



Sustainable Agriculture Initiative

Thoughts for Food

Newsletter

WINTER 2010



Winter started very early this year in the northern hemisphere. The snow even prevented some Europeans to attend the Climate summit in Cancun where our Platform was given the opportunity to speak on the food industry views on climate & agriculture. I am proud to say that we positively impressed many participants by our precompetitive collaboration and some great examples of ambitions of our members.

Although it is getting cold, the fields are barren covered with snow and the cows in their barns, sustainable agriculture is 'hot'.

I Wish you Happy Holidays and much pleasure with this last newsletter of 2010!

*Peter-Erik Ywema,
General Manager of the SAI Platform*

Two new members joined

We are happy to announce that two highly respected companies, with a proven track record in sustainability engagement, have joined the SAI Platform.



Aviko was established in 1962 and is currently one of the world's top 4 potato processors. The company belongs to Royal Cosun (a large Dutch co-operative organisation with a consolidated turnover of more than EUR 1.7 billion and about 4,300 employees). Environmental protection is an integral part of Aviko's corporate policy.

This is proved by the fact that it was awarded the prestigious King William I plaque for the very first anaerobic treatment plant in the industry in 1985.



Based in Trieste, Italy, illycaffè produces and sells a blend of high quality coffee made from 9 types of pure Arabica beans from South and Central America, India and Africa. The illycaffè blend is marketed in 140 countries, is served in more than 50,000 restaurants and coffee bars worldwide and over 6 million cups of espresso coffee are served throughout the world every day. In 2008 the illycaffè group achieved consolidated sales of €280 million with net profits of €8 million.

New SAI Platform Publications

Sustainability Performance Assessment (SPA)

Our Sustainability Performance Assessment (SPA) project – which consisted in compiling, benchmarking and evaluating the effectiveness of farm-based indicators for sustainable agriculture – has just been published.



It complements our sets of Principles and Practices for the sustainable production of crops, as well as the benchmark of 25 global agricultural standers against these. The new publication is available to members on <http://extranet.saiplatform.org/>

Principles & Practices for Sustainable Water Management in Agriculture

The Working Group on Water and Agriculture (WGWA) is proud to announce the publication of [Principles and Practices for Sustainable Water Management at Farm Level](#).



The paper presents the novelty of including direct links to complementary documents providing practical recommendations on various water management issues. To view and download the document [click here](#).

SAI Platform Webinars

We are glad to inform you that the SAI Platform has planned to launch a series of

webinars to be held throughout the year. For those who are not familiar with this form of meeting (web—seminar) it consists of watching at a presentation on your computer, with live interaction with the speaker from your desk.



The SAI Platform webinars will last for 1 hour and will be organized so as to allow members from all time zones to join the live meeting. And if you really can't make it, you will always find the recording on our website.

- Did you attend a great presentation that your colleagues should not miss? Tell us, and we will invite the speakers to repeat it on our webinar.
- Are you interested to know more about a certain topic? Tell us, and we will find the expert who will talk about it.

The first webinar will be the presentation by Sara Lee's Don Jansen of the Sympatica tool (and other related points). More info will follow soon.

SAI Platform Seminars



SAI Platform training on sustainable agriculture

The first Executives Training on Rolling-out Sustainable Agriculture in Companies was held at IMD's last October. About 30 managers linked to commodity value chains participated in it. The first day helped managers to: a) understand the business context that lends strategic relevance to SA as an issue and broker knowledge with leading experts; b) build a business case for SA and exchange expertise with others managers while doing so; 3) learn from best practice examples. The second day focused on empowering managers to instigate change within their organization and return to their company with a plan of action. Minutes of the event and related documents are accessible to all on <http://www.saipatform.org/activities/alias/executives-training>

Dates of next trainings: Florida, USA 2-3 May 2011; Switzerland mid June; Australia in October-November. Mark the dates. More details in the next newsletter.



Ecosystems, Biodiversity and Agri-businesses

On December 13, SAI Platform and the International Union for the Conservation of Nature (IUCN) held the seminar "Ecosystems & Biodiversity and Economic Implications for Agri-businesses". During the workshop, participants identified opportunities to build on existing research and tools developed by IUCN and partners, such as "The Economics of Ecosystems and Biodiversity" (TEEB), Ecosystem Services Review (ESR) & a web-based "Integrated Biodiversity Assessment

SAI Platform General Assembly 12-13 April 2011

Save the date of the next General Assembly of the SAI Platform, which will be held in Parma -Italy, on 12-13 April 2011.

Besides the usual meetings, this year we will take advantage of the location to make a field and/or factory visit facilitated by our member CIO Parma.



