



## **4C Code of Conduct operated by Coffee Assurance Services (CAS) achieves FSA Silver Level**

**BRUSSELS, Belgium. April 17, 2018** – The Sustainable Agriculture Initiative (SAI) Platform and CAS, the operator of the 4C Verification scheme, announced today the conclusion of a benchmarking process where the 4C Code achieved 'Silver' equivalence with SAI Platform's Farm Sustainability Assessment (FSA) tool.

"This is a very positive result demonstrating a high level of alignment. We hope that this industry-wide recognition provides new opportunities for both SAI Platform members and the users of the 4C Code", said Joe Rushton, FSA Manager.

Following the interest expressed by some SAI Platform member companies, the criteria of the 4C Code were submitted for benchmarking against the FSA criteria, which has shown once again that the 4C Code measures up as a reliable framework to implement sustainable agricultural practices throughout the coffee supply chain.

"This benchmarking result confirms that users of the 4C Code, including coffee producers, traders and roasters, are supporting a standard with a high-level of recognition within the overall context of sustainable agriculture. We hope that this tool developed by SAI Platform will facilitate understanding and recognition of the 4C Code by sustainability-minded companies and consumers alike", commented Gustavo Bacchi, Managing Director of CAS.

### **Implications for the Standard Recognition**

The 4C Code is now supported by a universal reference, accepted by a broad range of international food and drink companies. By facilitating the recognition of the standard at the level of different market actors with their varying social codes and expectations, the benchmark broadens market accessibility for 4C verified operations.



## **About 4C and CAS**

Coffee Assurance Services (CAS) offers verification and business information services related to the implementation of the 4C Code of Conduct for Sustainable Coffee, focusing on continual improvement of the social, economic and environmental conditions of the coffee supply chain. 4C Compliant Coffee is coffee that has been produced in accordance with the 4C Code of Conduct, a set of sustainable practices and principles for the production of green coffee beans. Compliance can be demonstrated through the 4C Verification System and the 4C Licenses that are subsequently issued.

Read more at [www.cas-veri.com](http://www.cas-veri.com).

## **About the Farm Sustainability Assessment Programme (FSA)**

First piloted in 2014, the Farm Sustainability Assessment programme (FSA) offers a simple, highly effective tool to assess, improve and communicate on-farm sustainability. Developed by the Sustainable Agriculture Initiative Platform, the FSA is used in 32 countries and available in 19 languages. Its design and purpose facilitates the understanding of industry-shared better management practices that improve farm performance and sustainability outcomes. Its Bronze, Silver and Gold performance levels are designed to be used at scale in the food supply chain and to mainstream sustainable agricultural practices.

For more information <http://fsatool.com/>

## **About the Sustainable Agriculture Initiative Platform (SAI Platform)**

Founded in 2002, the Sustainable Agriculture Initiative Platform (SAI Platform) provides a pre-competitive environment for the food and drinks industry to address global sustainability challenges facing farms today, and in the years ahead.

With a network of over 90 members spanning across 35 countries around the world, we are developing the practice of sustainable agricultural tools and principles that create secure and strong agricultural supply chains, to protect the earth's resources.

Our focus on beef, dairy, arable and vegetable, and fruit and nut as well as our pioneering Farm Sustainability Assessment (FSA) tool lead the field to effective sustainable practices while delivering value to our members, farmers, their communities and consumers.

For more information [www.saiplatform.org](http://www.saiplatform.org)