



Sustainable Agriculture Initiative Platform





**Ernesto A. Brovelli, PhD**  
SAI Platform President



# FOREWORD

Welcome to the SAI Platform Annual Report 2013, highlighting the year's news and achievements. 2013 was a developmental year for SAI Platform which saw growth, not only with six new members, increasing our number to 54, but also in the creation and piloting of Farmer Self Assessment, the launch of new sector specific tools for the industry, increased external communication and a greater global presence.

Members in the Working Groups collaborated well to deliver resources relevant to all in their sector. The Beef Working Group defined and published Principles for Sustainable Beef Farming in October. The Coffee Working Group identified the need for and developed the Green Coffee Carbon Footprint Product Category Rule (CFP-PCR) for the coffee industry, launched in December. The Water Group raised awareness of the need for good water stewardship with the publication of SAI Platform's Water Stewardship in Sustainable Agriculture report in July.

Following the official launch of Farmer Self Assessment at the General Assembly in April, over 20 companies have already committed to using it. Since launch, it has gained increasing external recognition and it is now being benchmarked against certification and company standards. The new and improved Farmer Self Assessment version 2.0, with input from members

and global stakeholders, will be launched at the General Assembly in April 2014.

SAI Platform has been more visible than ever this year, with increased external communication through targeted media coverage of key achievements, social media and participation in conferences around the world. The General Assembly was held in April in Annapolis, USA, alongside a joint SAI Platform/Sustainable Food Lab Conference on Sustainable Supply Chain, which was attended by 200 people.

As our membership and areas of focus grew, we also made a decision about the structure of our Working Groups. As well as category specific Working Groups, in 2014 we will introduce topic based Committees to oversee work on cross cutting topics such as biodiversity. These changes, together with a strengthened Secretariat and new expert Advisory Council, will ensure SAI Platform continues to help members make progress on the most pressing issues for sustainable agriculture.

Our collective work this year has proved we are aware of the challenges in sustainable agriculture, we care about finding solutions, we dare to make a difference and we share our findings with all. Many thanks to all SAI Platform members for contributing to a progressive year for sustainable agriculture.

## SAI PLATFORM'S EXECUTIVE COMMITTEE (Elected on May 3, 2012 in Evian, France)

**President: Ernesto A. Brovelli,**  
Senior Manager Sustainable Agriculture,  
The Coca-Cola Company

**Vice President: Dirk Jan de With,**  
Vice President Procurement Ingredients & Sustainability,  
Unilever

**Treasurer: Carol S. Kitchen,**  
Senior Vice President, General Manager Global  
Ingredients, Land O'Lakes, Inc.

**Vincent Crasnier,**  
Environment Director,  
Danone

**Ghislain J. Pelletier,**  
Corporate Vice President Agriculture,  
McCain Foods Ltd.

**Nathalie Ritchie,**  
Senior Manager Sustainability and  
Ethical Supply Chains, Mondelez International

**Frank van Ooijen,**  
Corporate Director Sustainability & Communications,  
FrieslandCampina



**Honorary President:**  
**Hans Jöhr**  
Corporate Head of Agriculture,  
Nestlé

## NEW MEMBERS



**SABMiller** plc is one of the world's leading brewers with more than 200 beer brands and some 70,000 employees in over 75 countries. The group's portfolio includes global brands such as Pilsner Urquell, Peroni Nastro Azzurro, Miller Genuine Draft and Grolsch; as well as leading local brands such as Aguila (Colombia), Castle (South Africa), Miller Lite (USA), Snow (China), Victoria Bitter (Australia) and Tyskie (Poland). SABMiller also has growing soft drinks businesses and is one of the world's largest bottlers of Coca-Cola products.

SABMiller has become a global brewer by excelling locally – nurturing strong, local brands which suit the tastes of consumers in each of its markets. One of the company's four strategic priorities is to constantly raise the profitability of local businesses, sustainably.



