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About 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 and partners spanning 35 countries around the world, we are developing 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 the first 15 years of SAI Platform, we focussed on learning, defining and implementing as well as adapting sustainable agricultural practices into mainstream production systems. Having already lived through a culture of innovation and continuous improvement, the next decade must concentrate on the inclusion of wider sustainability and resilience interests in the food system.

To deliver safe, nutritious and affordable food to billions of people, we have to decouple and improve today’s production systems from worrying negative environmental and social consequences into incentives in agriculture for ecological and health linkages to promote sustainable practices.

Empowerment and transparency from the farm to the final consumer will become a decisive area of concern.

Partnering with agricultural research should be directed towards understanding how to maintain outputs with reduced inputs and should engage with, and meet the needs of, small-scale farmers as well as large agri-business producers. SAI Platform will play a significant important part in the sharing of expertise and knowledge and employment of new technologies, tools and instruments with farmers and partners in agricultural production and supply chains.

The future for farming: AI, remote sensing, and innovations in optimisation, mechanisation and robotics as well as circular economy concepts should become the norm in production systems. However, as with all new technologies, in order to fully utilise non-food outputs and recycle agriculture, food and human waste, we should always understand its consequences on the socio-economic aspects of change and minimise negative human impact too.

As an organisation of food and drink industries, we have a responsibility to develop our business and operations in a way that safeguards natural capital, and in particular biodiversity and ecosystem services. It is therefore key that we work together with farmers, suppliers, rural communities, governmental agencies, NGOs, etc., to develop collaborative approaches to the stewardship of natural capital. Only healthy soils produce healthy agricultural materials for a healthy diet and healthy consumers and society at large.

Together, recognising sustainability as a pre-competitive issue, we have to help create a future where people, the planet and sustainable business solutions act in harmony to nourish everybody.

Hans Jöhr, Corporate Head of Agriculture, Nestlé and SAI Platform Honorary President
Standing on the podium at the Annual Conference in China and looking out across a room buzzing with energy and passion, I felt immense pride to be a member of SAI Platform. Agriculture is at the heart of all industry and for 15-years, our collective level of commitment has built upon our achievements and has implemented practical solutions so that farmers, their communities, our industry, and consumers have all benefitted from the impact and, on a global scale.

2017 was a significant year for SAI Platform. This report highlights last year’s achievements which are a clear reflection of the level of focus, strength and investment across our membership and the great delivery through our Working Groups, communications, the Secretariat and the Executive Committee. Our flagship projects SAIRISI, European Sugar Beet and Doñana all continued to exemplify SAI Platform’s leading role in sustainable agriculture practice and partnerships.

Over the last fifteen-years, there has been a dramatic shift in how companies perceive and address sustainability issues. It is now a recognised requirement for business success and a license to operate. The role, therefore of SAI Platform, has never been more important and there is a need for clarity of intent and focus for our future. The Executive Committee and the Secretariat recognise the need to better demonstrate and communicate the value that this collaboration brings and to ensure the role for SAI Platform in the industry, as members we have a call to action to deliver at scale and to catalyse success for us all.

Our promise of value to members and partners must always be clear. New challenges, new areas to develop and higher expectations require greater innovation and improved technology. SAI Platform’s Farm Sustainability Assessment (FSA) programme in collaboration with the International Trade Centre (ITC) launched the FSA Web-Application. We are also making significant progress and leading the industry in beef and dairy with excellent pilots and projects as well as cementing our role as the European Round Table for Sustainable Beef. Our latest online platform,
Spotlight, operational from 2018, is aimed at improving knowledge sharing and to better identify projects and partners for on the ground collaboration.

Wider issues need to be addressed and we must ensure that we protect the earth’s resources - the livelihoods of farmers - and the human rights of everyone across our agricultural supply chains. Our resilience to changing priorities is crucial and we will achieve this through membership collaboration. Ongoing reviews of new areas of focus, future proofing our solutions, and confirming the broader issues that affect SAI Platform and our members, is an awareness for which we are all responsible. Through our efforts we will drive industry change directly through our own supply chains while encouraging and demonstrating the wider benefits to others.

2017 saw Peter-Erik Ywema, a great champion of sustainable agriculture, step down. His genuine passion and commitment will be missed, but not forgotten, and we wish him every success in his future ventures.

Finally, it is an honour to serve as President, and I would like to thank my fellow colleagues in the Executive Committee and the Secretariat for their support in this role.

It is inspiring to work in collaboration with so many industry partners who want to drive positive change and scale success.

In a world where change is the one constant, I am confident that SAI Platform together with a strong secretariat and membership, has a key role in attaining a sustainable and thriving agricultural industry.

Adrian Greet, President, SAI Platform
2017 was a key milestone for SAI Platform as it marked its 15th anniversary. A fitting time to take stock of how far both we, our members and our wide circle of stakeholders have come and a reminder of the journey ahead to embed sustainable practices in the food supply chain.

When SAI Platform was set up in 2002, the challenge then was to define the meaning of sustainability, by raising awareness and explaining its significance. Now demonstration of sustainable practices are in many cases a pre-requisite for doing business and the focus is on delivery. As a result of this, our members’ needs have evolved and SAI Platform has also had to adapt to ensure it can continue to support and add value to our members.

In 2017, we set out clear ambitions for all areas of activity taking into consideration the evolving sustainability requirements and the areas we need to prioritise. The Farm Sustainability Assessment (FSA) programme continues to gather momentum with an ever-increasing number of users. The Beef and Dairy Working Groups have embarked on ambitious initiatives to ensure a collaborative approach to sustainability that will help future-proof both sectors. The Crops Working Groups have adopted an innovative new approach through its “Spotlight Tool” to identify projects and initiatives that will address opportunities and challenges for our members.
Whilst the Working Groups and the FSA programme are often seen as the hubs of SAI Platform activity, communications and events have an equally important role to play in bringing our members together to share experiences, ideas, facilitate and initiate collaboration, which is after all, what SAI Platform is about. As a result, we have developed a new communications strategy and an events programme that will underpin all areas of activity and seek to engage with all members.

Our achievements in 2017 have required strong support and commitment from our members to drive change. We recognise that the operating landscape changes constantly, with expectations and targets increasing from year to year. In order to meet these requirements, the food and drink industry requires strong collaboration and communication across its complex supply chain to develop key sustainability metrics and deliver real change.

The success of SAI Platform depends on our members, who have worked with us over the past year and committed their time and enthusiasm. A special thanks, in particular to our Executive Committee, Working Group Chairs and Secretariat for their hard work and commitment.

On a final note, Peter-Erik Ywema, a pioneer of sustainable agriculture and a great colleague decided to move on from SAI Platform. Our success and achievements over his 10 year tenure at SAI Platform would not have been possible without him. On behalf of us all, we wish him every success for the future.

Jane Duncan, Director of Operations, SAI Platform
"The level of enthusiasm for sustainability and willingness to discuss common challenges is clear, and we need to translate that into concrete actions that will help us as individual companies achieve the strategic goals we have set."

