



Sustainable Agriculture Initiative Platform
The global food and drink industry initiative for sustainable agriculture



Newsletter - September 2015



Where is the end of collaboration?

'Where does precompetitive collaboration add value and where does competition do a better job for sustainable innovation?'

This interesting question was brought up in a recent external meeting and challenged my basic assumptions. The challenger (from an NGO) told me that he preferred to work with a company than with a representing organization. "I like to develop a competitive advantage", he said.

It made me realize that I believe SAI Platform's task is different from that. We aim to address sustainability in the mainstream agriculture sector, not create a new niche in the marketplace.

This can only be done if we are able to stay within the pre-competitive arena and in fact not too close to marketing. I do hope, however, that we can still count on the energy that usually results from competition.

Enjoy this rich newsletter, including not only updates on our activities and collaborative efforts, but also a brand new SAI Platform blog and articles about two exciting farmer engagement programs. Also, join me in welcoming our 80th member!

Yours, Peter Erik

Peter Erik Ywema, SAI Platform, General Manager

Key Topics

[SAI Platform Developments](#)

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[Farming Tools - New Advances](#)

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Advisory Council Corner

Working Groups



Arable and Vegetable Crops

The group is actively supporting several SAI Platform projects: FSA implementation projects, Sustainable Rice, and the Sustainable Sugar Beet Project.

[Read more.](#)

Beef

The group's most recent meeting took place at Quality Meat Scotland in Edinburgh, focusing on the Beef FSA development.

[Read more.](#)



Coffee

The EU Product Environmental Footprint (PEF) project has consumed much of the group's time in supporting the efforts of the European Coffee Federation in implementing a pilot project.

[Read more.](#)

Dairy

The group had its September meeting in Auburn, NY State, USA, where members visited farms and the Cayuga





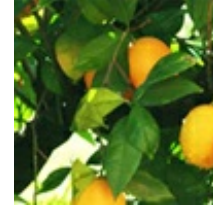
As SAI Platform, we attach great importance to recommendations and advice given by our Advisory Council members, each of whom are experienced experts in the field of sustainable agriculture. In each newsletter we give the floor to one of our advisors.

For this edition of the newsletter we interviewed Patrick Wrixon. Patrick not only runs a mixed sheep and arable farm in the Welsh Marches, he is also active within LEAF, president of EISA and -most recently- is the latest addition to SAI Platform's Advisory Council.

[Read more.](#)

Marketing processing plant.

[Read more](#) on this visit and an update on the [Dairy Sustainability Framework](#).



Fruit

For information on the Doñana Strawberry project, see a summary [here](#).

SAI Platform developments

Outcome of SAI Platform Strategy Day: increased focus on implementation projects

During a strategy day on September 8th in London, SAI Platform's EXCO members and Working Group chairs discussed the organization's future direction. The context and starting point for the meeting were the progress made and challenges remaining in sustainable agriculture, the rapid growth of the Platform, and the wish to accelerate an effective road to achieving the organization's vision.

[Read more.](#)

SAI Platform membership survey: 76% of our members have a sustainable sourcing strategy for agricultural raw materials

Earlier this year, SAI Platform conducted a survey among its members on their sustainable sourcing objectives and practices.

About 70% of our members responded to the survey, resulting in an excellent, high-level picture on the sustainable sourcing journey of our members.

[Read more.](#)

SAI Platform meets with its Advisory Board at the EXPO in Milan - and will also hold a stakeholder meeting on Farm Sustainability Assessment (FSA)

During the final month of the 2015 EXPO 'Feeding the planet, energy for life' in Milan, SAI Platform will meet with its Advisory Council to discuss key recent developments in sustainable agriculture and future strategies, priorities and roles for SAI Platform.

[Read more.](#)

SAI Platform's Seminar & General Assembly 2016 "Sustainable Agriculture - Why bother?: Leading solutions from Ireland and across the globe" 11-14 April 2016, Dublin, Ireland

Come and join us in Dublin at our annual 'must attend' event which offers excellent networking, sharing and learning opportunities, through field trips, interactive meetings and a workshop with farmers and high level speakers in a welcoming Irish environment.

