SUSTAINABLE AGRICULTURE INITIATIVE PLATFORM

15 YEARS developing solutions together

SAI

PLATFORM

2017 CONFERENCE & GENERAL ASSEMBLY
FEEDING THE WORLD’S RAPIDLY GROWING URBAN POPULATION
BEIJING, CHINA

Local Partner

Communications

Gold Sponsor

Sustainable Agriculture Initiative Platform (SAI) is celebrating 15 years of developing solutions together to feed the world’s rapidly growing urban population. The 2017 conference and general assembly will take place in Beijing, China, focusing on sustainable agriculture initiatives.
142 delegates
from across the food and drink industry and the field of sustainable agriculture

81 organisations

52% members

48% partners & external stakeholders

35% sourcing & agriculture

25% management

24% sustainability

8% research

8% communication

19%

food & drink companies

52%

agribusiness, chemical, technology, pharmaceutical

6%

agribusiness, chemical, technology, pharmaceutical

7%

assessment, audit, certification, finance, logistics, management, tax

10%

assessment, audit, certification, finance, logistics, management, tax

142

DELEGATES

#SAIPLATFORM2017

AT A GLANCE

**AT A GLANCE**

from across the food and drink industry and the field of sustainable agriculture

**35% SOURCING & AGRICULTURE**

**25% MANAGEMENT**

**24% SUSTAINABILITY**

**8% RESEARCH**

**8% COMMUNICATION**

**19%**

accademia, associations, government, NGOs, research

**52%**

food & drink companies

**6%**

farming organisations

**7%**

retailers
142 delegates from across the food and drink industry and field of sustainable agriculture

### Food & Drink Companies

- Agrana
- Cargill Investments China
- Cargill
- Coca-Cola China
- The Coca-Cola Company
- Danone
- Döhler
- Diageo
- Ferrero
- Heineken
- Ingredion
- innocent drinks
- Kepak Group
- Kerry Group
- Linkage Farm Frites
- Louis Dreyfus Company
- Mars Inc.
- Mars Petcare
- Mars Foods China
- McCain Foods
- Muntons
- NESTEC S.A.
- Nestlé China
- Nordzucker
- PepsiCo
- PepsiCo Foods China
- SVZ International
- Symise
- Symise Shanghai
- Suedzucker AG
- Unilever

### Farming Organisations

- Agrifirm Group
- Ammerland
- Arla Foods
- FrieslandCampina
- Grain Farmers of Ontario

### Retailers

- Marks & Spencer
- Migros (HK)

### Academia, Associations, Government, NGOs, Research

- Bord Bia
- EISA

### Agribusiness, Chemical, Technology, Pharmaceutical

- CAAS/IFST (China Academy of Agricultural Sciences (CAAS) Institute of Food Science and Technology (IFST))
- FAO
- FAO Bangkok
- GIZ
- GWEC
- MIT Joint Program on the Science and Policy of Global Change
- The Nature Conservancy, Brazil
- Rare
- Solidaridad
- Values for Development
- World Business Council for Sustainable Development
- World Economic Forum
- WWF

### Assessment, Audit, Certification, Finance, Logistics, Management, Tax

- Bonsucro
- Control Union
- DQS AP
- GLOBALG.A.P.
- PwC
- Rabobank
- SGS-CSTC Standards
- Technical Services Co.
Early arrivals enjoyed a guided visit of the Forbidden City and Welcome Dinner sponsored by PepsiCo.
1. Facts and statistics on China
Dirk Jan Kennes, Rabobank

2. Introduction to SAI Platform in Chinese
Jeff Lindsay, SAI Platform
“Fifteen years ago, our aim was to create a common vision and framework for action to address the sustainability challenges facing agriculture. Fifteen years later we have a common approach with FSA (Farm Sustainability Assesment programme) and have expanded our Platform. At Danone, we believe that sustainable agriculture should respect and protect the people, the planet and the animals while consuming less and using natural resources in an efficient way. Furthermore, there is no single path to it, rather a diversity of models and practices co-developed with farmers and suppliers who provide raw agricultural ingredients. Collaboration is key. My wish is to see this Platform enabling multi-stakeholder projects that deliver measurable impacts to progress towards our common goal of sustainable agriculture. “