Meetings

Visit at Rollins College

The Coca-Cola Company hosted the last ExCo meeting and arranged for a prestigious environment at the Rollins College Business School in Winterpark, Florida. A symposium for the

MBA students was also held, where SAI Platform President Ghislain Pelletier, ExCo member Ernesto Brovelli and SAI Platform General Manager Peter-Erik Ywema gave presentations and answered students questions in a forum. SAI Platform's position of pro-active player in the food value chain was very well received.



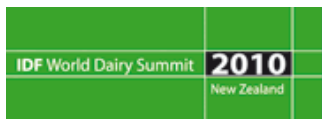
SAI Platform in Cancun

SAI Platform is a passive supporter of the Global Donor Platform for Rural Development that organized the "Agriculture & Rural Development





ment Day" on Dec. 4 in Cancun. That day - attended by some 600 people - aimed to attract the attention of the negotiators for both the vulnerability of agriculture for climate change and the role agriculture may play to reduce greenhouse gas emissions by better practices. The private industry was very poorly represented in this setting. Our presentation showing our commitment towards reduced climate impact and some of our members examples was very much appreciated.



World Dairy Summit – Auckland, New Zealand

SAI Platform was extremely well represented at this conference through both members and staff alike. It was an ideal opportunity to move agenda's forward and discuss future collaborative activities for the SAI Platform Dairy

Working Group. SAI Platform received considerable recognition throughout the conference via the work that is being undertaken by the Dairy Working Group as well as being one of the seven key signatories of the Global Agenda for Action. SAI Platform Honorary President Hans Jöhr, Emeline Fellus and Brian Lindsay from the Secretariat, also had opportunities to represent SAI Platform at a range of levels through chairing, speaking and at a number of meetings during the conference.

Workin Group activities

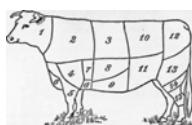
Discussion paper dairy indicators

SAI Platform's Dairy Working Group published its [Discussion Paper on ways to measure dairy's overall sustainability](#).

The document is intended to stimulate discussion with other actors of the dairy supply chain and interested parties, with a view to encourage organizations within the sector to work together and share information to stimulate, monitor and report about progress of the dairy value chain towards sustainability. To view the document [click here](#)

Working Group on Sustainable Beef Production

Though this group is still in its infancy, already there have been common areas identified where pre competitive collaboration is of value through a WG such as this.



In a recent conference call it was agreed that the WG should work together to better understand the work that the FAO is currently undertaking in estimating the GHG emissions from beef production. A workshop is being planned for February, between the FAO and the Beef to enhance understanding and preparedness for when the report is released in the spring of 2011. For further information on this workshop, contact Brian Lindsay on +44 7824 664526



Green Paper and Flyer

SAI Platform dairy members have a pivotal role to play in demonstrating their commitment to the Global Agenda for Action, by providing examples of their GHG reduction and sustainability activities to the Green Paper:

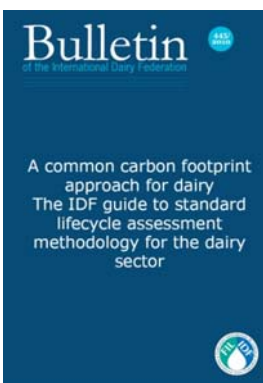
www.dairy-sustainability-initiative.org

This year is an important year for the GAA as the first reporting of the progress against the commitment that was signed in Berlin in 2009. Here is the opportunity to support this process and also to publically demonstrate through the Green Paper the positive activities undertaken.

The flyer clearly outlines how simple it is to submit your information for consideration for the website. For queries, please contact Brian Lindsay on +44 7824 664526.

Dairy LCA – Lift Off

The "IDF Guide to Standard Lifecycle Assessment Methodology for the Dairy Sector", was launched at the World Dairy Summit in Auckland. This methodology was enhanced by the input of the Dairy Working Group, initially by the review of GHG methodologies that they had already undertaken and also through the developmental phases, ensuring that what was published could be implemented in a pragmatic manner. Supporting the document is a dedicated website that provides further background to the LCA approach and features input from individuals along the supply chain, via video and written interviews. Importantly we need to get this methodology used! Please tell us when you are applying it so that we can gauge the levels of implementation.



Working Group Meetings

- Coffee, conference call 7 February 16:00 CET
- Dairy, conference call 10 January 17:00 CET
- Fruit, conference call 5 January 15:00 CET

- Fruit, conference call 5 January 15:00 CET
- Fruit, meeting 16 February Amsterdam
- Water & Ag., conference call 14 February 16:00 CET

Short news

- Danone's Vincent Crasnier replaced his colleague Jean-Pierre Renaud in the Executive Committee.
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Questions or comments? E-mail us at info@saipatform.org or call +32-2-500 87 57