This is a global event, and thus we expect members from North and Latin America,

Committees



Farm Sustainability Assessment

FSA continues to be adopted by an increasing number of companies, for more and more commodities, in an ever growing number of countries, and is being used as a clear method for communicating about sustainable agriculture in supply chains.

[Read more.](#)

Water

The committee has two key pillars of work; the first one being to support members in their collaborative efforts in a number of watersheds globally, and the second to take stock of the most relevant and current tools to manage watersheds.



[Read more.](#)

Member and Partner News

Unilever - sustainability driving

Asia, Europe and beyond to participate. The Irish example will not only serve as an inspiration for driving and implementing responsible agricultural practices, but also as a basis for discussing alternative approaches that work in different countries around the world.

Contact Yael Fattal at yfattal@saiplatform.org for more information

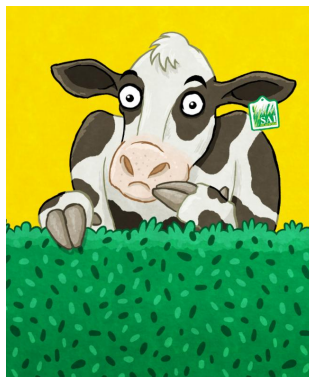
Over the Hedge - the new SAI Platform Blog

'Agriculture on the water agenda': Reflecting on World Water Week

by Ulrike Sapiro, Sustainability Director, The Coca-Cola Company and President of SAI Platform

Earlier this month, Stockholm closed another World Water Week, six days of tightly stacked panel debates, workshops, lectures and events around water. The role of agriculture in water management has traditionally been discussed on the periphery of the Stockholm water agenda. And vice-versa, water is not usually in the mainstream of the global farming debate, often because there is no 'one size-fits all' solution.

[Read the entire blog.](#)



NEW! Collaboration Map

Increased 'collaboration' is the key word in our work. Most of our tools such as Principles & Practices, The Sustainable Sourcing Guide and FSA, serve to create a common 'language' to better understand each other. But these are merely tools to support the real activity and improvement at farm level, and to make this happen, collaborating is essential.

[Read more](#)

How is SAI Platform collaborating? And who with?

We could give a prize to the person who can tell what acronyms like AIM Progress, UNGC, GlobalGAP, FtM, CFA, ITC, CGF, GS1, TSC, BIER, and many others stand for. Some of you would surely be able to tell us. But, who can tell exactly what they do, what their mission is, who they serve? SAI Platform has connections with all of them.

[Read more about some examples of how we work together.](#)

The Times features Report 'Future of Agriculture & Food'; including SAI Platform opinion piece by Peter-Erik Ywema

With articles written by leading journalists such as Mike Scott (The Financial Times, The Guardian), this publication elevates the food sustainability discussion from the niche press into the UK's most widely-read business newspaper.

[Read more.](#)

Promoting and Partnering for Sustainable Agriculture

business growth

This film shows how Unilever's Supply Chain has invested in one female entrepreneur, who set up a tomato processing plant to source from local smallholder farmers. The farmers tell us that due to the sustainable agriculture training and guarantee of business, their yields have doubled or tripled, as have their incomes.

[Read more.](#)

Redefining GFAR's roles through Collective Action

SAI Platform is on the Steering Committee of GFAR - the Global Forum for Agricultural Research. This recent blog post from them highlights their increasing focus on collective, multi-stakeholder action in areas including climate, youth involvement in agriculture, gender and capacity building.

[Read the blog](#)

Added value from growing sustainable milling wheat

In the Netherlands Agrifirm Plant and Koopmans Koninklijke Meelfabrieken BV are working together on a Skylark Foundation project to bring milling wheat grown sustainably by Skylark growers to the market.

