

Indicators and definitions		
Operators		
Indicator	Definition	Unit of measure
Agricultural producer	Production unit operated under a single management for the purpose of producing agricultural products (incl. processing, packaging and initial labelling of own crop and livestock products on the farm)	No.
Aquaculture animal production unit	Aquaculture enterprise for the rearing or cultivation of aquatic organisms	No.
Certificate holders	Total number of current valid certificates and in process	No.
Certificate holders under conversion	Total number of certificates in process	No.
Exporter	The natural or legal person who exports products with a view to the subsequent marketing	No.
Full and part-time employees	Number of full-time / part-time employees of the certificate holder. Report maximum number during year. Exclude family labour. Full-time employees work year round and typically work 35-50 hours per week. If local definitions of full-time equivalency differ, use appropriate standard. Part-time employees work year round but do not meet full-time equivalency standards (typically less than 35 hours a week)	No.
Hired temporary workers	Number of temporary hired workers working for certificate holder. Temporary workers are defined as seasonal, contract, and/or migrant workers. Seasonal and migrant workers are primarily used in agriculture or fisheries. Contracted workers are generally hired for the completion of a specific task	No.
Importer	The number of natural or legal persons within the Community who presents a consignment for release for free circulation into the Community, either in person, or through a representative	No.
Multiple Certification – Producers	Percentage of VSS-compliant producers that have more than one sustainable certification	%
Other producers (please specify, e.g. seaweed units)	Other operators producing other kinds of VSS-compliant product	No.
Processor	Operator who preserves and/or processes agricultural products (incl. slaughtering and butchering) and aquaculture products. Packaging and labelling as VSS-compliant is also considered as processing	No.

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Producer	Total number of enterprises and individual producers or operators meeting requirements of the standard. This includes the producers/operators organized under a group, resource manager, community, or cooperative certificate, and/or those producing, collecting, or gathering for a supply chain covered by a standard.	No.
Producer under conversion	Total number of enterprises and individual producers or operators undergoing conversion to meet the requirements of the standard.	No.
Retailers	The natural or legal person who purchases VSS compliant product from processors, traders or wholesalers in order to sell them to final consumers	No.
Traders	The natural or legal person who buys VSS certified product with the aim of subsequent sales to wholesalers or retailers	No.
Wholesalers	The natural or legal person who purchases VSS compliant product in bulk from producers, traders or processors for selling to retailers or other sellers	No.
Area		
Area certified	Area certified (fully converted plus under conversion) in hectares	Hectares
Area fully converted	Total hectareage of land on which VSS-compliant product is produced; this refers to area actually being cultivated, not total farm area.	Hectares
Area under conversion	Total hectareage of land that is in the process of being converted for VSS-compliant production; this refers to areas actually being cultivated, not total farm area.	Hectares
Harvested area fully converted	Fully converted area actually harvested	Hectares
Domestic market		
Domestic market sales value	Domestic market sales in million USD	Million USD
Domestic market sales volume	Domestic market sales in metric tons	Metric tons
Share of total domestic market sales value	Share of VSS-compliant domestic market value of all sales of the product	%
Share of total domestic market sales volume	Share of VSS-compliant domestic market volume of total sales of the product	%
Production		
Production value	Value of VSS-compliant product that is sold as compliant at the first point of sale (i.e., total producer revenues from compliant product at farm gate)	Million USD

