

## SAI Platform Newsletter Winter 2013



Collaboration was the theme of our AdCo meeting in Rome and also of a workshop I attend now in Washington DC. Collaboration is in the air, because we acknowledge how difficult it is. It requires awareness of your own needs, but it requires real listening and trust equally. During the courageous process of collaboration real new opportunities may come to live. Or not, and that is part of the game too. We learned about deeper research than our usual quick fix, going through the discomfort of not-knowing, to develop stronger relations and more sustainable solutions.

I had to describe my ideal SAI Platform and chose to draw the beautiful Piazza of Lucca. For me the best symbol: The Platform as a designed OPEN space where people can meet, debate, work, and reflect. Open space is different from empty space. Open space provides context and it nudges people to solutions.

I hope you share my pride of our unique Platform. We provide the space but you make it work. You made it grow, with new members and new tools in 2013. Thank you.

Next year will see some changes in the SAI Platform Secretariat. Giovanni Malfatti di Montetretto, who has held the role of Communications and Operations Manager for more than six years, will be leaving SAI Platform end of January. I'm sure many members have enjoyed working with Giovanni and will join me in wishing him well for his next adventure.

We are close to appointing two new members of the Secretariat team, a Project Manager Sustainable Agriculture and an Office Manager, and will introduce you to these new team members in January.

Happy holidays and looking forward to see you back on our Piazza in 2014,  
*Peter-Erik Ywema, General Manager, SAI Platform*

## Project News

### Farmer Self Assessment 2.0 coming up!



The testing phase of the Farmer Self Assessment 1.0 has officially ended and our consultants from Aidenvironment are reviewing all the inputs received from the pioneers to develop the version 2.0, which will be presented at the General Assembly on 3 April 2014.

A workshop to present the results of the testing phase will be held in Amsterdam on 15 January 2014, in the wonderful setting of the Heineken Experience building, kindly hosted by Heineken. The meeting is intended for the companies who pioneered Farmer Self Assessment, but other interested members are very welcome to join.

A wide variety of crops was tested, ranging from apples, berries, citrus, hops and tropical fruits to potatoes, sugar beets, tomatoes and wheat. The geographical scope was also wide, covering North and South America, Europe and Asia. Stakeholders ranged from individual farmers, smallholder and family farms to cooperatives, large scale and corporate farms. This range of crops, regions and farmers helps ensure Farmer Self Assessment is suitable for all farmers. An increasing number of companies was involved in the testing process: from the initial 9 to the final 23.

Scheme rules and a governance model have also been developed in order to govern the life, implementation process and growth of the Farmer Self Assessment. A Farmer Self Assessment committee and benchmark team will be appointed soon to create a detailed roadmap for all future activity related to Farmer Self Assessment.

Farmer Self Assessment has great potential to extend sustainable agriculture practices and simplify assessments for farmers and companies, giving both commercial and sustainability gains. If you are not already using Farmer Self Assessment, click here to find out more. [www.saiplatform.org/farmerselfassessment](http://www.saiplatform.org/farmerselfassessment)

## Working Groups News



### Principles for Sustainable Beef Farming

SAI Platform's Beef Working Group launched the newly completed "Principles for Sustainable Beef Farming" on 26th November at Beefing up Sustainability: a seminar on the environmental and economic sustainability of beef in Brussels. The Principles were launched by Keith Kenny, Senior Director of McDonald's Supply Chain Europe and Chair of the Beef Working Group in a panel session including Peter Erik Ywema, General Manager, SAI Platform. The Principles were well received and described as 'sound, aspirational and needing to be implemented.' A summary of the event is available here. The Principles can be downloaded at <http://www.saiplatform.org/activities/working-groups/beef>.

The Beef Working Group met the same day to begin the process of developing the Practices to enable the Principles to be adopted at farm level.