Emmanuel Faber
CEO of Danone

“Cross industry joint effort initiatives are necessary in order to make a difference”
Pascal De Petrini, Danone

“Our common mission is to ensure harmonisation and sustainability throughout the value chain”
Christian Schmid, Nestlé China
BUSINESS STRATEGY TO DELIVER IMPACT
Roles and opportunities for the food sector in supporting the delivery of the Sustainable Development Goals

1. Carolyn Opio, FAO Livestock Policy Officer
   Shaping business strategy through to 2030 - The roadmap for delivery and business solutions related to the agri-food sector

2. Jason Clay, WWF Senior Vice-President of Markets
   SAI Platform Advisory Council
   Meeting the sustainability challenges of the food and agriculture sectors
   Unlocking significant business opportunities

3. Martin Ma, Solidaridad Managing Director
   China's 13th 5-year strategic plan for the agri-food sector
   Sustainability: care to delivering the food supply for China’s future

4. Adrian Greet, Mars Global Sustainability Programme Director
   SAI Platform Executive Committee
   A practical approach to embedding the SDGs into corporate strategy

"Sustainability is no longer an option for the private sector"
"The Sustainable Development Goals will be the foundation for the future"

"Public private collaboration is critical to implementing the SDGs. FAO is open to engaging with all stakeholders."
Carolyn Opio, FAO

"Sustainability is a pre-competitive issue and we need to solve the issue together"

"In the next 40 years, we have to produce as much as we did in last 8,000 years"

"We waste 1 out of 3 calories. [...] Let’s make it less easy to waste food. Factor real cost of food production into the cost"
"We need to figure out how to freeze the footprint of food"

"Growth of intangible assets represents value of brand, reputation, and sustainability"
Jason Clay, WWF

"We need one voice of industry and civil society to work with government to step up"
Adrian Greet, Mars
Session 1

Session 1 Objectives
This session explored the SDGs and how they apply to both developed and emerging markets. It explored the role of the agri-food industry in supporting the delivery of the SDGs, appreciating which of the 17 are most relevant for the sector.

Panel - left to right:
1. Carolyn Opio, FAO
2. Moderating: Steve McLean, Marks & Spencer
   Head of Agriculture and Fisheries
   SAI Platform Executive Committee
3. Adrian Greet, Mars
4. Martin Ma, Solidaridad
5. Patrick Wrixon, EISA
6. Roberto Vega, Syngenta
7. Jonathan Dong, Nestlé Greater China Region
Session 2
TECHNOLOGY AND INNOVATION
in advancing sustainable agriculture

1. James Pennington, World Economic Forum Project Specialist, Circular Economy
Embedding a circular economy in the food industry

2. Dirk Jan Kennes, Rabobank Global Strategy Farm Inputs
The opportunities for farmers to raise capital going forward (farmer engagement technology) and the role of technology in farm investment in agriculture and food production

3. Zhang Hong, CAAS - China Academy of Agricultural Sciences, Institute of Food Science Technology Research Fellow
The development of the Chinese potato industry as a staple food source and for its nutritional health value

4. Naty Barak, Netafim Chief Sustainability Officer
Latest trends in sustainable water management - a key priority in the future of global agriculture

"8 million tonnes of plastic waste go into the ocean each year. That’s one garbage truck a minute"

James Pennington
World Economic Forum
Session 2
Panel discussion

**Session 2 Objectives**
What innovation and technologies are required to feed the fast-growing urban population? To apply these technologies, what skills are required from our future workforce and how will we ensure agriculture attracts the technical expertise to operate this technologically advanced sector?

Panel - left to right:

1. Moderating: Brian Lindsay, SAI Platform Beef and Dairy Working Groups Lead
2. Dirk Jan Kennes, Rabobank
3. Zhang Hong, CAAS
4. James Pennington, World Economic Forum
5. Naty Barak, Netafim
6. Juliette Hillier Caulkins, Mars Petcare
7. Nigel Davies, Muntons
8. Hans Jöhr, Nestlé

"The China five-year plan and commitment to agriculture is fully aligned to SAI Platform’s vision and this is an opportunity for us to drive scale and speed of delivery for improved agricultural practices to help farmers thrive."