Nigel Davies,
Manufacturing and Sustainability Director -
Arable & Vegetable Working Group Chair
Led by Nick Betts, the Arable and Vegetable Working Group comprises of SAI Platform members who are active in the production, processing, procurement and retailing of arable and vegetable crops.

The successes and progress over 2017 were a result of the initiation of a three-year value-driven plan targeting:
- Knowledge Sharing
- Collaboration
- Tools & Solutions


Arable and Vegetable Working Group Members as of 31st December 2017


Chair: Nigel Davies (Muntons)

Arable and Vegetable Working Group 2017 at a glance

- Development of the Spotlight collaboration tool together with the Fruit & Nut Working Group
- SAIRISI Sustainable Italian Rice Project
- Successful completion and wrap-up of the European Sugar Beet Project
- Stakeholder engagement with key field crop-related organisations
SAIRISI Sustainable Italian Rice Project

Completing its second full year, SAIRISI continues with seven SAI Platform members, three local research institutes/universities, over 150 engaged farmers and the potential to keep growing and gather momentum.

The project addresses key sourcing challenges (quality rice production in a way that enhances biodiversity and utilises best farming practices), while developing even better management practices related to water management, farmer and miller engagement and farm sustainability assessment tool development.

At the end of 2017, an in-depth case study was developed to showcase the successes and learning opportunities from this SAI Platform project, which is now available on the SAI Platform website - www.saiplatform.org

EU Sugar Beet Project

At the end of 2017, 5 years after its creation, members of the project agreed that we had fulfilled our purpose of ‘test driving’ the Farm Sustainability Assessment (FSA) tool, experiencing the FSA on-the-ground and providing feedback on feasibility, as well as providing a forum for continued on-farm improvement. All further activities related to FSA implementation will be transitioned to the new way of working on this issue: the FSA Community of Practice. For the full story on this project, the case study highlighting the successes and key lessons are available on our website - www.saiplatform.org
Building Collaborations and Networks

Stakeholder Engagement has been key for knowledge sharing and collaboration. Currently, the primary stakeholder engagement has been with key field crop-related organisations, including Field to Market (USA), Bonsucro, Canadian Fieldprint Initiative, Potato Sustainability Initiative, AAPRESID (Argentina), NIAB (UK), World Congress on Conservation Agriculture and the Sweetener Users Association (USA).

Internally, the SAI Platform Secretariat has been actively reaching out to all companies represented in the Working Group to better understand the needs, priorities, and targets for these member companies ahead of completing projects, like the EU Sugar Beet project and the expansion of key projects, like Spotlight and SAIRISI.

“What do I get out of SAI Platform that I cannot do alone? And for me and from the perspective of Muntons, the answer is clear: it has enabled cooperation between supply chain partners that we would otherwise not have realised. It has helped us benchmark and shape our own sustainability strategy. It has also helped us achieve commercial advantage outside of SAI Platform because like-minded companies who know each other through SAI Platform are keen to do business outside the meetings.”

Nigel Davies, Manufacturing and Sustainability Director, Muntons - Arable & Vegetable Working Group Chair
Joint Crops Working Group Collaboration

As a joint initiative across the two Crops Working Groups (Arable & Vegetable and Fruit & Nut), we developed the Spotlight collaboration tool. A steering committee, comprised of members from both Crops Working Groups provided input into the tool's development and use.

The purpose of SAI Platform’s Spotlight is to enable and encourage collaboration and sharing of best management practices. The tool will remain up to date, active and allow for expansion into livestock if there is demand. The tool also provides an opportunity for new ways of jointly working across both Crops Working Groups, while creating synergies and driving efficiency. Future projects, events and initiatives will primarily be prioritised using the results of the Spotlight tool.
The Fruit and Nut Working Group developed new exciting initiatives jointly with the Arable and Vegetable Working Group, while continuing to support and expand the Doñana Berry project, as well as implementing the FSA programme in fruit and nut supply chains. The members are focused on finding pragmatic solutions to sustainable farming challenges and identifying opportunities for collaboration and knowledge sharing.

Led by Jenny Edwards, the Fruit and Nut Working Group is comprised of SAI Platform members who are active in the production, processing, procurement and retailing of fruit and nut crops, as well as a range of other crops including cocoa, coffee and tea, herbs, palm oil etc. This breadth of experience lends itself to engaging sustainability discussions and to the development of meaningful solutions.

Early in 2017 the Working Group initiated an ambitious three-year plan targeting:

• Knowledge sharing
• Collaboration
• Farmer Focus

The following are key activities driven by those targets:

Fruit and Nut Working Group 2017 at a glance

• Development of the Spotlight collaboration tool together with the Arable and Vegetable Working Group
• Initiation of a smallholder focus group
• Implementation of the FSA programme in fruit and nut supply chains
• Improvement on Stakeholder Engagement
• Expansion of the Doñana Berry Project

Fruit and Nuts Working Group Members (as of 31st December 2017)

Members*: Agrana, AholdDelhaize, Cargill, Citrosuco, The Coca-Cola Company, Crops NV, Danone, Döhler, Ferrero, Firmenich, FrieslandCampina, Grünewald Fruchtsaft, Heineken, Hero Group, innocent drinks, Intersnack, Kalsec, Louis Dreyfus Commodities, Marks & Spencer, McDonald’s, Migros, PepsiCo, SVZ, Symrise, Tesco, Unilever, and YCH Hops.

Affiliate Members: Netafim, Red Tractor

Chair: Rozanne Davis (innocent drinks)
“It is only through collaboration – collaboration across the value chain – that we can find the right solution which supports economic longevity and sustainability, the protection of our ecosystems, and the respect, the rights and the livelihood of all people in or connected with our value chains. Producing crops in the most sustainable way is where it all starts.

Smallholder Focus Group

As part of the three-year plan, the Fruit & Nut Working Group members want to ensure that the diverse range of farmers’ perspectives are addressed throughout the Working Group’s activities. Working with smallholders was identified as a specific area of interest, with unique challenges and opportunities.

SAI Platform partnered with The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) to research the challenges of implementing the Farm Sustainability Assessment (FSA) programme with smallholders, and to provide recommendations for potential improvements. Stakeholders active with smallholder farmers, including SAI Platform members as well as standard owners and experts were consulted during the research project. GIZ created a summary report, detailing recommendations for the FSA programme.

Doñana Berry Project

Innovative collaboration is the foundation of the Donana Berry project; the success of this project demonstrates the impact the private sector and its partners can have in scaling sustainability efforts and in contributing to the achievement of the United Nations Sustainable Development Goals (SDGs). Berry growers and buyers are working together with regional and international experts including WWF.

The project is addressing a key supply chain challenge: sourcing sustainably produced high quality commodities in a water stressed area. The project has recently matured into a farmer training and outreach programme while building on the progress in assessment development and engagement with local authorities and stakeholders.

Rozanne Davis, Technologist, innocent drinks, Fruit and Nut Working Group Chair
Greater Commitment and Impact

With the full commitment of all project members, 2017 began a new three-year project charter to provide continuity and clarification of ambitions and focus. NIAB EMR joined the project, providing additional management and innovation expertise while working closely with local experts Optiriego.

