

## Info SAI Platform

**From:** SAI Platform <info@saipatform.org>  
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**Sustainable Agriculture Initiative Platform**  
The global food and drink industry initiative for sustainable agriculture



### Newsletter - January 2015



#### Growth?

On behalf of the SAI Platform team, I wish all of you a very happy, healthy and sustainable year.

2014 was a good year for SAI Platform. Our membership has again grown to over 60 members. Ahold, a retailer based in the Netherlands, joined in December as our first retailer.

This is not to say that I am a growth believer, at least not in terms of 'producing ever more stuff'.

I believe we are on a quest for a better quality of life. Surely, we need to feed the growing world population; quality, attention, connection, craftsmanship and beauty (whispers the artist brain) are in my view equally important dimensions of growth.

2015 is promising to be even better than 2014.

It will be also be a busy year, with a variety of Working Group and Committee meetings and events throughout the year, our General Assembly, seminar and farm visits in Brazil in April, the Global Forum for Innovations in Agriculture (GFIA) in March in Abu Dhabi with SAI Platform as its sustainable agriculture partner, the launch of our Farmer Partnership Guide, SAI Platform's presence at 2015 Milano Expo on 'Feeding the Planet - Energy for Life', accelerating the promotion and implementation of SAI Platform's Farm Sustainability Assessment tool, and much more.

*Yours, Peter Erik*

Peter Erik Ywema, SAI Platform, General Manager

### Key Topics

[SAI Platform developments](#)

[Promoting and Partnering for Sustainable Agriculture](#)

[Check out SAI Platform Upcoming Trainings & Events](#)

### Working Groups



#### Arable and Vegetable Crops

In 2014, the Working Group has been active in many areas such as implementing FSA, specifically in the European beet sugar supply chain.

[Read more.](#)

#### Beef

The Beef and Dairy Working Groups held a workshop in December 2014 specifically to assess if the science had moved forward sufficiently to allow for sequestration to reliably be included in GHG emissions calculation methodologies.

[Read more.](#)



#### Coffee

At its October 2014 meeting in London, the Working Group agreed to develop a factual technical paper to inform relevant decision makers about the pros and cons of jointly developing and using green coffee Life

## Advisory Council Corner



As SAI Platform, we attach great importance to recommendations and advice given by our Advisory Council members, each of whom are experienced experts in the field of sustainable agriculture. In each newsletter we give the floor to one of our advisors.

For this issue of the newsletter we interviewed **Lucy Muchoki, Executive Director of Pan African Agribusiness and Agroindustry Consortium (PanAAC)**, a regional network that supports African Agribusiness. Lucy is passionate about working on food security in Africa and particularly focuses on the role of SME's.

[Read more](#)

## SAI Platform developments

### SAI Platform to launch survey assessing its members' sustainable sourcing and agriculture plans and practices

SAI Platform will start this survey later this month with the goal to 1) for members, to track their sustainable sourcing progress against overall membership performance and 2) identify how SAI Platform can improve its services to support members on improving, implementing and scaling up their sustainable agriculture and sourcing practices.

[Read more](#)

### Ahold joins SAI Platform as the first retailer

After SAI Platform opened its doors to and encouraged retailer membership earlier this year, Ahold joined the network in December 2014. Food and drink manufacturers and retailers often have similar challenges, concerns and objectives when it comes to buying agricultural ingredients and promoting sustainability in the supply chain. Welcoming retailers as members was therefore a natural and even essential next step in the further development of the Platform.

Andrea Bolhuis, Specialist Product Sustainability for Ahold, explains: "There is a lot of knowledge within SAI Platform and its members, so we are keen to become involved and contribute. Common understanding and learning from each other helps to drive our international sustainability efforts."

[Read more](#)

### SAI Platform launches new Sustainable Rice Project Group - speeding up the implementation of sustainable rice growing practices

There are already several existing initiatives promoting aspects of sustainable rice growing, such as the Sustainable Rice Platform, International Rice Research Institute, and Keystone's Fieldprint Calculator. Each of these initiatives has a role to play and our new Rice Project Group will build on existing work.

[Read more](#)

## Promoting and Partnering for Sustainable Agriculture

**2015 edition of Global Forum for Innovations in Agriculture (GFIA) in Abu Dhabi, March 9-11; Excellent learning and networking opportunities for SAI Platform members and stakeholders**

Cycle Analysis (LCA) data for use in joint tools.

[Read more](#)

### Dairy

The Dairy and Beef Working Groups held a workshop in December 2014 specifically to assess if the science had moved forward sufficiently to allow for sequestration to reliably be included in GHG emissions calculation methodologies.

[Read more](#)



### Fruit

The Working Group has focused on two large projects in 2014, the Brazil Orange FSA project and the Doñana Strawberry project, both drawing considerable member and other stakeholders' interest.

[Read more](#)

## Committees



### Biodiversity

Members of the Biodiversity Committee and other stakeholders actively working in the field will meet on February 3 and 4 in Murcia, Spain, to discuss their best practices in the area of biodiversity action planning and implementation.

[Read more](#)



### Farm Sustainability Assessment

2015 is shaping up to be a big year for FSA. SAI Platform is scaling up its efforts, with members providing substantial support to the initiative.

