



MEMBERSHIP COMMUNICATIONS GUIDE





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MEMBERSHIP COMMUNICATIONS GUIDE

The Sustainable Agriculture Initiative Platform (SAI Platform) has tremendous strengths as a consensus-building organisation around pre-competitive sustainability solutions. As such, our expertise and ability to connect with external stakeholders and build partnerships is incredibly useful to our members.

This guide supports your company's efforts to communicate, market, and promote your involvement with SAI Platform and your commitment to sustainable agriculture.

About the Guide



The SAI Platform Membership Communications Guide contains a complete guide to written external communications and public claims.

This will be useful when referring to SAI Platform membership, Working Groups, Committees, the use of SAI Platform tools, such as the Farm Sustainability Assessment (FSA) programme, Spotlight and your engagement in SAI Platform collaboration projects.

This Guide will be especially useful when communicating:

- On websites
- Through collateral documents and other external communications (press releases, media statements etc.)
- When celebrating membership, sharing involvement in projects and demonstrating alignment to the principles and practices of SAI Platform.

By communicating involvement through SAI Platform externally, your company can take advantage of the unique nature of SAI Platform as a pre-competitive and collaborative organisation in sustainable agriculture. This will bring companies further credibility and added value.



7 Reasons to Communicate Your SAI Platform Membership

1

CREDIBILITY

Clearly aligning your commitment to sustainable agriculture through industry led collaboration.

3

INDUSTRY ALIGNED

Proving that your work has significance and is supported by industry; using SAI Platform tools, such as the Farm Sustainability Assessment (FSA) programme, your efforts are measurable and recognised accordingly.

5

COLLABORATIVE SPIRIT

Your company is involved in collaboration initiatives for local solutions, with global significance.

7

SHARING YOUR JOURNEY

Tell your story about your commitment to sustainable agriculture right across the supply chain, from soil to table.

2

SHARED VALUE

Demonstrating you are committed to promoting sustainable agriculture by working with other like-minded companies across the supply chain to make a difference.

4

BUILDING COMMON GOOD

Your company is guided by best practice, common standards & implementation tools to support sustainable agriculture for a large range of commodities across the globe.

6

DELIVERY

Your messaging is strong and credible regarding your procurement policy.



FOR MEMBERS

Who

All SAI Platform Members.

Where

Corporate documents, marketing materials, print, website, video and social media.

Note that reference to SAI Platform is **not permitted “on pack”**, i.e. on consumer facing packaging material.

How

1. When Referencing SAI Platform

When referring to SAI Platform in all written documentation, write the name in full once as shown here:

Sustainable Agriculture Initiative Platform (SAI Platform)

And from there on: **SAI Platform**

In order to minimise miscommunication with organisations with the same initials, **SAI Platform must never be referred to as SAI.**

Please refer to the SAI Platform website for more info: www.saipatform.org or email: info@saipatform.org

2. Using Our Logo

File format

The SAI Platform logo is available in various formats depending on where you want to place it.

EPS or JPEG – for printing and high-resolution production

PNG – for on-screen and low-resolution applications including websites, Microsoft Office and alternatives



Placement

The SAI Platform logo must appear in a space clear of other text, graphics or images.

Size guidelines

The logo must be legible in all applications and printed materials.

3. Standard Definition (54 words)

The **Sustainable Agriculture Initiative Platform (SAI Platform)** is the global food and drink industry platform for developing sustainable agriculture solutions through member-driven pre-competitive collaboration. SAI Platform works with its members and external stakeholders to catalyse change and establish sustainable agriculture as a pre-requisite for doing business throughout the food and drink industry supply chain.

4. Corporate Definition (118 words)

About SAI Platform

Founded in 2002, the **Sustainable Agriculture Initiative Platform (SAI Platform)** provides a pre-competitive environment to address global sustainability challenges facing food production today, and in the years ahead.

With a network of over 90 members around the world, 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 is member driven and we meet their needs through our Beef, Dairy and Crops Working Groups as well as our measurement and verification tool the Farm Sustainability Assessment (FSA) and data collating tool Spotlight. By leading the field to effective sustainable practices we deliver value to our members, farmers, their communities and consumers.