**Agrifirm** is a link to success for enterprising farmers and market gardeners. The company is a leader in providing solutions that produce improved results for farmers and market gardeners. Agrifirm offers added value through knowledge, innovations and expert employees who are close to their customers. Agrifirm is synonymous with sustainable and innovative concepts that enable customers to anticipate the challenges of today and tomorrow.



**Hero**, an international brand-focused consumer foods group, was founded in 1886 in Lenzburg, Switzerland. The company is committed to producing high-quality, nutritious products in its core product categories of infant nutrition and fruit. The Group's operations are based predominantly in Europe, North America, Middle East / Africa and most recently China.

Hero Group regards responsibility regarding sustainable development as a fundamental tenet. It impacts all aspects of business and operations, with the overarching goal of combining commercial performance with environmental, social and economic responsibility.



**C. Thywissen** is a family-owned business with its roots in food production, dating back to 1839. Today, the C. Thywissen core business is to run one of the leading European oilmill factories that produces vegetable oils from different oil seeds for food and technical applications in Neuss near Düsseldorf, and a leading maltmill in Huerth near Cologne, producing maltfLOURS and maltgrISTS for food and pet food.

More than 20 years ago, they started supply chain management in their malt division implementing contract growing with local farmers. Currently they are running several sustainability projects with their customers, building up transparent supply chains on the basis of sustainable agriculture.

## NEW AFFILIATE MEMBERS



**A.I.J.N.**

**AIJN, European Fruit Juice Association**, is the representative association of the fruit juice industry in the EU. It represents the industry from the fruit processors to the packers of the consumer products. Sustainability is very high on AIJN's agenda. That's why it established a Sustainability Expert Group to examine sustainability issues likely to affect the juice industry throughout the entire life-cycle process. In addition, in 2013 AIJN established the Fruit Juice CSR Platform, a business-driven sustainability initiative specifically created for the fruit juice industry, which is co-funded by the European Commission. The objective of the platform is to inspire and support the European fruit juice industry to integrate corporate social responsibility (CSR) in their business operations and core strategy.



**Lely**, a family-owned business founded in 1948, directs all its efforts towards creating a sustainable, profitable and enjoyable future in farming for its customers. Worldwide, it is the only company to supply the agricultural sector with a complete portfolio of products and services ranging from forage harvesting to automated feeding systems, barn cleaners and milking robots. Lely is also working on business concepts to ensure energy-neutral operations in the dairy sector. The Lely Group is active in more than 60 countries and employs 2,000 people. Being the market leader in sales and service of automated milking systems since 1992, the company has a strong position in forage harvesting products as well. With 65 years of experience in the agricultural cycle, Lely has an unrivaled position in this sector.

Sustainability is inherent to all Lely products. Several aspects, ranging from lifespan to low energy consumption, are carefully considered during the development of every product. The company is constantly challenging itself to continuously improve its sustainability performance.



**Keith Kenny**  
Senior Director Supply Chain Europe  
McDonald's

## Beef

The Beef Working Group had an active year developing and consulting on the latest set of SAI Platform Principles – The Principles for Sustainable Beef Farming. The Principles were reviewed by several leading experts and publically launched in November 2013. The Beef Working Group will now develop the Practices in conjunction with a wider audience interested in this area. This work will be pursued in 2014.

The development of the Principles for Sustainable Beef Farming was a chance for the Beef Working Group to implement the new concept of Knowledge Exchange Partners, which permitted the involvement of the retail sector in the Principles development, an opportunity that had not been previously possible. This has been a great success!

As well as the continued work in developing guidelines for the quantification of Greenhouse Gas emissions from beef farming operations, the Beef Working Group was actively involved in the Global Roundtable for Sustainable Beef, assisting in the alignment (where

feasible) and development of their Principles and Criteria documentation which will be released for public consultation in 2014.

The Beef Working Group already has an exciting work programme established for 2014 which will not only involve the completion of the above, but also facilitate knowledge development and alignment with both SAI Platform and external parties.

