



Farming for Sustainable Development



Updated May 2021

What do we want to achieve?

The Farming for Sustainable Development project aims to bridge the gap that exists between supply chain actors when discussing sustainable agriculture. SAI Platform members are intermediaries between farmers, suppliers, buyers and the consumer, and are responsible for effectively communicating sustainable agricultural activities to each of these groups. Members have identified that they struggle most to communicate these activities with internal teams (including marketing, sales, and procurement), and therefore their organizations lack internal alignment on priorities. Through this project, members will benefit from the creation of a 'Communication Guidebook': a resource with educational and experiential material and messaging around sustainability, that companies can integrate into their internal and external communications. Companies will be able to increase transparency and improve communication on the importance and synergistic benefits of sustainable agriculture.



Deliverables

	UNDER DEVELOPMENT	COMPLETED
1 Farmer interviews		✓
2 Communication guidebook with modules on water, biodiversity, and agricultural landscapes	✓	

Scope

- Water
- Biodiversity
- Agricultural landscapes: Understanding general agricultural principles

Why focus on sustainable agriculture communication?

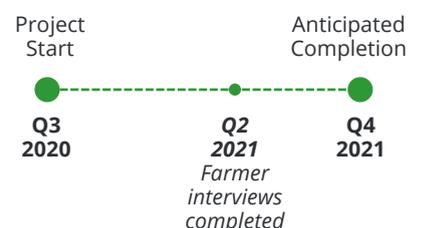
There is a need to clearly and concisely communicate the importance of sustainability initiatives to a wide range of stakeholders. Communicating the importance of agriculture and the beneficial impacts that companies are working towards is particularly timely as the perception of agriculture becomes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

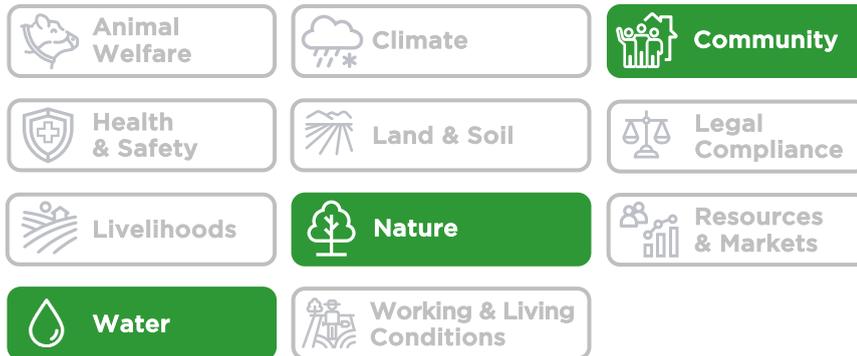
Regional Focus Areas



Timeline



Sustainable Agriculture Principles



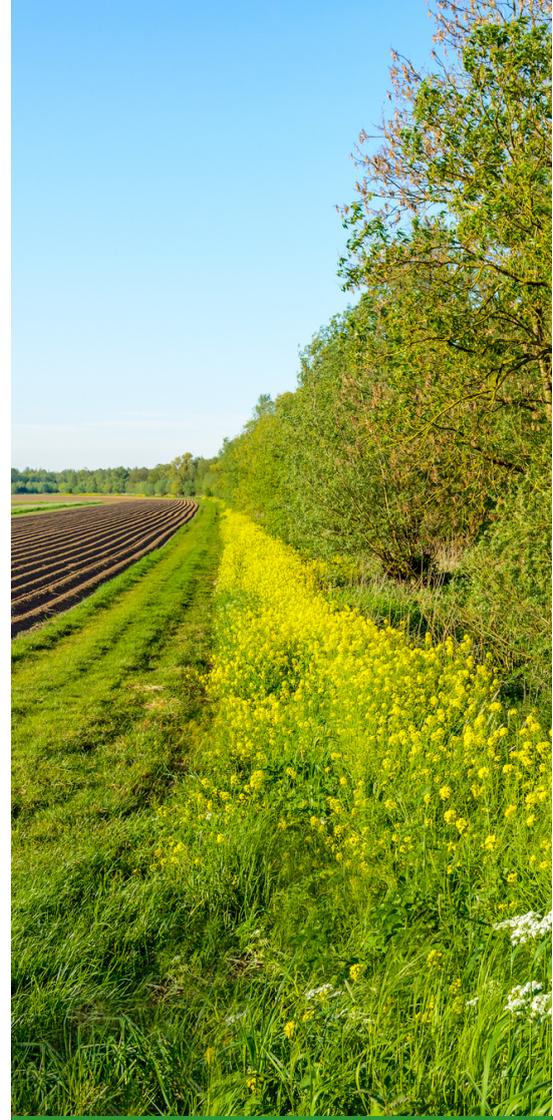
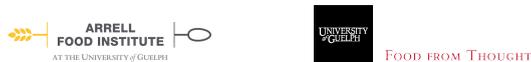
Why SAI Platform?

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



Implementation Partners



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.



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