

Minutes #101 EB Strategy Call October 25<sup>th</sup>

Attendants:

Producers: Alex Ehrenhaus; Martín Descalzo; Juliana Lopes  
 Industry/Trade /Finances: Cornel Boere; Patricio Watson; Belinda Howell; Olaf Brugman; David Pendlington  
 Civil Society: Sandra Mulder; Gert van der Bijl; Ashis Mondal; Oswaldo Cavalho  
 Secretariat: Agustin Mascotena

Models feedback presentation (AM)

5 Models feedback is presented introducing each of them with positive aspects, negative aspects and suggestions. In model 1 a scheme to explain better First Gathering point is presented.

Guiding questions presentation (AM)

An Excel with the answers to the guiding questions is presented.  
 Main questions are: which model would you select for continuation? Which ones would you discard? And Which you suggest to the EB to continue developing?

Voting on continue and discard (EB)

There is a first ballot to know each EB member position. In the case of John Landers, he wasn't present but the answers he sent written were taken as the final answers for the voting.

Results in the following table:

		Follow					Discard				
		1	2	3	4	5	1	2	3	4	5
P	John L.	1							1	1	
	Juliana L.	1				1			1	1	
	Gisela I.										
	Martin D.	1	1			1			1	1	
	Alex E.	1	1						1	1	
I	David P.	1		1				1		1	
	Olaf B.	1							1	1	
T	Patricio W.	1		1						1	1
	Belinda H.	1	1						1	1	
	Cornel B.	1			1						1
C	Sandra M.	1				1				1	
	Gert VdB				1	1		1	1		
	Oswaldo C.	1				1		1		1	
	Ashis M.	1						1	1	1	1
Total		12	3	2	2	5	0	4	8	11	3
Ranking		1	3			2		3	2	1	

First round on comments from EB members (AE leads discussion)

There is a first round of comments lead by the President

Alex E.:

- There is an agreement that the RTRS in its current way has strengths
- The First Gathering Point (in model 1) could be approved by the EB (no need of GA) because the Standard is not touched, but EB could open the consultation to members to check if there is any challenge.
- About discarding model 4, even if it has potential, there are too different political interests (from schemes, users, etc.) that will make it too complex to be developed and implemented.
- Some Model 5 elements could be developed in parallel with model 1, as well as model 2 (Juliana L. agrees by chat)

Sandra M.:

- WWF supports model 1 but stress as priority from its feedback INCREASE MARKET UPTAKE for any model
- Stress a.o. the action point that was agreed in Beijing to make a new text for Art.2 of the Code of Conduct for members and their commitments and reporting, as one of the preconditions for increase of market uptake

Ashis M.:

- Model 2 contradicts Model 1, in issues like keeping identity of Soy. Agree that 5 is complementary.

Cornel B.:

- Model 1 doesn't present an attractive change to build up demand
- European Marketing Working group was not started yet waiting for the outcome of the call, it should acts quickly in the next 2 months
- In FEFAC perspective is crucial to talk with the other schemes

Gert vd B.:

- In the strategy meeting there was a sense of urgency for a change (major) to make RTRS reach mainstream objective.
- Focusing in Nbr 1 is very much "business as usual", we really need cooperate with the other initiatives to not become niche
- Number 4 maybe in a different form, but cooperating and in an umbrella way is necessary

Belinda H.:

- Agrees with Gert and Cornel. Model 1 shouldn't be discussed but done
- For the retailers the priority is to reduce RTRS certification barriers, to make it easier to bring commitment from buyers (reduce legal compliance)
- Model 4, agrees about cooperation with other schemes using existing benchmarks

Sandra M.:

- Doubts about saying that the standard is very difficult and expensive to fulfill (according to its colleagues experience), so the right message needs to be delivered
  - Agrees about starting discussion on cooperation with other standards

Olaf B.:

- Supports Model 1, stressing that it need improvements and elements of other models (e.g. cooperation with other schemes, with regards to their trust and modeling on different aspects)
- There is an obligation from members to still support and also look to other RT (RSPO) to check that their starts were also complicated
- To go for any of the other models abandoning the current one, could erode our outside perception of RTRS, and this is a big concern to consider and be careful on not providing arguments to ruin RTRS reputation
- RTRS isn't only about "Market" and market uptake, but mainly about really transforming the soy chain