**Active Members:** McDonald's Europe, Unilever, Inalca, OSI Food Solutions UK, Bord Bia, McKey Food Service, Vion Food Group, Quality Meat Scotland, Livestock and Meat Commission for Northern Ireland, ABP, Beef and Lamb New Zealand, FAI Farms, Dawn Meats, Novus International.

**Chairman:** Keith Kenny, Senior Director, Supply Chain, McDonald's Europe.



**Giacomo Celi**  
Responsible Procurement Manager  
illycaffè S.p.A.

## Coffee

In 2013, the Coffee Working Group finalized a two year project working with IDH on the development of a global methodology to measure Greenhouse Gas (GHG) emissions from green coffee production. Over an 18 month period, a wide range of stakeholders with interests in the sustainability of the coffee sector worldwide came together to create a methodology that is truly globally applicable.

The Green Coffee CFP-PCR was published in December 2013 on [www.environdec.com](http://www.environdec.com) and [www.saiplatform.org](http://www.saiplatform.org) and received great interest. It will drive consistency in the application of GHG emissions calculations by reducing differences between individual studies and products, and harmonising methodological approaches. This will support the identification and adoption of genuine mitigation strategies and should also encourage behavior change within the supply chain.

Giacomo Celi, illycaffè, Chair of the SAI Platform Coffee Working Group, said: *"The guidelines for measuring the GHG emissions for green coffee are a great achievement for the coffee sector and, as such, ought to be adopted by everybody. These guidelines are the result of a global and transparent collaboration among numerous stakeholders of the coffee value chain."*

One spin-off result of this great achievement was the decision of the coffee trading company Nedcoffee to join the Coffee Working Group in November 2013.

**Active Members:** illycaffè, Mondelēz International, Nedcoffee, Nestlé, D.E MASTER BLENDEERS 1753 and Tchibo.

**Chairman:** Giacomo Celi, Regional Coffee Procurement & Sustainable Coffee Programmes Coordination, illycaffè.





**Didier Moreau**  
Environment and Milk Quality Director  
Dairy Division Danone

## Dairy

The Dairy Working Group focused on the alignment of the SAI Platform Principles for Sustainable Dairy Production and existing company supply schemes. The benchmarking project, undertaken by a private consultancy, identified the levels of alignment and also highlighted some key areas of development for the existing Principles and Practices.

The Dairy Working Group has also been influential in another key sector project by the Global Dairy Agenda for Action, which was an global review study undertaken by an internationally recognized consultancy to identify the most appropriate manner in which the sector can demonstrate its sustainability credentials. The launch of the Dairy Sustainability Framework in November 2013 was the start of this programme. As such the SAI Platform Dairy Working Group has signed up to the framework which they were integral to developing and will be working towards alignment of the SAI Platform and Dairy Sustainability Framework criteria in 2014.

The result of further collaborative and review efforts of the SAI Platform Dairy Working Group was the publication of the SPA Dairy Welfare Guidelines. Development work that involved company staff,

veterinary surgeons and reviews of existing welfare initiatives provided the confidence that the indicators that were being proposed were the correct ones that were meaningful to the farmer and also capitalized on key data predominantly recorded.

In collaboration with the International Dairy Federation, the Dairy Working Group hosted a workshop to explore how the dairy sector can tackle the challenge of quantifying, maintaining or even improving biodiversity in farming systems. The SAI Platform network was crucial in the implementation of this workshop as key external stakeholders were identified and incorporated into the workshop to ensure an appropriate level of challenge and debate was necessary.

**Active Members:** Arla Foods, Unilever, Danone, PepsiCo, Land O'Lakes, Nestlé, Cayuga Marketing, Novus International, McDonald's, FrieslandCampina, Mondeléz International, Mars, Fonterra, The Coca-Cola Company, General Mills.