Adrian Greet, Mars SAI Platform Executive Committee
LEARNINGS AND SUCCESS STORIES AT FARM LEVEL

1. Jonathan Dong, Nestlé Greater China Region Vice-President of Corporate Affairs
   Nestlé Dairy Farming Institute in Shuangcheng and Nescafé Coffee Center in Pu’er, China

2. Derek Fushun Wu, Mengniu CSR Director
   Sinne Bungaard Nielsen, Mengniu Director of Open Innovation Center, R&D Innovation System
   The sustainability approach to increasing output, from the dairy perspective

3. Giovanna Baggio, The Nature Conservancy Brazil Sustainable Agriculture Manager
   “+ Sustainable Soy” initiative, Cargill and The Nature Conservancy, Brazil and China

“We learnt about some fantastic project work being done by various organisations, and this gave us ideas for current projects we are working on with our farmer suppliers.”

Aine Ryan, Kepak Group
Session 3 Panel discussion

Session 3 Objectives
This session highlighted a number of success stories where food industry players have implemented innovative initiatives as they strive to increase their efficiency and outputs in a sustainable manner.

Panel - left to right:
1. Moderating: Paul Gardner, Danone Vice-President of Direct Materials SAI Platform Executive Committee
2. Derek Fushun Wu, Mengniu
3. Giovana Baggio, The Nature Conservancy Brazil
4. Sinne Bundgaard Nielsen, Mengniu
5. Jonathan Dong, Nestlé Greater China Region
6. Carolyn Opio, FAO
7. Hans John, Nestlé
FEEDING THE WORLD’S RAPIDLY GROWING URBAN POPULATION

This session brought together the findings of the earlier sessions and debated the key priorities for the food sector in the future to ensure that the SDGs are at the forefront when feeding the fast-growing urban population. This provoking panel debate drew on knowledge and expertise from many different angles to show how a collaborative approach to sustainable agriculture can achieve the desired outputs.

6 Tillman Reiser, Ammerland
7 Ann Burckhart, Starbucks Coffee Company
8 Rozanne Davis, innocent drinks

Panel - left to right:
1 Jonathan Dong, Nestlé Greater China Region
2 Dirk Jan Kennes, Rabobank
3 Pascal De Petrini, Danone
4 Giovana Baggio, The Nature Conservancy Brazil
Moderating:
5 Ulrike Sapiro, The Coca-Cola Company
Director of Sustainability and Stakeholders Europe, the Middle East and Africa SAI Platform President
During a break, we asked delegates to consider where their organisations can have the greatest impact in supporting the delivery of the Sustainable Development Goals.
“There was such a buzz of enthusiasm around and a great interaction between all those present. It was a great opportunity to meet people with similar aims and ambitions, enabling very useful interactions with participants on how to make a difference.”

Patrick Wrixon, EISA

“We were interested to learn that more engagement is needed on the company side; that the global challenges on sustainability are more intertwined and challenging than we initially thought; that global FMCG players have more potential to unleash when working together and that more education is needed on the end-consumer side.”

Tillman Reiser, Ammerland

“The presentations of the NGOs, scientists, and research institutes were very interesting in terms of knowledge sharing. They were full of content and you could see the impact on the participants.”

Caroline Duivenvoorden, Agrifirm
“The future belongs to those who believe in the beauty of their dreams.”
Eleanor Roosevelt

“We had a dream when we started, with friends from Unilever and Danone, the SAI Platform Association, created and incorporated in Geneva, Switzerland, in 2002.

Let me take you quickly back in time. Ten years earlier, in 1992, there was the first Rio Summit on sustainability and a mounting pressure was building up from NGOs, activist groups, and certification schemes and labels in the food industry, creating niche markets. These were on a steep growth path, but none were addressing prominently “Sustainable agricultural production practice changes and methodologies” - what in fact mainstream agricultural production would need; exactly where food industries are sourcing from.

So, the question was: “Do we want to double niche markets or really go for the big bang, impacting mainstream?”
And, how do we define success?

