

**“The importance of national government policy for an enabling environment for sustainable agriculture”**

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# Felleskjøpet

- «Felleskjøpet», two regional cooperatives owned by 53 000 Norwegian farmers
- Goal: «To strengthen the economy of its members, both on short and long term»
- The «one stop shop» for the Norwegian farmer
- Turnover 2015: 1 600 mill €
- Employees: 2 900



# The business in short



Feed



Fertilizer, seeds, crop-protection



Machinery



Retail: Pet Food, gardening



Grain



Horticulture



Milling and baking



# Feed – livestock and companion animals



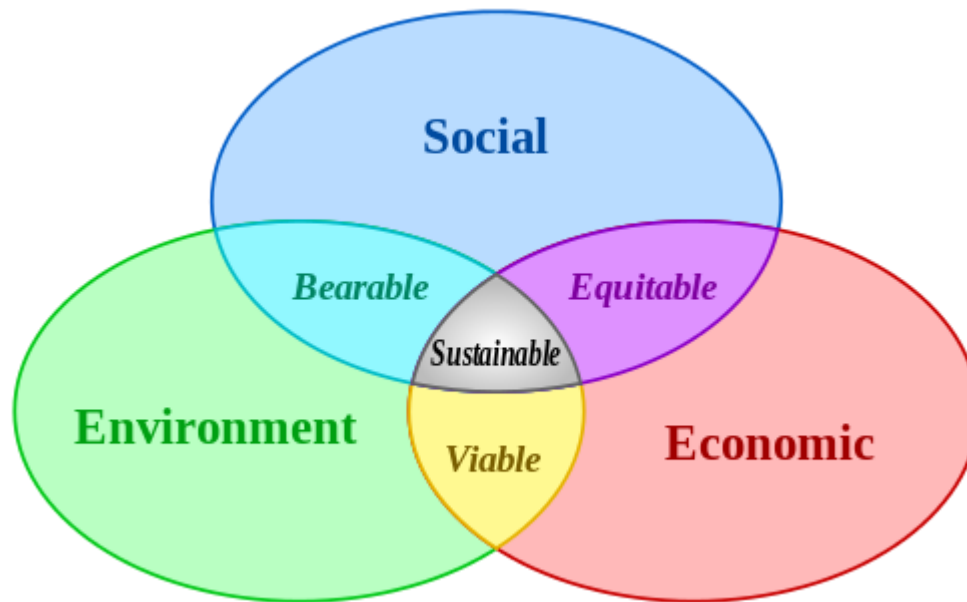


# Feed facts.



- 13 plants
- 1,4 million mt feed in 2015
- 50-60% domestically sourced raw material
  - Barley, oats, feed wheat and some minor quantities of peas and oilseeds
- 40-50% is imported
  - Grain, soymeal, rapeseed cake, and others

# Sustainability



# Sustainability

"Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs".

Brundtland, 1987





# Dilemma?

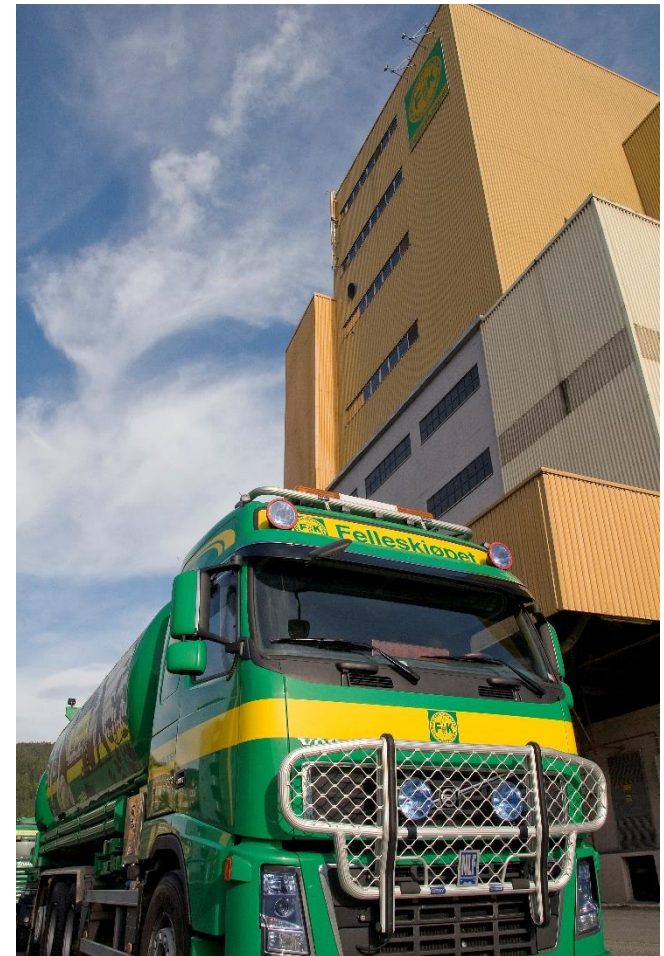
- Who define by when future is compromised?
- Do we have the same view on how to balance economic, social and environmental concerns?
- Can sustainability be expressed in a common language and currency?





# Our response to the dilemma(s)

- Proactive and pragmatic
  - Sometimes with our own approach
  
- Key elements:
  - Open and transparent
  - Dialogue with stakeholders
  - Documentation
  - Improve
  
  - Compliance with regulations
  - Acknowledgement of general and internationally recognised standards



## Some soya figures

- Production estimates 2016/2017
  - Global 324 metric tonnes
  - Brazil 103 metric tonnes
- Soymeal equivalent to 1 mill metric tonnes of beans to be consumed in Norway.
  - 0,33% of global soy production
  - 1% of Brazilian production
- 2% of global soy production is certified as sustainable
  - Norway want to contribute to a positive development!





