



Introducing Farm Sustainability Assessment

Juice CSR Platform Seminar

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Introducing SAI Platform



What is SAI Platform?

- Created in 2002 by the **food & drink industry** to support the development of sustainable agriculture worldwide
- **80 members** across the value chain
- Covering **all major commodities**
- Operating **globally**



Vegetable &
Arable Crops



Beef



Coffee



Dairy



Fruit

How does SAI Platform work?

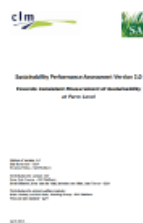
Collection and Exchange



Harmonisation and Engagement



Collaboration and Action

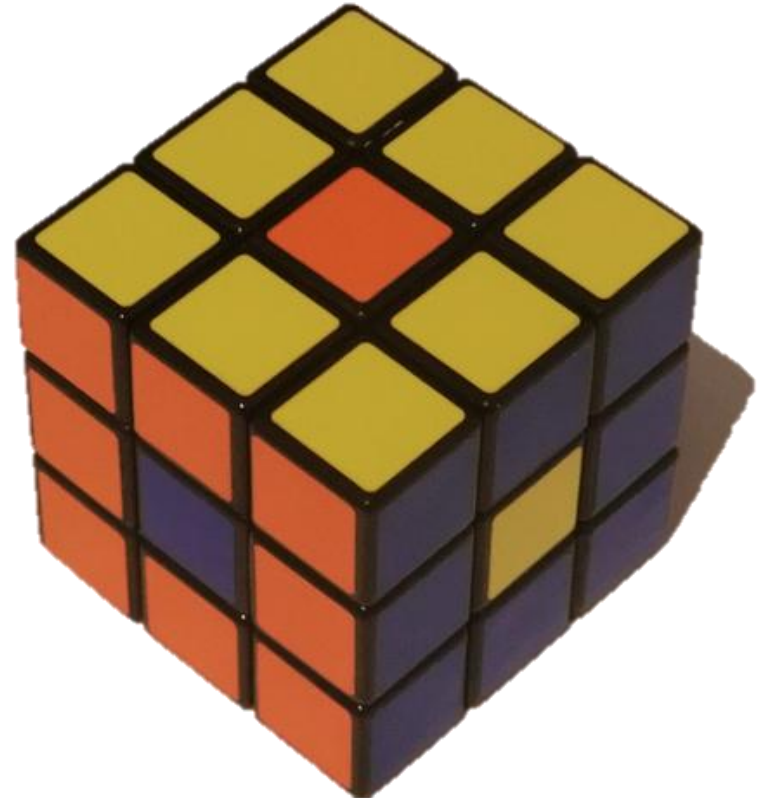


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What is Farm Sustainability Assessment (FSA)?

FSA in a nutshell: the challenge

- Food & drink companies want to increase the amount of sustainably grown agricultural products they buy from farmers
- BUT... meeting the sustainable sourcing needs is a challenge for farmers, because it is done in different ways by different companies using different criteria



FSA in a nutshell: a global and universal tool



FSA solves the challenge because it allows farmers – for the first time ever – to assess, improve and report their sustainable agricultural practices in a way that is **recognized** by the food and drink industry



FSA in a nutshell

1. **A simple yet comprehensive** method for assessing farm sustainability, applicable to **all crops & to all farm sizes.**
2. Addresses **enviromental, social & economic** aspects.
3. Based on **SAI Platform Principles & Practices.**



FSA in a nutshell: different uses of FSA

1. **Assess** farm sustainability
2. Use as basis for **improvement** plans
3. **Benchmark** tool to gauge other certification schemes and proprietary codes: assess completeness & using as basis for improvement plans
4. Use as a **company's** (external) sustainable agriculture **standard**
5. **Aggregation** of farm sustainability **data**, across regions, commodities



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The making of FSA

The making of FSA



PHASE 1: ORIGINS

Developed in response to need expressed by members to translate SAI Platform's Principles & Practices for sustainable agriculture into one single set of requirements on which the food and drink industry is aligned.



PHASE 2: FSA 1.0 DRAFT & PILOT

A number of pioneers tested it with their suppliers and producers, then collected feedback. During the pilot, SAI Platform also consulted with other relevant external stakeholders including 20 expert organizations & NGOs.



