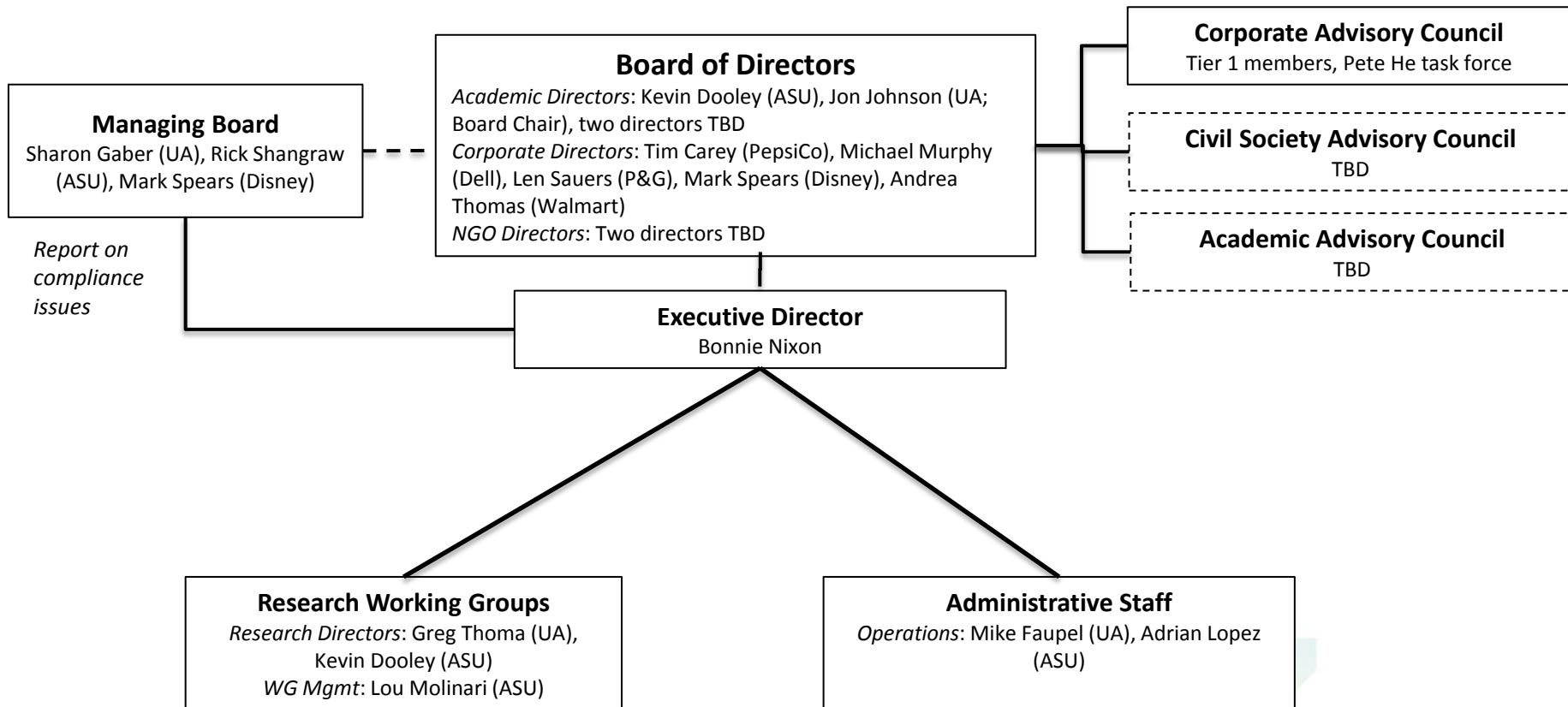




C-AGG Presentation
Wednesday December 7, 2011
Dr. Sarah E. Lewis
Food, Beverage, and Agriculture Sector Manager

The Sustainability Consortium

Current organizational structure



Who We Are: Actively Engaged Working Groups

Sector Working Groups — TSC is about SCALE as it represents more than ~75 of the largest companies in the world including their supply chains



ELECTRONICS



FOOD, BEVERAGE
& AGRICULTURE



HOME &
PERSONAL CARE



PAPER



RETAIL



TOYS



CLOTHING, FOOTWEAR
& TEXTILES

Consortium Working Groups — Made up of Corporate members, NGOs/ONGs, government agencies & academics



CONSUMER
SCIENCE



MEASUREMENT
SCIENCE



IT STANDARDS
& TOOLS



PACKAGING



Why are we doing this?

