Capitalizing on Competitiveness of Sustainable Agriculture

Tobias Bandel

Vienna, October 16th 2009

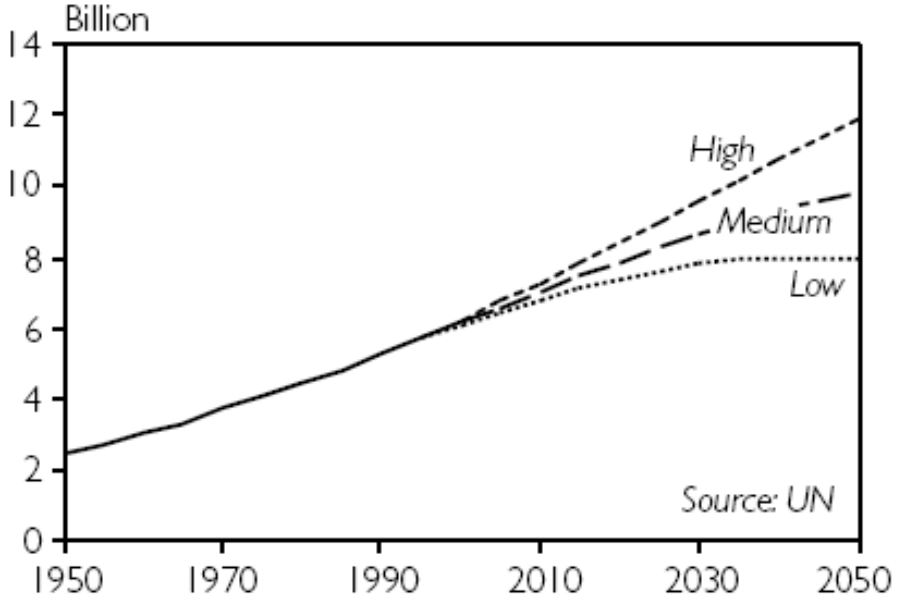


Figure 3–7. Total World Population, 1950–98, with Projections to 2050

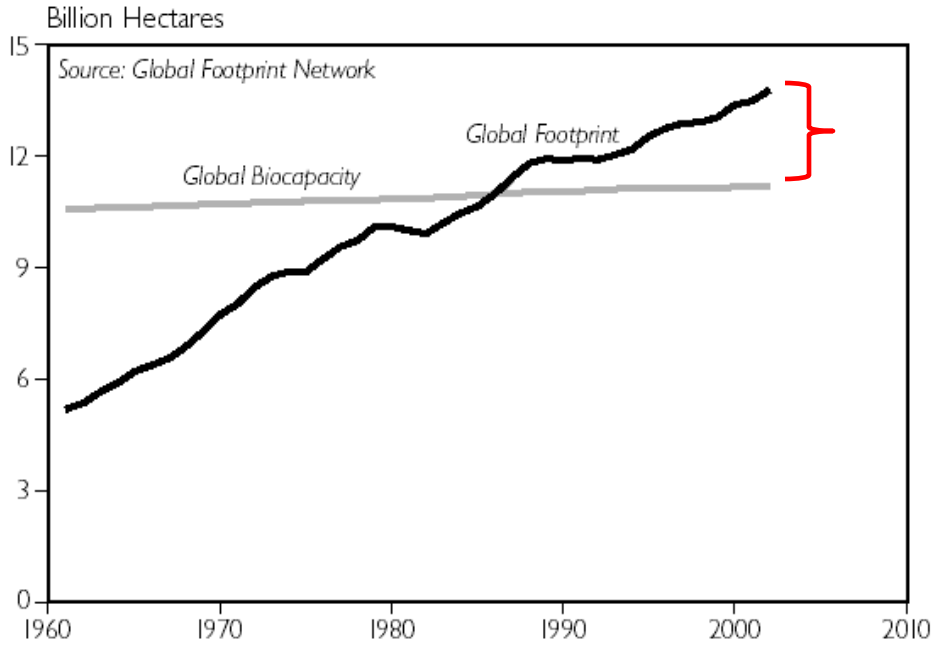
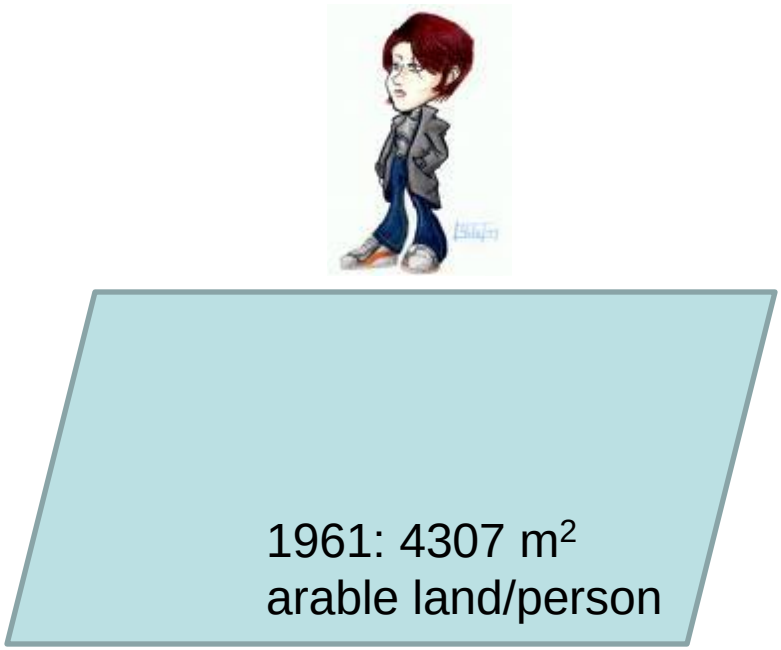