PHASE 3: FSA 2.0

The result of this process is FSA 2.0, launched in April 2014. Changes include: simplification of questions, expansion of key topics, clarification between requirements & recommended practices, addition of essential questions & a new performance level.



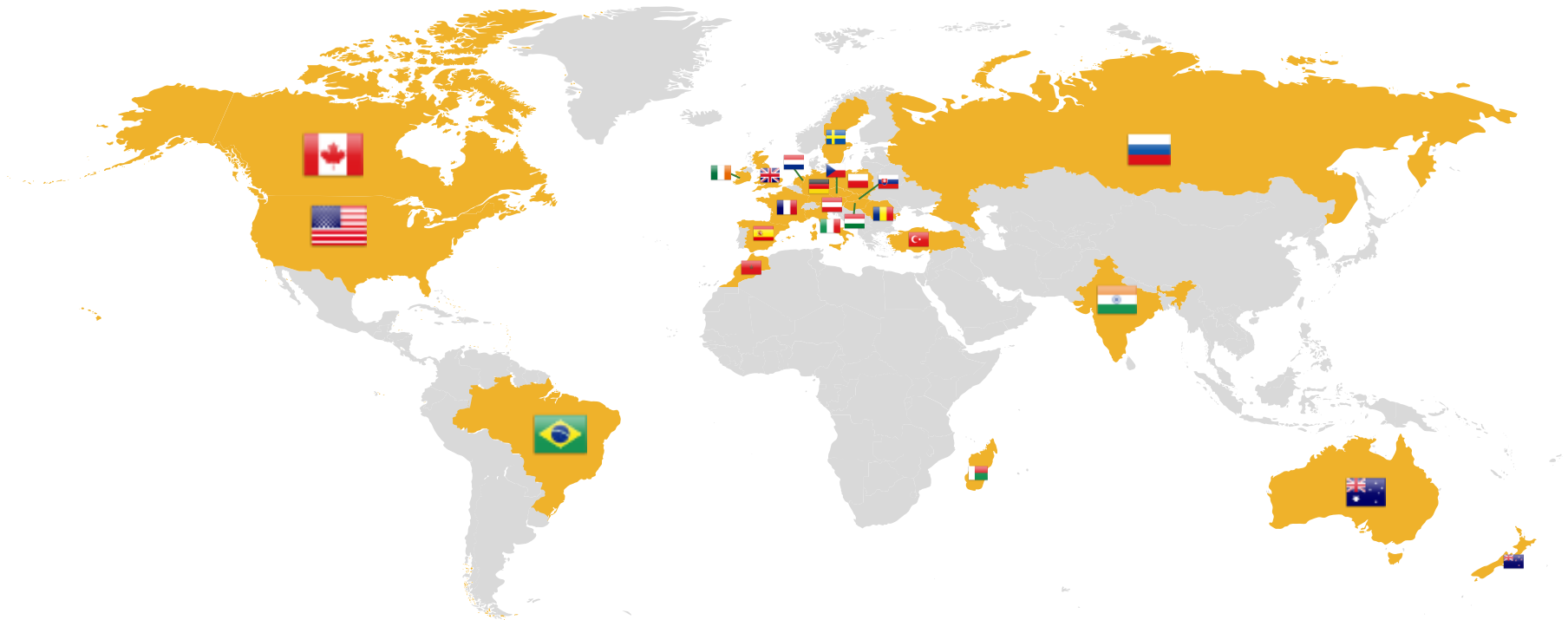
PHASE 4: FUTURE REVIEWS

We will continue to engage with key stakeholders interested in accelerating the transition to sustainable agriculture globally. In order to improve the tool, we will review and revise it every 3 years & are eager to engage with a broad cross-section of stakeholders.