- By 2050, 9 billion people
- How do we create a world in which people are living well and businesses can prosper within the limits of the planet?
 - ***Living Well***: A standard of living where people have access and ability to afford education, healthcare, mobility, the basics of food, water, energy, shelter and consumer goods.
 - ***Living Within the Limits of the Planet***: Means living in such a way that it can be sustained with the available natural resources and without further harm to biodiversity, climate and other ecosystem services.



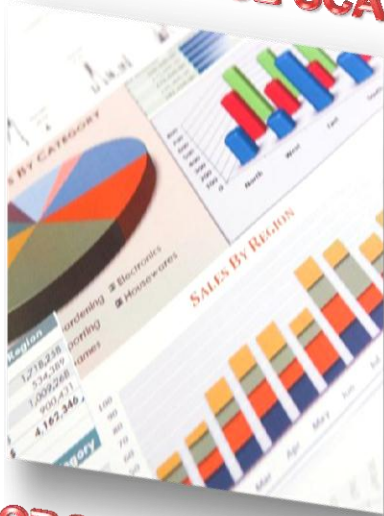
World Business Council for
Sustainable Development



What are we doing?

Sustainability Measurement and Reporting System™ (SMRS)

LIFE CYCLE BASED
ENTERPRISE SCALE



- Develop scientifically sound measurement methods of a product's environmental and social attributes
- Make carbon, water, materials, biodiversity, toxicity and social impact results accessible and available
- Design and provide transparent and easy to use IT tools for sharing common data and reporting
- Build on existing lifecycle, supply chain & product data
- Commit to scientific rigor, practicality & transparency

CROSS SECTOR
INDUSTRY WIDE

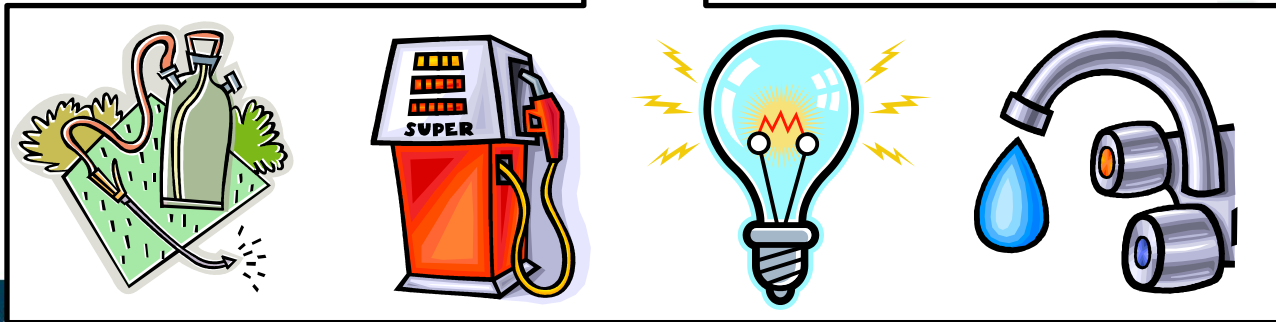
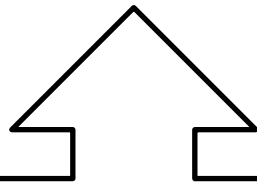
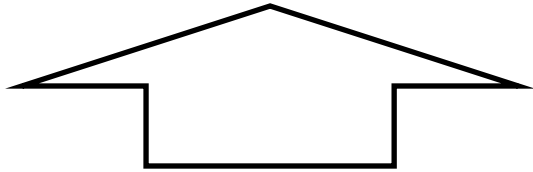


Primary Deliverable = The Sustainability Measurement and Reporting System (SMRS)

- **Harmonized communication and tools** for product sustainability
 - Same language and methods used for a product category
- **Points of reference (baselines)** against which to report product sustainability
 - Category Sustainability Profiles for consistent product category communication
 - Baseline models for quantitative product level comparison
 - It is a reference used to consistently measure and make claims
 - eg. meter stick - few things are exactly 1 meter stick long, but a meter stick is a consistent tool against which to compare.
- **Reduced cost** of conducting LCAs – process and indicator focus
- **Transparency** of data and methodology
- **Consistency** in data and methodology
- **Global system**
- **Life Cycle Approach**
 - Cradle to grave accounting of environmental and social impacts



Impacts



How does SMRS benefit Ag?

The SMRS helps to...