We decided for impacting mainstream...and the big dream started to materialize.

Now, after 15 years, SAI Platform is still growing, with close to 100 members.”

Hans Jöhr
Nestlé
SAI Platform Honorary President
25 APRIL - ENGAGEMENT SESSIONS

SAI Platform's unique role in promoting sustainable agriculture

Technology and innovation for small-holder farmers in China and Asia
The Heilongjiang province has a long dairy tradition. It is known for its fertile soil and has much more land per farmer than further inland. On this visit, we visited the Nestlé Dairy Farm Institute to learn about their training programme and collaborations. We met with Chinese farmers and visited two different scale Chinese dairy farms. We heard about the Chinese dairy reality and its challenges and opportunities.
“My main take-away is the mind-blowing speed of change in the Chinese dairy sector. How they responded to the melamine-crisis with restructuring the sector, how they embrace sharing of best-practice such as the Nestlé research center, and how that is then implemented in farms.”

“It was encouraging to see how much effort goes into more sustainable and efficient livestock farming with best practices developed and shared by Nestlé and intertwined collaboration of other global players within the field. Seeing this new model of pre-competitive collaboration indicates the way we all will have to develop towards within the years to come.”

“The sector is currently heavily financially supported by the government (direct cash support to set up farms and domestic market protection that keeps prices above world market). Not yet, but I could see the sector becoming competitive in the future.”

“The complexity of nutrient circulation in dairy production is manifested as a challenge in large dairy herd operations. I think it is a challenge how to link dairy herd management with crop rotation management suitable for the region. How to make use of the enormous amounts of manure these large operations generate. The system has challenges ahead in improving the sustainability performance with regard to nutrient cycling, minimizing ground- and surface water pollution and loss of nitrogen in ammonia and nitrous oxide from the storage in the large lagoons.”

“I particularly note the generosity and professionalism shown by our Chinese hosts during the field trip, and shown by Nestlé in emphasizing that the dairy research center is for the sector rather than only for their company. I think that is really the spirit we should all embrace in moving forward, strengthening the sector both locally in China and globally in SAI Platform and the DSF. It was a truly inspiring trip!”
GRAIN AND OILSEED FIELD VISIT
Dezhou City, Shandong province
Kindly organised by the Institute of Food Science and Technology (IFST), CAAS

During this field visit, we learnt about China’s latest standardised farming and large-scale intensive food processing methods. To do this, we visited three operations in Shandong Province, just south of Beijing.
“We gained insights on how urbanization is impacting on agriculture, i.e. the challenge to keep young people interested in agriculture and keep them in the rural areas. Young people look to cities for opportunities and don’t stay in rural areas which is causing labour issues.”

“In order to drive sustainability and sustainable intensification of agriculture systems, driving yield input is a key variable. As we heard in presentations throughout the seminars, less than 50% of irrigation water reaches the field. I think that with greater emphasis on topics such as irrigation efficiency, nutrient, genetics etc, yield can and will improve, improving the sustainability of the crop.”

“I learnt more about the way how public-private partnership flourishes in China. There are focused and powerful plans on how to optimize crop yields without conflicting with food quality and food safety, as with the R&D department of the Institute we visited.”

“There are a lot of impressive examples of vertical and horizontal chain integration such as the processing and packaging station for vegetables and the wheat mill with production sites for consumer products and an own farm for fattening pigs and own biofuel installations.”

“The discussions between the participants highlighted what are the changes we expect when it comes to commodity trade about 10/20 years from now and the role you want to play with your own company/sector.”
On this field visit, we learnt about strawberry and peach cultivation. We visited a hot greenhouse using solar power only and a strawberries factory in the Shandong province. The tour included issues such as waste management, use of agri-chemicals, measurements of water consumption, health and safety for employees and more.
“Generally, the rural and agricultural development in Shandong area is far better than expected. However, I believe that the development status in this province cannot represent the entire Chinese rural and agricultural scenario. It is mainly because of the influx of foreign investment in the area since the 80s, and market and trade liberalization. Coupled with domestic policy reform, foreign investors brought in technology and knowledge to advance local fruit agricultural practices (e.g. we’ve seen a lot of greenhouse cultivation), generating higher household income in the area (e.g. most village houses we saw were big in size and well maintained).”

