



SAI
PLATFORM

PROJECTS

**DOÑANA BERRY
PROJECT**

**INNOVATIVE COLLABORATION FOR
ADVANCING SUSTAINABILITY**



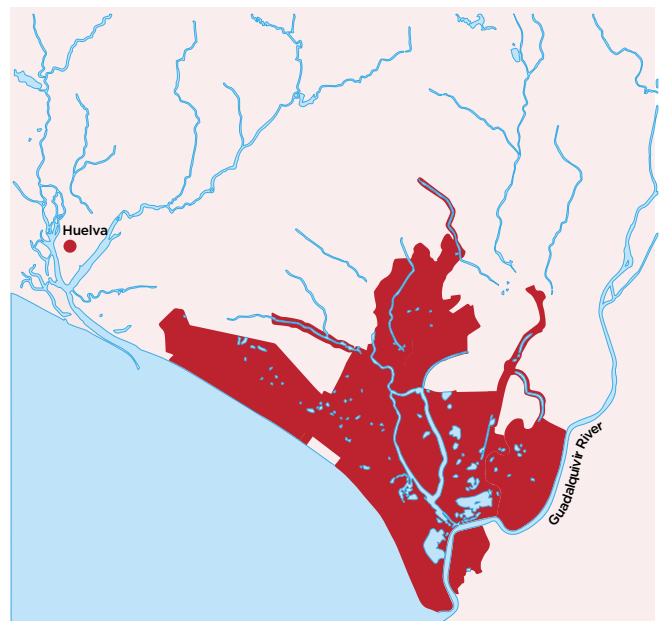
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An Industry-Led Approach for Advancing Sustainability



The Doñana wetlands area of Spain is home to an amazing array of biodiversity including more than 6 million migratory birds¹ and is also the heart of Spain's strawberry production. However, several factors have contributed to the wetlands being under threat. Significantly decreased water levels not only threaten the production of strawberries and other crops, but also threaten one of Europe's most important ecological systems and the livelihoods of an estimated 200,000 people.²

SAI Platform's Doñana Berry Project members along with WWF Spain saw the urgent need and an opportunity for the private sector to initiate change and scale efforts on water sustainability in the region. Together, they built a project on work that WWF Spain, began in the region more than 10 years previous. Since 2014, in spite of many external challenges, the project stands as a winning model for an industry-driven approach for advancing sustainability.



“We hope to see a thriving agricultural berry industry in Spain that will support people's livelihoods alongside a thriving environment that will support the natural world. This project is facilitating a means for the two spheres to coexist.”

Ben Summers, Sustainability Manager, Innocent Drinks



The Doñana Wetlands are home to **70%** of Spain's strawberry production

1 WWF (2016). Saving Doñana: From Danger to Prosperity
2 WWF (2016). Saving Doñana: From Danger to Prosperity



About the Doñana Berry Project

“Membership in the Doñana Berry Project allows us to share knowledge and collaborate with our peers and other partners in the industry, for example WWF, about the water sustainability challenges in an important part of our supply chain. This ensures that we take credible collective action, such as engaging local authorities on water governance and launching sector-wide training programmes. We can also apply the experiences and lessons from the project to other parts of our supply chain facing similar environmental challenges.”

Laurence Webb, Responsible Sourcing Manager, Tesco

The Doñana Berry Project is focused on supporting berry production in the Doñana region through more sustainable practices, with an emphasis on reducing water use. By creating a project where industry members could work collaboratively to advance sustainability in the region, SAI Platform's Doñana Berry Project demonstrates how the private sector can lead the way in sustainability efforts and in achieving the United Nations' Sustainable Development Goals (SDGs).

The project is striving for water efficiency in the region, by providing the Ferdoñana training programme for farmers and local technicians, as well as working with local authorities, and developing industry alignment on best management practices and sustainability in the region.

The Doñana Berry Project relies on innovative collaboration for its success, bringing together retailers, brand companies and suppliers, in addition to external stakeholders like WWF and a local consultative group that involve local agricultural institutions and organisations such as Freshuelva in order to create a more economically, environmentally, and socially sustainable and prosperous region.



SAI Platform provides the pre-competitive framework to allow companies to work together to support the implementation of sustainable farming practices, which brings long-term benefits to the whole value chain. WWF Spain is a key advisor to the project, providing invaluable counsel on technical content as well as strategy. The consultative group provide local context, including socio-economic and environmental dimensions.

What is the project trying to achieve?

