

SAI Platform Newsletter

Autumn 2013



WOW: from what to how!



Hosted at the headquarters of the Food and Agriculture Organisation in Rome we were treated to an excellent outlook on challenges and ideas for our food production by our Advisory Council. It made me realize that many good intentions, ideas and research don't reach the field and farm, in a world that is so connected through modern media. Our Platform has focused and cared about what is important. Many others also hold keys to partial solutions. Our task now is to bring that together and but also to complement that with 'how to bring that to the place that matters, the farm'.

We've had a busy summer. I hope you enjoy reading our updates in this newsletter.
Peter-Erik Ywema, General Manager, SAI Platform

Introducing SAI Platform's Advisory Council

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 on September 11, 2013. Representatives from 19 member companies attended and the event generated a good level of engagement, views, interaction and new angles of thought.



Advisory Council

- Chris Brown - ASDA/Walmart
- Jason Clay - WWF
- Mark Holderness - GFAR
- Steve Jennings - OXFAM
- Sean McMahon - The Nature Conservancy
- Lucy Muchoki - PANAAC (not present)
- Joost Oorthuizen - IDH (via phone)
- Tony Worth - LEAF/EISA

The Advisory Council shared insights from their various areas of expertise. Mark Holderness raised the need to make sure that sustainability is equitable. Jason Clay from WWF focused on the scale of the challenge and potential of SAI Platform to support companies in delivering these ambitions. Steve Jennings from Oxfam presented the priorities and levers for social farm sustainability and outlined the three rural worlds representing farmers' access to markets. Chris Brown from ASDA/Walmart gave examples of how they are engaging with suppliers and farmers. Sean McMahon and Tony Worth shared examples of farmer engagement from their respective organisations.

Summary

This short summary highlights the most common themes based on discussions and feedback from SAI Platform members during both the morning and afternoon sessions:

- 1) SAI Platform was recognised as a deep platform with the potential to create real value added impact within sustainable agriculture.
- 2) There is potential for SAI Platform to move further and faster using collaborative partnerships to drive change and innovation. This requires all members to drive support and help SAI Platform drive the agenda, including promoting the work of SAI Platform and members.
- 3) There is an opportunity to expand membership base with more South to South collaboration and representation.
- 4) SAI Platform is in an ideal position to develop capacity building tools that will enable suppliers and others to improve performance across a range of issues.
- 5) There is a need to focus on key priority areas and set clear outcomes.

Focus

As a result of the day, five of the areas recommended by the Advisory Council were prioritised 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

With Thanks

Special thanks go to Mark Holderness, Executive Secretary of The Global Forum on Agricultural Research (GFAR) for hosting the event at the Food and Agriculture Organization of the United Nations in Rome. The link between GFAR as the centre of agricultural research and the food and drink industry will enable valuable research insights be shared with SAI Platform and its members, to help inform future activities.

Project News

The Farmer Self Assesment





The development of Farmer Self Assessment (previously known as Checklist) is well underway with the tool now being used and tested by farmers. The Farmer Self Assessment and all related material is available on www.saiplatform.org/farmerselfassessment. Here is an update of progress so far.

Companies committed to using and testing

We now have 13 companies who have committed to using and testing Farmer Self Assessment in their supply chain - Barilla, The Coca Cola Company, CIO Parma, Danone, HEINEKEN, Innocent Drinks, Kellogg, McCain Foods, Mondelez International, Nestle PepsiCo, Unilever, Yakima Chief.

Innocent Drinks has now adopted Farmer Self Assessment for its entire supply chain.

Testing regions

During 2013 and early 2014, Farmer Self Assessment will be tested by farmers in a variety of crops grown in a wide geographic spread of regions. This will provide invaluable feedback to further refine the assessment.

Company	Time	Crop	Region
Barilla	July, October	Wheat	Italy
CIO Parma	October	Tomatoes	Italy
HEINEKEN	Summer/Winter 2013/14	Bittersweet cider apples	Western UK
Innocent Drinks	June, October	Berries, tropical fruits, citrus fruits, pome fruits, grape	South & Central America, W Europe, E Europe, India, Turkey, UK, Indonesia
Kellogg	July, August	Wheat and rotations	UK (Yorkshire and Northants)
McCain Foods	Autumn 2013 - Spring 2014	Potatoes	North America (Canada: PEI, NB, MB, AL; USA: ME, WI, ID and WA)
Unilever	September/October	Apples	Poland
Yakima Chief	tbc	Hops	US (Washington)
Coca-Cola, Heineken, Mars, Mondelez, Unilever	September/December	Sugar beet	Germany, France, UK

Benchmarking

Farmer Self Assessment has been benchmarked against Unilever's Sustainable Agriculture Code (SAC). The benchmarking confirmed that the Farmer Self Assessment is 99% equivalent to the SAC. Based on Unilever's benchmark research of some 10 relevant standards we currently test if we can consider them equivalent to our tool as well.