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Production		
Production volume	Production volume that is VSS-compliant, even if not sold as compliant at the first point of sale	Metric tons
Production volume sold under a VSS label	Volume of VSS-compliant product that is sold as compliant at the first point of sale (e.g., from cooperative to trader)	Metric tons
International Trade		
Export price-annual average per ton	The per-tonne export price of VSS compliant product for a given commodity and country	USD/metric ton
Export value	Value of VSS-compliant product that is exported	Million USD
Export volume	Volume of VSS-compliant product that is exported	Metric tons
Import value	Value of VSS-compliant product that is imported	Million USD
Import volume	Volume of VSS-compliant product that is imported	Metric tons
Share of total export value	VSS-compliant export value as a percentage of global exports	%
Share of total export volume	Share of VSS-compliant export value of total exports	%
Share of total import value	VSS-compliant import value as a percentage of global imports	%
Share of total import volume	VSS-compliant import volume as a percentage of global imports	%
Specific to Fisheries		
Area fished	Total area fished (inland for inland fishing, exclusive economic zones for marine fishing) for VSS-compliant production	Hectares
Fleet size	Total number of ships "landing" VSS-compliant products.	No.
Specific to Aquaculture		
Smallholders	Number of smallholders as defined by the standards themselves	No.
Total farm area	Total area of VSS-certified aquaculture farms by standard and country	Hectares
Multiple Certifications		
Area Harvested	Percentage of VSS-compliant area harvested that is compliant under more than one VSS; if an actual measurement is not available, an estimate will be accepted so long as it is specified as an estimate	%
Exports	Percentage of VSS-compliant export that has more than one sustainable certification; if an actual measurement is not available, an estimate will be accepted so long as it is specified as an estimate	%
Imports	Percentage of VSS-compliant import that has more than one sustainable certification; if an actual measurement is not available, an estimate will be accepted so long as it is specified as an estimate	%
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Multiple Certifications		
Production	Percentage of VSS-compliant production that is compliant under more than one VSS; if an actual measurement is not available, an estimate will be accepted so long as it is specified as an estimate	%
Production volume sold	Percentage of VSS-compliant production volume sold that has more than one sustainable certification	%
Other		
Auditing fee	Auditing costs are the examination costs, “control costs” or “conformity assessment costs” incurred by using auditors for securing the certification (the additional costs of specific auditing procedures that are required to obtain or maintain certification on an ongoing basis)	USD/producer; USD/tonne; USD/hectare
Certification fee	Costs incurred by the body certifying a producer group - i.e. the direct (fixed) fee that must be paid by the production unit for becoming a certified producer	USD/producer; USD/tonne; USD/hectare
Externally managed funds	The amount of total technical assistance sourced from externally managed funds (funds that are managed and implemented by another organization)	USD
Farm gate/Business gate price	The farm gate/business gate price per product unit. If the price is not recorded in USD, the exchange rate should be calculated using oanda.com's annual exchange rate of the production year	USD
Internally managed funds	The amount of total technical assistance sourced from internally managed funds (funds managed directly by the organization)	USD
Licensing fee	Paid by retailers and/or other supply chain actors in order to make on package or product claims of supply chain compliance with the initiative	USD/producer; USD/tonne; USD/hectare
Membership fee	Costs incurred to members for participatory rights, services and discounts associated with membership within the initiative	USD/producer; USD/tonne; USD/hectare
Price premium percentage	Estimated additional dollar value per volume paid for VSS-compliant product at farm gate and strictly on account of certification (i.e., not for physical quality differences). Expressed in percentage. (E.g. the 20% additional a farmer gets for organic products)	%
Price premium	Estimated additional dollar value per volume paid for VSS-compliant product at farm gate and strictly on account of certification (i.e., not for physical quality differences). Price premium in USD. (E.g. the 20% additional money a farmer gets for organic products)	USD
Producer fee	Registration fee that is typically paid according to certificate cycle	USD/producer; USD/tonne; USD/hectare
Technical Assistance	Total documented technical assistance exclusively dedicated to supply chains	
Commodities		

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Key Crops	
Bananas	Palm oil
Cocoa	Soybean
Coffee	Sugarcane
Cotton	Tea
Forestry	Fisheries & aquaculture

Please see Appendix I for complete list of crops and sub-crops.

Appendix I—Complete list of commodities and crops

Crops and sub-crops (n.s = no specifics)	
Agricultural land (n.s)	Olives
Cereal (n.s) Quinoa Rice	Coffee
Industrial crops (n.s)	Tea (n.s) Black tea Green tea Rooibos tea Herbal teas (n.s)
Seed oil (no details) Soybean oil Sesame oil Peanut oil	Cocoa
Textile crops (no details) Cotton	Coconut
Sugarcane	Spices and aromatics (n.s) Pepper Vanilla Ginger
Vegetables (n.s) Fresh vegetables and melons	Permanent crops (n.s) Palm oil Heart of palm/Palmito
Permanent flowers and ornamental plants (n.s) Roses (also for oil) Carnations	Forest (n.s) Forest roundwood Forest, wood, pulp for paper
Fruit of temperate climate zones (n.s) Apples Pears Peaches & nectarines Apricots Cherries Plums	Wild collection (n.s)
Citrus fruit (n.s) Pomelos and grapefruit Lemons and acid limes Peaches & nectarines Oranges Tangerines Easy peelers	Apiculture, area destined for apiculture
Tropical and subtropical fruit (n.s) Agave for syrup Avocados Bananas Dates	Aquaculture (n.s) Capture fishing (n.s) Bivalves Catfish (n.s) Cod Crab Crustaceans (n.s) Finfish (n.s) Haddock Herring Lobster Molluscs Pangasius Salmon Sardines

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Crops and sub-crops (n.s = no specifics)	
Guava	Sea bass
Mangoes	Shrimp/prawn
Passion fruit	Tilapia
Pineapples	Tuna
Fruit (n.s)	Grapes
Nuts (n.s)	Berries
Almonds	
Cashews	
Macadamias	
Brazil nuts	
Processed Products	
Processed vegetables (n.s)	Oils (n.s)
Processed berries and nuts (n.s)	Soya oil
Dried fruit (n.s)	Groundnut (peanut) oil
Dried mangos	Palm oil
Dried pineapple	Olive oil
Dried banana	Sugar (n.s)
Frozen fruit	Raw cane or beet sugar
Fruit pulps and purees	Cane sugar
Agave, syrup	Molasses
Beverages	Hot beverages (n.s)
Fruit drinks and juices	Hot beverages (coffee, tea, cocoa, etc.)
Vegetable drinks and juices	Coffee (decaffeinated or roasted)
Concentrated fruit drinks and juices	Green tea and black tea
Non-alcoholic drinks (n.s)	Herbal teas
Grape wine	Extracts, essences, and
Alcoholic drinks (n.s)	Concentrates of tea or mate
Spices and aromatics, processed	Cocoa powder/drinking chocolate
Other food and non-food products and product groups	
Chocolate	
Honey	
Cotton lint	
Wood	

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