The project is striving for sectoral change in berry production in the Doñana region of Spain, including strawberries, blueberries, blackberries and raspberries. The focus is on farmers whose water management practices have an influence on the local aquifer but also involves farmers in the neighbouring production areas.

“ Good water management is a key factor to improving yields and quality of berries. This project not only provides a platform for protecting this scarce natural resource, but also provides resources to help farmers in the region to improve their business performance and product quality. ”

Steven Tompkins, Business Development Manager, NIAB

Project Objectives

The Doñana Berry Project aims to achieve specific outcomes at three levels:



Industry

Develop a joint and effective approach to ensure that water management, land use and broader environmental objectives are applied at scale, along with most sustainable water management practices.



Farmers

Provide extensive water management training for producers and technicians to encourage and support the use of better agricultural practices that contribute to water savings. Provide flowmeters as well as monitoring and analysis tools to better understand water usage and impacts of water saving practices.

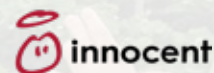


Government

Work with the national and regional governing bodies to implement the necessary framework, regulations and controls to ensure a sustainable rate of groundwater abstraction, the maintenance of good water quality, and to ensure compliance with environmental legislation regarding water and land use.

Who's Involved?

9 Members



1 Special Partner



7 Consultative Group



Instituto de Investigación y Formación Agraria y Pesquera
CONSEJERÍA DE AGRICULTURA, PESCA Y DESARROLLO RURAL



PLATAFORMA
EN DEFENSA
DE LOS REGADÍOS
DEL CONDADO



3 Management and Training Partners



Ferdoñana: Water Efficiency Training

ferdoñana
Fomento de la Eficiencia en el Riego
Promueve SAI PLATFORM

“We’re learning to ration the water. And by visiting other farms, we’re learning from other farmers and improving our practices.”

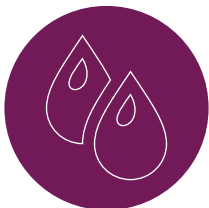
Andrés Martin, Farmer

From a combination of factors such as tourism, industrial use and agricultural irrigation, the Doñana Wetlands are at a considerable risk of drying up as it now only receives 20% of its natural water input compared to figures from the middle of the twentieth century.³

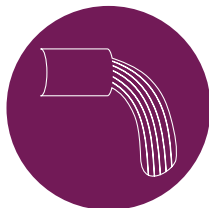
As part of the project’s mission to improve water management practices in the region, Ferdoñana, a multi-stakeholder, farmer orientated, water efficiency training programme was launched in December 2016. Run by Optiriego, a local implementation partner, the programme’s purpose is to train farmers to optimise water use when growing berries, resulting in a lower water footprint for the same or improved yields.

The Ferdoñana training programme seeks to train those managing the farms’ water resources in order to:

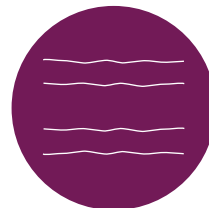
Optimise water usage



Reduce water pollution risk



Reduce the risk of aquifer decline



Improve the profitability and resilience of the berry sector



“The most interesting part of the training has been communicating and collaborating with other participants, visiting fincas (farms). The project is of no extra cost, it’s an open door. This is really good!”

Javier Villegas, Technician

Doñana Berry Project's Breakthroughs

SAI Platform and Doñana Berry Project members are demonstrating the efficacy and power of a pre-competitive, knowledge sharing model that can be emulated and transferred to other sustainable agriculture projects.

Since 2014, the Doñana Berry Project has made a positive impact on:



Doñana in the Press

Due to the reputational risks and environmental concerns, the Doñana region and this project are frequently in the media, which has helped to generate an even greater awareness of the challenges and the work that still needs to be done. Some of the outlets to report on the ecological importance of Doñana in recent years include:



Condavision

<http://www.condavision.es/el-sector-agricola-se-forma-en-el-uso-eficiente-del-agua-para-el-cultivo-de-berries/>



Finch and Beak

<https://www.finchandbeak.com/1243/putting-strawberries-water-diet-without.htm>



Agrodiario Huelva

<http://agrodiariohuelva.es/2016/11/08/el-proyecto-ferdonana-formara-en-el-uso-eficiente-del-agua-a-productores-de-frutos-rojos-del-entorno-de-donana/>

Although much has already been said in the press, raising awareness of the water scarcity in the region remains a focus for the project.