Ashis M.:

- The "product" of RTRS is marketable with small corrections
- Doubts about: if so far we had marketed it well? (he answer NO) And if there is really a demand for the product? (He answers, he doubt because of small movements so far).
- The stakeholders interfacing with consumers so far hadn't marketed correctly the product

David P.:

- A lot of model 1 should be done
- Outreach to producers and users had failed so far
- Low barriers also needs to be done
- Model 5 is still the heart of the problem and should be the long term goal
- The conversion progress is too complicated and needs partnerships (explains with the example of oil use from Unilever, needing partners for the Meal part)

Patricio W.:

- This is a conservative organization (voting for Model 1), but asks to take into consideration all the positive aspects that the other models bring to discussion if they can contribute to model 1

Martin D.:

- Model 1 is the model to follow in agreement with the rest, the market uptake should be worked
- Today the farmer doesn't have the proper incentive to work with RTRS
- About stepping stones, AAPRESID has 8 points to improve in the farmers experience
- Model 2 could not be completely aligned but a mono crop is not sustainable
- Model 4, the cooperation is needed, RTRS is the valid judge?
- Model 5, the government is important as stakeholder, and the model for the long term

Juliana L.:

- Market uptake an urgent need. Model 1, not a model but urgent need.
- To present RTRS to the producer we need a market reason. Is not about certification process is more about market uptake.
- Some producers will be able to certify in 1 year, others in 3.. but they all need market uptake, and they will do it.

Oswaldo C.:

- Agrees on Juliana's remarks
- Is hard to achieve certification but possible, we need market uptake (not a high premium, because of feed margins)

- There is a need of combine the premiums with other financial incentives
- Model 2, it's now difficult to sell soy, how would it be to add other product?
- Model 5, the mapping of HCVA is a wrong choice, because is a methodology to identify and create parks and conservation areas. RTRS should work to protect the environment, but not create parks. With this approach we lose potential in north of Brazil.
- RTRS has the opportunity to show that is able to combine SOY+Biodiversity conservation (model 5)

#### Comment summary (Alex E.)

- Green light for the Secretariat to work (not agreed in advance, needs final approval) on everything related to Model 1, including FGP.
- Cooperation with other standards (as Model 4 indication). Alex, stress that this will be very difficult referring to a meeting with ISCC, where the cooperation was only about very specific details and not to a broader perspective. Mandate for the Secretariat to create bridges, without knowing there reactions.
- Consensus in term of Market Uptake focus and work
- Consensus about reputation and credibility of RTRS and the effect of the EB decisions on them
- Model 5 mandate to continue work on it.

#### Last round of remarks

Belinda h.:

- Stress the need to lower the barriers to RTRS certification that make RTRS more difficult / expensive to achieve compared to competitive schemes, as a pre-requisite in order to achieve market support. (The market is reluctant to commit to the most difficult/expensive standard).

Ashis:

- All the 5 models are good in its own context, but not for today RTRS situation (we need more selling efforts for the current RTRS)

Gert:

- The decision on a model will influence the Marketing WG (MWG); the role of the MWG was to interview key players to check and create the ground for market uptake. Questions about the new role or not for the MWG? Alex answer that we need to re-work the document in light of the last debate and it's critical that it starts asap.

Sandra:

- MWG shouldn't only focus in Europe but also in other markets and stakeholders, not only retailers

Oswaldo:

- Task Force Brazil discussed also how to approach and contact the MWG

Belinda:

- She and Cornel will participate and offered to review MWG ToR with Cornel and start asap

David:

- Soy Moratoria and Model 5 could have some synergy to work on

Cornel:

- Feels like we are in an open end now, and it's not only about setting a new call. We need an owner of Model 1 to follow the development. Alex answers: that is in hands of Secretariat and President to build a detailed action plan asap to be circulated among EB members.

Ashis:

- Stress the need of an RTRS European representative in the model 1.
- Urgent need to reconfirm RTRS members commitment

---

MEETING CLOSE