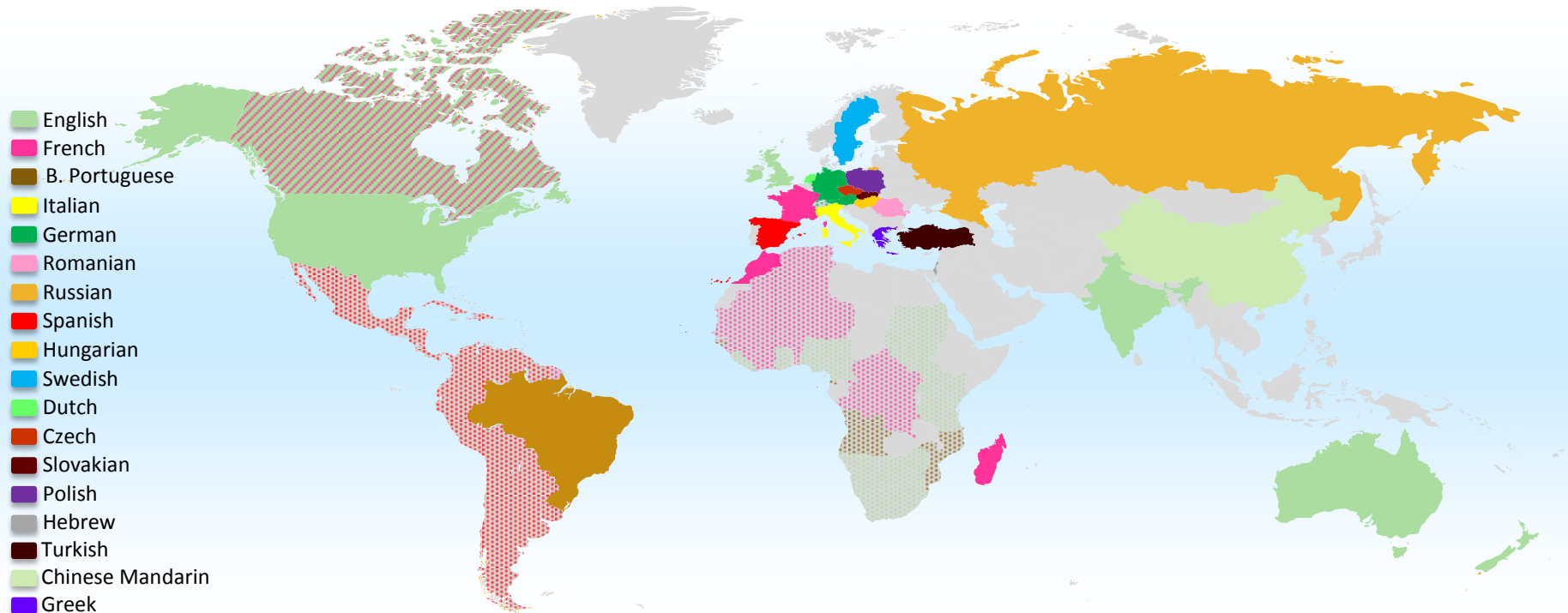
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Who uses FSA, and where?

Used globally in 24 countries



Available in 18 local languages



Who uses FSA? Companies



Over 30 leading food and drink **companies** use FSA as a preferred method of assessing their farmers' sustainable agricultural practices, including Coca-Cola, McCain, Mondelez & Unilever



SAI Platform Projects using FSA



- **Sugar Beet** production in Europe
- **Orange** production in Brazil
- **Strawberry** and Sustainable Water Management in Donana (Spain)
- **Arable** commodities in Canada
- **Rice** production in Spain



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What are the benefits of FSA?