Figure 1–4. Global Footprint and Biocapacity, 1961–2002

We are living on credit without knowing the interest rate!

You and your Business – our Future at Stake!



Source: FAO

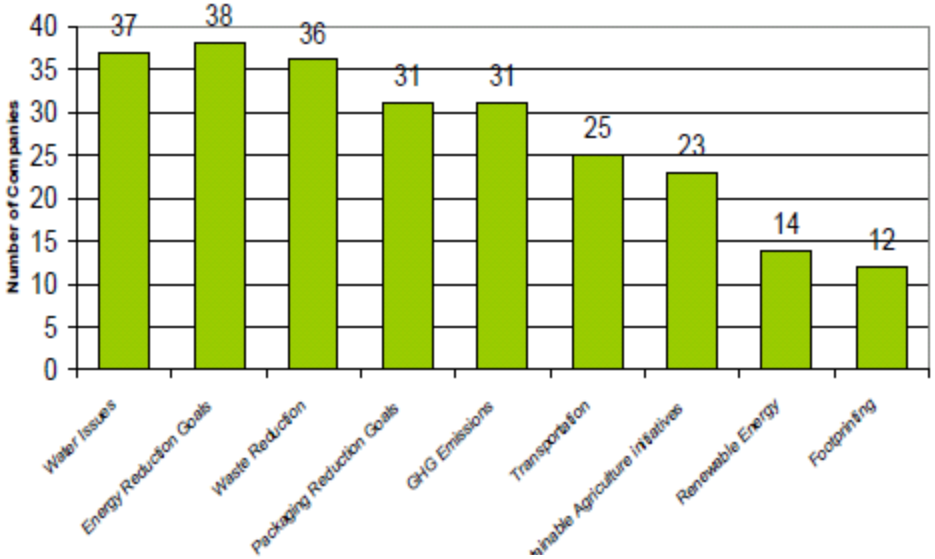
Source: FAO

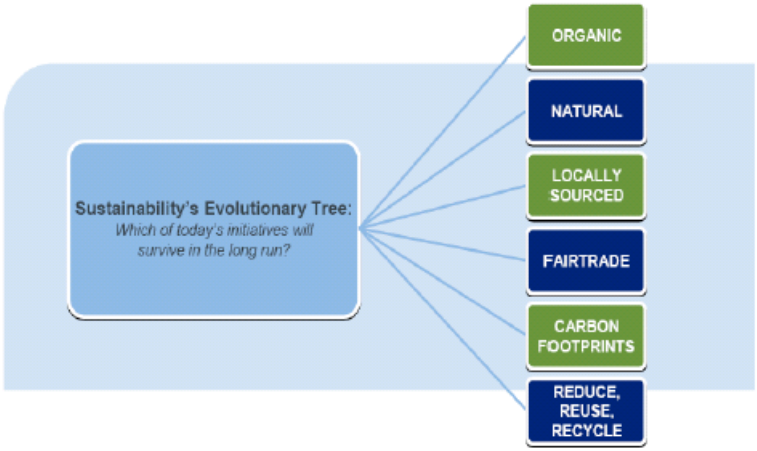
?

