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## The world's first practitioner's guide to the sustainable sourcing of agricultural raw materials

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Geneva/London – ‘Sustainable Sourcing of Agricultural Raw Materials – a practitioner’s guide’ is being launched in London today. The publication is the world’s first practitioner’s guide to sustainable sourcing of agricultural raw materials and is the result of a joint effort by seven global organizations, including the International Trade Centre (ITC).

The guide is an open-source innovation tool that captures, in a single document, best practices and experiences from global corporations within a strategic, business logic-focused framework. It empowers managers by providing a user-friendly step-by step roadmap to building and rolling out sustainable agriculture sourcing strategies effectively.

Climate change, increased pressure on natural resources and continued poverty are affecting crops and water supply globally. This poses a significant risk to the food and beverage industry, which is the world’s biggest purchaser of agricultural raw materials. For a secure, safe and increasing supply, crops must be grown and sourced in a sustainable manner taking full account of environmental, social and economic considerations. Doing this effectively calls for changes in managerial mind-sets and specific knowledge and skillsets.

ITC Executive Director Ms. Patricia Francis, said: ‘Working towards more environmentally friendly, socially just and economically sustainable sourcing practices is central to ITC’s work towards better and more sustainable exports. This guide is a milestone and will help ITC and our partners achieve these goals.’

Dr. Ernesto A. Brovelli, President of the SAI Platform and Senior Manager, Sustainable Agriculture with The Coca-Cola Company, said: ‘This work reflects the spirit of the SAI Platform; one which aligns farmers and the food and beverage industry behind a common pursuit. Following a compelling narrative and clear examples, this publication is breaking ground in helping the reader navigate the path towards more sustainable sourcing.’

To help companies convert these risks to business opportunities, a unique collaboration between seven high-profile organizations has led to the production of the guide. The guide pools knowledge and resources, but collaborative outreach will also be an important part of assuring its impact.

The collaborating partners are: the Sustainable Agriculture Initiative (SAI) Platform, the CSL Learning Platform of IMD’s Global Center for Sustainability Leadership, the International Trade Centre, and the Sustainable Trade Initiative.

BSR, the Sedex Information Exchange and the Sustainable Food Laboratory also contributed to the development of the guide and are supporting its outreach.

The report can be downloaded at [www.intracen.org/Sustainable-Sourcing-Guide](http://www.intracen.org/Sustainable-Sourcing-Guide)



ITC is the joint agency of the World Trade Organization and the United Nations. ITC assists small- and medium-sized enterprises in developing countries become more competitive in global markets, thus contributing to sustainable economic development while contributing to the achievement of the Millennium Development Goals.

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## Partners



## Supporting Partners



## NOTES TO EDITORS

### About the Partners and Supporters of the Sustainable Sourcing Guide

**This publication is the result of collaboration between the Sustainable Agriculture Initiative (SAI) Platform, the CSL learning platform of IMD's Global Center for Sustainability Leadership (IMD-CSL), the International Trade Centre (ITC), and the Sustainable Trade Initiative (IDH). Supporters are BSR, the Sedex Information Exchange (Sedex) and the Sustainable Food Laboratory (SFL).**



[SAI Platform](http://www.saiplatform.org) is the main food and drink industry initiative supporting the development of sustainable agriculture worldwide. The group counts over 50 members, who share the same view of sustainable agriculture as "a productive, competitive and efficient way to produce agricultural products, while at the same time protecting the natural environment and socio-economic conditions of local communities". Products and services include guidelines, tools and training material for the implementation of sustainable agriculture at farm level and sustainable sourcing throughout the supply chain. [www.saiplatform.org](http://www.saiplatform.org)



**IMD** is a world renowned business school that is 100% focused on real-world executive development, with a practical, problem solving approach to create value and impact for its clients. The learning platform of IMD's Global Center for Sustainability Leadership (IMD-CSL) is membership and partner driven, so that research and thought leadership in sustainability remain anchored in business realities. The main mission of IMD-CSL is to develop leaders who will go on to address present and future challenges and opportunities so that future generations can enjoy better options than those available today. IMD-CSL does this by developing and sharing cutting edge research on sustainability leadership,

engaging business and other stakeholders in developing new approaches to business strategy, and by sharing knowledge and experience through the CSL Learning Platform. [www.imd.org/research-knowledge/global-centers/sustainability-leadership](http://www.imd.org/research-knowledge/global-centers/sustainability-leadership)



[The Sustainable Trade Initiative](#) (IDH) is a public private partnership that accelerates and up-scales sustainable trade by building impact-oriented coalitions of front running multinationals, civil society organizations, governments and other stakeholders. Through convening public and private interests, strengths and knowledge, IDH programs help create shared value for all partners. This will help make sustainability the new norm and will deliver impact on the Millennium Development goals. IDH develops and disseminates innovative strategies for transformative supply chain models that address tough global social and environmental challenges. [www.idhsustainabletrade.com](http://www.idhsustainabletrade.com)



[BSR](#) works with its global network of nearly 300 member companies to build a just and sustainable world. From offices in Europe, Asia, North and South America, BSR develops sustainable business strategies and solutions through consulting, research and cross-sector collaboration. Specifically across the food, beverage and agriculture value chain, BSR focuses on integrating corporate responsibility into core business strategies by applying well-tested approaches to materiality, stakeholder relations, and supply chain management to produce tangible results. [www.bsr.org](http://www.bsr.org)



[Sedex Information Exchange](#) is a unique and innovative online platform, helping companies to manage ethical supply chain risk and streamline the challenging process of engaging with multi-tier supply chains. As the largest collaborative platform for managing ethical supply chain data, Sedex engages with all tiers of the supply chain with the aim of driving improvements and convergence in responsible business practices. Sedex members can share and manage CSR information, access a range of resources and reports, including leading risk analysis tools, developed with global risk experts Maplecroft. [www.sedexglobal.com](http://www.sedexglobal.com)



The [Sustainable Food Lab](#) (SFL) is a consortium of business, non-profit and public organizations aiming to accelerate the shift toward sustainability. SFL facilitates the development of market-based solutions to key issues – including climate, soil, poverty, nutrition and water – that are necessary for a healthy and sustainable food system in a growing world. SFL uses collaborative learning to incubate innovation at every stage along the supply chain from producing to distributing and selling food. Areas of work include Sustainable Livelihoods in Global Value Chains, Sustainability Metrics, the Cool farm Institute and Leadership Development. [www.sustainablefood.org](http://www.sustainablefood.org)