5. General Introduction of What SAI Platform Is for Our Members

Example:

The Sustainable Agriculture Initiative Platform (SAI Platform) provides the tools and resources for *[Name of company]* to work with other stakeholders across the agricultural value chain and advance together in our common goal of global sustainable agriculture practice.





**FOR
WORKING GROUP/
COMMITTEE
MEMBERS**

Who

Members of:

Beef Working Group
Crops Working Group
Dairy Working Group

Horizon Committee
Brazil Committee
FSA Steering Committee

Where

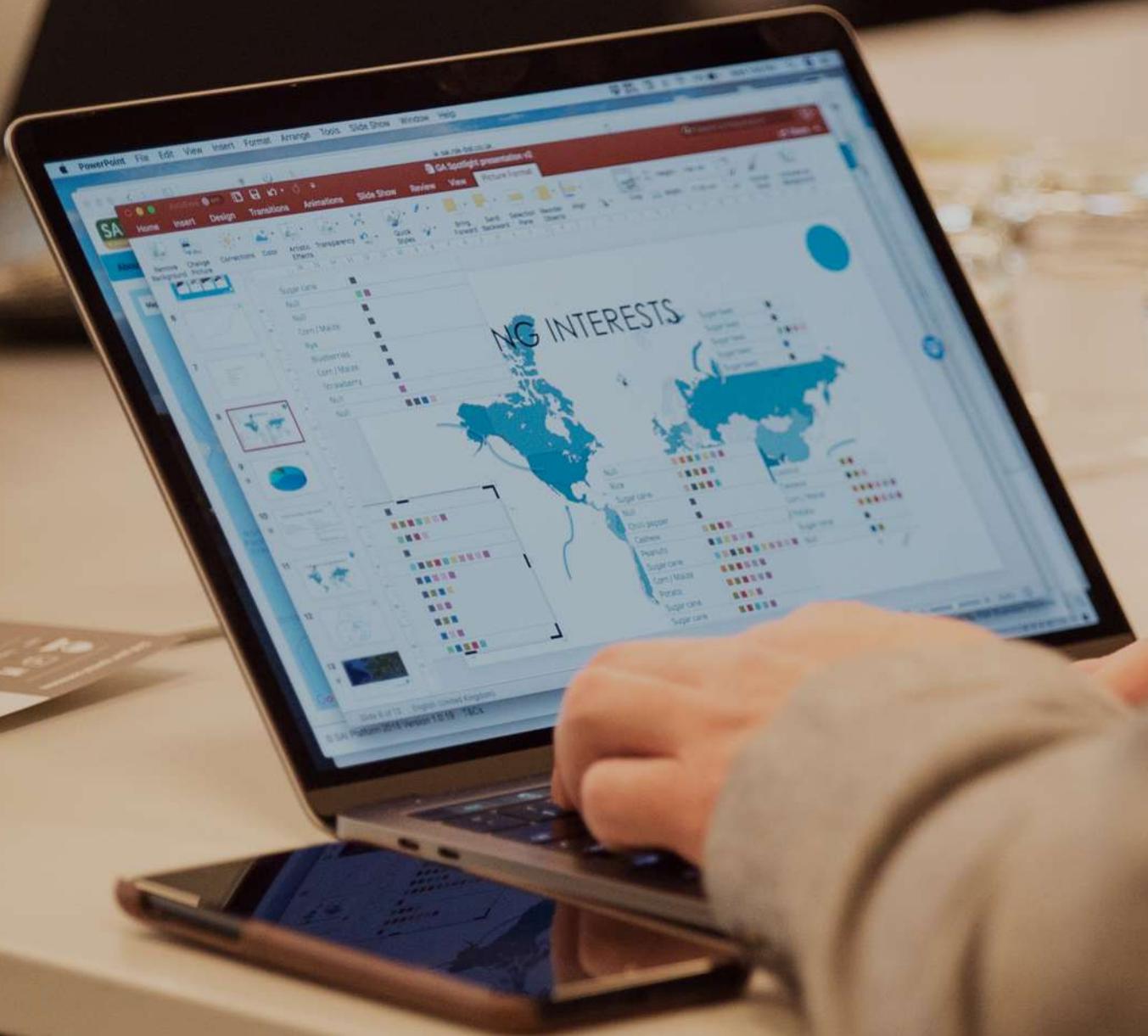
Off product only. Corporate documents, marketing materials, print, website, video and social media.