Project Funding

Since 2014, all project members have provided funding to cover the costs of running the project, particularly for Ferdoñana, the farmer training programme. SAI Platform and WWF Spain have provided in-kind contribution to cover the project management and project advisory roles, allowing the majority of the funds to funnel to the crucial farmer training programme.

In late 2017, the Coca-Cola Foundation awarded a grant to the project. Used in combination with the funds already provided by the project members, this grant was a valuable addition for providing water use measurement, monitoring and analysis; increasing and expanding the farmer/technician training programme; awareness raising and communications and increasing innovation and knowledge sharing in the region.

The project will continue to seek additional funding, in order to continue expanding the scope and reach of the project.

“The early success of this project attests to the impact the private sector can have in scaling sustainability efforts and in contributing to achieving the SDGs. Moving forward, continued and increased external funding will support the long-term success of the project. Grants like the one from the Coca-Cola Foundation will play a large role in the project achieving its goals.”

Jenny Edwards, Doñana Project Director, SAI Platform

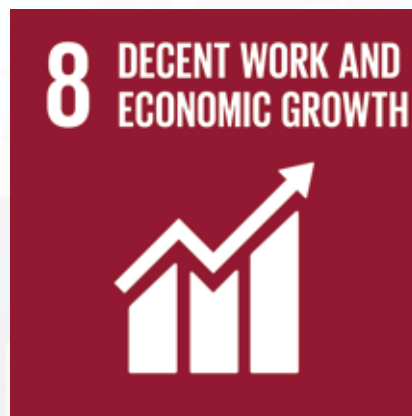
Achieving Sustainable Development Goals



The World Economic Forum claims that “in 10 years, the world may not be able to feed itself.” Furthermore, UN Environment states that the world risks losing 40% of its water supply by 2030 if water management practices are not improved. The need to address these issues has never been so pressing and the private sector has a role to play in solving these issues. Projects like SAI Platform’s Doñana Berry Project are part of the solution as they provide the private sector a vehicle to lead and enact positive change.

The OECD claims the private sector to be the missing piece of the “SDG puzzle.” The more companies that are willing to commit to sustainability projects such as SAI Platform’s Doñana Berry Project, the closer we come to achieving the UN’s SDGs.

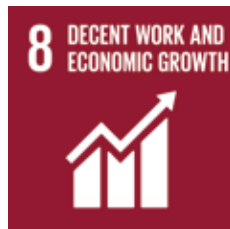
SAI Platform and the Doñana Berry Project are committed to contributing to the UN’s SDGs and improving sustainability in the Spanish berry value chains, including:





SDG Spotlight 6: Clean Water and Sanitation

Restoring the quality and quantity of water in the Doñana Wetlands is essential for enabling the economic and environmental prosperity of the region. SAI Platform's Doñana Berry Project is focussed on ensuring farmers in the Doñana region are provided with the necessary tools and support to optimise water use and to ensure the risk of water contamination is significantly decreased through implementing the most sustainable farming practices.



SDG Spotlight 8: Decent Work and Economic Growth

Approximately 200,000 people in the region depend on the sustainability of the Doñana Wetlands for their well-being. SAI Platform and members of the Doñana Berry Project are committed to enabling farmers to have thriving and sustainable livelihoods by providing them with the knowledge and training of best management practices.⁴



SDG Spotlight 15: Life on Land

The region is home to 1,500 plant species, 2,000 animal species, and 500 varieties of microorganisms. From the Spanish imperial eagle to the Iberian lynx to the marbled teal to the 6 million migrating birds visiting each year, the Doñana Wetlands are home to vast biodiversity.⁵ Improving water management practices is beneficial for maintaining a thriving berry and farming industry, but it is also critical for maintaining and growing the valuable biodiversity within the Doñana Wetlands.



SDG Spotlight 17: Partnerships for the Goals

The Doñana Berry Project is a private sector initiative with multiple members, involving NGOs like WWF Spain and local organisations such as Freshuelva. The project also seeks to work with the public sector and influence positive actions from the local government. By working together, members of the project have been able to scale up their efforts and achieve greater success by contributing to the long-term sustainability of the Doñana region.

Contact

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Follow Ferdoñana (@ferdonana) on Twitter

www.ferdonana.es



The Sustainable Agriculture Initiative Platform

SAI Platform is a global food and drink industry platform for developing sustainable agriculture solutions through member-driven pre-competitive collaboration. SAI Platform works with its members and external stakeholders to catalyse change and establish sustainable agriculture as a pre-requisite for doing business throughout the food and drink industry supply chain.





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