



## Reconnecting growers and consumers



“Feeding the world; feeding a growing world. Not just with calories but with pride, craftsmanship and good quality food. Food is not just stuff, it is nourishing, it is culture, it is pleasure and so much more. For some people it is holy. Sustainable agriculture aims to add value to food and reconnect the consumer with the people that grow and produce their food. If we reduce sustainable agriculture to systems, reports, control, labels, business cases or certificates we miss the opportunity to create the real value.” Peter-Erik Ywema, General Manager, SAI Platform.

## New affiliate member!

The European Fruit Juice Association joins SAI Platform

AIJN, European Fruit Juice Association, is the representative association of the fruit juice industry in the EU. It represents the industry from the fruit processors to the packers of the consumer products. Sustainability is very high on AIJN's agenda, that's why it established a Sustainability Expert Group to examine sustainability issues likely to affect the juice industry throughout the entire life-cycle process.



## SAI Platform General Assembly

Only three weeks to go!

Every year we try to make our General Assembly special. This is why we partnered with our colleagues of the Sustainable Food Lab to organize inspiring leadership meetings and interesting learning journeys back to back with our annual gathering. This year the venue will be in the USA, in the wonderful area of Chesapeake Bay (Annapolis - Maryland), April 8-11.

All SAI Platform members are warmly invited to join! Members are also strongly encouraged to recommend individuals from suppliers or peer competitors. Waved fee will apply to SAI Platform members (max 3 for every company) and their guests.

If you haven't signed up yet, do it now! Few places remaining!

View here the [preliminary Agenda](#) or the program of the [Learning Journeys](#).

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## Checklist for farmer self assessment: version 1.0 available!

Official launch at the General Assembly in Annapolis



With the Checklist we now have the chance of doing what we always said we needed to do: providing farmers with the one and the same tool. In a nutshell if the checklist becomes every company's tool, farmers will be able to use only one code, instead of the myriad of company codes. Many companies have already committed in testing it, some can't wait to start using it.

We have big plans: a "house of the checklist"(website where to find the translations, explanations and support, as well as a open window on who is testing it and where); an app version, to make it as user friendly as possible and to take advantage of the opportunities offered by digital devices.

But support from member companies as well as stakeholders is essential to make this a success and a major contribution to sustainable sourcing!

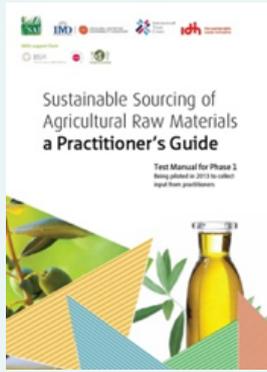
Start familiarising with it. Download the [Checklist](#) and the [User Guide](#), or view a [PPT presentation](#) and a dedicated [webinar](#).

The official launch will be at the General Assembly, where we will announce how many companies will commit to test, use and support the Checklist.

## World's first Sustainable Sourcing Guide

On March 14, we launched the world's first practitioner's guide to the sustainable sourcing of agricultural raw materials - resulting from the unique collaboration between SAI Platform (at the origin of the publication) and six other high profile public and private organizations: the CSL Learning Platform of IMD, the UN International Trade Center (ITC), and the Sustainable Trade Initiative (IDH). Also BSR, the Supplier Ethical Data Exchange (SEDEX) and the Sustainable Food Laboratory (SFL).

This document has been written in a practical manner, following a "step by step" process with relevant tools and examples for each step. It captures, in a single document, real-life best practice and experiences from global corporations within a strategic, business logic-focused framework.



“This work reflects the spirit of the SAI Platform; one which aligns farmers and the food and beverage industry behind a common pursuit. Following a compelling narrative and clear examples, this publication is breaking ground in helping the reader navigate the path towards more sustainable sourcing.” Ernesto A. Brovelli Ph.D. - President, SAI Platform and Senior Manager Sustainable Agriculture, The Coca Cola Company.

[Download the Sustainable Sourcing Guide](#)

## Registration open for IMD-SAI Platform Sustainable Sourcing Master Class

June 3-4, Lausanne, Switzerland



Have you ever...

- felt that managers in your company are unaware of the risks of sourcing from unsustainable agriculture?
- thought that the business opportunities from sustainable sourcing are not fully exploited in your company?
- wished that you and your colleagues had the language, tools and know-how to strategically embed sustainable sourcing more fully in your organization?

If you answered yes to any of these questions, this two-day sustainable sourcing master class, developed by SAI Platform and IMD's CSL Learning Platform, is for you. It will focus on providing answers while allowing you to actively learn from others. Discounted rates are available for SAI Platform and IMD members. [Find out more and to register here.](#)

## Members at work

Latest Working Groups' activities and meetings



The chairs of the 6 Working Groups met last March 4, in Brussels, to present the respective group's workplan 2013. All were approved by the Executive Committee and will be officially presented at the General Assembly.

Between the end of 2012 and the begin of 2013, the Working Groups, SAI Platform's backbone, worked on many activities and projects: [view them all here](#)

NEW OFFICE:  
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