



Fair for Life and For Life Reach Silver Equivalence with SAI Platform's Farm Sustainability Assessment (FSA)

BRUSSELS, Belgium. February 7, 2018 – The Sustainable Agriculture Initiative Platform (SAI Platform) and Fair for Life and For Life announced today the outcome of a benchmarking effort with the Fair for Life and For Life standards and SAI Platform's Farm Sustainability Assessment (FSA); with both standards reaching 'Silver' equivalence.

'This a very positive result demonstrating a high level of alignment, we hope that this industry-wide recognition provides new opportunities for both SAI Platform members and the users of the Fair for Life and For Life standards', said Joe Rushton, FSA Manager.

This score reflects the overall alignment between the FSA and the Fair for Life and For Life standards in terms of on-farm sustainability. Additionally, a combined benchmark showed that a farm operating in accordance to GLOBALG.A.P. Fruit & Vegetables and Fair for Life or For Life would meet FSA 'Gold' level equivalence.

'Fair for Life and For Life recognise the importance for ethically-minded companies and consumers to adequately navigate the array of labels and standards available in social and environmental responsibility. Benchmarking is one tool available to facilitate understanding and to recognize high-bar certifications in this field', said Marie Mercui, Manager of the FFL & FL Programmes.

Following the articulated interest of some SAI Platform member companies, the criteria of the Fair for Life and For Life standards were submitted to a benchmark against the FSA criteria which has shown once again that Fair for Life and For Life standards measure up as reliable frameworks to implement sustainable agricultural practices.

Implications for the Standard Recognition

Both standards are now supported by yet another universal reference, accepted by a broad range of international food and drink companies. By facilitating the recognition of the standards at the level of different market actors with their varying social codes and expectations, the benchmark broadens market accessibility for Fair for Life and For Life certified operations.



About the Farm Sustainability Assessment Programme (FSA)

First piloted in 2014, the Farm Sustainability Assessment programme (FSA) offers a simple, highly effective tool to assess, improve and communicate on-farm sustainability. Developed by the Sustainable Agriculture Initiative Platform, the FSA is used in 32 countries and available in 19 languages. Its design and purpose facilitates the understanding of industry-shared better management practices that improve farm performance and sustainability outcomes. Its Bronze, Silver and Gold performance levels are designed to be used at scale in the food supply chain and to mainstream sustainable agricultural practices.

For more information about the Farm Sustainability Assessment (FSA) programme, visit our website: <http://fsatool.com/>

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About the Sustainable Agriculture Initiative Platform (SAI Platform)

Founded in 2002, the Sustainable Agriculture Initiative Platform (SAI Platform) provides a pre-competitive environment for the food and drinks industry to address global sustainability challenges facing farms today, and in the years ahead. With a network of over 100 members and partners we are developing the practice of sustainable agricultural tools and principles that create secure and strong agricultural supply chains, to protect the earth's resources. Our focus on beef, dairy, arable and vegetable, and fruit and nuts as well as our pioneering benchmarking tool, the Farm Sustainability Assessment (FSA), lead the field to effective sustainable practices while delivering value to our members, farmers, their communities and consumers.

To find out more about SAI Platform, visit our website: www.saiplatform.org

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About Fair for Life and For Life

Fair for Life and For Life are neutral, third-party certification programmes. Both standards share a common ground and require the compliance with rigid social and environmental criteria and expect a positive local impact from the certified operation.

The **Fair for Life** standard additionally verifies the implementation of Fair Trade principles along the chain of custody, including, amongst others, the implementation of transparent and supportive long-term relationships, fair prices and the payment of a Development Fund for community projects.

The **For Life** standard is generally intended as a company certification focused on the commitment to Corporate Social Responsibility and ethical sourcing practices. Optionally, product certification can be requested. In this case, the commitment of all actors in the supply-chain is verified. Read more at www.fairforlife.org.

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