The benefits and strengths of the project were recognised by the Coca-Cola Foundation who awarded a grant to the project. This grant, when combined with the funds provided by the project members, will be put towards increasing and expanding the farmer/technician training programme, awareness raising and communications, and increasing innovation and knowledge sharing in the region.

Stronger Connections

The positive impact of the Doñana Berry Project on creating stronger connections amongst farmers, businesses, stakeholders, and governments, increased the interest of other stakeholders towards the project. Engagement with local government and other key stakeholders, such as farmer groups and NGOs, has amplified. Project members and management were invited to share Best Management Practices at Congreso Internacional de Frutos Rojos, a large fruit conference in Huelva in June 2017. In addition, a number of external initiatives are interested in the project and wish to use the project as a pilot.

The project has reached the end of 2017 with a renewed energy; new project members, an increased budget, more ambitious plans, and strong focus on clear outcomes and tangible impacts.

Project Members: Berryworld, Coop Switzerland, Danone, Iberfruta, innocent drinks, Marks & Spencer, Migros, SVZ and Tesco

Special partner: WWF Spain


Management and Training Partners: Optiriego Consulting, NIAB EMR
**Stakeholder Engagement**

Stakeholder engagement has been key in addressing knowledge sharing and collaboration focus areas of the Fruit and Nut Working Group. Due to close associations with SAI Platform members, the primary engagement has been with the European Fruit Juice Association (AIJN), the Sustainable Trade Initiative (IDH), and the Sustainable Nut Initiative (SNI), in addition to a range of potential supply chain implementation partners. In turn, these organisations have recognised benefits from closer engagement with the Fruit and Nut Working Group.

Examples of engagements include introducing the FSA programme to AIJN’s Executive Board, whose expert committee recommended the FSA as the preferred reference for sustainable agriculture in fruit production. In addition, Jenny Edwards, the Fruit & Nut Working Group Lead was appointed member of the Fruit Juice CSR Platform’s Steering Committee – the CSR Platform being the sustainability branch of the AIJN.

The Fruit and Nut Working Group also provided support to the development of the IDH covenant for fruit and vegetable processing, which refers to the FSA for its environmental and social on farm practices. Several SAI Platform members have signed up to the covenant and engagement with IDH continues on various topics, relating to potential project collaboration.

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**FSA Implementation Projects and Community of Practice**

Many members of the Fruit and Nut Working Group, and their suppliers, are implementing the FSA in a range of fruit and nut supply chains. Throughout 2017, the Fruit and Nut Working Group members were actively supported and informed of FSA programme progress, including guidance on implementation, audit protocol and claims, small holder implementation, and potential collaboration opportunities ensuring that the rules of use are well understood and followed, while the benefits of the FSA programme are realised.
Beef Working Group

“Beef sustainability is a global priority for McDonald’s. We know achieving it at scale necessitates deep collaboration both across our own supply chain but also beyond, as part of using our Scale for Good. Collective impact initiatives such as the SAI Platform Beef Working Group are absolutely critical for this. It’s been a real privilege to Chair the Beef Working Group over the past year, and to learn from this group of committed beef industry leaders. Together, we have achieved real clarity of focus on how we can work collectively to support and accelerate meaningful progress, and better communicate the responsible approach the industry is taking to address the key beef sustainability challenges of our time.”

Dr Nicola Robinson MCRCVS, Senior Manager, Global Sustainable Sourcing, McDonald’s - Beef Working Group Chair
Our vision

Our vision is to ensure that the beef sector is recognised for delivering measurable positive impact and continuous improvement towards key sustainability priorities.

The Beef Working Group is made up of SAI Platform members who are active in the production, processing, procurement and retailing of beef in Europe and around the world.

The Beef Working Group Ethos

• The Working Group is valued as an enabling environment that provides knowledge and brings members in the beef sector together to work towards common goals.

• It provides a safe space for pre-competitive discussion, exploration, and research that leads to solutions to beef sustainability challenges.

• It enables and supports members to work in collaboration with others in the group as well as with external stakeholders.

The Beef Working Group Members as of 31st December 2017


Chair: Dr Nicola Robinson MRCVS (McDonald’s)

Beef Working Group 2017 at a glance

• Key companies involved in local beef sector pilot projects for the materiality analysis:
  • Moy Park – France
  • Dawn Meats – UK
  • Bord Bia – Ireland
  • INALCA – Italy
  • OSI Europe – Germany
  • OSI Europe – Poland

• 4 common regional focus areas were identified based on the outcomes of each countries’ materiality analysis:
  • Farm Management
  • Animal Medicines
  • Animal Welfare and Health
  • Greenhouse Gas emissions

• Decision made to set up European Roundtable for Beef Sustainability

For the Beef Working Group, 2017 saw considerable progress in terms of stakeholder engagement and alignment on issues facing the European beef sector.
One Common Framework – 6 National and Local Pilot Programmes

The Beef Sustainability Principles developed by the Working Group in previous years, were used as the common framework to execute the materiality analyses in each of the six countries: Germany, Poland, Italy, UK, Ireland and France.

In total 150 stakeholders around Europe were consulted, including: beef producers, beef producing associations, commerce and the processing sector, retail and food service companies, civil society and end customers as well as the compilation of credible national and global datasets.

To support the pilot programmes in this process, the Beef Working Group hosted two workshops in which some existing national schemes were involved and shared their respective approaches.

One of such national schemes shared was the successful outcome of the approach by INALCA, in Italy.

“Thanks to the valuable experience gained by INALCA from the SAI Platform Beef Working Group and the technical knowledge achieved in sustainability issues through SAI Platform’s Beef Sustainability Principles, the Italian farming system is moving to a concrete national sustainability scheme. The main Italian agricultural association, COLDIRETTI and its technical partner Associazione Italiana Allevatori (AIA) have progressively acquired the framework to create this scheme.

During 2017 the scheme owner carried out the materiality assessment within SAI Platform’s Beef Working Group pilot projects. The results of this assessment have positively influenced the decision concerning the main focus and scheme development, with particular attention on animal welfare and farm economic sustainability, endorsed by a specific supply chain contract that will encourage farmer participation.

INALCA has sponsored this process and is confident to launch the pilot application of this new scheme in 2018.

All partners involved have realised that a consistent and reliable sustainable farm scheme could enforce the whole beef supply chain to strengthen competitiveness at primary producer level.”

Four European Common Priorities

Whilst some sustainability issues were clearly more locally applicable, the materiality analyses of the 6 pilot programmes revealed four common areas which were widely prevalent across the six countries. The Beef Working Group identified these as Common Priorities on which to focus to help accelerate progress at European level. The four areas are:

1) Farm Management
2) Animal Medicines
3) Animal Welfare and Health
4) Greenhouse Gas emissions
The European Roundtable for Beef Sustainability (ERBS)

The European Round Table for Beef Sustainability was set up in 2017 and has been formally recognised by the Global Roundtable for Sustainable Beef (GRSB). It will be launched in 2018. The purpose of the ERBS is to enable meaningful multi-stakeholder debate on beef sustainability across Europe. Such debate will support collective action in accordance with the Roundtable’s vision. The ERBS aims to be the leading voice on European beef sustainability.

