair wages.
- ▶ Develop a traceability system for the product(s), through which they can separate and differentiate the certified product from the non- certified product .
- ▶ Have the tools to manage their products



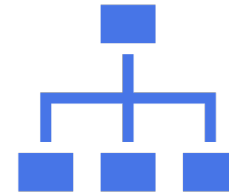
CMM References



Sustainability standards and Organic Certification :
Environmental responsibility.



Fair Trade Standards : Social Responsibility.



Other Regulations:
Responsibility in Production and Quality in the Process.

Certification protocol _

That all women who are producers ,
processors and/or involved in a
productive process:

- ▶ develop productive systems based
on Gender Equality .
- ▶ Implement practices to maintain
the quality of their products , with
social, environmental responsibility
and economical transparency.



Advantages of CMM Certification

- ▶ Women 's work is made visible.
- ▶ The products take on added value when they are made by women.
- ▶ Transparency in each of the production processes .
- ▶ Efficiency.



Who can apply to CMM



FARM (PRODUCTION)



GROUPS OF FARMERS
(COOPERATIVES,
ASSOCIATIONS, ETC.)

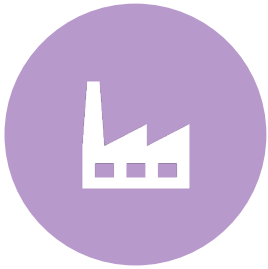


PROCESSORS, EXPORTERS



PRINCIPLES OF THE CODE

CMM Principles and Criteria



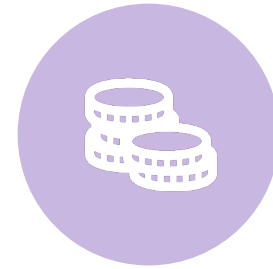
**PRODUCTION
QUALITY**



**SOCIAL
RESPONSABILITY**



**ENVIRONMENTAL
RESPONSIBILITY**



**ECONOMIC
RESPONSIBILITY**

Quality principle

- Quality in management, Generate a transparent internal system.
- Aspects that guarantee that a quality product is obtained.
 - Resistant varieties (crops)
 - Safety when collecting the product
 - Etc.





Social responsibility principle

Seeks to ensure a safe environment labor, based on gender equality

- ▶ Gender criteria _
- ▶ Health and security
- ▶ Hygiene and Cleanliness
- ▶ Worker
- ▶ Freedom of Association
- ▶ Education
- ▶ Medical Assistance
- ▶ Safety for Women



Environmental Responsibility Principle

Promote environmental awareness within producers involved in the program evaluating their efforts to protect and conserve the different natural resources. So as provide tools for conscious and adaptative production .

- ▶ Environmental impact
- ▶ Wildlife Protection
- ▶ Energy Use _
- ▶ Water management and protection
- ▶ Soil Management _
- ▶ Use of Phytosanitary Products properly



Economic Responsibility Principle

- ▶ Ensure that the supply chain (from producers to exporters) have a transparent process and origin (traceability).
- ▶ Guarantee fair remuneration for producers and workers

CERTIFICATION PROCESS

Process steps



Step 1: Application for certification (application form, self-assessment form, list of producers, in case of groups)



Step 2: Quotation



Step 3: Conclusion of the contract



Step 4: Audit preparation (auditor analyzes documentation, determines samples if necessary)

Process steps



Step 5: Field Audit and NC Delivery



Step 6: Preparation of inspection report



Step 7: Root Cause Analysis and NC Shutdown



Step 8: Review of reports and certification decision



Step 9: Issuance of the certificate



PROGRAM REQUIREMENTS

How does CMM Work?