- Create a stakeholder approach
- Create consistent communication with suppliers and buyers
 - Education of supply chain about agricultural production methods
 - Harmonization of calculation tools
 - Alignment of surveys and similar questions
 - Further understand opportunities for innovation
 - Reduce misperceptions of on-farm hotspots
 - Fertilizer production vs. fertilizer use
- **Level the playing field**
 - Ensure that competitors are using the same assumptions, system boundaries, data sources, and procedures to make product claims.
 - Everyone is addressing the same scientifically based issues (hotspots)
 - Shared knowledge for innovative sustainable practices that reduce impacts
- Encourage innovation
 - Compare products by communicating innovations
- **Ultimately sustain natural resources for the next generation of producers**



History of TSC and the Sustainability Measurement and Reporting System (SMRS)TM

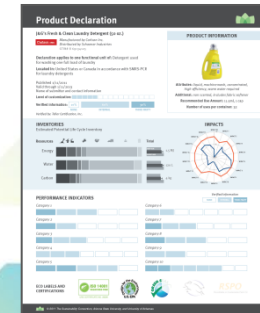
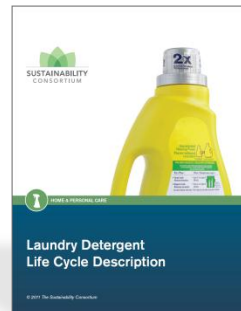
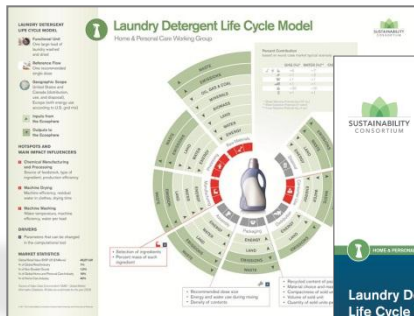
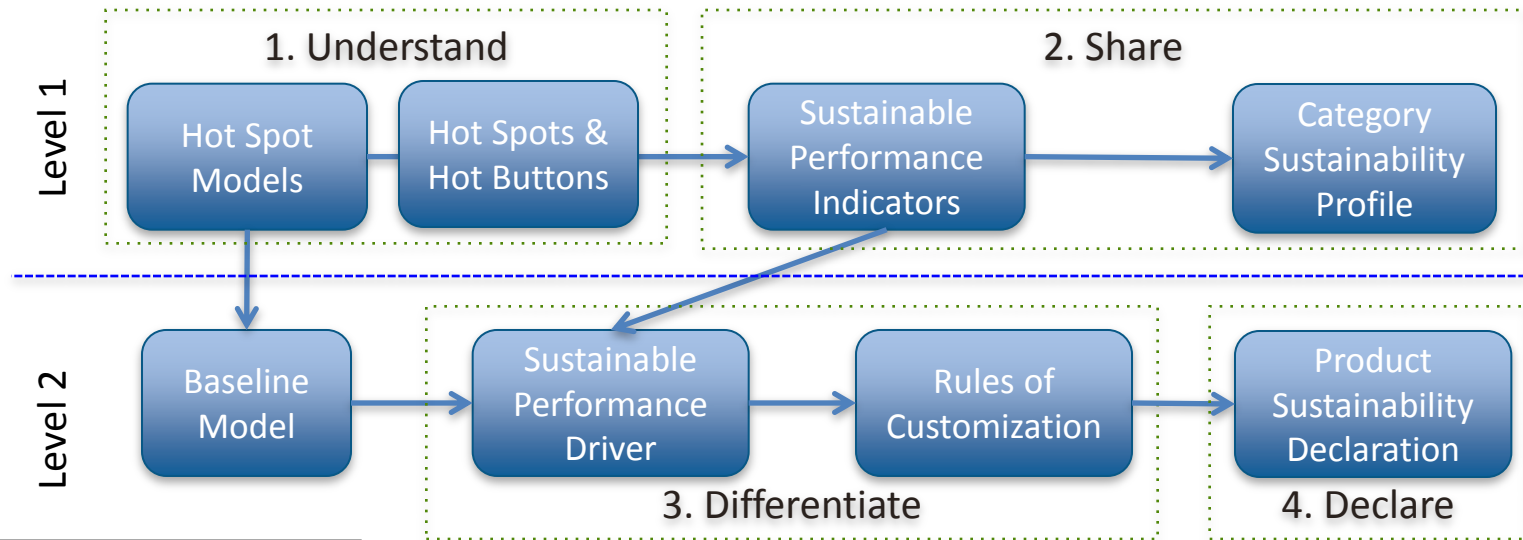
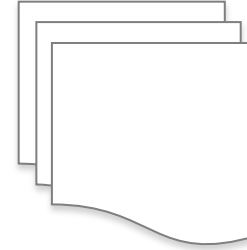
Date	State
Fall 2009 – Spring 2010	Established Sector Working Groups, Measurement Science Working Group
Spring 2010 – Fall 2011	Level 2 SMRS Prototypes – Product Category Rules and LCAs for seven product categories
Summer 2011 – Fall 2011	Level 1 SMRS Prototypes – Product Category Dossiers for 100 product categories
Fall 2011 – Winter 2012	SMRS Reengineering Project
2012	Level 1 SMRS production; Level 2 SMRS new component development and prototyping