2050

Carbon, Water, Oil, Minerals, Food, Jobs, Education, Security, …

Carbon & more

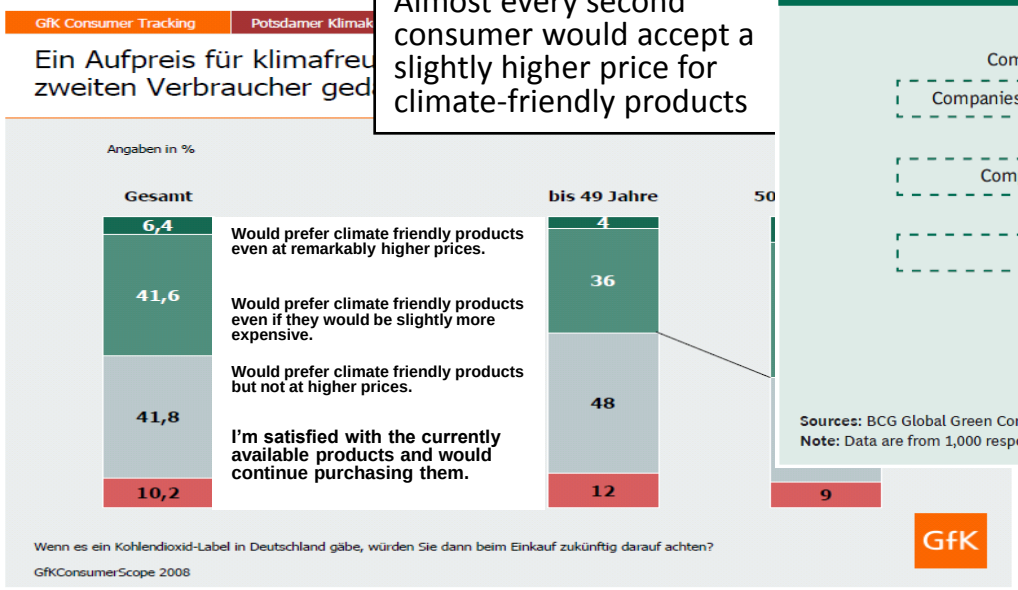


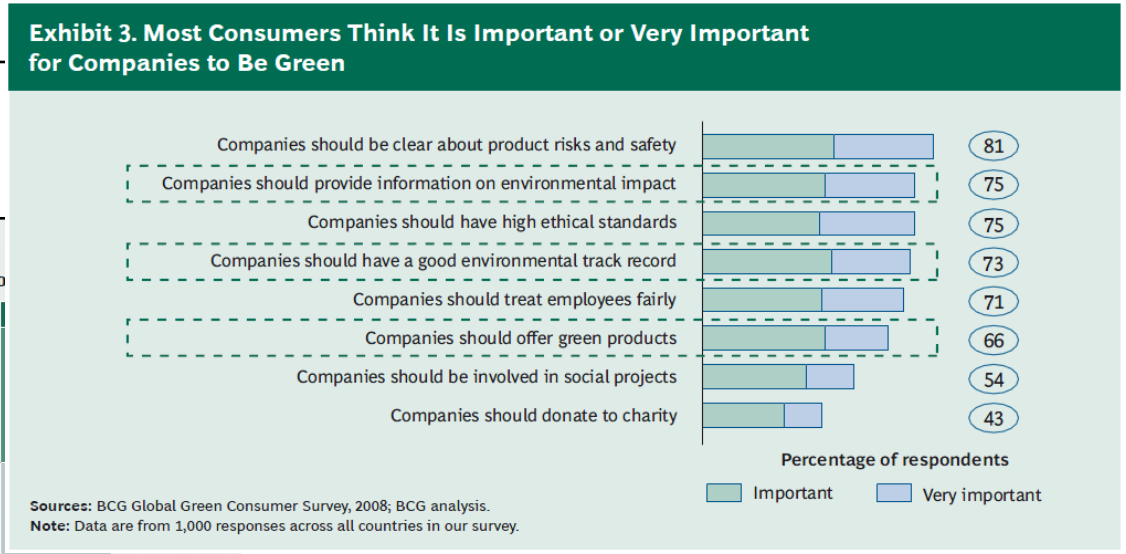


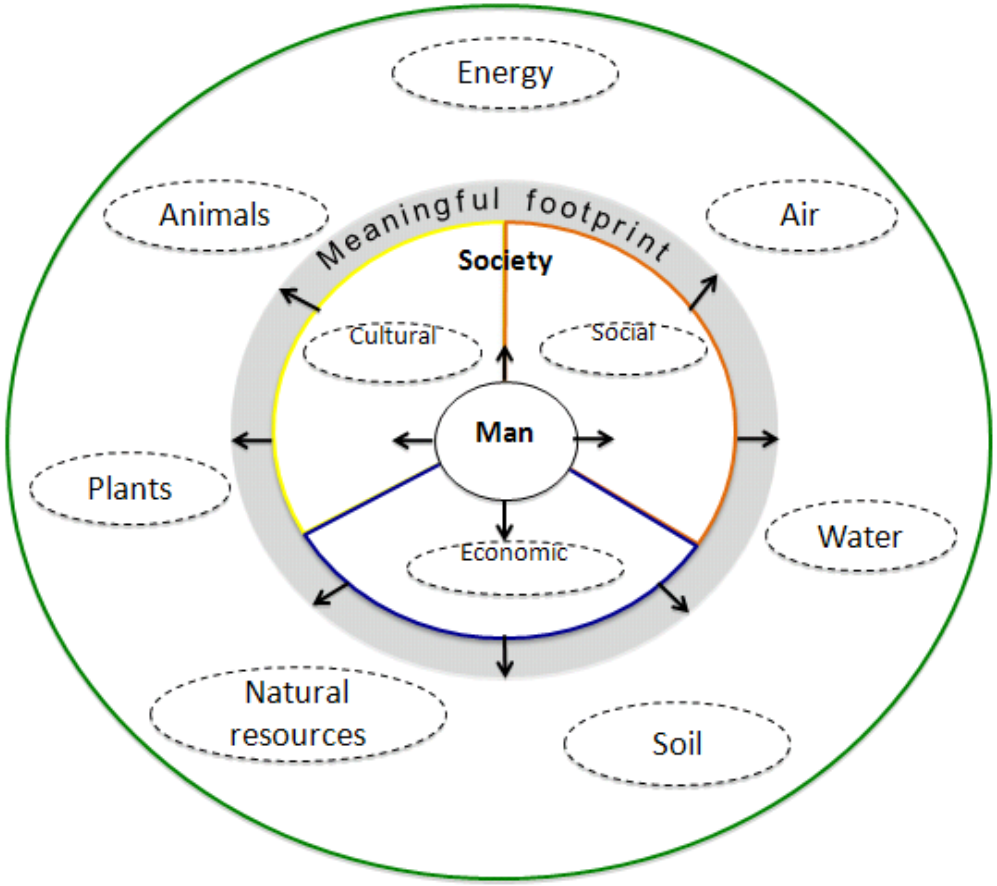
1. Soil Fertility Health
2. Soil Loss
3. Nutrients
4. Pest Management
5. Biodiversity
6. Value Chain
7. Energy
8. Water
9. Social/Human Capital
10. Local Economy
11. Animal Welfare

- How to offer incentives for more sustainable production?
- How to capitalize on environmental best practice?
- How to respond to changing consumer expectations?

Almost every second consumer would accept a slightly higher price for climate-friendly products







Sustainability Flower (Working Title)

In times of shrinking resources and growing population it's not enough to sustain the planet. We need sustainable development - a Meaningful Footprint.

The approach

- GRI plus
  - Advantage:
    - Convince through performance
    - Stay comparable

The Criteria

3.2 Economic dimension

Dimension	Goals	Key Performance Indicator	Negative impact / No impact	Awareness and initiatives for positive impact	Comprehensive positive impact
Economical	Responsible and ethical business behavior in every sphere of action	Sustainability strategy performance management			
		Economic development			
		Innovation			

