Multi-stakeholder Initiatives vs private standards = Middle Way

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What is sustainable food?

• Many U.S. and Canadian food manufacturers do not have a definition rather defer to others to define. (Either using a standard or a metric defined by an initiative);
• Some have sustainable sourcing policy;
• In general they seek improvements in environmental issues, improved social/workplace/education and economic viability of the farmers;
• There is no going back and all food-industry companies are tackling sustainability at one level or another;
What to chose? Which path forward to have a sustainable supply chain?

- It depends...?
- What's the product/ingredient?
- Where do you source your products?
- What are the challenges in that supply chain?
- Do you have any leverage on suppliers further up the chain?
- What are you trying to claim? Is this CSR or on-product?
Brands and retailer – one size doesn’t fit all

– Depending on the ingredient/commodity – are there volumes to substantiate a multinational’s public statements/commitments?
– Can these public statements be translated into public-facing claims such as on-product labelling? CSR only?
– Looking at existing supply chains and working with existing partners to move suppliers in the direction of sustainability
– Supply chains in many cases are supplying one of several buyers.

– With ISCC Plus they can use a out-of-the-box standard that is recognized (ULSAC, SAI Platform), verifiable and credible;
Major N.A. Suppliers and Retailers/Brands
Multi-stakeholder Initiatives & Private Standards

- Field to Market (FTM)
- Sustainable Agricultural Initiative (SAI)
- The Sustainability Consortium (TSC)
- Unilever Sustainable Agricultural Code
- Cefetra - Certified Responsible Soya
ISCC Plus is a Middle Way

- Varied membership
- High-level objectives
- Self-assessments
- Food market focus
- Multiple commodities
- Benchmarking

- International standard
- 3rd party audit
- Fuel + food focus
- No specific commodity
- Benchmarking

- Single company-specific brand(s)
- +10 ingredients
- Food focus
- Benchmarking
Thank you for your attention!

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