**Affiliate members:** Bord Bia, Delaval, IDF, Innovation Centre for US Dairy, Lely.

**Chairman:** Didier Moreau, Environment and Milk Quality Director, Dairy Division, Danone.





**Haaye Boonstra**  
Sustainable Sourcing Development  
Manager  
HEINEKEN

## Vegetable and Arable Crops

By the end of 2013 the Working Group had 25 members, including five new ones. With a growing number of group members and the opportunity to work on more topics, six task groups were established to look after six identified topics:

1. Financial Tool (for farmers): testing and promoting use (available on [saipatform.org](http://saipatform.org));
2. Cool Farm Tool: input for development by Working Group representatives;
3. Sustainability Performance Assessment: development and partnering;
4. Farmer Self-Assessment: testing and feedback;
5. Benchmarking: developing a procedure;
6. Outreach: engaging other supply chain partners.

Members of the Working Group have played a leading role in developing and promoting key tools such as SPA and Farmer Self Assessment to its current state.

The Working Group also reached out to the farming community and in particular to the Skylark Foundation. A field visit was organized in June and in Poland a joint

effort was made to merge SAI Platform's approach and Skylark's approach into a farmer-buyer project. This initiative is taking off now.

The Working Group has also actively fostered relations with a series of stakeholders, including the Sustainable Food Lab, Skylark Foundation, International Trade Centre, Cool Farm Institute, ADAS, DACOM, SEDEX, AIM Progress and Chainfood.

One of the key elements of Working Group meetings is to learn from each other in 'Show 'n Tell', where all members share aspects of their approach towards sustainable sourcing to learn and get advice.

**Active Members:** ABinBev, AgrarFrost, Agrifirm, Agroterra, Aviko, Boortmalt, CIO Parma, C. Thywissen, Coca-Cola, FarmFrites, General Mills, HEINEKEN, Hero, Kellogg, Lamb Weston, Mars, McCain, McDonald's, Mondeléz, Muntons, PepsiCo, SABMiller, Unilever, Yakima Chief.

**Chairman:** Haaye Boonstra, Sustainable Sourcing Development Manager, HEINEKEN.



**Richard Heathcote**  
Sustainable Development Manager  
HEINEKEN



**Mitch Willis**  
Senior Manager Citrus Procurement  
Operations and Agriculture Sustainability  
PepsiCo

*From left to right:*

## Fruit

By the end of 2013 the Fruit Working Group had 12 members, with a focus on a wide variety of fruit ingredients, ranging from oranges, apples, and strawberries to hops.

The main meeting for the Fruit Working Group was held in Italy, at an apple cooperative. The cooperative shared best practices, highlighting ways to enable farmers to produce more sustainably while improving the economics of the farm.

In 2013 the Fruit Working Group continued with a project focusing on identifying Greenhouse Gas

mitigation options in fruit production. The project will be completed in 2014.

**Active members:** Coca-Cola, Danone, FrieslandCampina, HEINEKEN, Hero Group, Nestlé, Mondeléz International, Pepsico, Unilever, Yakima Chief.

**Co-Chairs:** Mitch Willis, Senior Manager Citrus Procurement, Operations and Agriculture Sustainability, PepsiCo and Richard Heathcote, Sustainable Development Manager, HEINEKEN).





**Carlo Galli**  
Technical & Strategic Adviser  
Water Resources  
Nestlé

## Water and Agriculture

This year, the Water and Agriculture Working Group developed and published Water Stewardship in Sustainable Agriculture, a report to help companies ensure that sustainable water management is included in their supply chain and supplying farms. The report explains why and how to address the ever increasing water challenge. It identifies the key issues to consider and provides guidance on how to address them, with a thorough approach that includes working with stakeholders that are key to the project success.