The full results will be published on:

www.saiplatform.org/farmerselfassessment/benchmarking

Feedback

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 have adapted it for their local use by deleting items that were already covered by legislation.



We are sure that other companies will also have positive results and look forward to hearing your feedback. Please feel free to submit feedback through the open consultation on the website.
<http://www.saipratform.org/farmerselfassessment/open-consultation>

Members at work

Working Groups' activities and meetings



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 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.

"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, Nestle and Chair, Water and Agriculture Working Group, SAI Platform.

Click here to read the press release and download the report:

<http://www.saipratform.org/pressroom/92/33/SAI-Platform-launches-new-Water-Stewardship-Report-for-the-Food-and-Drink-Industry/>

Coffee Product Category Rule update

The SAI Platform Coffee Working Group project establishing a Product Category Rule for Green Coffee (CF-PCR) is nearly complete. With the consultation period now passed and resultant amendments now agreed and made by the Technical Working Group, the Coffee Working Group is on track to launch the CF-PCR in October. The key activity taking place currently is the development of supporting case studies to assist practitioners in implementing the CF-PCR. The case studies are being undertaken with the support of the main coffee Standards bodies (4C, Rainforest Alliance, Flow-Cert and UTZ) in Kenya, Honduras and Vietnam.

Beef and Dairy Working Groups meet 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 Green House Gas Emissions from Agriculture. The engagement was a definite two way process with the scientists hearing of industries challenges and the



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. Those members who were not able to attend the meeting have been updated by a detailed summary of the day's proceedings and importantly the next steps in this newly established working partnership.

Dairy Working Group joint meeting with IDF on biodiversity

The SAI Platform Dairy Working Group has joined up with the International Dairy Federation to support their work programme to establish a Biodiversity Framework for the global dairy sector. A workshop was held on September 18 in Brussels involving input from IUCN, FAO and Rainforest Alliance. Examples of current initiatives being implemented by SAI Platform members were shared to ensure that learnings from others' experiences in this area can be considered in establishing the resource for the dairy sector.

Dairy Working Group ratification of the SPA health and welfare indicators

The SAI Platform Dairy Working Group has now completed the SPA criteria for animal health and welfare after considerable effort and consultation with other activities having a health and welfare component. The indicators were agreed at the Dairy Working Group meeting on September 19. The chapter on Health and Welfare is now written and is currently being incorporated into the SPA initiative.

Working Group Fruit visits the world's biggest apple producers consortium

The Working Group Fruit will hold its annual meeting in the Trentino region, Italy, hosted by the Melinda Consortium, the world's largest apple producers' consortium. Here the group will be introduced to the unique governance system that make this farmers organisation so efficient and to the advanced sustainability farming techniques put into practice by the consortium members. WG Fruit Members will also visit the Mach foundation, a plant research centre of highest international level that is instrumental in the continuos improvement process of the Melinda farmers sustainability efforts.

Communication news

SAI Platform in the media

- Food Technology magazine, August 2013. This feature shows how SAI Platform provides farmers and food companies with practical guidance for the procurement of raw materials in the ways that are environmentally, socially and economically responsible. [Check out the full article here.](#)
- Tea and Coffee Trade Journal, August 2013. An article 'GHG Emission Rules for the Coffee Sector, By the Coffee Sector' by Brian Lindsay promoted the Product Category Rule for Green Coffee (CF-PCR). [Click here to read the article.](#)
- Unilever's Sustainable Source magazine, to be published in September 2013, will contain an article on Farmer Self Assessment.
- The Boardroom Journal, a new digital publication for the food and beverage industry launching in October 2013, will include an article on SAI Platform.

SAI Platform at conferences

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 was a keynote speaker at the ALCAS conference in July. The conference held in Sydney, Australia was extremely well attended by a range of industries. It was encouraging to see the levels of interest in LCA approaches to understanding the sustainability situation from the agricultural sector. 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. In addition several of the presentations from the conference are being shared with the relevant members of the platform.