### Green Coffee Carbon Footprint Product Category Rule (CFP-PCR) published

The new Green Coffee CFP-PCR was successfully completed and launched on 2nd December. It is available at <http://www.environdec.com/en/PCR/Detail/?Pcr=8539> and [www.saiplatform.org](http://www.saiplatform.org)

This project was an excellent example of pre-competitive collaboration for the benefit of the sector as a whole.

The Green Coffee CFP-PCR is designed to drive consistency in the application of GHG emissions calculations by reducing differences between individual studies and products, and harmonising methodological approaches. This will support the identification and adoption of genuine mitigation strategies.

It should also encourage behaviour change within the supply chain. While remaining scientifically robust, this CFP-PCR provides the necessary detail to empower informed (mitigation) decision-making, and to recognise positive practice through the results it provides.

Our thanks go to all those who participated in the initiative.

### Introduction to Coffee Working Group brochure

We have produced a new brochure specifically introducing SAI Platform's Coffee Working Group, to explain to interested parties what the Coffee Working Group does, such as the recent publication of the Green Coffee CFP-PCR, and why its members love being a part of

the group. Click here <http://www.saiplatform.org/library> to download a copy and please contact us if you would like to know more about the Working Group.

## Communication news



### SAI Platform in the media

- **Principles of Sustainable Beef Farming online coverage**

The launch of the Principles of Sustainable Beef Farming generated positive coverage in online agriculture and sustainability publications. Click here to read an example.

[http://www.sustainablebrands.com/news\\_and\\_views/collaboration/jennifer-elks/beef-sector-collaborates-new-principles-sustainable-beef-](http://www.sustainablebrands.com/news_and_views/collaboration/jennifer-elks/beef-sector-collaborates-new-principles-sustainable-beef-)

- **Green Coffee CFP-PCR online coverage**

The publication of the Green Coffee CFP-PCR also generated positive coverage in online coffee and sustainability publication, building on the momentum of the launch of the Beef Principles. Click here to read an example.

<http://www.foodbev.com/news/green-coffee-carbon-footprint-rule-launc#.UpzGMNGYbDc>

- **2050 magazine**

Peter Erik Ywema was invited to be a guest editor of Issue 8 of 2050 magazine entitled 'Food Glorious Food'. Click here to read his introduction and the magazine.

[www.2050magazine.com](http://www.2050magazine.com)

### SAI Platform at conferences

- **The Sustainable Value Chain Event, 14 November 2013**

SAI Platform was pleased to host a workshop at The Sustainable Value Chain Event in Zurich. The interactive workshop was about the potential of self assessment for the farmer's community, especially looking at Farmer Self Assessment. The participants enjoyed a fun role-play aimed at identifying real hurdles and proposing real solutions to the problems associated with self assessment. The workshop generated many ideas for the further development and adoption of Farmer Self Assessment.

- **CropWorld Global 2013, 29/30 October 2013**

SAI Platform was very well represented at Cropworld Global 2013 in Amsterdam. Next to Peter Erik's general introduction of SAI Platform with a large focus on Farmer Self Assessment, Nigel Davies from Muntons explained how a member walks its talk. He convincingly explained that sustainability is not a cost but an opportunity for new markets, innovations and ideas. The next day Peter Easton talked about the Water Stewardship report he created for SAI Platform. Unfortunately the number of participants for the whole event was disappointing.

- **IDF World Dairy Summit, 28 October 2013**

SAI Platform was represented at the IDF World Dairy Summit 2013 in Yokohama and took part in the Global Dairy Agenda for Action (GDAA) Reporting Session which detailed the collaborative efforts to date of the global dairy sector to develop a shared position on sustainability. There was also discussion of the global Dairy Sustainability Framework that has resulted from the work of a multi-stakeholder team and its aim to complement activities at all levels across the dairy value chain.

- **UN Global Compact, 2 December 2013**

SAI Platform was invited to provide a short presentation at a United Nations Global Compact meeting towards the finalization of Sustainable Agriculture Business Principles in Geneva. The presentation highlighted SAI Platform's recent achievements as well as the biggest challenges faced, and how the UN Global Compact could potentially help overcome these challenges.