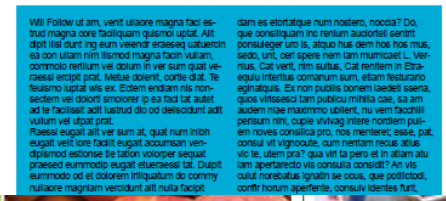
3.5 Ecological dimension

Dimension	Goals	Key Performance Indicator	Negative impact / No impact	Awareness and initiatives for positive impact	Comprehensive positive impact
Energy	Efficient usage of energy and development of renewable energy	Assessment of energy usage	No assessment	First pilot assessments	Full assessment
		Energy saving	No action	Single issue projects	Comprehensive saving goals and implementation
		Proportion of clean(er)/renewable resource usage in the energy mix	No action	First single issue initiatives	Comprehensive goals and implementation for greener energy mix
Air	Improve quality of the air and mitigate climate change through	Assessment of emissions	No assessment	First pilot assessments	Full assessment on company and product level

Soil & More International

Sustainabiity Flower™

working title



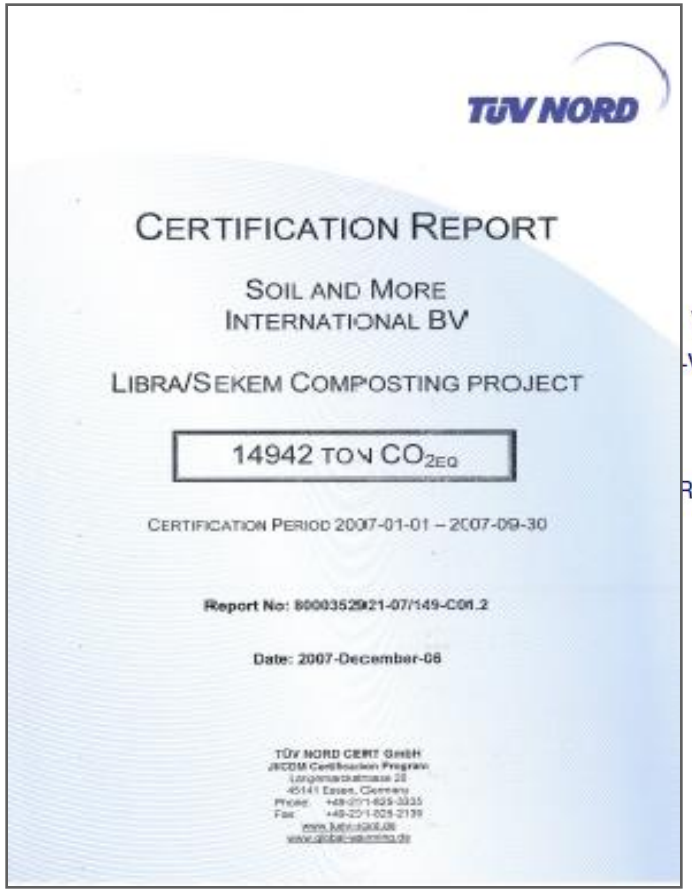
Soil & More

- Activities
  - Composting
  - Emission Reduction
  - Footprinting

Input Materials

Processing

Carbon Credits – TUEV verified



TÜV NORD

CERTIFICATION REPORT

SOIL AND MORE
INTERNATIONAL BV

LIBRA/SEKEM COMPOSTING PROJECT

14942 TON CO_{2EQ}

CERTIFICATION PERIOD 2007-01-01 – 2007-09-30

Report No: 8000352921-07/149-C01.2

Date: 2007-December-08

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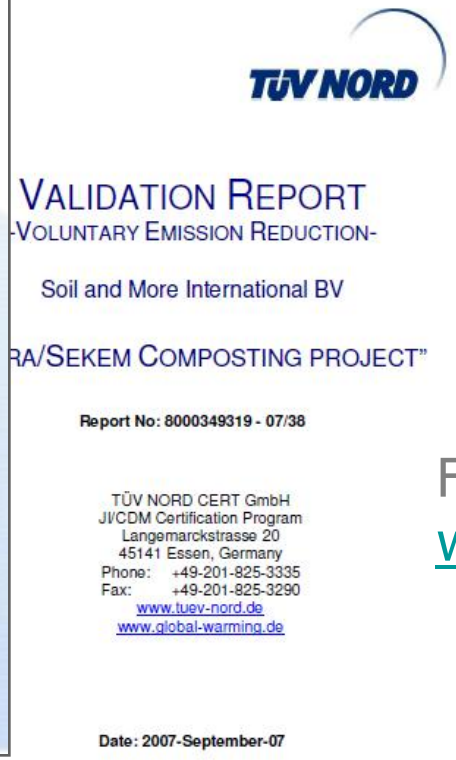
www.global-warming.de



