

Sustainable Agriculture Initiative

thoughts for food



Newsletter

SPRING 2011



Back in Holland from an autumn in Australia, where the grapes will be harvested two weeks from now, I saw from the train tiny bright greenish leaves on the trees and cows happily back on the fields. In Brussels the park lawns were filled with people eating ice cream. Spring is in the air!

Seasons make me realize how linear our thinking often is. We tend to think in cradle and grave, begin and end. In nature there is not such a thing as endless growth. There is constant renewal. That's life.

While our Australian Chapter took stock of many projects and activities in a very well organized and attended conference, we lookin forward to discussing new ideas for our future at our General Assembly in Parma.

I hope you will enjoy our spring newsletter, with loads of information on things that you have done and achieved through this wonderful Platform and many events and activities for the months to come.

Peter-Erik Ywema, General Manager of the SAI Platform

Two new Members join the SAI Platform!



DeLaval, together with Tetra Pack and Sidel, is part of the private group [Tetra Laval Group](#). Founded in Sweden over 125 ago, DeLaval is a full-service supplier to dairy farmers reaching over 10.000 milk producers on their farms in more than 100 countries worldwide. DeLaval develops, manufactures and distributes equipment and complete systems for milk production and animal husbandry. DeLaval joins the SAI Platform as Affiliate Member.



Inalca, part of the [Cremonini Group](#), is the absolute leader in Italy in beef production and processing and one of the main operators in this industrial sector in Europe. In the frozen hamburger sector, Inalca has an annual productive capacity of 40.000 tons and in the canned meat sector, Inalca is one of Europe's leading producers, exporting world-wide. Inalca is the first member of the WG Sustainable Beef to join the SAI Platform.

DON'T MISS:

General Assembly 12-13 April, Parma - Italy

As part of the program, the assembly will discuss the "SAI Platform Vision", an exciting document produced by the Executive Committee that could lead to a SAI Platform 2.0.

The program of the day also includes an "inspirational session", where selected members with ambitious programs and positive experience in sourcing or producing sustainable agriculture raw materials will present to their colleagues what they do, to "inspire" them.



For more information contact our [Secretariat](#).



Two weeks to go!

Sustainability Master Classes - now also in the USA

This year for the first time we are bringing to the USA our "Master Class for Executives on Ways to Embed Sustainable Agriculture Strategies in Companies". Come to Winterpark - Florida, or Lausanne - Switzerland, for a two day immersion in the world of sustainable food business!



- [3 - 4 May 2011, Rollins College, Winterpark, Florida, USA](#)
- [6 - 7 June 2011, IMD, Lausanne, Switzerland](#)

To sign up contact: [Emeline Fellus](#)
Special rate for SAI Platform members.
Hurry up, limited places available!



Webinar on LCA

If you are a SAI Platform member, sign up to our next webinar: "Everything you always wanted to know about LCA, but were afraid to ask..." presented by Philip J McKeown from the Unilever Safety & Environmental Assurance Centre.

Two dates with different timings, to serve all time zones:

- 29 March 2011, 4:00 PM - 5:00 PM CEST (GMT+1)
- 31 March 2011, 10:00 AM - 11:00 AM CEST (GMT+1)

To receive an invitation contact: [Giovanni Malfatti](#)

WORK IN PROGRESS

Sustainability Performance Assessment - towards Phase II

We started the SPA project with the aim of developing a set of indicators, based on existing schemes, to allow monitoring progress at farm level towards sustainable farming and to show developments towards sustainable production at corporate scale. This was the SPA Phase One, which has just been published. Given the success encountered, we are about to embark in Phase Two: framing the whole issue in three categories: farm data, impacts and tools, seeking alignment on the first two and benchmarking the third. If you want to know more about this ambitious project or want to be part of it, contact the [Secretariat](#).

Map out of members' sustainable agriculture projects



SAI Platform has started to list members' projects related to sustainable agriculture, so as to make relevant information, knowledge and tools generated within those projects available to all. A call for projects submission will be sent to members in the next weeks.

HIGHLIGHT

Conference of SAI Platform Australia - a huge success



The Australian Minister for Agriculture Joe Ludwig gave the official opening

speech for more than 100 delegates in Canberra on March 17. Our local Chapter team had to disappoint dozens of people who tried to register in the last weeks before the conference. The Australian Chapter manager Selwyn Heilbron says: "Who could have imagined this 4 years ago when sustainability was a nonexistent word in our country?".

The whole food value chain, the government, some NGOs and trade organizations showed up on stage as well as in the audience. Our global Platform Secretariat and members gave several presentations, linking the Australian business to the international one. The farmers panel showed an amazingly optimistic and extraordinary resilience to the many disasters Australia has encountered over the last years. Examples were provided for meat, sugar, dairy, wheat, and reutilization of native varieties. To know more, visit the conference's website: www.saiplatformconference.org

Short news from the Working Groups

Arable and Vegetable Crops

At its last meeting on March 24, the WG members elaborately discussed involvement in the SPA phase II project, perceived as of great value, and some volunteered for its steering group. Next meeting & field visit: June 16-17, back to back with "Cereals 2011" in Cambridge.

Coffee

The Working Group in cooperation with the German Agency for Cooperation and Development (GIZ) is in the process of launching a project aimed at developing a common methodology to measure GHG emissions from green coffee.

Fruit

Innocent Drinks is the ninth member to join the Working Group. The WG is investigating the possibility to engage with UK's Natural Environment Research Council on a research project focusing on sustainable pest management. Three WG members volunteered for the steering group of the SPA project.

Beef

The WG met in Brussels on March 24 in what was the first real official WG meeting. One of the first actions will be undertaking a comparative analysis of tools already in existence for calculating GHG emissions from beef production. In June-July the next meeting.

Dairy

The Working Group, which will meet in Parma immediately before the General Assembly, will be working towards agreement on 9 key sustainability indicators that reflect the level of progress of the dairy Principles and Practices.

Water and Agriculture

The International Finance Corporation (IFC), member of the World Bank Group, has joined the Working Group and will co-sponsor the WG's project led by ICRISAT, which aims at developing a farmer-friendly water impact calculator, and at rolling out good water management practices in North West India.

Must read

"The Future of Food and Farming: Challenges and choices for global sustainability" by The Government Office for Science, London.



To download the publication, click on the image.

Find this and other interesting

Must go

- 21-23 June, London
["Future Farm World 2011"](#)
Peter-Erik Ywema, SAI Platform's General Manager will speak at this conference. Early registrations have 15% discount.
- 23-24 June, Amsterdam
["Sustainable Foods Summit"](#)
SAI Platform's WG Dairy and WG



other interesting publications on our [library](#).

SAI Platform's WG Dairy and WG Beef program manager Brian Lindsay will speak at this conference.

- 28-29 June, Nuremberg, Germany
["Soil and Water, Handle with Care!"](#)
SAI Platform was invited to propose a speaker.

To remove your name from our mailing list, please reply to this email with: "unsubscribe"

Questions or comments?

E-mail us at info@saipatform.org or call +32-2-5008757