Global Roundtable Sustainable Beef

Through SAI Platform, members of the Beef Working group will be part of The Global Roundtable for Sustainable Beef (GRSB). It is a global, multi-stakeholder initiative developed to advance continuous improvement in sustainability of the global beef value chain through leadership, science and multi-stakeholder engagement and collaboration. The GRSB envisions a world in which all aspects of the beef value chain are environmentally sound, socially responsible and economically viable.

The Direction for 2018

• Continue to support the progress of the national beef sustainability programmes, recognising that each country is at a different stage in programme development.

• Form a technical working group to accelerate the development of a framework to address focus areas based on: output and continuous improvement.

• Establish an interim-ERBS Board to drive the establishment of the ERBS into a fully operational regional roundtable.

• Develop a framework across national sustainability programmes to ensure all programmes are in line with the expectations of the SAI Platform Beef Working Group.

“We created the ERBS as a means of engaging with multiple stakeholders at Global level and to be the voice of European beef sustainability.”

The European Roundtable for Beef Sustainability
Dairy Working Group

Led by Patricia García Diaz, the members of the Dairy Working Group come from a diverse group of stakeholders, including dairy manufacturers, dairy processors as well as Dairy National Programmes. Collectively, the Dairy Working Group has a significant amount of influence and responsibility to make a sector-wide impact and make dairy sustainable.

The Dairy Working Group welcomed 1 new member in 2017: Wernsing Feinkost GmbH

Dairy Working Group Members as of 31st December 2017


Chair: Robert Erhard (Nestlé)

Dairy Working Group 2017 at a glance

• Development of four-phase approach towards a more sustainable dairy sector

• Creation of a B2B model to enable effective communication across the dairy industry

• B2B model designed to include 3 main elements:
  • Declaration of Trust
  • B2B report
  • Stages matrix

• Establishment of KPIs

• Full commitment and support from SAI Platform’s Dairy Working Group.
Bridging Gaps

In 2017 SAI Platform facilitated the space for dairy processors and dairy manufacturers to come together and to collaborate on co-creating and developing an approach towards sustainable dairy. The result was the construction of four-phases enabling closer communication and collaboration as well as co-creation and the testing of pilot schemes, concluding with review and analysis allowing for improvements where necessary.

Shifting the Bell Curve

The ultimate aim of the Dairy Working Group is to shift the bell curve by clearly defining an approach for global deployment and scaling that will enable a sector-wide impact on sustainable dairy. Using the Dairy Sustainability Framework (DSF) as a global umbrella, a B2B model was designed to leverage existing programmes from the dairy processors with a focus on management systems, rather than a one-to-one approach with farmers. Due to the full commitment and support from all Dairy Working Group Members, this process is already half way complete.

Under One Umbrella

The four-phase approach started in April 2017 and will conclude with the final phase in December 2018.

1st Phase (April-September 2017)

The aim was to collaboratively develop a model based on the Dairy Sustainability Framework (DSF) that can be used within a commercial B2B relationship. The purpose of the B2B model is to enable dairy companies and dairy processors to communicate together more effectively.

2nd Phase (October-December 2017)

This was an important phase to agree on the right tools and process to be piloted. This phase also defined collaboration among dairy buyers and dairy processors, which determined who would be piloting with whom.

The 3rd and 4th phases will continue in 2018 with the launch of the pilots and conclude with the calibration.

“It’s been a great 1.5 years as chairperson for such a large, active and engaged group of SAI Platform members. The industry is heading in a very clear direction, and the importance of sustainable agriculture is the impact it has on business. The value of SAI Platform is the leadership and guidance it brings to businesses on sustainable agriculture.”

Robert Erhard, Agricultural Material Specialist, Nestlé - Dairy Working Group Chair

“It’s a long journey but we are making significant progress because we are working together towards one approach.”

Dairy Working Group
Organisations might ask themselves: Why am I a member of SAI Platform? The answer is clear. Sustainable agriculture is a pre-competitive issue. Business practices are changing, and sustainable agriculture is no longer an option for business cases. So, it is on this level of importance that SAI Platform provides the space to help companies and to drive the alignment needed. After all, a rising tide moves all boats. As we move together, we need to communicate using real examples, offering leadership in a more neutral way and building trust. The networking opportunities are also crucial for members to learn and engage with other companies and build relationships. However, we also want to see traction: rather than just talking about it, make sustainable agriculture real and add credibility.

Robert Erhard, Agricultural Material Specialist, Nestlé - Dairy Working Group Chair
2017 was an impressive year for SAI Platform’s Farm Sustainability Assessment (FSA) programme. Led by Joe Rushton, there was an increasing number of support tools and partnerships to facilitate companies to implement the FSA in their supply chains, and 2018 will continue this trend.

**Easier, Faster, Smarter**

Working together with the International Trade Centre (ITC), 2017, saw the launch of Version 2 of the FSA Web-App. The new FSA Web-App, enables the questionnaire to be used at scale, while data is stored on a non-commercial, independent and safe data-platform. The FSA Web-App also facilitates a convenient way for our members, their suppliers, and their farmers to manage implementation, analyse results, and share progress with multiple customers. Other benefits include availability in 19 languages, and tailor-made e-learning courses to guide users through the system step by step. Additional features include over 60 standards benchmarked as well as the ability to quickly spot trends or themes in a supply chain with automatic aggregation and analysis of results.

**The Farm Sustainability Assessment (FSA) Programme 2017 at a glance**

- Version 2 of the FSA Web-App was launched in collaboration with the International Trade Centre (ITC)
- FSA partnered with Cool Farm Alliance to incorporate Farm Impact Metrics into Version 2 of the FSA Web-App and links with the Cool Farm Tool
- Partnership with Field to Market to align FSA and the Field Print Calculator
- Partnering with GLOBALG.A.P. to deliver an integrated approach for food safety and sustainability
- Knowledge sharing and FSA web application training days for FSA Community of Practice

**FSA Success Through Wider Industry Expansion**

The FSA formed a number of significant partnerships over 2017, including with the Cool Farm Alliance, Field to Market and GLOBALG.A.P.

Each of these collaborations emphasises the importance and effectiveness of the FSA as a tool that enables farmers and producer groups to understand their performance in real terms and provide something quantitative to measure this against. Furthermore, by aligning and collaborating with other systems, SAI Platform members can make use of the recognition of equivalency, save time and avoid duplication.
In May 2017, a two-day event was held in London, inviting the FSA Community of Practice as well as members with a strong interest in the FSA programme, to get together and share their insights. Day-one focussed primarily on members sharing their FSA experiences. During the second day, our partner International Trade Centre (ITC), gave a preview and a training session on version 2 of the FSA Web-App.

This two-day event offered the opportunity to connect our members and facilitate peer-to-peer learning while also collectively tackling the main hurdles and opportunities of implementing the FSA in a safe learning and sharing environment.