Overview of SMRS

Category Dossier
(collection of existing
information for category)

Category Sustainability Profile



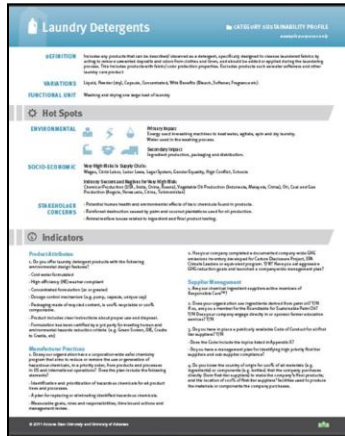
Product Category Life Cycle Assessments (PCLCA)

Product Category Rules (PCR)

Computational Tool

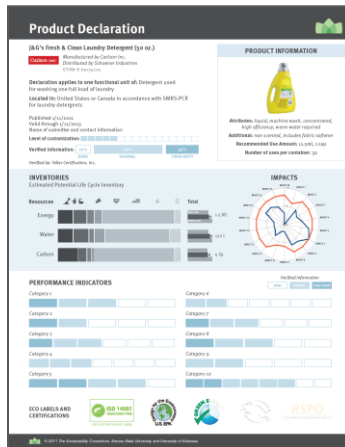
Product Declaration
Created by End-User

Knowledge Creation and Management



Level 1 SMRS Category Sustainability Profiles

- Applies to the product category level (yogurt, beef, coffee)
- Life cycle approach, includes biodiversity, social
- Promotes sharing of information



Level 2 SMRS Product Sustainability Declaration

- Applies to the product level (e.g. Frozen Beef Patties)
- Allows for direct comparison of products against the product category LCA baseline: includes uncertainty
- Based on Baseline (LCA) Model + PCR
 - Parameterization of variables, such as geography, variety, method or process

