



# Sustainable Agriculture Initiative

Thoughts for Food

## Newsletter

SUMMER 2010

Dear Reader,  
we are happy to present our SAI Platform Newsletter with its new design!

If you have information to share about your activities, events or publications please feel free to use this newsletter as an opportunity to reach all the other SAI Platform members. Email us at [info@saipatform.org](mailto:info@saipatform.org) and we will publish it in the next issue.

Agriculture is linked to seasons. So will be our newsletter from now on, with four issues sent to you every year.

Once you have read it, don't forget to forward it to your colleagues!

Best regards from your SAI Platform Team

### New member: Heineken joins the SAI Platform

We are happy to announce that Heineken has applied to become SAI Platform member. Heineken, Europe's largest brewer and world's largest cider producer, owns and manages one of the world's leading portfolios of beer brands and is one of the world's leading brewers in terms of sales volume and profitability.



### 3rd Conference on Sustainable Agriculture "The Art of Farming"

On May 10-12, the SAI Platform, the Sustainable Food Lab, the Confederation of Food and Drink Industries of the EU (CIAA), together with Dutch Sustainable Trade Initiative (IDH), held the Third conference on Sustainable Agriculture "The Art of Farming".

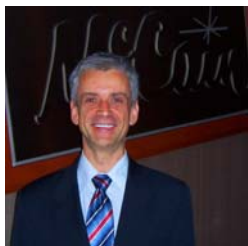


More than 250 people from businesses, NGOs and academia attended the two days event which focused on innovative solutions for a sustainable mainstream agriculture.

Download the presentations from the conference's website: [www.sustainable-ag.org](http://www.sustainable-ag.org)

### SAI Platform's new President and Executive Committee

At the last General Assembly, Ghislain Pelletier, Corporate Vice President Agriculture of McCain Foods, was elected SAI Platform's new President.



Ghislain Pelletier

David Pendlington, Sustainable Agriculture Program Coordinator of Unilever, was elected Vice President and Jean-Pierre Renaud, Environment Director of Danone, was elected Treasurer. Together with them will sit in the Executive Committee: Ernesto Brovelli, Senior Manager Sustainable Agriculture of The Coca-Cola Company, Thomas Ingermann, Director Environment & Safety of Kraft International, and for the first time Joyce Cacho, Chief Sustainability Officer of Novus International, Inc.

### New SAI Platform Video

The new video is a short story of the SAI Platform from the voices of its founders. It contains an exclusive testimonial of Unilever's CEO Paul Polman. The longer version includes an interesting case study.



Both versions are on YouTube.



[Read their bios](#)**SAI Platform's Honorary President and Ambassadors**

Hans Jöhr was appointed Honorary President of the SAI Platform. He has had the longest SAI Platform presidency to date, is a founding member of the SAI Platform, and has served on the Executive Committee from the beginning of the SAI Platform until April 2010.

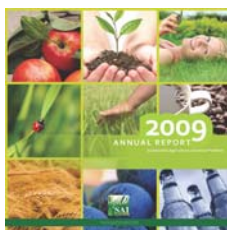


Hans Jöhr

In order to foster the network of people that contribute to sustainable agriculture, the General Assembly last April has endorsed the idea to establish a group of ambassadors, to be chosen among people closely tied to the SAI Platform. Hans Jöhr will chair the yearly meeting of the Ambassadors Group.

**Annual Report 2009**

The SAI Platform Annual Report 2009 has been presented at the General Assembly in Geneva.



Download it now or contact the Secretariat for hard copies

**Working Group meetings**

- Arable & Vegetable Crops: 14-15 June Brobowniki, Poland
- Coffee: 5 July, conference call 15:00 (CEST)
- Dairy: July - date tbc
- Fruit: 1 October 2010, Kraft Foods, Munich, Germany
- Water & Agriculture: 6 July, Geneva, Switzerland

**Don't miss!**

- June 14-15 **Workshop** "How to drive sustainable agriculture in Poland?" organized by the WG Arable & Vegetable Crops, Brobowniki, Poland,
- October 1 **Seminar** on pesticides organized by WG Fruit, Munich, Kraft Foods

**New consultant hired**

Javiera Charad, Masters degree student from the London Imperial College, was hired to work for 6 months with the WG Water & Agriculture on a special project.

**Other meetings**

- June 10 [Jetfin Agro 2010](#), Geneva, conference on investments in soft commodities, farming. P.E. Ywema speaker. SAI Platform members entitled to 20% discount on registration
- June 10-11 Amsterdam, Sustainable Foods Summit (Tchibo's Cornel Kurt is a speaker) [www.sustainablefoodssummit.com](http://www.sustainablefoodssummit.com)
- June 23-24 Denver, Colorado, meeting of [The Sustainability Consortium](#) (P.E. Ywema will attend the meeting to present the SAI Platform Principles and Practices)
- November 8-11 World Dairy Summit, Auckland New Zealand organized by the IDF, main sponsor Fonterra. [www.wds2010.com](http://www.wds2010.com)
- November 18-19 Brussels, CIAA Congress [www.ciaacongress2010.eu](http://www.ciaacongress2010.eu)

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