TÜV NORD

VALIDATION REPORT
-VOLUNTARY EMISSION REDUCTION-

Soil and More International BV

RA/SEKEM COMPOSTING PROJECT"

Report No: 8000349319 - 07/38

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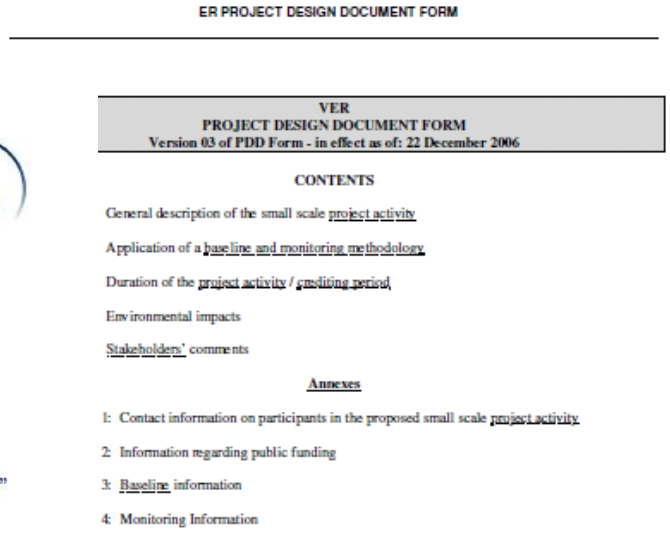
Date: 2007-September-07



ER PROJECT DESIGN DOCUMENT FORM

VER
PROJECT DESIGN DOCUMENT FORM
Version 03 of PDD Form - in effect as of: 22 December 2006

CONTENTS

Full Transparency:
www.global-warming.de

Together with its partners and through the help of VER sales, Soil & More achieved worldwide:

- Compost production
  - **170,000 tons**
- Emission reduction
  - **160,000 tons CO_2e**
- Socio-economic impact
  - 600 farmers supplied
  - 150 jobs created directly and indirectly
  - food security & education




Product	Country of Origin	$kgCO_2e/kg$ Product
Apples	Argentina	1.5523
Pears	Argentina	1.5720
Oranges	Egypt	0.7519
Tomatoes	Holland	2.7674
Oranges	RSA	0.6148
Easy-Pealer	RSA	0.6148
Lemons	RSA	0.6099
Kiwi	New Zealand	1.2599
Grapes	Egypt	1.1856
Oranges	Egypt	0.6178
Peppers	Egypt	0.5961
Potatoes	Egypt	0.5886
Tomatoes	Egypt	0.8356
Peanuts	Egypt	0.8585
Beans (Greenhouse)	Egypt	3.2510
Beans (Open Field)	Egypt	3.1486
Citrus	Egypt	0.6377
Strawberries	Egypt	6.5165
Grapes	Egypt	1.8496
Lettuce	Egypt	1.6235
Herbs	Egypt	16.6528
Peppers	Egypt	5.9740
Flowers	Egypt	6.2355
Chamomile	Egypt	3.8136
Hibiscus	Egypt	3.8129
Peppermint	Egypt	3.6803
Spearmint	Egypt	3.6803

Over 40 products assessed worth more than 1.2 billion US$

Water footprint

S&M is member of the WFN

Observations

- Awareness raising
- Facts vs feelings
- Single issue incentive

  →multi-issue: the whole is more than the sum of the parts

- Share of mineral fertilizer related CO_2e emissions on a products carbon footprint in Egypt from selected growers
  - Citrus: 41%
  - Grapes: 27%
  - Capsicum: 24%
  - Peanuts: 50%
  - Potatoes: 43%
  - Tomatoes: 57%

Leading by example

Build Carbon management into our core KPIs

TESCO

"Our work to deliver sustainable consumption is not some add-on extra.

Cutting carbon emissions is now locked into our business strategy."

Sir Terry Leahy, CEO

- **50% cut in CO2 created per case of goods delivered by 2012**

- It's just one part but it raises awareness
- They started to use compost instead, which contributes to soil fertility, water efficiency, biodiversity and increase of arable area - sustainable

Example of using compost for land-reclamation projects in Egypt

Wahat el Bahareya-Project

Sinai-Project

Minia-Project

Inauguration Event at Sinai Project

The land before, and…

…after 18 months. From hostile desert to fertile soil – products – people using Nile water

Thank You

Tobias Bandel
www.soilandmore.com