The organization must :

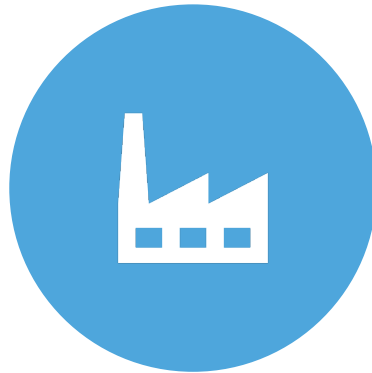
- ▶ Have an Internal Control System (when applicable).
- ▶ Implement practices according to the stipulated by the code .
- ▶ Carry out internal inspections and self-assessment and an external inspection annually, this last is carried out by the certifier .
- ▶ Continuous improvement .



Certification Options - CMM



**INDIVIDUAL
CERTIFICATION**



**CERTIFICATION OF
GROUPS OF PRODUCERS**



**MULTI GROUP
CERTIFICATION.**

Critical points

100% female producers, owners or administrators

Clear identification of a person (woman) or committee in charge of implementing the standard

Prohibition of child labor, forced labor, abuse at work or discrimination.

There is a policy that describes the organization's commitment to the implementation of the requirements of the Con Manos de Mujer seal.

There is fair payment, and it is paid directly to the female workers, not to men who represent them.

The entity demonstrates a commitment to continuous improvement and participates in the improvement process.

100% of the product collected belongs to female members (applicable for groups)

EVALUATION CRITERIA

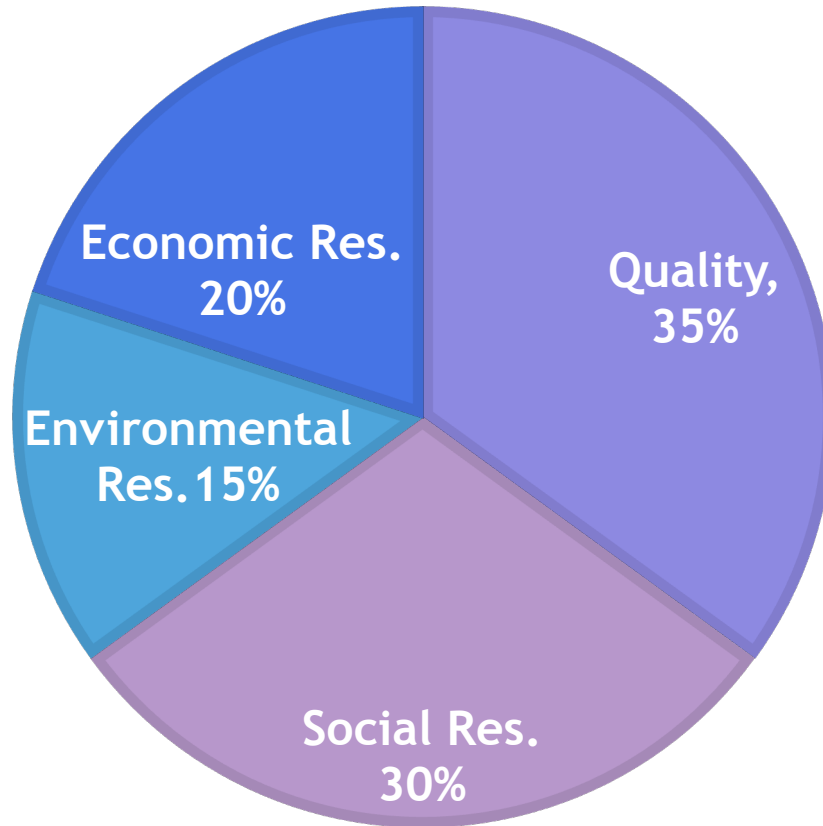
The background is a complex geometric composition of overlapping triangles and polygons in various shades of purple, blue, and white. Faint, light-colored arrows are scattered throughout the design, pointing in different directions, adding a sense of movement and direction to the overall aesthetic.