## Ways to communicate about SAI Platform

There are many ways to communicate about your company's membership of SAI Platform. Make sure you're taking advantage of each one

- **Website** - include a paragraph explaining your membership of SAI Platform, like this great example from Yakima Chief <http://yakimachief.com/index.php/aboutus/sai-platform-partnership>
- **Brochures** - We have two brochures, An Introduction to SAI Platform and An Introduction to SAI Platform's Coffee Working Group which can be used on your company website or at events. Download these from [www.saipatform.org/library](http://www.saipatform.org/library)
- **Twitter** - follow and retweet @SAIPlatform and mention @SAIPlatform in your tweets
- **Media releases** - include SAI Platform in your media releases about sustainable sourcing
- **Company magazines or blogs** - We welcome articles about your company's work with SAI Platform. For example, Unilever's Sustainable Source magazine contained an article on Unilever's pilot of Farmer Self Assessment. If you would like to receive future copies of The Sustainable Source magazine, send your contact details to [unilever@muddyboots.com](mailto:unilever@muddyboots.com).



In the Spring we will be launching an InfoPack to help members communicate about their membership of SAI Platform and their sustainable agriculture progress. Let us know if there is any information you would find helpful to be included in this package.

## Don't miss

**Water Stewardship Seminar - 1,2 April 2014**  
**General Assembly - 3 April 2014**

We are delighted to announce the 2014 General Assembly, open to members only, will be held on 3 April, in Seville, Spain.

Why Spain and Seville? The 2013 General Assembly was held in Annapolis, US so this year's General Assembly will be held in Europe. Seville is not only a beautiful venue for us all to meet in but the region and Spain as a whole produces a lot of agricultural raw material, in particularly water-stressed conditions.

We are therefore inviting members to join us before the General Assembly for a special seminar on water stewardship on 1 and 2 April, to gain first hand experience of water stewardship in action.

The seminar will be a combination of a day field visit to experience the water challenges and solutions developed by various stakeholders in the region (farmers, government, NGOs and technology companies) and a day workshop to develop a set of methodology and tools to overcome water supply risks linked to agricultural raw material sourcing by member companies.

The dates for your diary are

- Tuesday 1 April - Water Stewardship Seminar
- Wednesday 2 April - Water Stewardship Seminar and pre GA dinner
- Thursday 3 April - General Assembly

This year's General Assembly will also feature the election of Executive Committee members for a two year term. Further details on the nomination and voting process and registration process for the Water Stewardship Seminar and General Assembly will be communicated to members in the near future. If you would like to know more about these two events, please contact Emeline Fellus ([efellus@saiplatform.org](mailto:efellus@saiplatform.org)).

## Membership news

### New members

We welcome new members C.Thywissen GmbH and Hero Group.

#### C.Thywissen GmbH

C.Thywissen GmbH is a family-owned business with its roots in food production, dating back to 1839.

Today, C. Thywissen runs an oilmill factory in Nuss near Dusseldorf, producing vegetable oils from several oil seeds for food and technical applications, and a maltmill

in Nurt near Cologne, producing malflours and maltgrists for food and pet food.

More than 20 years ago, they started supply chain management in their malt division implementing contract growing with local farmers. Currently they are running several sustainability projects with their customers, building up transparent supply chains on the basis of sustainable agriculture.



#### Hero Group

Hero Group produces high quality, nutritious products in its core product categories of Infant Nutrition and Fruit. The Group is headquartered in Lenzburg, Switzerland, but has a global footprint with operations predominantly based in Europe, North America, Middle East, Africa and most recently China.

Hero Group regards responsibility regarding sustainable development as a fundamental tenet. It impacts all aspects of business and operations, with the overarching goal of combining commercial performance with environmental, social and economic responsibility.