“Having implemented GLOBALG.A.P.’s food safety and farm assurance system, I have seen how, with little additional efforts, our farmers were able to add proof for the additional sustainability points during the trial assessments of the new joint product. They can now respond to the growing demand to verify on-farm sustainability and connect to more customers.”

Dr. Elmé Coetzer-Boersma, Vice President and Chief Standards Officer at GLOBALG.A.P.

More benchmarking

In collaboration with some of the leading standard owners, we expanded the list of FSA benchmarked programmes substantially, including: Fairtrade, UTZ, Rainforest Alliance, Roundtable on Sustainable Palm Oil (RSPO) and Roundtable on Sustainable Biomaterials (RSB).

Increased recognition

We are getting more and more recognition in the marketplace, and see other standards capitalise on the benefits of FSA equivalence and benchmarking, such as top beverage firms - including several SAI Platform members – who are using the FSA as the reference point to commit to 100% sustainable juice and puree by 2030.

The FSA also continues to be referenced in reports alongside other leading programmes, e.g. WWF report ‘Water Risk in Agricultural Supply Chain’ comparing competencies around water stewardship report.
While formed in 2016, the Horizon Committee saw 2017 as the first year of real implementation and contemplation around the committee’s potential focus, where it would work, and how it would interact with the many other facets of SAI Platform.

Throughout the year, two key issues were discussed and highlighted as areas to address: the first land use change and increasing the understanding of the various approaches of measuring this; and the second, soil and communicating about its importance.

To address both of these concerns a white paper was commissioned and written by Proforest on land-use change.

At the close of 2017, and with the scope of Spotlight becoming increasingly apparent, the co-chairs of the Horizon Committee were clear about forming a future interrelation between Spotlight and the Horizon Committee. Consequentially, some of the workstreams for 2018 will include leveraging this key collaboration tool with the Horizon Committee to better pivot SAI Platform future activities and to meet the growing needs of addressing sustainable agriculture in our supply chains.
The objective behind the creation of Regional Initiatives is to locally implement sustainable agriculture practices while enabling the expansion of SAI Platform’s pre-competitive collaboration model into other regions. Regional Initiatives also add value and empower our members along their supply chains and raise the awareness and commitment for sustainable food production.

Brazil Committee

The SAI Platform Brazil Committee was officially established in 2016 to address local sustainable agriculture challenges, identify common interests and opportunities, and share knowledge and good practice amongst Brazilian food and drink companies.

Regional Initiatives

During a successful Workshop that took place in February 2017, in Japoticabal (SP), members agreed on a method of governance for the Brazil Committee where PepsiCo, Nestlé, Firmenich, Carrefour and FAI Farms will form the Brazil Steering Committee (SteerCo Brazil). The SteerCo Brazil, facilitated by Giovana Baggio, SAI Platform Advisory Council member and Sustainable Agriculture Manager at The Nature Conservancy Brazil (TNC), also decided to:

- Focus effort on different traceability models based on different commodity case studies;
- Benchmark the achievements, challenges and applying them to other commodities;
- Work on a pilot project on the ground (to be agreed at the next meeting in São Paulo).

The Brazil Committee has a long way to go but through the close collaboration of all members, progress can be made.
SAI Platform Australia

The Platform has a unique value proposition that differentiates it from other sustainability and industry organisations, comprising: cross-value chain membership; independence; a focus on achieving tangible sustainability outcomes; and capacity to inform (not lobby) policy interests.

During 2017, the Chapter continued to provide benefits to its members.

• The Chapter developed its 2017-2020 Strategy and accompanying 2017 Operational Plan. The Strategy lays the foundation to deliver sustainability outcomes in Australia and globally – making a difference to the future of agriculture in Australia.

• A key element of the strategy is to provide sustainability learning opportunities, and this was achieved through General Meetings, including presentations from members about key sustainability issues facing them and their industry.

• The Chapter also held a series of forums where leading experts presented the latest research and developments in sustainability in areas such as economic sustainability and climate change impact on agriculture.

• Another key element of the strategy is members working collaboratively on several projects, generating cross-industry benefits. This was achieved notably through a project on the use of precision technology which produced draft principles for good governance of digital agricultural data and engaging consumers on sustainability issues which can be used by members.

• The Chapter continued to provide an active website and revamped its member services including both a member and external subscriber eNews.

Finally, 2017 marked the 10th year of the Australian Chapter’s operation and the anniversary was celebrated with a series of member and public events.

The Chapter’s membership expanded, and a Supporters Group was established to engage with Government, civil society and agri-policy interests.
SAI Platform Conference 2017

2017 marked the 15th anniversary of SAI Platform’s founding

The 15th year anniversary celebration was an opportunity to honour the vision of our founders: a better world through sustainable agriculture. The passion for sustainable agriculture is echoed today in the efforts of our members, working with us to develop and implement sustainable agriculture practices.

The SAI Platform Conference 2017 which took place in Beijing, China, reflects our determination and global ambition to facilitate the dialogue and foster collaborative action on shared challenges in sustainable agriculture between our members and Chinese stakeholders.

From April 24 to 26, SAI Platform brought together over 140 delegates from across the global food and drink industry and the field of sustainable agriculture. Members and stakeholders met in China, to learn more about the steps the Chinese Government is taking towards sustainability and share their experience about how sustainability practices are embedded in their supply chains.

A milestone event for a milestone year

The SAI Platform Conference 2017 was not only a moment to celebrate our past and our members but also a chance to look to the future, focussing on the shared challenge of feeding the world’s rapidly growing urban population. Our Conference ‘Feeding the World’s Rapidly Growing Urban Population’ was an excellent occasion to learn from international experts, these included representatives from WWF, FAO, Rabobank, World Economic Forum, as well as the Chinese government and fellow members.

The resulting discussions highlighted the opportunities for different sectors in supporting the delivery of the 17 Sustainable Development Goals (SDGs) set by the United Nations, the innovation and technology that is required to feed large urban populations and how to lay the foundations for pre-competitive partnerships focussing on shared challenges.
#SAIPlatform2017 event

81 Organisations

52% Food & drink companies
6% Farming organisations
7% Retailers

19% Academia, associations, government, NGOs, research
6% Agribusiness, chemical, technology, pharmaceutical
10% Assessment, audit, certification, finance, logistics, management, tax
participants at a glance

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

35% Sourcing & agriculture
25% Management
24% Sustainability
8% Research
8% Communication
Seeing the Challenges at Ground Level

One of our core values is knowledge-sharing through pre-competitive collaboration. The field visits we organised for our 15-year anniversary event were a good opportunity to learn about activity at ground level and the challenges that farmers face on a day-to-day basis.

Each of the learning journeys took our attendees to different regions of China offering a diverse range of insights from the state of the art Nestlé Dairy Farm Institute in the Heilongjiang province to picturesque tea plantations in the mountains in the Fujian province; from peach and strawberry production; to consolidation of holdings in Shandong province that have been driven by the Government.

All field visits provided extremely interesting insights that we captured in a post conference report.

The field trips highlighted the agility and speed of change, the contrasts between traditional small holdings and modern farms operating side-by-side; the drive towards consolidation of holdings; and finally, the focus on food safety starting to shift towards sustainability.