Current situation: Multiple schemes & complexity

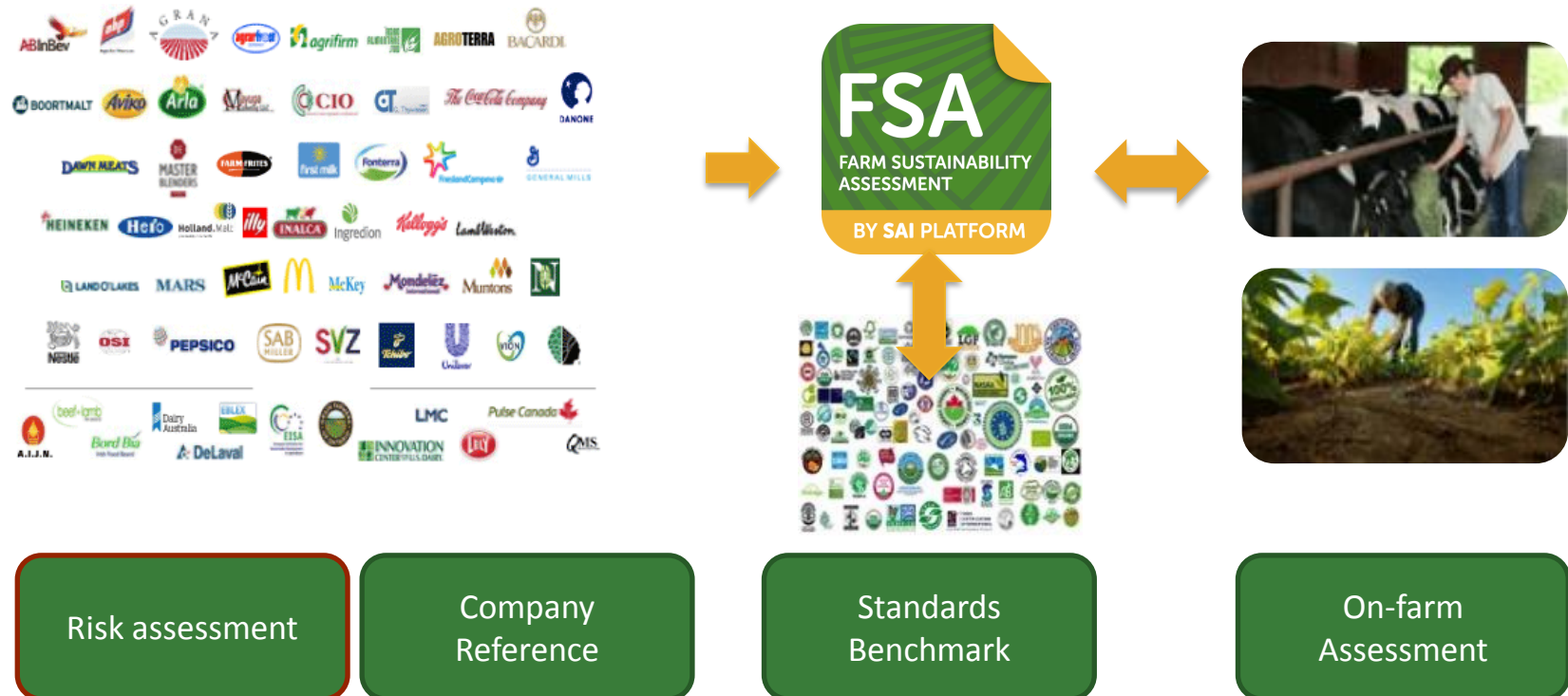
Food & drink companies' main sustainable sourcing instruments: certification and buyer-specific programs



FSA: harmonisation & greater uptake through the power of collaboration



Farm Sustainability Assessment (FSA): One industry harmonized ASSESSMENT AND ASSURANCE TOOL of agreed sustainable agriculture practices



FSA: Benefits for farmers

- **Improve performance:** FSA equips farmers with valuable knowledge and insights allowing them to improve their performance
- **Save time & resource:** using just one reference tool and one form means less duplication of effort in assessing, auditing and verifying on-farm sustainable practices. It's also a ready-made solution to communicate sustainable agricultural practices along the supply chain
- **Improve market access:** using FSA increases opportunities to do business with companies interested in sourcing sustainably
- **A global tool:** farmers around the world are using FSA to meet sustainability goals in a practical, easy to use approach. So are leading food and drink companies such as Coca-Cola, McCain, Mondelez and Unilever
- **Multi-purpose:** FSA is not commodity-specific but is suitable for all crops and farm sizes on a globally recognized scale



FSA: Benefits for companies



- **Help achieve sustainability objectives:** food and drink companies want to buy more sustainably grown agricultural products and are increasingly setting ambitious targets to do so: a single, industry aligned, widespread tool such as FSA can help meet these targets
- **Saving time & resources:** using FSA helps companies to reduce the burden of having to assess and verify multiple farm sustainability practices using different schemes and codes, and it eliminates the need to develop own sustainable sourcing criteria from scratch.
- **A harmonised benchmark:** FSA is a single reference for benchmarking standards like company sustainability codes, private and public standards, certification schemes, and country/region specific legislation
- **Impact through collaboration:** farmers in Europe, North & South America, Asia & Africa are using FSA. So are leading food and drink companies, such as Coca-Cola, McCain, Mondelez and Unilever



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How does FSA work?

