



The Sustainable Agriculture Initiative Platform

Sustainable Beef Production Working Group

Information Sheet

www.saiplatform.org

The Beef Working Group:

The SAI Platform Beef Working Group was established in 2011 and has agreed its objectives and work programme for 2011.

Objective of the Group:

To collaborate on a pre-competitive basis in seeking understanding, consensus and solutions to the sustainability challenges faced by the beef supply chain.

For 2011 the group has decided to focus on Greenhouse Gas (GHG) emissions.

Key deliverables - 2011:

1. Consensus on Carbon Footprint methodology (including emission factors, allocation, and grassland sequestration)
2. Initiate development of farm level Key Performance Indicators for GHG emissions
3. Initiate consensus process on best practice for mitigation and adaptation
4. Identification and promotion of areas requiring further research investment
5. Link into the World Wildlife Fund Sustainable Livestock Production initiative, Launched in November 2010 in Denver USA. *This Group has already established a strong working relationship and is already interacting closely with WWF in the evolution of this much larger initiative*
6. Alignment on messaging related to beef GHG emissions
7. Agreement on priority sustainability issues for 2012 work plan

Work plan for each of the agreed deliverables:

- 1. Consensus on CFP methodology (including emission factors, allocation, and sequestration)**
 - a. Undertake a comparative review of current on farm Carbon Footprint estimation tools currently available/implemented in Europe, including Working Group member models.
 - b. Convene expert / academic working group to debate the areas of difference
 - c. Agree acceptable way forward and align with dairy working group capitalizing on their experience to date
 - d. Collaborate with the FAO in the development of their GHG and the Beef Sector report by providing feedback on draft report.
 - e. Publish discussion papers with recommended methodology criteria, necessary steps required to achieve consensus and areas where more research is required.
- 2. Initiate development of farm level Key Performance Indicators for GHG emissions**
 - a. Identify from published material, potential KPI's already in existence
 - b. Source data that will confirm the suitability and efficacy of potential KPI's
 - c. Agree KPI's and undertake a trial process with group members to field test
 - d. Review and agree an appropriate route forward based on the outcomes of the trial

3. **Initiate consensus process on best practices for mitigation and adaptation**
 - a. Assimilate conclusions from the comparative review and align these with those currently considered by member organizations
 - b. Agree key best practice areas and seek examples of such for quantification and wider communication
 - c. Develop consistent and robust communication materials
4. **Identification and promotion of areas requiring further research investment**
 - a. Research undertaken by the group will identify these areas and will be confirmed by the 'expert group' that will be supporting work plan 1
 - b. The group will find mechanisms to ensure these 'gaps' are considered via a range of research funding avenues
 - c. The Group as part of SAI Platform will have access to other initiatives such as the Global Research Alliance on Agricultural Green House Gases and the Round Table on Responsible Soy
5. **Link into the World Wildlife Fund Sustainable Livestock Production initiative**
 - a. Regular communications will take place with the WWF
 - b. The SAI Platform Group will be integral to the activities of the WWF initiative to ensure a truly global perspective is considered
6. **Alignment on messaging relating to beef GHG emissions**
 - a. Research and dialogue will be undertaken in this important area
 - b. Where appropriate, discussions papers will be developed with the aim of sharing with both internal and external stakeholders
 - c. The Group will work closely with the FAO in the development of a Q and A resource for members to ensure a clear interpretation of the forthcoming report and importantly a consistent response to press enquiry on a local basis.
7. **Agreement on priority sustainability issues for 2012 work plan**
 - a. A multistakeholder workshop facilitated by the Sustainable Beef Production Working Group will be held in the autumn of 2011 to explore and debate work programme requirements for the 2012 year.
 - b. Feedback from this meeting will be reviewed and where appropriate built into the 2012 work programme

Retail Interaction:

Direct Retail membership of SAI Platform is not currently permitted in its membership criteria. However the Beef Working Group recognises the importance of the whole supply chain being involved in their activities and thus achieving aligned growth and development. For this reason the Working Group has agreed to have regular dialogue and provide 6 monthly reports to Retailers who have agreed to support this initiative. This activity will also be supported by an annual joint workshop to review and debate progress and future work programmes.

Although retail membership of the SAI Platform is not currently an option membership is of course open to beef producers and manufacturers that supply the retail /food service market

Current members include:

Anglo Beef Processors	Bord Bia
Inalca	McDonald's Europe (Current Chair)
Livestock and Meat Commission of Northern Ireland	
McKey Food Service	Nestec Ltd.
OSI Food Solutions	Quality Meat Scotland

Unilever

Vion Food Group

Need more information?

Should you require further information about the SAI Platform Beef Working Group or SAI Platform membership please contact Brian Lindsay on blindsay@saiplatform.org or Giovanni Malfatti on Gmalfatti@saiplatform.org or +32 2 5008757

SAI Platform at a Glance:

SAI Platform is a food industry initiative aimed at contributing to the development of sustainable agriculture worldwide. Its activities are open to stakeholders of the food chain, including farmers, whose involvement is crucial to the successful design and implementation of sustainable agricultural practices. Sustainable agriculture has social, environmental and economic dimensions – **People, Planet** and **Profit**. These dimensions cover a wide range of issues, which can vary according to farming systems and their unique conditions.

SAI Platform started with 3 food company members and now has over 30. SAI Platform coordinates activities that -

- leverage collective knowledge on sustainable agriculture at farm level,
- provide a sustainable supply of high-quality and safe agricultural products in competitive conditions,
- meet the food and fiber needs of populations (with respect to safety, availability, affordability) and
- conserve and possibly improve natural resources.

Currently there are 6 active working groups (arable and vegetable crops, Dairy, Coffee, Fruit, Water and Agriculture, Beef). These groups agree key work programmes and desired outcomes and collaborate pre-competitively, to achieve these results through the commissioning of reviews, workshops/conferences and the development of tools that can be applied in their businesses. Importantly the group members and hence their organisations are all of the same level of understanding of key issues.

Members, on being accepted to SAI Platform, are 'active' in endorsing the general principles for sustainable agriculture and SAI Platform's code of conduct.