System CMM Code Qualification

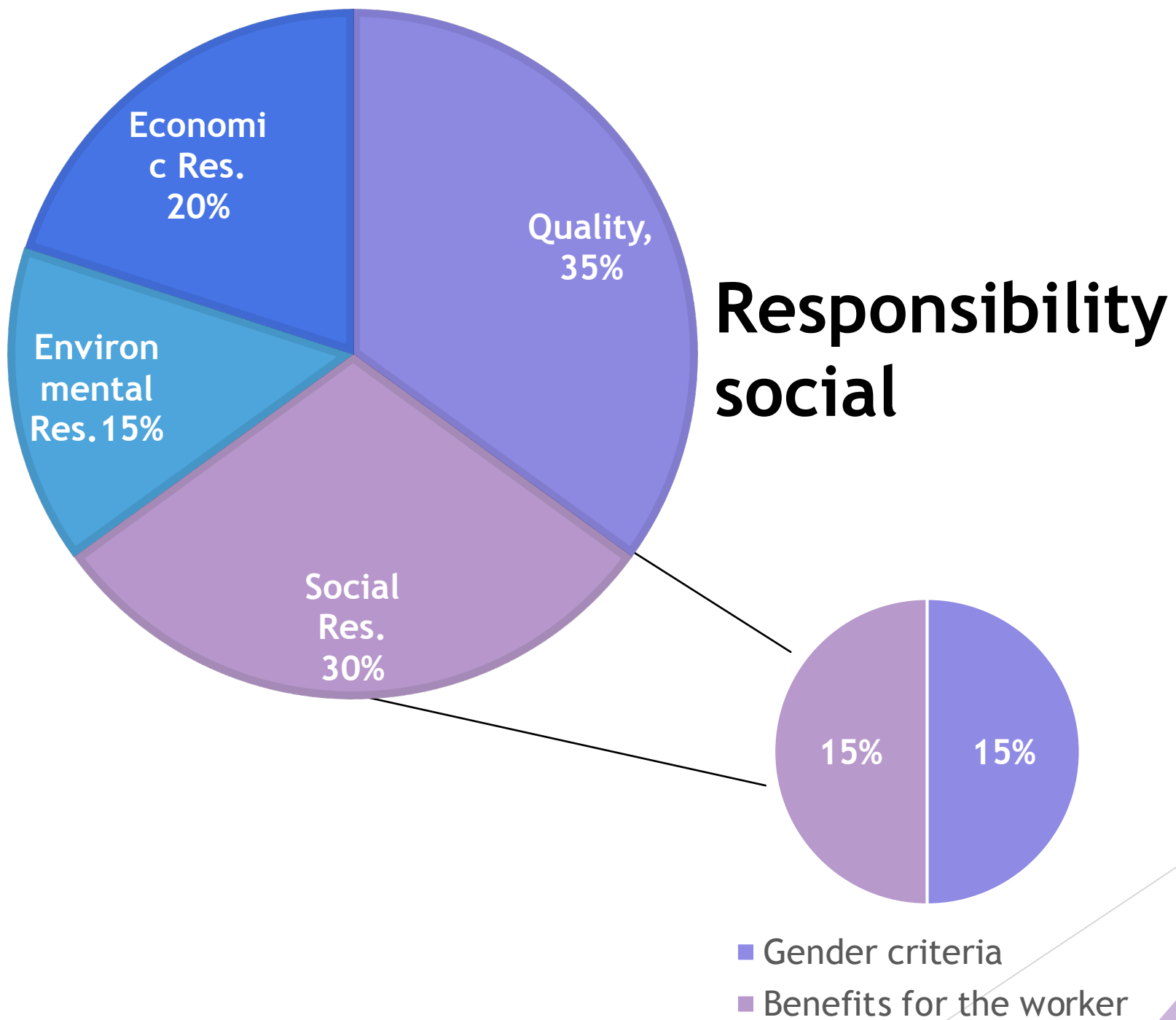
Each indicator has been assigned a specific value, the sum of the points obtained is expressed as a percentage of compliance, which is also related to the colors:

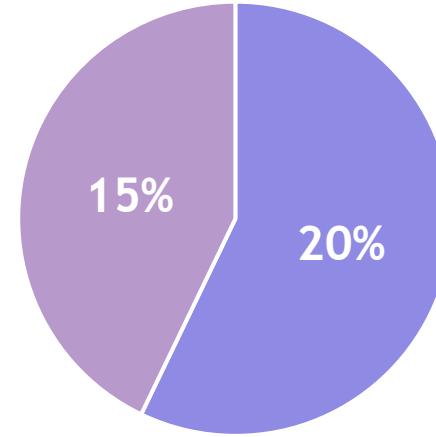
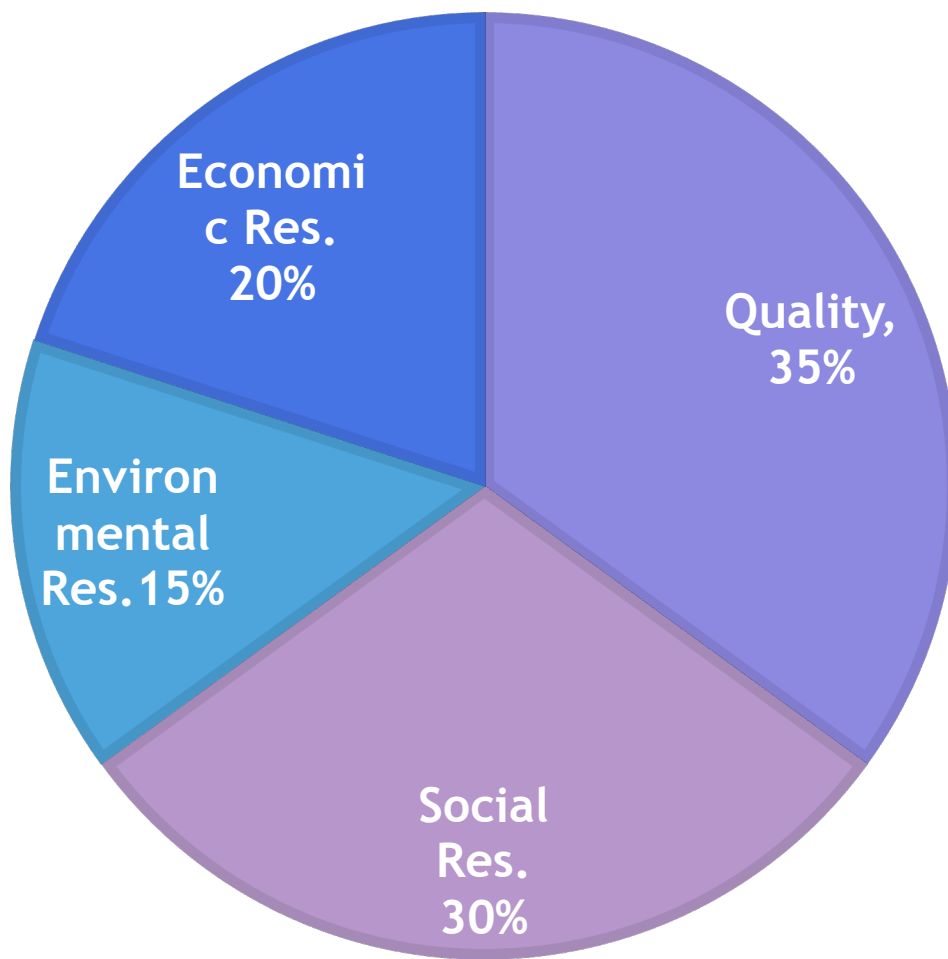
- 0 = Red (Unacceptable - Applies for continuous improvement)
- 1 = Yellow (Basic- Applies for Continuous Improvement)
- 2 = Orange (Good - Qualifies for a certificate)
- 3 = Light Green (Advanced - qualifies for a certificate)
- 4 = Dark Green (Excellent - qualifies for a certificate)

PRINCIPLES OF THE CODE



- Quality
- Social Res.
- Environmental Res.
- Economic Res.





- Gestión de calidad
- Calidad en la agricultura/en el proceso

Quality

By obtaining a grade
greater than or equal
to 50%
You can apply for
certification .

**Continuous improvement is
required to remain in the
program.**

