



Introduction to the

Coffee Working Group

of the **Sustainable Agriculture Initiative**

(SAI) Platform

What is **SAI Platform's**

Coffee Working Group?

SAI Platform's Coffee Working Group brings together food and drink companies who share, at precompetitive level, knowledge and initiatives to support the implementation of sustainable practices for green coffee production.

Members of SAI Platform's Coffee Working Group represent nearly 70% of the total coffee market share worldwide. Their capacity to bring about changes in coffee production worldwide, through joint programs such as our Working Group, is thus very important.



Our Members

SAI Platform's Coffee Working Group currently has the following members: Illycaffè, D.E Master Blenders 1753, Mondelēz International, Nestlé and Tchibo. Other roasters and coffee traders are very welcome to join.

SAI Platform globally has over 50 members who share the same view on sustainable agriculture seen as

"The efficient production of safe, high quality agricultural products, in a way that protects and improves the natural environment, the social and economic conditions of farmers, their employees and local communities, and safeguards the health and welfare of all farmed species."

Our Vision

Our members recognize that without a sustainable supply of raw materials, they don't have a sustainable business. Our coffee working group's vision is thus to work on a pre-competitive manner and in full transparency, to continuously improve the sustainability performances of green coffee production for the benefit of the entire sector. The group aims to become the reference technical group in the coffee sector.

Our Mission

Our Working Group's Mission is to support both coffee farmers and the food and drink industry to forge the way to sustainable coffee growing. Our belief is that enhancing the relationships throughout the supply chain is beneficial to all. Recognizing the breadth of sustainability, we work on a wide range of topics and technical tools, more specifically in 2013 and for the next 2 years to come:

- Developing a **Product Category Rule (PCR) on carbon footprint** for the coffee sector
- Identifying a **simple tool to calculate green house gas emissions** from coffee – as per the PCR
- Developing a **carbon sequestration data set** for coffee growing regions globally
- Developing a single **PCR on water** for the coffee sector
- Coordinating **responses to coffee-specific issues**
- Developing **training videos** for coffee farmers on good agricultural practices



How SAI Platform's Coffee Working Group helps you

Working Together

SAI Platform members meet on a regular basis to share knowledge, identify issues and generate business solutions for sustainable agriculture, in full respect of the antitrust laws. Members are organized in six Working Groups: Arable and Vegetable Crops, Beef, Coffee, Dairy, Fruit and Water with opportunities for expansion to other areas. Bringing together cross industry collective intelligence on a pre-competitive basis accelerates development and speed of change. Building consensus leads to joint investment and therefore cost savings for members. In addition, SAI Platform helps other organisations achieve their sustainable agriculture goals.



SAI Platform can help members of all sizes at whatever stage they have reached in their sustainable sourcing development. There is guidance, training and support for those starting out with their sustainable sourcing strategy. Organisations with advanced sustainable agriculture practices benefit from working together on better ways to implement, assess and measure sustainable agriculture practices.

"SAI Platform's coffee working group recently issued guidelines to measure the GHG emissions for green coffee. These guidelines are a great achievement for the coffee sector and as such ought to be adopted by everybody. They are the result of a global and transparent collaboration among numerous stakeholders of the coffee value chain. Our group is now exploring the feasibility of developing similar guidelines for water use by green coffee, which is another hot issue for our sector."

Giacomo Celi, illycaffè, Chair of the SAI Platform Coffee Working Group



Global Network

SAI Platform members represent one fifth of the world's 100 top companies. This global network means SAI Platform facilitates huge potential impact in every agricultural region. Our members are connected on a global basis to the sustainable agriculture community and have unique access to strategic organisations such as FAO and UNEP; and ECF, IDH and certification schemes for coffee.

"Being the largest organization of its nature, SAI Platform has been an influential force in embedding sustainable agriculture in the food and beverage industry globally. From the initial phases of product development and ingredient selection, to informing customers on issues related to sustainable agriculture, SAI Platform provides thought leadership and rallies for action."

Ernesto Brovelli, President of SAI Platform
and Senior Manager, Sustainable Agriculture, The Coca-Cola Company

Focus on Implementation

SAI Platform supports and stimulates members to attain the highest possible levels of implementation. The Working Groups are focused on joint projects to find alignment and solutions for implementation. Since the creation of the coffee working group in 2007, members have jointly developed and tested on the ground a wide range of practical solutions for sustainable coffee production: farmer field schools using handbooks, sustainability calculators; project managers' workshops; training videos for farmers; first world's Product Category Rule (PCR) for green coffee with case studies about its use by farmers in producing countries.

Business Support

Globally recognised tools – Principles and Practices; Sustainable Sourcing Guide; Farmer Self Assessment

Training – Courses, webinars; seminars; videos

"What SAI Platform has achieved is really best in class knowledge of what we have in sustainable consumption. I frankly don't know of any other organisation that can provide that depth of knowledge."

Paul Polman, Chief Executive Officer, Unilever



Members **Benefits**

SAI Platform takes a leadership position and is heard as the voice of food and drink companies on sustainable agriculture. Members benefit from and contribute to leading edge thinking via the following:

- Open discussions with peers
- Consensus building about the path to sustainability
- Joint development of technical solutions for sustainable coffee production
- Reduced cost of development for all actors, and larger sustainability impact
- Annual General Assembly
- Workshops, seminars and webinars
- Discounted executive training in sustainable agriculture
- Access to other resources
- Regular online newsletter



Members of the **Coffee Working Group**



Membership is open to all coffee roasters and traders committed to advancing the sustainability of coffee production worldwide. Don't hesitate to contact us if you wish to discuss:

Giacomo Celi, illycaffè, Chair of the SAI Platform Coffee Working Group -
Giacomo.Celi@illy.com

Emeline Fellus, Deputy General Manager, SAI Platform -
efellus@saiplatform.org