[Read the press release.](#)

European Beet Sugar Partnership to have transformational effect on European crop farming

The European Sugar Beet industry, represented by the beet growers (CIBE), the processors (CEFS) and the sector's trade union (EFFAT) launched the European Beet Sugar Partnership (BSSP) with a stakeholder meeting on September 9th at the Milan Expo.

[Read more.](#)

New Members

SAI Platform welcomes four new members

 **Glanbia Ingredients Ireland (GII)** is Ireland's leading dairy company, annually processing 1.8 billion

Global Sustainability Forum, Dublin, November 9-10 2015

Affiliate member, Bordbia, is holding its first Global Sustainability Forum on November 9-10 in partnership with SAI Platform and WWF. Its aim is to create a forum to discuss objectives, targets, solutions and progress but also to identify needs towards the sustainable production of food. Members of SAI Platform are encouraged to participate in this 'invitation only' event.

[For more information click here.](#)

Good progress on turning the Declaration of Abu Dhabi into reality - Smart new functionality allows for automatic creation of a common set of agricultural practices

The Declaration of Abu Dhabi - launched in 2014 by SAI Platform, Global GAP and International Trade Center - aims at developing and adopting a common set of good agricultural practices as well as creating transparency in food supply chains. Since, we have worked on turning the Declaration's commitments - to which 50 organizations have signed up to already - into reality.

[Read more.](#)

A water solution for Spanish strawberry farmers - new video showing sustainable water management by farmers in practice, and how farmers benefit from this

Spain is a leading producer of fresh strawberries in Europe. About 95% of these strawberries are produced in the Huelva region in southern Spain - close to one of the world's most valued wetlands, Doñana, a UNESCO World Heritage Site. Strawberries do not only provide an important source of income for farmers in the region, they are also a thirsty crop.

[Read more](#)

Farming Tools - New Advances

Engagement with farmers is a crucial dimension of working to promote sustainable agriculture.

At SAI Platform we will continuously share examples of practical tools or approaches which are helping to engage with specific groups of farmers for different crops.

In this issue we feature **WeFarm** which allows users to ask questions about farming and share useful farming tips by sending a basic SMS and **SenseMaker**, a powerful tool giving insights into the inclusion of smallholder farmers into modern markets.

[Read more.](#)

SAI Platform Training & Events

WEBINAR: Introduction to Farm Sustainability Assessment September 28, 2015 at 15:00 PM CEST

SAI Platform will provide an overview of what the FSA is, how it can be used, and provide example projects where it is already being implemented.

[Read more.](#)

WEBINAR: An update on FSA activities, September 30, 2015 at 13:00 PM CEST

litres of milk into a range of ingredients for export to more than 60 countries.

[Read more.](#)



Kerry is a leader in providing taste and nutrition solutions to the food, pharma and beverage sector and a prominent supplier of added value brands and customer branded foods to the Irish and UK markets.

[Read more.](#)

Louis Dreyfus Commodities

Louis Dreyfus Commodities is a global merchandizer of commodities and processor of agricultural goods, originating, processing and transporting approximately 80 million tons of commodities around the world annually.

[Read more.](#)

MIGROS

Migros (Federation of Migros Cooperatives) is the number one in the Swiss retail sector and also has an industrial group (M-Industry).

[Read more.](#)

We will provide an update on the FSA committees within SAI Platform, and an update on implementation projects.

This webinar is open only to SAI Platform members.

Juice CSR Platform Seminar, Antwerp, October 9 2015

For the third year in a row, the Juice CSR Platform is organising a CSR seminar alongside the most important event of the year for the juice sector worldwide - the Juice Summit.

[Read more.](#)

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[Read more.](#)

SAI Platform/IMD Masterclass on Sustainable Sourcing, November 25-26 2015, Lausanne, Switzerland

This exciting and interactive training and learning opportunity helps participants develop realistic and practicable implementation approaches to meet companies' sustainable sourcing targets for agricultural raw materials.

[Read more.](#)

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

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