Dairy Field Visit

“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 within the years to come.” (Survey Feedback from Dairy Field Visit Group)

Grain and Oilseed

“The discussions between the participants highlighted the rapid rate of change and what we can expect when it comes to the commodity trade about 10/20 years from now and how it will impact on your company or sector.” (Survey Feedback from Grain and Oilseed Field Visit Group)

Fruit Field Visit

“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.” (Survey Feedback from Fruit Field Visit Group)
Over the last 15-years, SAI Platform has created a legacy; and as we look forward, this legacy demands accountability and credibility.” was the resounding opening message of outgoing President, Ulrike Sapiro, at the General Assembly.

Tea Field Visit

“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.” (Survey Feedback from Tea Field Visit Group)

General Assembly - The Legacy Continues

The President’s message was clear, drawing attention to SAI Platform’s stature as a recognised player in the area of sustainable agriculture. She hastened to add that this comes with a level of responsibility namely, to set a path for the future based on the fact that the importance of sustainable agriculture has grown exponentially and that SAI Platform must therefore remain relevant, credible and flexible.

The President also took this opportunity to inform the General Assembly that she was stepping down as President after two rewarding years and thanked everyone for their support during her Presidency. Adrian Greet from Mars was appointed as the new President.

Key Decisions from the General Assembly

At the General Assembly some important decisions were taken regarding governance and membership. One of the decisions taken was to increase the size of the Executive Committee from 7 to 9 members, taking effect from the ExCo elections in 2019. The aim of this is to achieve a more balanced representation of the whole membership from small to large companies and across all categories.

Another decision was taken to open affiliate and possibly full membership to non-food and drink companies who source agricultural products. This was based on an increased number of requests from such organisations to become members. The second decision on broadening membership is to open affiliate membership to standard organisations.

The General Assembly also approved the setting up of a Technology Panel that input providers can be invited to join. Members of the panel will act in an advisory capacity and provide practical guidance to SAI Platform on new technology that promotes sustainability.

“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, Director, European Initiative for Sustainable Development in Agriculture (EISA)
SAI Platform Cross-Commodity Learning Journeys

SAI Platform now offers its members learning journeys on different cross-cutting issues. This is a new approach to share knowledge on efficient sustainable agriculture practices. It is an opportunity to experience best practices first hand from small to large farming systems, business leaders and experts.

Water management learning journey - Israel

The first learning journey focused on water management and took place in Israel, a region where water scarcity is very prevalent. This three-day visit highlighted the challenges and opportunities for water management on farms in the region. Examples of innovation and technology included sea water desalination for drinking, the treatment of urban wastewater for irrigation and farmers working closely with scientists to find sustainable solutions.

The challenges faced in Israel are common to many regions across the globe and as such, the solutions can be applied to many other sourcing regions.

The on-farm water management and cross-commodity learning journey in Israel provided a practical demonstration of how, in a water scarce region, the availability of water for human use and agriculture can be significantly improved through a combination of technology, a more integrated approach, strong governance and individual responsibility.

Fourteen SAI Platform members and partners participated in the Israel event to learn from best practice and see how it can be applied in other regions with similar challenges.

Our local host was SAI Platform member Netafim: a global authority on the technology of drip irrigation.

Participating member companies and partners were: AGRANA Group, Boortmalt, The Coca-Cola Company, Danone, Farm Frites, Innocent Drinks, PepsiCo and WWF España all of whom benefited greatly from this learning journey.

A detailed report on this learning journey is available on our website - www.saiplatform.org

Water statistics in a nutshell

- 4% of irrigated agriculture worldwide uses drip technology - Israel’s example demonstrates that much more can be achieved in other regions around the world.
- Almost 62% of the irrigation water used in Israel comes from urban and industrial waste water, of which 85% is collected and recycled.
- In 2013, of the total water available in Israel almost 16% of the total came from desalinating sea-water and another 22% came from recycling wastewater.
SAI Platform’s 2017 Master Class

Building Sustainable Value Chains

The SAI Platform Master Class is an annual training event for sustainability professionals on the subject of sustainable agriculture and sustainable sourcing demonstrated through different case studies.

The Master Class aims to provide key lessons and varied examples on building robust sustainable supply chains, while examining sustainable solutions to the challenges faced in sourcing agricultural raw materials.

The Master Class is jointly developed by SAI Platform and the Business School Lausanne (BSL). The 2017 edition programme focussed on “Building Sustainable Value Chains”. The two-day event brought together expert speakers from industry and academia as well as NGO and non-profit organisations to provide first-hand insights and an experience to developing and selling the business case for sustainable sourcing.

The training event was well attended by senior professionals across sustainability and procurement departments all of whom were engaged by interactive sessions and informative content. The programme addressed key issues of building a strategy for commercial benefits through a step-by-step approach which identified sustainability priorities and needs, guided the development of a company’s sustainable sourcing portfolio and exemplified how sustainability standards can be implemented into the supply chain.

Engaging stakeholders and the issue of communications across the supply chain was also a key topic, demonstrating how strong communications can leverage commercial success through sustainable sourcing. There was general consensus regarding the issue of transparency cited as a core focus when communicating a strong business case for sustainable agriculture. This year, we incorporated the topic of the Sustainable Development Goals (SDGs) to the programme as an overarch to companies’ goals and the translation to everyday practice.

Speaker guest presentations provided personal experiences and solutions to challenges in agricultural sourcing and the role of companies when addressing them. A multi-stakeholder case study reminded participants about the complexity and inter-connected structure of sustainable agriculture. Attendees were left in no doubt about the importance of building a sustainable sourcing strategy, because no supply means no business.

“*No barley, no beer*” as quoted by one of the participants.
After 15-years, SAI Platform confidently stands on a global scale at the forefront of the movement for sustainable agriculture. From a communications perspective, the narrative for SAI Platform is constantly evolving and developing. As an organisation that has grown to over 90 members from across the food and drink value chain from farmers’ cooperatives to retailers, the need for supportive and engaging communications is a vital part of who we are, what we do and how we get the message across.

Raising the Bar

The beginning of the year set full focus on the 2017 Annual Conference in China, to celebrate 15-years of SAI Platform. This was a landmark moment in SAI Platform’s story and the Communications Team contributed to making it into a memorable and successful occasion. The positive impact of pre-, during- and post-event communications left a resounding mark in terms of member and external stakeholder engagement and raised the bar for future projects.

Laying the Foundations

In June 2017, Brigid Norde-McAleer joined the Communications Team as Communications Manager to work with Marco Consalvo, the Digital Communications Manager and put into action a new all-encompassing forward-looking communications strategy. After a thorough analysis across all communications channels, a bottom-up approach was established to lay strong foundations with the objective of reaching out to all priority stakeholders.

An Inclusive Approach

The strategy was divided into four key areas: online & digital; visibility and reputation management; marketing and external relations & stakeholder engagement. By the end of 2017 new templates set by clear graphic guidelines were in use for all internal and external communications. The return of the quarterly newsletter, member newsflashes as well as a new members only bi-annual newsletter from the Executive Committee, all provided news of the latest successes, information regarding events, as well as, greater transparency from an administrative and operational perspective.

