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



## Newsletter - September/October 2014



We are witnessing an undercurrent of excitement and renewed energy in the sustainable food and agriculture sector. For two decades we have seen many new and ambitious initiatives popping up, created with all the best intentions. The unwanted yet undeniable side effect of this is confusion, duplication and, quite possibly, lack of scale and impact. This fall we see a unique movement coming alive, bringing pieces together. SAI Platform is, and wants to be an active partner in these types of efforts.

We provide a pragmatic way to implement the Food & Agriculture Business Principles (UN Global Compact). We are one of the initiators of the concept of 'one set of good agricultural practices' for food safety & sustainability, harnessing the 80 % similarity most people agree on (Abu Dhabi Declaration). We have worked with ITC to develop a single reference for assessing and benchmarking on-farm sustainability. Finally, I am very excited about the key partnering role we have been given in the GFIA, the biggest event in the world on innovation in agriculture....

Read more in this newsletter and join this movement!

*Yours, Peter Erik*

Peter Erik Ywema, SAI Platform, General Manager

## Key Topics

[SAI Platform's ambitious new vision](#)

[Promoting and Partnering for Sustainable Agriculture](#)

[Training & Events](#)

## 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 will give the floor to one of our advisors.

For this issue, we interviewed **Chris Brown**, ASDA's Senior Director Sustainable Business and outspoken and engaged member of our Advisory Council. Chris joined ASDA, the UK based and focused value retailer, as agricultural development manager in 2001 and since, he has been actively involved in driving the company's sustainable agenda. [Read more](#)

## Working Groups



### Arable and Vegetable Crops

The Arable & Vegetable Working Group held their annual field trip and meeting in mid-September in Deltebre, Spain hosted by Kellogg's. [Read more.](#)

### Beef

The Beef Working Group members have been working on the development of the Beef FSA. [Read more.](#)



### Coffee

There is good news to report: The European Commission selected the joint SAI Platform and European Coffee Federation's application for developing a Product Environmental Footprint (PEF) for coffee. [Read more.](#)

### Dairy

The Dairy Working Group and its members have committed to 'sign up' to the Global Dairy Agenda for Action Program known as the Dairy Sustainability Framework (DSF) [Read more.](#)



### Fruit

The Fruit Working Group focuses on two projects: 1) the Brazil Orange FS/ project, and 2) the Doñana Strawberry project. [Read more.](#)

## SAI Platform's ambitious new vision

### SAI Platform launches ambitious new vision - and turns it into impactful 2015 work plan

"Implement secure and thriving agricultural supply chains and protect the earth's resources through widespread adoption of sustainable practices and delivering value to our members, farmers, farming communities, and consumers."

This is the new SAI Platform vision as presented by the newly elected Executive Committee (EXCO).

[Read more.](#)

## Promoting and Partnering for Sustainable Agriculture

### Join the Declaration of Abu Dhabi: working together for global food security through good agricultural practices

On July 17th, SAI Platform, ITC and GLOBALG.A.P. launched a joint initiative for global food security through good agricultural practices. The initiative is an open call for global collaboration to find new approaches that will make it easier, more cost effective and more attractive for farmers worldwide to adopt safe and sustainable production practices. [Read more.](#)

### SAI Platform partners with Global Forum for Innovations in Agriculture (GFIA) for next year's Abu Dhabi-based event

The Global Forum for Innovations in Agriculture (GFIA) is the only major international exhibition & conference in the world focusing on how technology can be employed to sustainably produce more food using less natural resources.

[Read more.](#)

### European Fruit Juice CSR Platform, 17 October in Antwerp

In 2013, the European Fruit Juice Association launched its CSR Platform to provide a platform for stakeholders to identify and discuss CSR-related challenges, including sustainable sourcing, and to give greater visibility to CSR activities of enterprises.

[Read more.](#)

### US Case Study demonstrates need for comprehensive Soil Health Management Plan

What's Cropping Up?, an online field crop information source produced by the Department of Crop and Soil Sciences at Cornell University has issued a new case study on soil health. The case is a good example for why we need to manage physical and biological aspects of soil health, in addition to managing nutrients. You can read it here: "[Implementation of a Soil Health Management Plan Resolves Pond Eutrophication at Tuckaway Farm, NH.](#)"

### FAO calls for "paradigm shift" towards sustainable agriculture and family farming

FAO Director-General José Graziano da Silva urges support for science-based options in pursuit of global food security. He also strongly promotes sustainable agriculture and stresses the importance of family farming. "We cannot rely on an input intensive model to increase production. Solutions of the past have shown their limits," said FAO's Director-General at the 24th session of the Committee on Agriculture (COAG).

[Read the entire article on the FAO website .](#)

## 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

## Committees



### Biodiversity

The Biodiversity and Ecosystems Services Committee promotes and shares good practice on biodiversity actions in supply chains of SAI Platform members.

[Read more.](#)



### Farm Sustainability Assessment

With FSA 2.0 now available and being used by companies and other stakeholders for a variety of crops, the time is ripe for working on increasing FSA's uptake.

[Read more.](#)

### Farmer and Supplier Partnership

The Committee's key aim is increased adoption of sustainable agriculture practices among farmers.

[Read more.](#)



### Water

Following the success of the SAI Platform Water Seminar in Seville last April, the Committee has been very active and we have seen many positive developments.

[Read more.](#)



## Team News

A special word of thanks to Vincent Minouflet, SAI Platform's intern from February to August 2014. Vincent's excellent work at SAI Platform preparing the Farmer Partnership Guide was not a minor challenge. Vincent - an agronomist by training - reviewed hundreds of publications and testimonies and he wrote summaries for inclusion in the guide. Thank you Vincent! Vincent can be reached at [vincent.minouflet@agrocampus-ouest.fr](mailto:vincent.minouflet@agrocampus-ouest.fr).

## Membership

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. [Read more.](#)

### Crash Course on SAI Platform - Webinar

Tuesday 14 October 2014, 4:00pm to 5:00pm CET  
(open to new members and non-member companies that are interested in membership). [Read more.](#)

### SAI Platform - IMD Master Class on Sustainable Sourcing

6-7 November, Lausanne, Switzerland  
Open to all, reduced rate for SAI Platform members!  
Don't miss the next edition of the SAI Platform-IMD Master Class on Sustainable Sourcing. [Read more.](#)

### Coffee Working Group meeting

07 October 2014 - Windsor, UK

### European Sugar Beet FSA Workshop

08 October 2014, Brussels, Belgium  
[For more SAI Platform upcoming events.](#)



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as its newest  
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