Introduction to SAI Platform brochure

We have produced a new brochure to introduce SAI Platform to new companies and for members to use within their organisations. [Please download your copy here.](#)



Twitter

Don't forget to follow us on Twitter to receive news, views and updates from SAI Platform. Please follow @SAIPlatform and feel free to retweet messages to your followers.

Don't miss...

The Sustainable Value Chain Event 2013

SAI Platform is a contributing partner to The Sustainable Value Chain Event on 14 November 2013, in Zurich, organised by SECO and IDH.

We will be running a workshop on Farmer Self Assessment and Measurement at this event and invite you to participate.

To find out more and register for the event please email:
sustainablevaluechainevent@idhsustainabletrade.com

Industry news

New Sedex films

SAI Platform was pleased to contribute to Sedex's **Responsible Sourcing Insights** - a series of six short films that tackle key challenges in responsible supply chain management. The films are available to view now at www.sedexglobal.com/insights.

Future of Food seminar report

Peter Erik Ywema, General Manager, SAI Platform, presented at the fourth Future of Food seminar in June, entitled 'How to feed the growing middle class responsibly?' As report of the findings and proposals of the seminar is available to download at www.future-of-food.com/events/saopaulo/.

SAI Platform and its members are invited to co-shape the next edition in India.

Launch of World Food LCA Database

In August, the Swiss Federal Research Station Agroscope and Quantis announced the launch of the World Food LCA Database (WFLDB), an international project to provide accurate food datasets for environmental footprints. This project aims at bringing together experts from all stakeholders of the food supply chain to develop a comprehensive and up-to-date inventory database for accurate life cycle assessments (LCA) in the food sector. Two governmental institutions and nine companies of the food sector have already joined the ranks of the project and recruitment is continuing.

[To read more, please click here.](#)

Training news



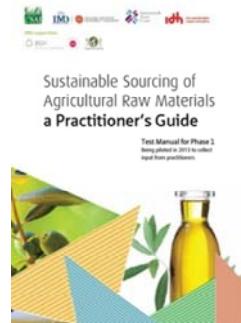
Webinars (for members only)

Sustainable Sourcing Guide Lessons, with Aileen Ionescu-Somers, Ph.D., Director, CSL Learning Platform, IMD

Last March, SAI Platform and six other global organizations launched with great success the world's first practitioner's guide to sustainable sourcing of agricultural raw materials. The guide is an open source innovation tool that captures, in a single document, real-life best practice and experiences from global corporations within a strategic, business logic-focused framework. It empowers managers by providing a user-friendly step-by step roadmap to building and rolling out sustainable agriculture sourcing strategies effectively.

A series of three webinars will be held to explain the guide and how to use it:

- **1 October** - Leadership, value creation and setting priorities (Lesson 1)
- **17 October** - Choosing appropriate sustainability requirements (Lesson 2)
- **21 November** - Implementing sustainability standards (Lesson 3)



Recorded webinars:

Last September 19 Peter Easton, Easton Water Consulting, presented the webinar "Water Stewardship in Sustainable Agriculture, Beyond the Farm Towards a Catchment Approach".

View here the [recorded webinar](#).

Executive Masterclass

The next session Executive Masterclass will be provided in Winter Park, Florida on October 22-24, 2013. This time, the course will focus on "Building Sustainability into your Business Practices - Solutions that will endure".

The three day session has been specially developed by Rollins College to include the information and activities developed in the Executive Masterclass programme - and Sustainable Sourcing of Raw Materials: A Practitioner's Guide - while also addressing US-specific concerns and approaches. It will include a visit to a company to explore, analyse and discuss the pros and cons of their sustainable sourcing strategy and activities.

To learn more about this training, and/or to sign up for the October session on Florida, visit <http://www.rollins.edu/execed/sustainability/index.html>



Membership news

New members

We welcome **Agrifirm** as a new member. 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.

We welcome **Lely** as a new affiliate member. Lely, founded in 1948, directs all its efforts towards creating a sustainable, profitable and enjoyable future in farming for its customers. Lely is the only company worldwide 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. Since many years Lely is the undisputed market leader in the sales and service of automated milking systems. The company has a strong position in forage harvesting products and with over 60 years acquired knowledge in the agricultural cycle Lely has an unrivalled position. The Lely Group is active in more than 60 countries and employs some 2,000 people.



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