Carlo Galli, Chair of the SAI Platform Water and Agriculture Working Group, said: *“Those of us dealing for some time with sustainability and water management issues in the food and beverage sector will be aware that Water Stewardship is key to managing our business sustainably, especially in water stressed areas where we have manufacturing facilities. This new SAI Platform report, prepared by the Water and Agriculture Working Group, addresses this issue from the very specific angle of our agricultural supply chains, informing us why it is important to move from*

*the micro-management of farm plot issues towards a broader understanding of the catchment(s) within which we, or our suppliers, operate. I encourage all SAI Platform members to disseminate the document within their organizations at all level of responsibility. Many will learn for the first time that a collaborative approach by multiple stakeholders is sometimes the only solution for sustainable farming.”*

The report received favourable media coverage and was welcomed by the food and drink sector.

From 2014, the Water and Agriculture Working Group will become the Water and Agriculture Committee, as part of the introduction of cross-sector committees.

**Active Members:** AB Inbev, The Coca-Cola Company, HEINEKEN, Lamb Weston Meijer, McCain, Nestlé, PepsiCo, SABMiller and Unilever are SAI Platform’s active members of the Water and Agriculture WorkingGroup.

**Chairman:** Carlo Galli, Technical & Strategic Adviser Water Resources, Nestlé.

## Updated definition of sustainable agriculture

At the General Assembly in April 2013, a new definition of sustainable agriculture was adopted, which is more inclusive of the livestock sectors than the previous definition. The new definition was established by the Beef Working Group in consultation with the Dairy Working Group.

*“Sustainable agriculture is 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.”*



## Farmer Self Assessment

Following the official launch of Farmer Self Assessment at the General Assembly in April, SAI Platform members embarked on the important phase of testing the tool with farmers and referencing it against other standards or company codes. The first 10 members to endorse and pilot Farmer Self Assessment were The Coca-Cola Company, Danone, General Mills, HEINEKEN, McCain

Foods, Mondelez International, Nestlé, PepsiCo, Unilever and Yakima Chief.

A wide variety of crops was tested, ranging from apples, berries, citrus, hops and tropical fruits to potatoes, sugar beets, tomatoes and wheat. The geographical scope was also wide, covering North and South

## Crop types and locations around the world where Farmer Self Assessment 1.0 was piloted

Farmer Self Assessment was piloted with farmers and farmer representatives



America, Europe and Asia. Stakeholders ranged from individual farmers, smallholder and family farms to cooperatives, large scale and corporate farms. This range of crops, regions and farmers helps ensure Farmer Self Assessment is suitable for all farmers. An increasing number of companies were involved in the testing process: from the initial 10 to over 20.

There has been encouraging feedback from the companies who are already using and testing Farmer Self Assessment with their suppliers and farmers. It is being viewed as a positive way to document farming practices and provide assurance that sustainable

farming practices are being used. It has also been helpful to start a dialogue between farmers and companies where previously there was little or no interaction. Another company has found growers who have used the tool and have adapted it for their local use by deleting items that were already covered by legislation.

The new and improved Farmer Self Assessment version 2.0, with input from members and global stakeholders, will be launched in April 2014.

[www.saiplatform.org/farmerselfassessment](http://www.saiplatform.org/farmerselfassessment).

## SPA

Having developed Principles and Practices for sustainable agriculture, SAI Platform anticipated a need for guidelines to measure the impact on the ground of implementation of these Principles. There are hundreds of calculation schemes and methods so clear guidance was needed. SAI Platform began developing Sustainable Performance Assessment with Version 1.0 being launched in May 2012.

During 2013, a benchmark of existing calculation tools was conducted against SPA guidelines and a

shortlist of the 12 calculation tools most in line with SPA guidelines was created. A set of relevant indicators and their calculation algorithms was defined. The 12 best calculation tools were contacted to explore ways of aligning even better with SPA guidelines.

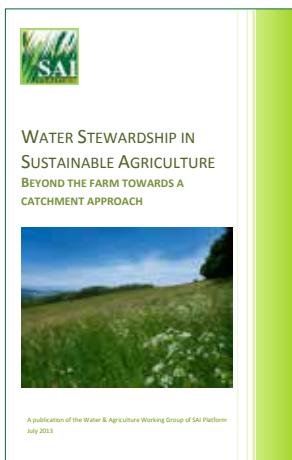
SPA 1.0 was also complemented with a set of animal welfare indicators (for dairy farming) and socio-economic indicators. Version 2.0 of SPA is on track to be published in 2014.

