Round Table on Responsible Soy Association

EUROPEAN TASK FORCE RTRS (ETF)
Linking supply and demand for responsible Soy in Europe
Thursday, October 30th 2014, 09:30 – 16:00

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www.responsiblesoy.org
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Program

10:00 – 10:30  Welcome and Introduction
Belinda Howell, Retailers’ Soy Group

A common starting point: Update on new members and commitments to certified responsible Soy in Europe
Agustin Mascotena, Executive Director RTRS

10:30 – 12:30  Part 1: Linking Supply and Demand – plenary session

The main issues in Soy cultivation and the solution of RTRS
Sandra Mulder (WWF) and Gert Van der Blij (Solidaridad)

The tipping point: a view of the tipping point in transforming the market
Olaf Brugman, Rabobank

Soy Supply 1: Progress and opportunities to grow certified Soy supply in Brazil, an update from the RTRS Brazil Task Force
Juliana Lopes, André Maggi Group

Soy Supply 2: Supply chain mapping for Soy in Brazil
David Pendlington, Unilever

Soy Demand 1: Progress of the Swedish Soy Dialogue network; ARLA’s story - impact of sourcing certified responsible Soy
Hanna Bang Bilgaard, ARLA Foods

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Program

Part 2: Developing a business plan to deliver certified soy – work group sessions

Work group A: Market Demand 1 – Credits
Facilitator: Lieven Callewaert, EU Representative RTRS

Work group B: Market Demand 2 – Physical supply chains (MB, SG/IP)
Facilitator: Olaf Brugman, Rabo Bank – President RTRS

Work Group C: Supply - Certified production
Facilitator: Sandra Mulder, WWF

Work group D: Mapping supply sheds and planning a field trip
Facilitator: David Pendlington, Unilever

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"Today, we are meeting as members of the Round Table on Responsible Soy. We take competition compliance seriously. Whilst discussions can cover matters of interest to our industry, we cannot discuss or exchange sensitive commercial information. If at any time during this meeting, you think our discussions may be in breach of competition rules, please inform the Chair. The Chair may close the meeting at any time if s/he believes that discussions are in breach of competition rules."
TODAY’S CHALLENGE

- Demonstrate credible market demand
- 10 million metric tons certified soy
- Partner with Producers in Task Force Brazil
Work group sessions

A: Market Demand 1 – Credits
B: Market Demand 2 – Physical supply chains (MB, SG/IP)
C: Supply - Certified production
D: Mapping supply sheds and planning a field trip
Work group A

Market Demand 1 – Credits

Facilitator: Lieven Callewaert (RTRS)

Participants: Hanne Bang Bligaard (ARLA), Jaap Jansen (Amsterdam Capital Trading group), Stephanie Friebel (Delhaize), Christophe Callu Mérite (Feed Alliance), Fiona Wheatley (Marks & Spencers), Keith Kenny (McDonald’s), José Villalon (Nutreco).
Work group B

Market Demand 2 – Physical supply chains (MB, SG/IP)

Facilitator: Olaf Brugman (Rabobank)

Participants: Roel Baakman (Cefetra), Nathalie Lecocq (Fedoil), Joke Klap (FEFAC), Sandra de Bruin (GMP+ International), Tony Bruggink (IDH), Johnny Drescher (MEGA), Belinda Howell (Retailers’ Soy Group), Gert van der Bijl (Solidaridad).
Work group C

Supply - Certified production

Facilitator: Sandra Mulder (WWF)

Participants: Gezinus Schuiling (Amagi Europe), Jean-Clément Leyat (Amsterdam Capital Trading), Frank van der Velden (Control Union), Mattias Krön (Danube Soy), Sybil Anwander (ProTerra Foundation), Augustín Mascotena (RTRS), Ashis Mondal (Action for Social Advancement).
Work group D

Mapping supply sheds and planning a field trip

Facilitator: David Pendlington (Unilever)

Participants: Kim Bridger (Defra), Cristiane Ronza (HSBC), Eddy Esselink (MVO), Augusto Freire (ProTerra Foundation), Michelle Morton (SHELL), Duncan Williamson (WWF), John Landers (APDC), Charlotte Williams (Tesco).
Main conclusions work group A+B

- Get broader support of RTRS standard of civil society
- Fixing lang term stability of prices of credits
- Robustness of RTRS chain of custody (amount certificates = amount of soy produced)
- Double counting in the supply chain (e.g. dairy > meat)
- Link the entire chain: this ends with feed
- All links must feel and take the responsibility for demanding responsible soy
- Need to connect with supply shed: mass balance but also area mass balance (from crushers onwards) and area credits
- Need independant benchmark system and RTRS can help validate this
- We need volume, so get started
Main conclusions work group C+D

• RTRS protocol standard is too heavy for farmers: focus on sustainability with guidelines and tools
• Legal compliance: look for government support and develop guidelines and tools
• Audit process is too long, need local reference person and more freedom to process the audit
• Cut off date (deforestation) is ambivalent
• Opportunities: will depend on advantages for farmers and how the standard is developed (restrictions)
• Work on: labelling of products, more control of NGOs, non financial reporting of companies
• Focus on company level and not on a group level; bring commitment to farmer
• Supply shed is good approach to counter the anonimity of the credits
• Think about follow up actions after having a supply map: what do you want to do?
• Field trip will help to understand the challenges of producers
• Need to choose on Argentina, Brazil or Paraguay
• Credits = a start, we should move to physical flow; we have to create critical mass to reach the tipping point
• Numbers of farmers involved makes it a challenge
RTRS Task Force Europe
Follow-up

Task Force Brazil and others .......

European Task Force

- 14/01 WBex
- 25/03 Wbex
- 01/07 Wbex
- 09/09 Wbex
- 30/10 Physical
- Feb ’15 Field Trip
- 18/05 Physical RT10 19&20/05
- 29/10 Physical
Thank you!

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