How

Example statement:

Being an active member of the [NAME] Working Group / [Horizon Committee] / [Brazil Committee] / [FSA Steering Committee] we are part of a close network of experts and common challenges, helping us to understand the relevant issues, share knowledge and create solutions.





USING OUR TOOLS

FARM SUSTAINABILITY ASSESSMENT



Who



SAI Platform **members using the FSA Programme** within their supply chains, through **benchmarking and/or implementing** the FSA at farm level.



Company or third-party scheme/standard wishing to communicate **benchmarking results** (e.g., 'equivalent to FSA Bronze').



Companies who have audited suppliers and want to **claim/communicate FSA equivalence** (e.g. x% FSA Bronze).



Farmers or Farm Management Groups who have **self-assessed their farms** and want to communicate results ('Self-assessed FSA Bronze' or 'Verified FSA Bronze').

Where

Off product only. Press releases*, corporate documents, marketing materials, print, website, video and social media.

*Please have your press release about results of FSA benchmarks or audits, or self-assessments, reviewed with SAI Platform before issuing (send to bmcaleer@saiplatform.org).



How

Brief statement options:

1. *[Name of company]* is using SAI Platform's FSA for procurement, on XX commodities or regions.
 2. *[Name of company]*'s farmers are FSA assessed on XX commodities or regions.
 3. All *[Name of company]* farmers are minimum level FSA level *[Bronze]* *[Silver]* *[Gold]* for XX commodities or regions.
 4. *[Name of certification standard]* is using SAI Platform's Farm Sustainability Assessment 2.0 as a benchmark and is equivalent to FSA level *[Bronze]* *[Silver]* *[Gold]*.
-

Detailed statement options:

- FSA expresses the views and expectations of a large and rapidly growing group of buyers of crops on how to improve responsible agricultural practices in their supply chains.
- FSA provides an easy and effective way for growers to assess and communicate sustainability (work, progress, achievements) to customers.
- This one tool serves many buyers, meaning avoiding duplication of efforts for growers in costly and time-consuming audits and certifications.
- According to the recent benchmark SAI Platform performed, (standard, code) achieves the 'equivalent to FSA Gold/Silver/Bronze' level.
- With this achievement, users of our *[Name of certification standard]* will now be able to create new opportunities in the food market segments and with customers who are using FSA, without additional audits or certificates required.

IMPORTANT: Prior to using these FSA statements, review with SAI Platform to ensure the most appropriate statement is being used.

SAI PLATFORM'S SPOTLIGHT

spotlight



Who

Crops Working Group members.

