



Introduction to **Sustainable Agriculture Initiative**

(SAI) Platform

What is **SAI Platform**?



SAI Platform is the global initiative helping food and drink companies to achieve sustainable production and sourcing of agricultural raw materials. No other organisation for the food and drink industry has the same global reach, collaboration and focus on implementation.



Our Members

SAI Platform brings together members who share, at precompetitive level, knowledge and initiatives to support the implementation of sustainable agriculture practices.

We have over 50 global members which, through collaboration with millions of farmers around the world, have the potential to improve farming practices in every agricultural producing country. These members share the same view on sustainable agriculture seen as

“The efficient production of safe, high quality agricultural products, in a way that protects and improves the natural environment, the social and economic conditions of farmers, their employees and local communities, and safeguards the health and welfare of all farmed species.”

Our Challenge

With the demands of a growing population, food production has to rise by 70% by 2050 to feed nine billion people. The challenge is to do this in a way that protects the earth's resources, provides farmers with a reasonable living and provides food to urban areas. Our members recognise that without a sustainable supply of raw materials, they don't have a sustainable business.

Our Mission

SAI Platform was created in 2002 by food and drink companies sharing a common concern about the undervalued and critical state of global agriculture. Today, our mission is to provide business support to enable members to forge the way to sustainable agriculture. Our belief is that by enhancing relationships throughout the supply chain, the benefits to all are long lasting.



How SAI Platform Helps You

Working Together

SAI Platform members meet on a regular basis to share knowledge, identify issues and generate business solutions for sustainable agriculture, in full respect of the antitrust laws. Members are organized in six Working Groups: *Arable and Vegetable Crops, Beef, Coffee, Dairy, Fruit and Water* with opportunities for expansion to other areas. Bringing together cross industry collective intelligence on a pre-competitive basis accelerates development and speed of change. Building consensus leads to joint investment and therefore cost savings for members.



SAI Platform can help members of all sizes at whatever stage they have reached in their sustainable sourcing development. There is guidance, training and support for those starting out with their sustainable sourcing strategy. Organisations with advanced sustainable agriculture practices benefit from working together on better ways to implement, assess and measure sustainable agriculture practices.

"In addition to the knowledge gained by interacting with food and beverage company leaders within SAI Platform, being a member of a SAI Platform Working Group is of great benefit to us when developing our farm focused sustainability approach. It is very useful to get feedback and guidance on whether we are on the right track and identify which companies may want to work with us to help us achieve the common vision of sustainable agriculture."

Doug Young, Cayuga Marketing LLC (dairy farmers)



Global Network

SAI Platform has over 50 members, from global food and drink manufacturers to farmer co-operatives. Together these members represent one fifth of the world's 100 top companies and seven of the world's top 10 companies are members. This global network means SAI Platform facilitates huge potential impact in every agricultural region. Our members are connected on a global basis to the sustainable agriculture community and have unique access to strategic organisations such as FAO and UNEP.

"Being the largest organization of its nature, SAI Platform has been an influential force in embedding sustainable agriculture in the food and beverage industry globally. From the initial phases of product development and ingredient selection, to informing customers on issues related to sustainable agriculture, SAI Platform provides thought leadership and rallies for action."

Ernesto Brovelli, President of SAI Platform
and Senior Manager, Sustainable Agriculture, The Coca-Cola Company

Focus on Implementation

SAI Platform supports and stimulates members to attain the highest possible levels of implementation. The Working Groups are focused on joint projects to find alignment and solutions for implementation. By facilitating and driving projects, SAI Platform helps members to jointly develop and use tools that would not otherwise exist and add value to existing tools to help achieve sustainable agriculture.



Business Support

Globally recognised tools – Principles and Practices; Sustainable Sourcing Guide; Farmer Self Assessment

Training – Courses, webinars; seminars; videos

"What SAI Platform has achieved is really best in class knowledge of what we have in sustainable consumption. I frankly don't know of any other organisation that can provide that depth of knowledge."

Paul Polman, Chief Executive Officer, Unilever



Members **Benefits**

SAI Platform takes a leadership position and is heard as the voice of food and drink companies on sustainable agriculture. Members benefit from:

- Solving key challenges through collaboration with other members, saving time and valuable finances
- A supportive environment to identify issues and explore solutions
- An opportunity to steer SAI Platform's activities through Working Groups and Annual General Assembly
- Regular news on global sustainability initiatives
- Regular webinars and seminars on diverse though related subjects by international experts
- Specialist training and development opportunities for employees
- Instant access to a vast catalogue of resources from economic production calculators to sustainable agriculture benchmarks between different schemes
- Introduction to complimentary partners that SAI Platform has active working relations with
- Access to global operations such as the FAO and World Bank with the opportunity to be linked to their initiatives
- Global experts on specific topics, including experts from SAI Platform's Advisory Council



Members of SAI Platform



Affiliate Members