“Farmers in Shandong were among the first to expand into fruit production from grains, owing to the rising demand for higher-value fruits.”

“I am particularly interested in the labour aspect. Below are some general observations and understandings:

Working contracts are not issued between the peach farmer and workers. Employer-employee relationship is highly based on trust and community solidarity.

All family members help pick peaches during the harvest period, including children and elderly. They are not allowed to work under extreme weather conditions (e.g. heavy rainfall). No seasonal workers are hired. All children go to school in the village. Helping out their family performing agricultural work in spare time is very common.

Men earn more than women, mainly owing to the different types of work tasks. Wages are paid after the harvest period.

No first aid kit is provided at the farm. In case of accident, farmers will send the injured to the nearby hospital. There is a general lack of awareness of first aid. Most people in the rural area believe accidents will not happen.”

“There is a significant off-farm employment trend on fruit production. More and more of the younger cohorts in the labour force are moving out of agriculture. This implies a challenge in the continuous expansion of fruit production. If China is to retain its comparative advantage (cheap labour) in fruit production in the long term, labour-saving technology is essential.”

“Looking at the water and soil management:

Water management is free and is one of the most important things, though some improvements in technology are necessary.

An effort to maximize nutrient profile based on historical experience is done by the farmers.

There is limited soil erosion due to the very good structure of terraces.”
TEA & VEGETABLE FIELD VISIT

Zhangzhou, Fujian Province
Kindly organised by Cheng Qiu

On this field visit, we learnt about different vegetable farming practices, conventional smallholder rice farming practices, and best sustainable practices used for producing organic tea in China. We visited a 400-acre ecological tea plantation located in the mountains of Fujian province, learn about the cultivation, manufacturing, processing, packaging, and wholesaling processes of the tea, and the technologies used for quality control. We also visited small-scale organic vegetable farming, conventional vegetable farming, and smallholder rice farming. We learnt about different farming practices in China, and the development of ecological and organic agriculture in China.

PARTICIPANTS:
Ferrero, GIZ, GLOBALG.A.P., Ingredion, Linkage Farm Frites, PepsiCo, The Nature Conservancy, Brazil, Unilever
**TEA & VEGETABLE FIELD VISIT LEARNINGS**

“The field visits for Tea and Vegetable were extremely interesting. I learned that there are growers in China seeking to be more sustainable in their agricultural practices because it is a profitable business model, particularly at the tea farm, where the growers faced the challenge of getting organic farming off the ground in China, where it was thought to be virtually impossible.

The grower shared with the group the struggles and solutions they had found along the way, like the various approaches to pest management they have taken over the years. The farm visits also highlighted for me the value that SAI could bring to these growers, helping to identify areas of need (through FSA) and sharing resources to fill those needs.”

“During the visit to the tea farm, there were lots of attendants from the city government, including local agricultural leaders. This - combined with visitors from SAI Platform, NGOs, and industry - made for very interesting conversation at the end of the tour. It became obvious that the collective knowledge in the room could have helped solve many of the growers' struggles. I found myself making mental notes on several of the comments and questions, as there were some learnings that could help our own agribusiness team as they engage with growers.

I particularly found the use of chickens for pest control - and the other methods that were ultimately abandoned leading up that - to be creative and something to investigate further with some of our smaller-sized crop growers around the globe.

This conversation also highlighted for me the need to have a local network of growers, industry personnel, NGOs, and government officials to help more efficiently implement sustainable agriculture practices, particularly in areas where there farmers may have limited access to advanced technologies.”

“Good agricultural practices training is needed. For example, the government decided that the over-supply of fertilizers is not a good thing - which of course it is not - but switching over to organic fertilizers is not going to solve the problems. The farmers need to do soil and leaf analyses and get information, based on the results, on what and how much fertilizers should be applied.

Organic farming is still seen as “safe and sustainable” because “no pesticides” are applied. Food safety was never mentioned once, and as mentioned above, sustainability is not guaranteed through organic practices per se.

I also learned that the farmers are passionate and eager to learn, so we should take up the opportunities!”