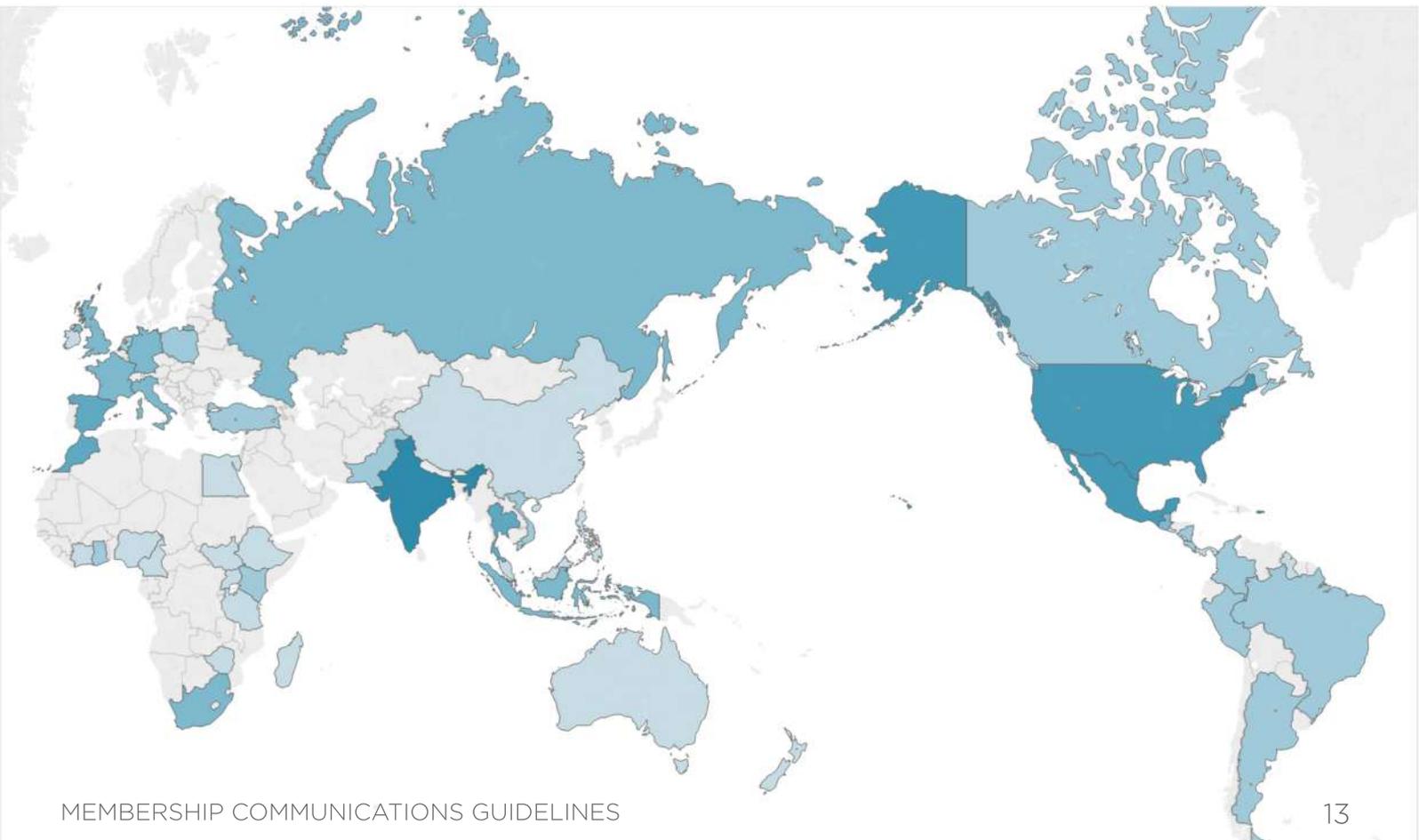
Where

Corporate documents, marketing materials, print, website, video and social media.

How

Example statement:

Spotlight is enabling us to pre-competitively catalyse sustainability of crops with other companies. By inputting data surrounding our own areas of interest, we are building better networks of collaboration, communication and implementation of action-based solutions.





**ENGAGING ABOUT
SUSTAINABLE
AGRICULTURE**



SAI Platform wants to endorse our members' practices of sustainable agriculture. Wherever and whenever there is involvement in a project or use of SAI Platform tools we want to know.

Being a member of SAI Platform is a good story to tell, and we want to help you build your narrative for both internal and external communications.

Who

All SAI Platform members and partners.

Where

Off product only. Corporate documents, marketing materials, print, website, video and social media.

How

Contact us about your:

- Sustainability communications plans,
- Social media messages & images,
- Annual sustainability report,
- Business case for sustainability,
- Press releases,
- And other relevant collateral documents.

Disclaimer: If in doubt, get in touch!



info@saipatform.org

www.saipatform.org

[@SAIPlatform](https://twitter.com/SAIPlatform)

