



**Why  
SAI Platform**


**What is  
SAI Platform**

**Members**

**Countries**

**Activities**

**Contact**



# The Sustainable Agriculture Initiative (SAI) Platform – in a nutshell



# Why SAI Platform? (1/2)

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The food industry and consumers in general rely on the supply of agricultural material that is:

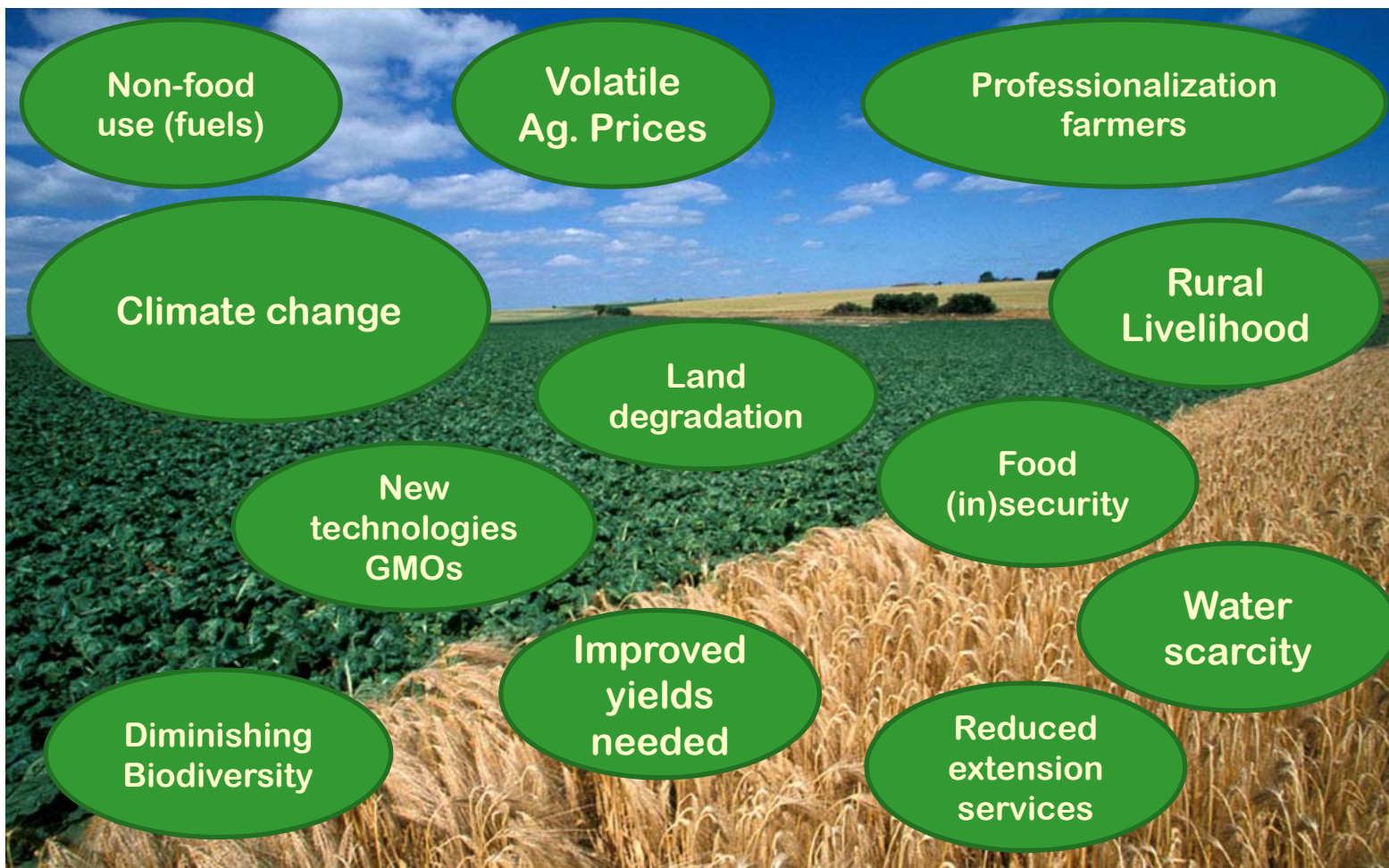
- safe
- of good quality
- in sufficient quantity and
- affordable

Limits of natural resources and fragility of rural societies threaten agricultural production