## Water Stewardship in Sustainable Agriculture Report launched

The Water and Agriculture Working Group on July 29 proudly released 'Water Stewardship in Sustainable Agriculture: Beyond the Farm Towards a Catchment Approach', a report aimed to help companies overcome some of their increased sourcing challenges due to scarce natural resources. In effect, the risks to water, from both scarcity and pollution, represent some of the most critical threats to agricultural production. It is therefore urgent for companies to find ways to reverse this trend, and secure their supply of raw material alongside a sustainable water environment and sustainable agriculture for all. This cannot be done with technical solutions alone, in a way that is totally isolated from communities. To be successful, companies need to develop solutions with proper stakeholder involvement and management.

This reports explains why and how to address the ever increasing water challenge. It identifies the key issues to consider and provides guidance on how to address them, with a thorough approach that includes working with stakeholders that are key to the project success.

*"Those of us dealing for some time with sustainability and water management issues in the food and beverage sector will be aware that Water Stewardship is key to managing our business sustainably, especially in water stressed areas where we have manufacturing facilities",* explains Carlo C. Galli, Strategic and Technical Adviser for Water Resources, Nestlé and Chair, Water and Agriculture Working Group, SAI Platform.



## Principles for Sustainable Beef Farming



SAI Platform's Beef Working Group launched the newly completed Principles for Sustainable Beef Farming on 26<sup>th</sup> November at Beefing up Sustainability: A seminar on the environmental and economic sustainability of beef in Brussels. The Principles were launched by Keith Kenny, Senior Director of McDonald's Supply Chain Europe and Chair of the Beef Working Group in a panel session including Peter Erik Ywema, General Manager, SAI Platform. The Principles were well

received and described as 'sound, aspirational and needing to be implemented.' The Principles can be downloaded at [www.saiplatform.org](http://www.saiplatform.org).

The Beef Working Group met the same day to begin the process of identifying the Practices to enable the Principles to be adopted at farm level. The Practices will be developed during 2014.

## Green Coffee Carbon Footprint Product Category Rule (CFP-PCR) published

The new Green Coffee CFP-PCR was successfully completed and launched on 2<sup>nd</sup> December. It is available at [www.environdec.com](http://www.environdec.com) and [www.saiplatform.org](http://www.saiplatform.org).

This project is an excellent example of pre-competitive collaboration for the benefit of the sector as a whole.

The Green Coffee CFP-PCR is designed to drive consistency in the application of GHG emissions calculations by reducing differences between individual studies and products, and harmonising methodological approaches. This will support the identification and adoption of genuine mitigation strategies.

It should also encourage behaviour change within the supply chain. While remaining scientifically robust, this CFP-PCR provides the necessary detail to empower informed (mitigation) decision-making, and to recognise positive practice through the results it provides.



## Around the Globe

This year, SAI Platform has participated in many key activities around the globe.

**Australia:** SAI Platform Australia focuses on the critical Australian issues of water, land and climate change, manifesting itself as shifts in long term weather patterns, as well as the sustainability of all agriculture-based products.

### **Australia Life Cycle Assessment Society (ALCAS) conference, Sydney**

In recognition of the progress that SAI Platform has made in the area of LCA and quantification of GHG emissions from agricultural production, Brian Lindsay, Project Leader, SAI Platform was a keynote speaker at the ALCAS conference in July. Already the outcomes of this conference are taking shape through linkages established with a number of academic and commercial enterprises working in similar areas with the aim of simplifying the sustainability quantification into meaningful outcomes for both agricultural producers and their customers.

