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SYSTEM DYNAMICS METHODS APPLIED TO ECOLABELING FOR APPLES

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The Wisconsin Apple Growers Association, in partnership with the University of Wisconsin, is exploring various ecolabeling approaches and adapting a model to fit their needs. The systems feedback modeling approach applied to ecolabeling suggests potential action scenarios to address industry concerns. The first phase of the project has been to clarify industry interest and needs, work with growers and others to compare various ecolabeling models, develop a dynamic hypothesis that addresses the situation faced by WI apple growers in particular, and then craft a model that can be used to identify the quality of relationships between system components. Gathering baseline data on pesticides and IPM practices used by growers is critical in this first phase. The second phase of the project will explore ways to strengthen desirable feedback in the ecolabeling system and then test various scenarios to insure a desired result.