→ Need for mainstream agriculture that is sustainable

# Why SAI Platform? (2/2)

Main challenges in front of us – for farmers, society & the food sector



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# What is SAI Platform

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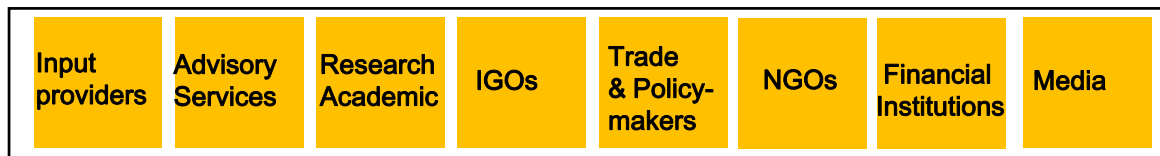
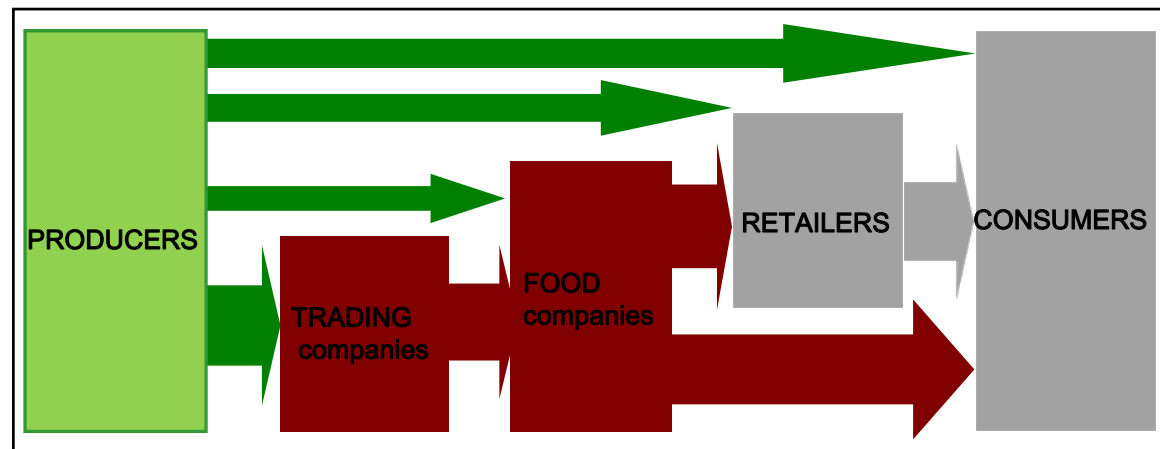
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A **Food Industry initiative** aiming to actively:

- Support the development of **SA** through crop-specific groups
- Exchange information & communicate worldwide about **SA**

Working on a **pre-competitive basis**

Including all good ideas/initiatives contributing to **SA**





# Members

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**AGROTERRA**



*The Coca-Cola Company*



DANONE



FrieslandCampina



GENERAL MILLS

*Kellogg's*



Nestlé

NOVUS

*Sara Lee*



Affiliate Members:



Confédération des industries agro-alimentaires de l'UE  
Confederation of the food and drink industries of the EU



European Initiative for Sustainable Development in Agriculture

# Countries

Our Members – independently and through SAI Platform Working Groups – have pilot projects in over 35 countries





# Activities and products (1/3)

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## Services

- Access Point

Innovative support to member project managers, designed to ensure access to knowledge and know how on sustainable agriculture

- Advisory Activities

Provide customized support to member companies

- Practices Library

Establish repository of sustainable agricultural practices and success cases

## Research & Development

- Knowledge sharing

Innovation and knowledge sharing to fulfill stakeholders needs (incl. through Working Groups focusing on specific crops – cereal, coffee, dairy, fruit, vegetable - and issues – water, climate change)

- Research/technology

Monitor developments and outcome of sustainable agriculture pilot projects and documentation (measurement)

*Application of results to leverage costs & benefits to all stakeholders*

## Education & Training

- Conference

Forum for discussion of broad research, practical solutions, achievements & services; SA-related issues of current & forthcoming relevance

- Continuous improvement and advanced education

Ensured by delivering custom made executive education & training programs led by top facilitators

Support to companies

Innovation

Development of Human Capital

# Activities and products (2/3)

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## Example:



## The Working Group Dairy

Chair: J.P. Rennaud



DANONE

Vice-Chair: Sarah Patterson



Members:



### Activities and products:

- **Promoting Sustainable Dairy Practices**
  - Publication of Principles and Practices for Sustainable Dairy Production
  - Identification of indicators of progress
  - Exploring the development of a code/standard as guarantee in trade
- **Measuring GHG emissions and reducing Climate Change impact**
  - Comparison of 27 methods and studies to measure GHG emissions at farm level
  - Recommendations for the development of a single method to measure these
  - Coordination with key stakeholder groups to achieve that (IDF, GDP, FAO etc)



# Activities and products (3/3)

Some of our activities and products in 2008-2009:

- **Working Group Coffee** (WG) and its Cost-Benefit analysis of sustainable coffee practices
- **WG Dairy** and its comparison of 27 methodologies to measure Green House Gas emissions at farm level
- **WG Fruit, WG Water & Agriculture**
- **WG Potatoes, Vegetables & Cereals** and its mutual recognition agreements with various schemes
- Seminars on hot topics
- (Web)-community for networking and collective knowledge sharing

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For further information, please contact:

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