Building a New Website

A thorough investigation and analysis was carried out before beginning the search to find the right website agency. SAI Platform’s new website will be the shop window to display our activities and achievements to engage and inform our members and interested stakeholders. Objectives for 2018 are focussed on the planning, designing, launching and promoting of SAI Platform’s new look/new feel website.
Media Campaigns and Partnerships

There was a strong focus to align with our members and partners regarding joint press announcements and social media campaigns. Working closely together on communications planning with industry stakeholders such as GLOBALG.A.P., California Almond and the International Trade Centre (ITC), is increasing SAI Platform’s reputation as a reliable and credible communications partner.

Marketing Sustainable Agriculture

Three case studies were researched and written in 2017 to showcase SAI Platform projects: SAIRISI, European Sugar Beet, and Doñana. The differentiation between the three projects highlights the reality that for each project, a tailor-made approach is necessary. Underpinning each of the projects, however, is the need for pre-competitive collaboration, implementation of best practice and a united commitment to the UN’s Sustainable Development Goals (SDGs) to improve economic, environmental, and social sustainability across the value chains.

[SAIRISI](https://bit.ly/2He9aqt) and the [European Sugar Beet Project](https://bit.ly/2qtmWuG) case studies can be found on our website, and the Doñana case study will follow in 2018.

Publications

On 16th May, 2017, SAI Platform published the report Business for Sustainable Landscapes: An Action Agenda for Sustainable Development. The report underscores the numerous benefits that business can realise by investing in landscapes – from reducing their environmental and social risks to protecting their assets or sourcing area by supporting vital ecosystems, such as forests, rivers and freshwater.

This publication, produced by EcoAgriculture Partners, International Union for Conservation of Nature (IUCN), SAI Platform and Sustainable Food Lab under the auspices of the Landscapes for People, Food and Nature Initiative, outlines an action agenda with concrete steps that business, as well as finance institutions, governments and landscape programme leaders, can take to strengthen these partnerships and advance a socio-economic transformation based on sustainable production and economic growth.

SAI Platform collaborated with the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) to publish a report on ‘Technology and Innovation for Smallholder Farmers in China’. The findings from the report were shared during the SAI Platform Conference 2017 in China.

The objectives of this report were to analyse current trends, issues and opportunities around the role of innovation and technology for smallholders. This analysis has contributed to current and emerging thinking about how to more effectively engage a critical community of the agricultural value-chain and build their capacity to respond to growing demands for sustainably sourced commodities. The report also identified examples of private sector initiatives that promote innovation and technology for smallholders.

GIZ is an agency specialised in international development, implementing projects that promote sustainable development in emerging and developing countries. GIZ is present in over 130 countries and engages with governments, civil society, and the private sector across a wide range of sectors.

In the News

The SAI Platform Conference in Beijing, China, was well reported in the Chinese national press, adding to the success of the event. Post conference news features included articles in China Daily, Toutiao, Sohu, Sohu Mobile App, NetEase, Yidian Zixun, The Consumption Times as well as Danone Down To Earth via Medium, “The Sustainable Agriculture Initiative Platform Celebrates 15th Anniversary in Beijing” written in English.
Webinars in 2017

In 2017 we organised 19 Webinars
13 of which were for SAI Platform members only

Areas of focus included

- 8 About the Farm Sustainability Assessment (FSA) Programme
- 2 Introduction to SAI Platform
- 2 Sustainibbles
- 3 SDGs, Circular Economy, Land Use
- 2 Communications
- 2 Biodiversity in Brazil and introduction to the FSA in Brazilian Portuguese (for the Brazil Committee)

Top 3 Webinars

- 192 GLOBALG.A.P. registrants
- 147 Implement FSA registrants
- 134 Introduction to the FSA registrants
In the spirit of acknowledging sustainable agriculture as a pre-competitive issue, in November 2017 we started a new series of 30-minute webinars, Sustainibbles, exclusively for our members. Each month we invited our members to tell us about one of their sustainability programmes across a variety of topics, crops and regions, focusing on the challenges, opportunities and lessons learnt.

The Sustainibbles series was well attended and demonstrated to members the added value of sharing experiences and learning more about fellow members’ sustainable agriculture programmes across the food and drink supply chain.

Our first webinar from the Sustainibbles was Michele Pisetta, Sustainability Senior Manager at Ferrero who shared with more than 20 members the social challenges Ferrero faced in hazelnut agriculture in Turkey.

For Sustainibbles #2, Brian Nash introduced Ingredion’s efforts to work with their growers in Brazil on improving environmental performance relative to sustainable agriculture.

Given the great feedback we received from attendees, the Sustainibbles series will continue in 2018 with new exciting stories from our members. We will continue to encourage our members to share their stories and we guarantee that SAI Platform is the place where you can tell your story in a safe and pre-competitive environment.

Dr. Jason Clay, WWF and member of SAI Platform Advisory Council

“What food companies sell and how they are marketed, are competitive issues, but how sustainable it is produced, is a pre-competitive issue.”

Social Media

In 2017, we strengthened our online presence on social media. Follow us and get the latest on Twitter, LinkedIn, Facebook and Google+.

Twitter 1200 followers
LinkedIn 2200 connections

Webinars

Knowledge sharing is at the core of our activity in SAI Platform. Over the last year we have offered webinars to our members to help them implement sustainability throughout their supply chain. We also organised public webinars to encourage the exchange between members and other stakeholders about emerging topics in the spirit of pre-competitive collaboration.

Sustainibbles: Stories from our Members

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At SAI Platform we recognise the importance of developing partnerships with organisations who have similar goals. In this way we can advance and upscale in a faster and more effective way. In 2017, we continued to build partnerships, most notably with the Cool Farm Alliance, Field to Market and GlobalGap by adding SAI Platform’s Farm Sustainability Assessment (FSA) programme criteria to their sustainability tools. We also continued our collaboration with the International Trade Centre (ITC) to develop the latest version of the FSA Web-App (See FSA).

The Cool Farm Alliance and the Cool Farm Tool

In 2017, a partnership was formed together with the Cool Farm Alliance (CFA). Our aim was to implement a FSA metrics module into our IT system, and connect it to the Cool Farm Tool, making it compatible for users of both systems.

With the FSA Web-App up and running we had a great new channel with which to engage farmers about sustainability. As a result, once a farm has completed the FSA questionnaire, they will be given the option to complete any of the FSA metrics fields and link their account to the Cool Farm Tool assessment.

This exciting collaboration aims to give SAI Platform the opportunity to understand where we can improve our FSA programme. At the same time, we are giving our members an insight into how effective their FSA implementation has been, and we allow farmers and producer groups to understand their performance in real terms and give them something quantitative to measure this against.

Field to Market and the Fieldprint Calculator

In March 2017, SAI Platform and Field to Market: The Alliance for Sustainable Agriculture announced an equivalency agreement, which formally recognises Field to Market’s Fieldprint Platform as an accepted means of fulfilling the requirements of SAI Platform’s Farm Sustainability Assessment (FSA).