**Brazil:** Peter Erik Ywema, General Manager, SAI Platform, was a key speaker at the fourth Future of Food seminar, held between 27-29 June in Sao Paolo, Brazil. The title of the meeting was: "How to feed the growing middle class responsibly". A report of the findings and proposals of the seminar is available to download at [www.future-of-food.com](http://www.future-of-food.com).

### **Ireland: Beef and Dairy Working Groups met Global Research Alliance, Dublin**

Kindly hosted by SAI Platform member Bord Bia in Dublin, several members of the Beef and Dairy Working Groups had the opportunity to engage with some of the world's leading scientists who are working in the Global Research Alliance on Greenhouse Gas Emissions from Agriculture. The engagement was a definite two way process with the scientists hearing of industries challenges and the industry hearing that although there is much that is already known, it still needs the associated practices to be implemented. In addition, SAI Platform members heard of the latest cutting edge science currently underway focused on reducing GHG

emissions from both plant and animal production.

**Germany: GFRAS Annual meeting on rural advisory services, Berlin, 24 September 2013** – Peter Erik Ywema presented SAI Platform's position on the role of rural advisory services.

**Perspectives for Agriculture – Progress through Sustainability Assessment Symposium, Berlin, 21-22 March 2013:** Peter Erik Ywema was a panellist on the Advancement of measuring sustainability in farming practice.

### **Italy: Global Collaborators, 11 September 2013**

SAI Platform introduced and welcomed its new Advisory Council to members at the Global Collaborators 2013 workshop held at the Food and Agriculture Organization of the United Nations in Rome. Representatives from 19 member companies attended and the event generated a good level of engagement, views, interaction and new areas of focus for 2014.

### **Japan: IDF World Dairy Summit, 28 October 2013**

SAI Platform was represented by Brian Lindsay at the IDF World Dairy Summit 2013 in Yokohoma and took part in the Global Dairy Agenda for Action (GDAA) Reporting Session which detailed the collaborative efforts to date of the global dairy sector to develop a shared position on sustainability. There was also discussion of the global Dairy Sustainability Framework that has resulted from the work of a multi-stakeholder team and its aim to complement activities at all levels across the dairy value chain.

### **Switzerland: UN Global Compact, 2 December 2013**

SAI Platform delivered a short presentation by Emeline Fellus at a United Nations Global Compact meeting towards the finalization of Sustainable Agriculture Business Principles, in Geneva. The presentation highlighted SAI Platform's recent achievements as well as the biggest challenges faced, and how the UN Global Compact could potentially help overcome these challenges.

### The Sustainable Value Chain Event 2013

SAI Platform was a contributing partner to The Sustainable Value Chain Event on 14 November 2013, in Zurich, organised by SECO and IDH, running an interactive workshop on Farmer Self Assessment and Measurement.

### The Netherlands: CropWorld Global 2013, 29/30 October 2013

SAI Platform was very well represented at Cropworld Global 2013, in Amsterdam with a large focus on Farmer Self Assessment and the Water Stewardship report.

### UK: SEDEX Annual Meeting, London, March 2013

Peter Erik Ywema launched the Sustainable Sourcing of Agricultural Raw Materials: A Practitioner's Guide.

### USA: General Assembly, Annapolis, 11 April 2013

This year the General Assembly was held at Chesapeake Bay, Annapolis, Maryland on April 11<sup>th</sup>. In addition to the annual meeting, SAI Platform partnered with Sustainable Food Lab to organize leadership meetings and field visits. The field visits were valuable in providing insight into water quality, commodity production, concentrated livestock production and fisheries. At a workshop themed 'How to make it happen? The nuts and bolts of sustainable supply chains' business leaders shared their experiences and explored key challenges.



## Executive Masterclass

SAI Platform has been developing training material on sustainable sourcing for over five years. Amongst its efforts, SAI Platform has linked up with well-known organisations to develop and provide tailor-made Masterclasses to executives looking for support towards the development of their sustainable sourcing strategies, and promotion of sustainable agriculture within their organisations.