How does FSA work: assessment form for farmers



- Farmers complete a **simple spreadsheet** or **online assessment** made up of a number of key questions which assess their sustainable agricultural practices & provides them with a **result**
- The questions are based on sustainable farming practices **recognized by the food and drink industry** and cover relevant **enviromental, economic & social** impacts of farming

Farm Sustainability Assessment's scoring system



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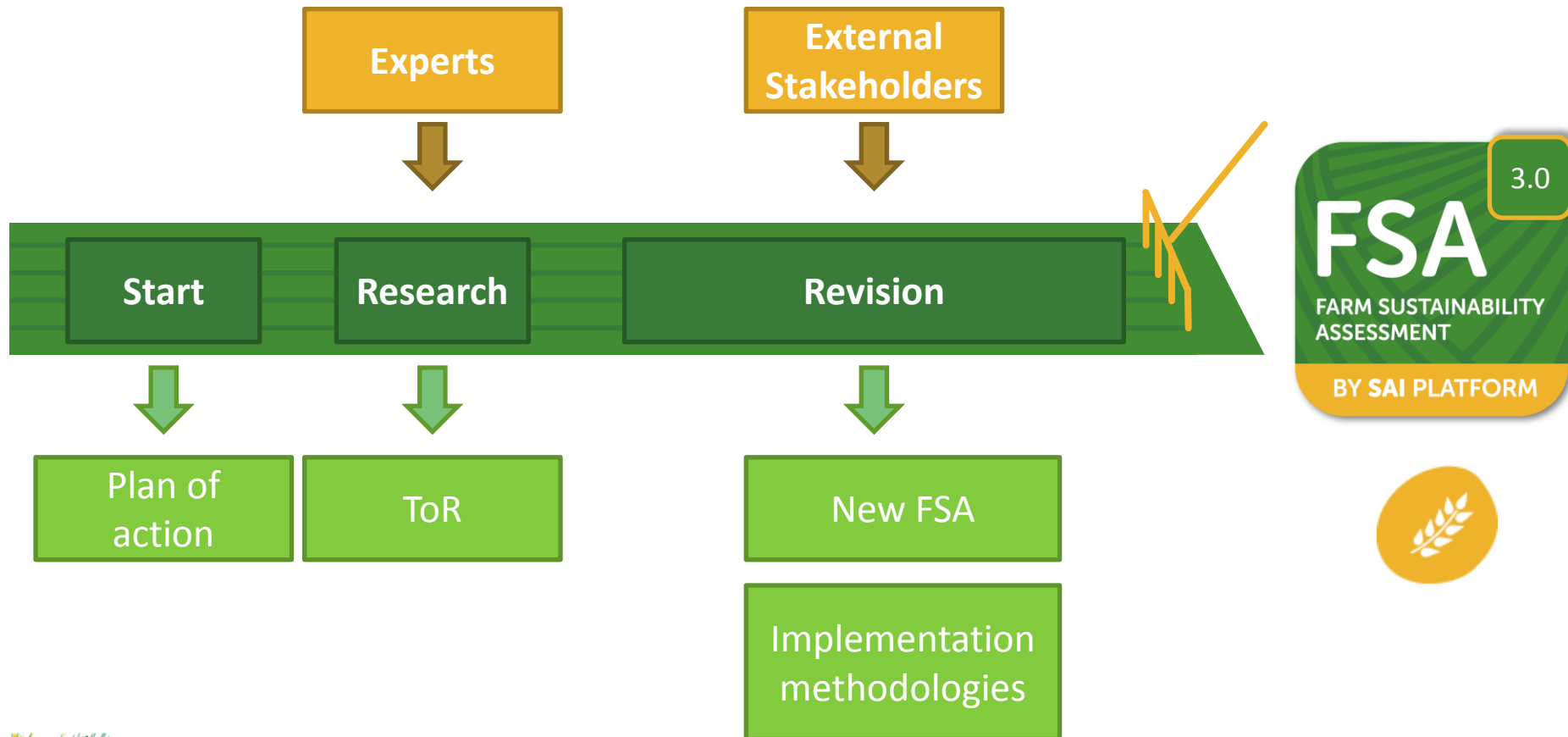
What's next for FSA?

The FSA online platform

- Working with the ITC, we will build a more robust IT environment for better uptake and usability of the online platform
- We are creating additional functionality:
 - Data management and aggregation
 - More languages, legislation filters
 - User support



FSA revision process



And what about the juice sector?