For growers in the Field to Market system it means saving time and avoiding duplication. By answering 15 additional FSA inspired questions, they can attain up to FSA Gold level.
The recognition of equivalency will allow U.S. commodity farmers utilising the Fieldprint Platform to be recognised by SAI Platform if desired. The agreement creates greater efficiency for brands and retailers who wish to measure and assess the sustainability performance of their supply chains through greater alignment between our two programmes.

Rod Snyder, President of Field to Market

GLOBALG.A.P.

In October 2017, the Farm Sustainability Assessment (FSA) programme developed with GLOBALG.A.P. a new solution in response to global industry needs. The aim of the collaboration was to make life much easier for users of both systems, saving time, resources, and reducing duplication. By answering just a few additional FSA-inspired questions, farmers using GLOBALG.A.P. can achieve industry-wide sustainability recognition. The full integration of FSA and GLOBALG.A.P. certification contributed to an important step forward for food supply chains around the world. With one audit, farms can demonstrate GLOBALG.A.P. compliance and up to the highest level of FSA equivalence, while integrating food safety and sustainability in one on-farm approach.
New members 2017

Assured Food Standards

Assured Food Standards is a British organisation that promotes and regulates food quality. It licenses the Red Tractor quality mark, a product certification programme that comprises a number of farm assurance schemes for food products, animal feed, and fertilizer.

Bunge

Bunge is a leading global agribusiness and food company operating in over 40 countries with approximately 32,000 employees. Bunge buys, sells, stores and transports oilseeds and grains to serve customers worldwide; processes oilseeds to make protein meal for animal feed and edible oil products for commercial customers and consumers; produces sugar and ethanol from sugarcane; mills wheat, corn and rice to make ingredients used by food companies; and sells fertiliser in South America.

Bioss Rohstoffe GmbH

Bioss Rohstoffe GmbH provide biological and botanical raw materials such as herbs, fruits, and vegetables for the food additive and pharmaceutical industry.

Citrosuco

Citrosuco is a 100% Brazilian-owned closed-capital company operating at all stages of the orange juice production chain, from cultivating fruit to the delivery of products. As an export-oriented company Citrosuco’s customers are found mainly in the beverage segment and are located in more than 100 countries in all regions of the world. With a total of 47 operating units consisting of four processing plants, 29 farms, three storage operations, five port terminals and six sales offices, Citrosuco is one of the world’s largest orange juice companies.

Kalsec

Kalsec® is the leading global producer of natural spice and herb flavour extracts, colours, antioxidants, and advanced hop products for the food and beverage industry. For nearly 60 years, Kalsec® has consistently delivered high-quality, innovative ingredient solutions that make products look better, taste better and last longer while respecting the people and planet in which we live.

Riso Gallo

Established in 1856, Riso Gallo is an Italian family business spanning 6 generations and over 160 years specialising in rice and grains. Riso Gallo is one of the greatest European and oldest Italian rice mill industry based in the Northern Po Valley, the heart of the rice fields in one of the most well-known rice growing regions.

Wernsing Feinkost GmbH

Wernsing Feinkost GmbH produces and supplies potato, delicatessen, and convenience products. It offers desserts; dressings, dips, and sauces, including mayonnaise and ketchups; fish marinades; and potato products, such as French fries, and frozen and fresh potato specialties. The company also provides pasta and savouries; salads, such as potato, delicatessen, and vegetarian salads; and soups and stews. Wernsing Feinkost GmbH was founded in 1962 and is based in Oldenburg, Germany. It has production facilities in Germany, the Netherlands, Poland, Denmark, and Sweden.

Western Sugar Cooperative

Western Sugar Cooperative is made up of over 850 growers and shareholders who take pride in having a long family history in sugar beets. Some are 4th, or even 5th, generation growers who were born and raised around sugar beets.
SAI Platform members fund the organisation by paying a membership fee on an annual basis. We recognise the need to make the best use of all resources on their behalf and to manage activity and expenditure accordingly. In 2017 each working group focussed on the development of three-year work programmes that will enable each group to budget and plan activity more strategically for the years ahead.

In 2017 our actual revenue exceeded the budget estimate, and this arose mainly from special projects revenue. This is based on a model whereby SAI Platform provides seed funding to enable projects to become self-financing thereafter. We also came in under budget in 2017.

Throughout the year, there was an increase in investment in the Secretariat capabilities and capacity to support the above projects. There was also a significant investment in the annual event in China - strategically made as members believe in the importance of establishing a presence there.

At the end of the year we maintained a healthy operating reserve, some of which will be used in 2018 to invest in initiatives – China, US and our new website.

SAI Platform also maintains a healthy restructuring reserve.

The Financial statements for SAI Platform for the year ended 31 December 2017 have been audited by Fiduciare TECAFIN SA, Geneva, Switzerland.
SAI Platform team

Executive Committee
As on December 31st, 2017

President
Adrian Greet
Global Sustainability Programme Director, Mars Inc.

Vice-President
Jan Kees Vis
Global Director Sustainable Sourcing Development, Unilever

Treasurer
Paul Gardner
Vice President Direct Materials, Danone

Advisory Council
As on December 31st, 2017

Giovana Baggio
Sustainable Agriculture Manager, The Nature Conservancy Brazil

Jason Clay
Senior Vice-President of Markets, WWF

Mark Holderness
Executive Secretary of the Global Forum on Agricultural Research, FAO

Secretariat
As on December 31st, 2017

Director of Operations
Jane Duncan

Programme Lead – Fruit and Nuts
Jenny Edwards

Programme Lead – Arable & Vegetable Horizon Committee Lead
Nick Betts (from March 2017)

Programme Lead – Beef
Programme Lead – Dairy
Patricia García Díaz (from September 2017)

Farm Sustainability Assessment Manager
Joe Rushton

Steve Mc Lean
Head of Agriculture and Fisheries, Marks & Spencer

Rob Meyers
Sustainability Director, PepsiCo

Ghislain Pelletier
Vice President Agronomy, McCain Foods

Ulrike Sapiro
Director of Sustainability, The Coca Cola Company

Lucy Muchoki
Executive Director, PANAAC

Tony Bruggink,
Program Director, IDH

Erich Sahan
Senior Policy Adviser on Business and Markets, Oxfam GB Asia

Patrick Wrixon
President, EISA

Kathryn Green
Sustainability Manager, LEAF

Global Events Manager
Regional Initiatives Lead
Yael Fattal

Communications Manager
Brigid Norde-McAleer (from June 2017)

Digital Communications Manager
Marco Consalvo

Director of Strategy and Engagement
Peter-Erik Ywema (until November 2017)

Programme Lead – Beef
Programme Lead – Dairy
Brian Lindsay (until July 2017)

Farm Sustainability Assessment Programme Manager
Horizon Committee Lead
Ruth Thomas (until July 2017)
Full members*
as of December 31st, 2017

Affiliate members
as of December 31st, 2017

*In SAI Platform statutes: “Active Members”.