The latest Masterclass was provided by IMD in Lausanne, Switzerland, on 3 and 4 June, 2013. About 20

Executives from the food and drink industry gathered for two days to learn 'How to embed sustainable sourcing strategies in companies' via a series of presentations and discussions with external speakers, small group work (e.g. developing the business case for a chosen sustainability initiative) and an exciting game simulation about promoting sustainability in a company.

## Introducing SAI Platform's Advisory Council

SAI Platform introduced its new Advisory Council to members at the Global Collaborators 2013 workshop held at the Food and Agriculture Organization of the United Nations in Rome on September 11, 2013.

### Chris Brown

Dr. Christopher Brown was appointed to Head of Ethical and Sustainable Sourcing in 2006 and to Sustainable Business Director in 2013. He leads the

ASDA trading teams' sustainability activities covering food and general merchandise.

### Jason Clay

Jason Clay is WWF's Senior Vice President, Markets. He leads WWF-US's work on agriculture, aquaculture, business and industry, finance, fisheries and forests.



Chris Brown



Jason Clay



Mark Holderness



Steve Jennings

### Mark Holderness

Dr. Mark Holderness is Executive Secretary of the Global Forum on Agricultural Research. He played a leading role in the multi-stakeholder processes of the International Assessment of the Role of Agricultural Knowledge Science and Technology in Development and presently co-chairs the Partnerships Working Group on CGIAR Change.

### Steve Jennings

Dr. Steve Jennings, Head of Programme Policy Team, Oxfam GB, is Responsible for Oxfam's research, technical advisory capacity and publishing. He is a member of the Strategic Advisory Board of the UK Government's Global Food Security Programme and the advisory council to Oxford Department of International Development.

### Sean McMahon

As North America Agriculture Program Director for The Nature Conservancy, Sean McMahon focuses on

strategies to make agriculture more environmentally sustainable including through more effective advocacy and implementation of the Farm Bill, strategic partnerships with agribusinesses, and engaging in agricultural supply chain initiatives.

### Lucy Muchoki

Lucy Muchoki is the Chief Executive Officer of Pan-African Agribusiness and Agroindustry Consortium (PanAAC), a Regional Agribusiness platform that is mobilizing and supporting the domestic private Sector in Africa through enhanced productivity and competitiveness at national, regional and global markets.

### Tony Worth

Tony Worth is a Trustee and former Chairman of LEAF (Linking Environment and Farming). He is a controlling shareholder and former Chairman of a family business, (A H Worth & Co Ltd.) farming 2,000 hectares of arable land in South Lincolnshire.



Sean McMahon



Lucy Muchoki



Tony Worth



## Focus

As a result of the day, five of the areas recommended by the Advisory Council were identified by the Executive Committee as priorities for 2014. These areas are:

- Contributing to food and nutrient security;
- Developing solutions for responsible water management;

- Promoting farm practices that support biodiversity;
- Engaging all farmers regardless of age, gender, size and location;
- Minimising farm level waste from the supply chain.

During 2013, SAI Platform published two new brochures - 'An Introduction to SAI Platform' and 'An Introduction to SAI Platform's Working Group' available on [www.saiplatform.org](http://www.saiplatform.org).

Increased external communication generated favourable media coverage of key achievements throughout the year.



## Balance sheet as of December 31, 2013

### Assets

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Current assets	€ 434,932
Fixed assets	€ 7,944
Total assets	€ 443,876

### Liabilities and Members' funds

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Current liabilities	€ 195,868
Members' funds	€ 247,008
Total liabilities and Members' funds	€ 442,876

### Profit and loss account for the year 2013

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Total income	€ 810,523
Total expenses	€ 806,886
Loss for 2013	€ 785
Members' fund balance end 2012	€ 247,793
Loss for 2013	€ 785
Members' fund balance end 2013	€ 247,008

# MEMBERS OF SAI PLATFORM



## AFFILIATE MEMBERS



[WWW.SAIPLATFORM.ORG](http://WWW.SAIPLATFORM.ORG)

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