Why focus on sustainable agriculture communication?

There is a need to clearly and concisely communicate the importance of sustainability initiatives to a wide range of stakeholders. Communicating the importance of agriculture and the beneficial impacts that companies are working towards is particularly timely as the perception of agriculture becomes increasingly negative and divisive.

The experiences and information communicated through this resource will support the justification and importance for companies to integrate sustainability into their business practices.
Sustainable Agriculture Principles

- Animal Welfare
- Climate
- Community
- Health & Safety
- Land & Soil
- Legal Compliance
- Livelihoods
- Nature
- Resources & Markets
- Water
- Working & Living Conditions

Why SAI Platform?

Drawing from its diverse pool of members with activities across the globe, SAI Platform is in an ideal position to bring together members with a thorough understanding of the benefits of sustainable agricultural practices, as well as the needs of the groups that they are working with. SAI Platform is able to leverage its existing networks to connect directly with farmers and communicate their experiences – a gap that, while often recognized, remains challenging to address. The SAI Platform Communication Guidebook will also provide a resource for content that can be tailored to company-specific branded messaging.

Steering Committee

- Griffith
- Kellogg’s
- Namad Foods
- Nordzucker
- GreenSoy

Implementation Partners

- ARRELL Food Institute
- Food from Thought

The SAI Platform ‘Communication Guidebook’ will focus on providing messages on 3 key areas from a crops perspective: water, biodiversity, and understanding of agricultural landscapes (e.g. regen ag vs. organic, current issues, etc.), using a combination of data and farmer experience to highlight synergies between sustainable agricultural practices and positive environmental, social, and economic outcomes.