[Read more](#)

### Farmer and Supplier Partnership

To meet the Committee's key aim to increase the adoption of sustainable agriculture practices among farmers, the



From food producers to ministers, scientists to investors, GFIA 2015 will host over 6,000 participants to share game-changing innovation, technologies and global industry collaboration to promote food security and sustainable agriculture. SAI Platform is GFIA's 'Sustainable Agriculture Partner' and will host an event 'Making farmer partnerships work'. [Read more.](#)

### **SAI Platform/IMD Master Class on Sustainable Sourcing - next edition taking place in June 2015**

The November 2014 edition of this class was a great success. This exciting training and learning opportunity helps participants develop workable implementation approaches to meet their companies' sustainable sourcing targets. Don't miss the next edition of the SAI Platform-IMD Master Class on Sustainable Sourcing, and stay tuned for news on the Master Class dates for 2015. [Read more.](#)

### **Global best practice guidelines for reducing greenhouse gas emissions from livestock released**

SAI Platform's Beef and Dairy Working Groups and the Global Research Alliance on GHG emissions from Agriculture (GRA) have jointly produced an overview of current best practice and emerging options for reducing greenhouse gas (GHG) emissions from livestock. [Read more.](#)

### **2015 is the International Year of the Soils**

"Healthy soils are critical for global food production, but we are not paying enough attention to this important "silent ally". With these words, FAO Director-General José Graziano da Silva kicked off 2015 as the International Year of the Soils. SAI Platform, recognising the crucial importance of good soil management as part of sustainable agriculture practices, is paying tribute throughout the year with a series of news items and other useful information. [Read more.](#)

### **Fruit Juice sector publishes CSR Roadmap for CSR collaboration in the sector**

After an 18 month development process, the Fruit Juice CSR Platform published its Roadmap and way forward for CSR collaboration in the fruit juice sector. The main feature of this Roadmap is a set of 6 CSR Principles which will be the foundation for sector-wide collaboration, including a focus on sustainable farming and agriculture. [Read more.](#)

### **"Changing the Food Game - Market transformation strategies for sustainable agriculture" insightful and inspiring new book by Lucas Simons**

During a recent SAI Platform webinar on "How to ignite a sustainable market transformation in agriculture?", Lucas Simons explained his ideas about how the present food production system cannot feed 10 billion people by 2050 and the type of market transformation he believes is necessary to achieve sustainable agriculture and food production and security. The book can be ordered [here](#).

## **SAI Platform Training & Events**

### **SAI Platform General Assembly 2015, Campinas, Brazil 27-30 April, 2015**

'Promoting Farmer Partnerships - The Missing Link in Sustainable Agriculture' is the theme of the 2015 edition of SAI Platform's General Assembly (GA) 2015, a 'must attend' learning and sharing opportunity offering SAI Platform members and invited stakeholders an exciting menu of interactive meetings, insightful field trips, engaging networking events and effective training workshops.

For companies interested in joining SAI Platform as a member, we will be happy to

group has recently launched "Towards sustainable agriculture: overcoming the hurdles and leveraging drivers at farm level - Practical guide for successful partnerships with farmers". [Read more.](#)

### **Water**

The Water Committee's latest meeting in November 2014 had many participants, demonstrating the importance of SAI Platform's water risk, mitigation and management agenda for SAI platform members. [Read more.](#)



## **Member and Partner News**

### **Performance-related sustainability premium for FrieslandCampina member dairy farmers**

This and other measures including an increase of the outdoor grazing premium are part of the company's quality and sustainability program, Foqus planet. [Read more.](#)

### **SAI Platform Australian Chapter revamps its website**

The new website aims to provide a simple but effective communication tool for the Chapter. It features a new section of Case Studies which illustrate sustainability initiatives undertaken by Australian SAI members. [Check out this new website](#)

### **New map shows Unilever's global smallholder farmer footprint**

The new map highlights smallholder farmers across Unilever's supply network and shows what level of support the company is providing. This ranges from helping improve agricultural practices and business skills training, to strengthening women's economic standing and promoting young agricultural entrepreneurs. [Read more.](#)

## **New Members**

host you as an observer. [See program.](#)  
For more information, please contact [Emeline Fellus](#)

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### The Doñana strawberry and sustainable water management project - Webinar

Tuesday 13 January 2015, 4:00pm to 5:00pm CET  
Join the webinar to learn more about this unique group and its activities. Open to SAI Platform members and non-member upon request.  
[Read more.](#)

### FSA Committee meeting

Tuesday 13 January 2015, Amsterdam, The Netherlands

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[For more SAI Platform upcoming events.](#)

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SAI Platform welcomes two new members: **Ahold** and **Walter Rau**



Ahold is a Netherlands based international retailer with an annual turnover of €32.6 billion, owning brands like Albert Heijn, Bol.com, Stop & shop, and Giant Landover.  
[Read more.](#)



Walter Rau Neusser Öl und Fett AG is a health driven solution provider for the food industry and other fields of application, turning vegetable raw materials into high-grade functional oils and fats.  
[Read more.](#)

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