- Long, complex supply chains – huge diversity
- FSA applicable to all farm sizes, globally
- FSA way to implement Roadmap @ farm level
- Tailored approaches (e.g., work through organizations such as Solidaridad)



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Further information

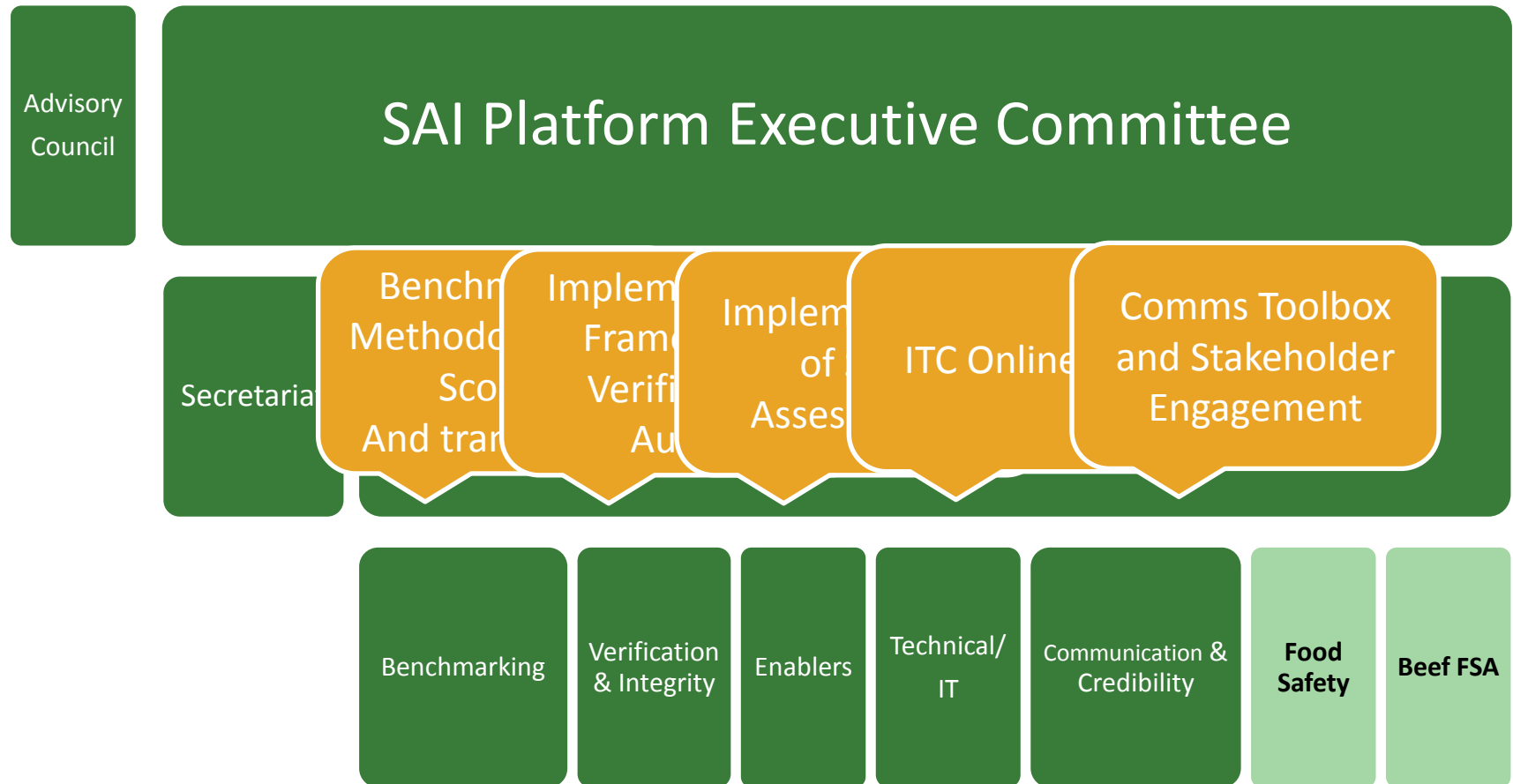
<http://www.saiplatform.org/fsa/fsa-2>

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FSA Governance within SAI Platform



FSA process