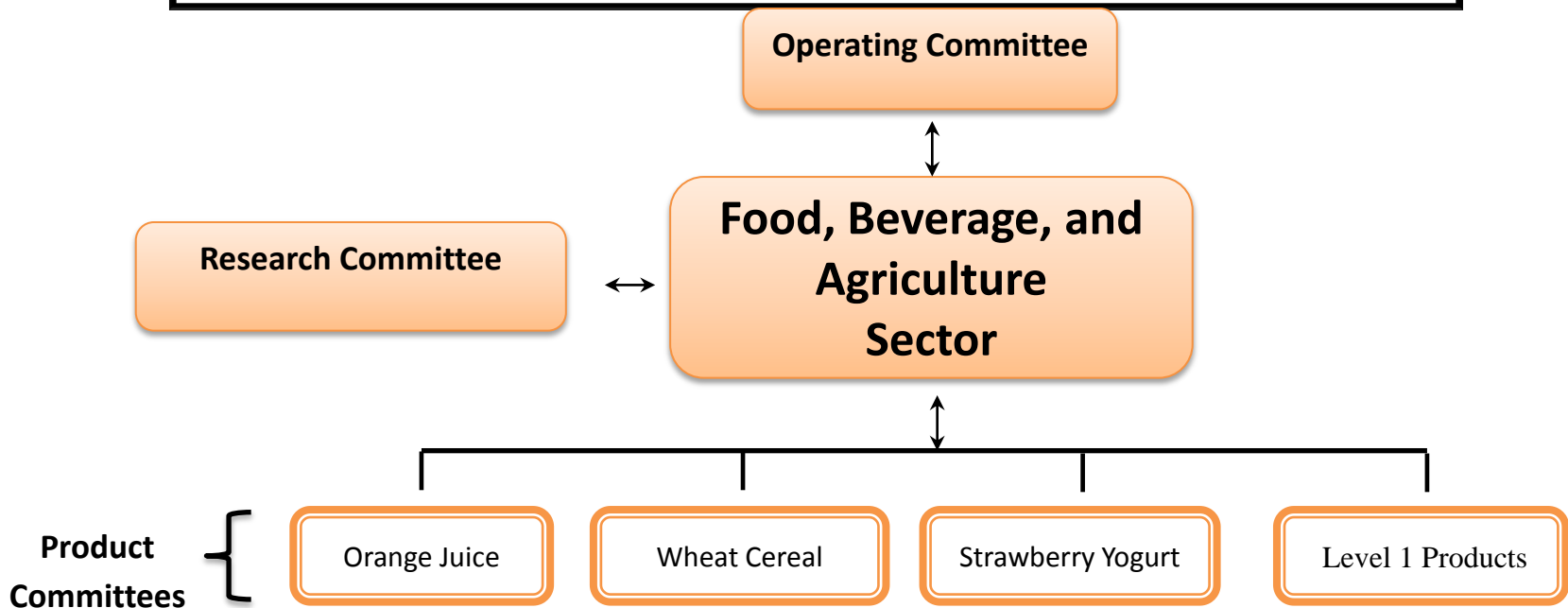
Food, Beverage, and Agriculture Sector



FOOD, BEVERAGE
& AGRICULTURE



Food, Beverage, and Agriculture Sector Working Group



	Participation	Function
FB&A Sector	Tier I and Tier II Members and Invited Participants	Participates and provides input into activities within FB&A Sector
Operating Committee	Consists of 2 SWG Co-Chairs and 3 to 4 SWG members.	<ul style="list-style-type: none"> Assists FB&A Sector Coordinator with management, sector meetings, and planning. Helps to communicate with members and with BOD.
Research Committee	Members and participants from FB&A Sector with interest and expertise in the research process and in research topics, such as; <ul style="list-style-type: none"> -Biodiversity/Land use -Social metrics -Water quantity metrics 	<ul style="list-style-type: none"> Helps set the research agenda for the FB&A Sector. Contribute to the development of requests for proposals (RFPs) Work in partnership with internal TSC research teams and external research contractors
Product Committee	Small groups of interested members and participants with interest and expertise in product category.	<ul style="list-style-type: none"> Focus on the development of specific CSPs, Product Category Rules and Baseline Models for products selected by the FB&A Sector



Food, Beverage, and Agriculture Sector

- Product sustainability tools and science
 - Level 1 SMRS: Hotspots, Improvement Opportunities, Additional issues
 - » Top 10: beef, coffee, cotton towels, wheat cereal, yogurt
 - » 100 products by January 2012
 - Level 2 SMRS: Expand baseline modeling and identify an IT interface
 - » Prototypes: Orange juice, strawberry yogurt, wheat cereal
 - » IT Tool by mid 2012
- Research to capture geographic variables
 - Dr. Christy Slay and MSWG
 - Biodiversity/Land Use Change indices
 - Social Hotspot Index
 - Water Scarcity Indices
- Research to identify LCA drivers out of improvement opportunities
 - University of Minnesota, Dr. Tim Smith
- Collaboration with key stakeholders to increase harmonization of ag-tools
 - Sustainable Food Lab
 - Daniella Malin
 - First step = who are the key players and what are the tools?
- Research to capture social variables in LCA
 - CARE, New Earth, United Nations, Heifer International



How can we drive harmonization together?

- TSC can help drive these initiatives, but we can't do it alone!
 - Partnerships are essential
- Key issues that need to be addressed
 - How to have interoperability of calculation tools
 - Minimize the time spent on various supply chain surveys
 - Life cycle assessment data gaps
 - Social and biodiversity metrics
 - Global markets and harmonization
 - Local markets



Specific ways to engage

- Provide ideas for how to further align tools and metrics
- Volunteer to be interviewed or recommend a colleague, Level 1
- Participate in reviewing documents developed by TSC
- Provide ideas for scientific resources
- Help network with key local and global stakeholders to ensure interoperability
 - Agricultural producers
 - Companies
 - NGOs
 - Governmental organizations
 - Academic organizations
- Encourage your supply chain to join
 - Harmonize tools, communication, increase science, stakeholder approach





Contact: slewis@walton.uark.edu
or 479-263-2087

Thank you very much!





THE
SUSTAINABILITY
CONSORTIUM

*The Sustainability Consortium is administered by
Arizona State University, the University of Arkansas, and Wageningen University*

