THE ALBERTA CROPS SUSTAINABILITY CERTIFICATION PILOT PROJECT

JOINT ISCC TECHNICAL COMMITTEE MEETING
NORTH AND SOUTH AMERICAS
WEDNESDAY, JUNE 24TH, 2015
MIAMI, FLORIDA
• Consumers are increasingly disconnected from the farm

• “Where does my food come from?”

• “Was it produced in a responsible manner?”

• Canada has a great story to tell – but is our message getting out?

• We need to build trust among consumers
In response to consumer pressure, companies are setting goals for sustainably sourced product. The demand to meet these requirements is growing, and varies among customers. So how do we do this across a complex supply chain?
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Alberta Barley

ALBERTA CANOLA PRODUCERS COMMISSION

ALBERTA PULSE GROWERS

Alberta Wheat Commission
ALBERTA CROPS SUSTAINABILITY CERTIFICATION PROJECT

Rationale:

- Prepare farmers to contribute to the conversation
- Assess the readiness of Alberta growers
- Identify strengths
- Identify gaps
ON FARM ASSESSMENTS

Auditors:

- **Control Union** is a global company offering commodity inspections, quality control services, logistical support services and sustainability certification.

- **Control Union Certifications (CUC)** has expertise in a wide range of certification programs many of which are specific to agricultural production.
Farmer representatives from all four project partners underwent assessments, similar in nature to those seeking certification in three major international sustainability certification platforms, including:

- Sustainable Agriculture Initiative Farm Self-Assessment 2.0
- International Sustainability Carbon Certification (ISCC Plus)
- Unilever Sustainable Agriculture Code (ULSAC)
The Sustainable Agriculture Initiative is a prominent food and beverage industry initiative supporting the development of sustainable agriculture initiatives worldwide.

Relevant members include: Anheuser-Busch, Heineken, Kelloggs, General Mills, and McDonalds—among many others.
Strives to develop sustainable agriculture through a continuous improvement process that allows for an easier and more flexible adoption by farmers, worldwide.

127 questions included in three chapters: People, Planet and Profit.
UNILEVER SUSTAINABLE AGRICULTURE CODE

- Developed in 2010 as part of Unilever’s ‘Continuous Improvement’ efforts
- Created and tested by a network of practical agronomists, farmers, consultants and sustainability advisors
- Applied to agricultural raw materials sourced by Unilever
- Unilever expects suppliers (farmers) to demonstrate that they agree to minimum standards of performance
UNILEVER SUSTAINABLE AGRICULTURE CODE

The code outlines guidelines for the following areas:

- Agrochemicals and fuels
- Water
- Soil
- Biodiversity
- Energy
- Waste
- Social and human capital
- Animal welfare
- Value chain and local economy
INTERNATIONAL SUSTAINABILITY AND CARBON CERTIFICATION (ISCC PLUS)

- ISCC is one of the leading certification systems for sustainability and greenhouse gas emissions
- ISCC Plus was developed for food, feed, technical/chemical and other bioenergy applications
- Recognized by the global market and utilized by farm groups across North America
- The European Commission recognizes ISCC as one of the first certification schemes to demonstrate compliance with the EU Renewable Energy Directive’s (RED) requirements
PRODUCER FEEDBACK

- Requirements should be relevant to the producer’s operation
- Producers appreciate collaboration with and support from other members of the supply chain
- Direct connection to markets or end-user demand increases farmer engagement
- Acknowledge the work that has already been done and wherever possible, work with existing systems
RESULTS

• Participants will receive confidential, individualized reports

• Commissions will receive aggregated results from all on-farm assessments outlining highlights and gaps

• Results are expected in June 2015
Phase 1 farmer feedback included a desire to explore established platforms for a “one-stop,” made-in-Canada solution.

The Agricultural Research and Extension Council of Alberta (ARECA) is poised to undertake an exercise to ensure that Alberta’s Environmental Farm Plan is responsive to both farmers and industry.

Benchmarking Project will see the EFP assessed in relation to the requirements outlined in ISCC Plus, the SAI Platform 2.0 and Unilever’s Sustainability Agriculture Code.
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