



Minutes 115 - EB Conference Call

Date: April 24, 2015

Attendees:

Producers: Gisela Introvini (FAPCEN); John Landers (APDC)

Industry, Trade & Finance: Belinda Howell (Retailers' Soy Group); David Pendlington (Unilever); Olaf Brugman (Rabobank) – proxy for Cornel Boere (Agrifirm)

Civil Society: Gert Van Der Bijl (Solidaridad) – proxy for Ashis Mondal (ASA); Oswaldo Carvalho (Earth Innovation Institute)

Secretariat: Agustín Mascotena; Daniel Kazimierski; Jimena Couto; Verónica Chorkulak; Lieven Callewaert.

The agenda is presented and checked for further subjects to be included. David mentions that it is possible to have a Unilever speaker at the opening of the RT10. He will confirm this information later. The meeting begins.

1. Communications: the objective is to check if the EB agrees with S&P's proposal of communications or if more time for feedback is needed.

David asks for an extension.

Olaf mentions that without quorum the EB cannot approve this, the input of producers' constituency is missing¹. However, he would like to open the opportunity to receive comments and bring them to the next meeting.

Gert says he was concerned at first regarding e.g. the communication with NGOs. He had a call with Ronald Hiel (S&P) where they shared information and Ronald was going to use that input in their approach. Overall, Gert comments that what they wrote is a bit shallow, and it needs to go a bit deeper to see what is really needed in each country. It needs a bit more diving in the actual situation for companies and NGOs, and target groups. If they are going to do it as a next step, then this is a good starter.

Olaf says that the document is providing the essence.

Gert adds that what is there is not talking about the potential role of NGOs, but they discussed it and S&P will do the next step.

Belinda comments that this is a good document, much better and clearer than what we had before. She is concerned about what the new story on RT10 will be and if those press releases (or the format decided) are planned and being written, what the breaking news is. RTRS needs to control the agenda.

Agustín explains S&P is trying to align the key messages to the RT10 communication. They are writing suggestions and we are working with them, trying to resolve sensitive issues.

Belinda mentions that are not able to make the ITC mapping public for the RT10.

David says the proposal is better, but the messages need a bit more tuning. He adds that he is talking to Terence to see if they can make an announcement related to Unilever Brazil. **[A1]**

¹ There was no quorum at the time, as John Landers joined the meeting later.



Olaf asks Agustín to share the specific news planning for the RT10 when it is ready to know what is coming. He suggests May 9 as deadline. **[A2]**

2. Bayer Agreement: Agustín makes an introduction on the *Valore* project and the ideas exchange with Bayer. The aim is to have a decision whether to move on with this agreement.

John says he is supportive.

David mentions that it needs a bit of working and we should think through the NGOs whether this could work. There is probably a reputation issue we need to think through.

Belinda can't make a statement as she has not been able to share this with RSG.

John adds that Bayer does not have the same products as Syngenta.

Olaf asks what the implications or obligations the agreement has for RTRS.

Agustín explains that it is supposed to show Bayer's commitment to RTRS. In their nature this is the best they can do to support RTRS. Agustín adds he spoke with Syngenta and they cannot sponsor at the RT10 as Greenpeace is a speaker.

Gert says the difference is that Greenpeace is not a member.

Agustín explains that this is a good sign that a company is helping and it would be positive to make it formal that a member is signing a paper, this is a formal step to do it.

Gert supports this idea of putting it on paper to show the support to others.

John says this is a good precedent and we could invite other companies to do this and increase the premium for farmers. It is a marvellous step.

Olaf says this proposal also opens the way for other opportunities to make more manifests with other members on what they are offering for the RTRS community.

David adds this is just an initiative from them. They can do it. He does not understand what they need.

Agustín explains it is an agreement of cooperation. Mostly to show the commitment but it does not bind RTRS to do anything.

Olaf proposes to comment Bayer this has the agreement of the EB and the Secretariat can decide how to communicate this. **[A3]**

Agustín suggests to make a bold and concrete announcement at the RT10, taking a picture signing the paper with the President. It is agreed.

3. Proposal of Cooperation: Belinda explains that RTRS cannot get to 10 million tonnes of responsible soy alone, but could reach it in cooperation with Danube Soya and ProTerra. Belinda asks for EB's feedback and if they would agree on communicating this to TF EU.

Olaf says he is enthusiastic and he is ok with moving on in the elaboration of the proposal as long as the three organisations are agreeing on the same.

John is worried about the hijacking of the name Responsible Soy. Maybe another terminology should be used for this arrangement.

Belinda says maybe we could talk about sustainable.

Gert suggests not proposing to use the word sustainable as there are good reasons why RTRS did not choose sustainable. He adds you cannot avoid people using the word they want. The wording responsible should not stop RTRS from working on this initiative. He supports the initiative and adds it could help enforce our branding in Europe. Cooperation can help us to be accepted in markets where acceptance at the moment is quite weak.



David worries about Danube Soya.

Gert says that the important thing of cooperation is to stop worrying and discussing about who is better.

John suggests having ProTerra and Danube formally recognizing RTRS label, otherwise we are not having a united front.

Olaf says the credibility of the standard is a concern for all Standards included. To make this work we could decide to move forward in the interactions Lieven and Belinda have and prepare a specific text or MoU to explain how we look at this coalition and then review it in the EB of each organisation. If there is an agreement it can be launched at RT10.

Belinda adds that Danube asked about what is involved in practice.

Olaf says we should be able to provide answers to these questions and the 3 organisations should be able to provide the same answers.

David adds we should ensure that this is genuine commitment towards RTRS

Lieven says they could use the TF Europe meeting to discuss the proposal there and add it to the agenda. **[A4]**

Belinda says this is a useful moment to pressure ProTerra to have its governance arrangements. Belinda asks for endorsement to tell ProTerra that RTRS has requirements/pre-requisites. EB agrees. **[A5]**

Olaf asks to be informed and have Agustín in CC:

Agustín mentions Matthias Krön is a speaker and Augusto will be attending to the RT10.

4. India Trip: Agustín reviews his trip to India, highlighting the impact of RTRS in the country. Agustín explains the proposal for community certification.

Olaf asks about the difference of this proposal to what we already have in RTRS.

Agustin explains that in the first year it is the same we are doing now. The difference is in the second year. Already 5 groups were lost in India, as well as a group in Brazil. It is complicated to have them in the system when they do not have the support or a programme like Solidaridad’s to help them fund certification. It does not mean they are not working according to the RTRS standard. Agustín asks for feedback and approval or not of the idea.

John says he does not see the new aspects of the proposal.

Agustín explains that in group certification there is one manager for the whole group, but in this proposal they all keep the individuality.

Olaf says it is a complex topic and asks who is in favour of elaborating a bit more and get it to a full proposal.

Gert says that if things are kept as they are, we should forget about other producing regions (apart from South America)

Olaf asks to take it to the agenda of physical meeting. EB agrees. **[A6]**

- 16:25 CET -

----- MEETING CLOSED -----

Activity	Responsible Party	Deadline
1 Check possibility of Unilever Brazil’s announcement at RT10	Secretariat	-
2 share RT10 Media Plan with EB	Secretariat	May 9
3 Move forward on the final document to be agreed with Bayer	Secretariat	-



4 Feedback on collaboration proposal	TF Eu	May 18
5 Inform ProTerra about the pre-requisites RTRS asks for before collaboration	Belinda	
6 Full proposal of community certification	Secretariat	May 18