# The task of today:

**“The importance of national government policy for an enabling environment for sustainable agriculture”**

**I will focus on how joint effort among industry, government and civil organisations have enabled a unique supply chain of soy from Brazil to Norway**

**3 CASES.**



# CASE 1. NON GMO SOYA

Lets go back to 1996:

- Growing concern in the Nordic countries
  - Consumer scepticism regarding genetically modified crops
  - The US soy industry could not supply NON GMO soy
  - Brazil and Argentina; more and more difficult to obtain NON GMO, increased risk for contamination
- The industry established a common policy on how to secure NON GMO soy. The government supported the idea
- Industry commitment: To purchase only NON GMO soy
  - Originated from Brazil or Canada



## This based on: (Norway)

- The «gene technology law» 1993
  - Built on the basis of EU Directive 90/219 in 1990
  
- A Norwegian «GMO policy document»
  - Established in 1997 by 14 organisations
  - Confirmed in 2005



## 1996 - 2016

- The local supplier of soy products established a sourcing program on NON GMO soy. Followed by some Brazilian suppliers

- The supplier(s) had a market and ambitions
- Support from organisations
  - Farmers union, and others
- A legislative situation that gave adequate incentives and security

- The efforts done in 1996 has led to a unique supply chain:
  - It enables an annual NON GMO, PROTERRA (or RTRS) certified supply of 1 mill mt soybeans to Norway
- 20% for livestock 80% for aquaculture



## CASE 2. THE ROUND TABLE OF RESPONSIBLE SOY 2004-2006:

- Growing demand for soya and fast deforestation in Brazil
  - Sustainable?
- Pressure from organisations, interest from (some?) buyers of soy, concerned traders, crushers and authorities (not only in Brazil)
- RTRS and the soy moratorium developed in parallel.
  - Many NGO's positive or very positive (WWF and Greenpeace)

Now, in 2016:

- More than 180 RTRS members
- Zero deforestation soy can be purchased
- Felleskjøpet purchases sustainability certified soy since 2009

## CASE 3. «THE AMAZONAS FOUNDATION» 2008-2016

- 2008, memorandum of understanding. The republic of Brazil and the kingdom of Norway.
  - Brazil to undertake a commitment to reduce deforestation
  - Norway to undertake a commitment to fund relevant measures in Brazil
- In our opinion, the memorandum has lead to a deeper bilateral cooperation on several levels and among several partners across various segments of society

# Deforestation – long list of measures

- Some key points:
  - Action plan launched in 2004
  - Surveillance of forest areas in combination with legal prosecution for violating the law
  - The soy moratorium – the business voluntarily undertaking commitments not to use recently deforested land
  - Certified beef
  - Preservation of land and water
  - New “Forest Law”
  - ..
  - ...





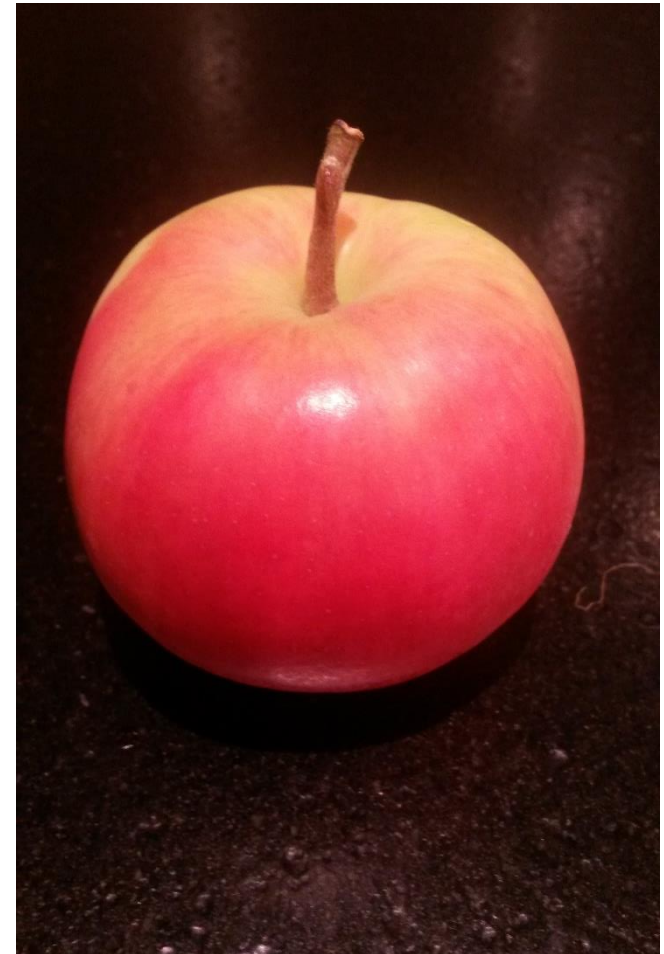
## Some «highlights». Soybeans – Norway

- 1996 – NON GMO supply scheme was established
  - Unique globally
- 2004 – Soy moratorium
  - No soy from recently deforested land
- 2009 – Certified sustainable
  - Aquaculture included in 2015
- 2014 – The entire industry signed the «New York agreement»
  - Zero deforestation by 2030
- 2015 – “Oslo agreement”
  - The feed industry undertakes a wide commitment regarding sustainable soya

# The task for today:

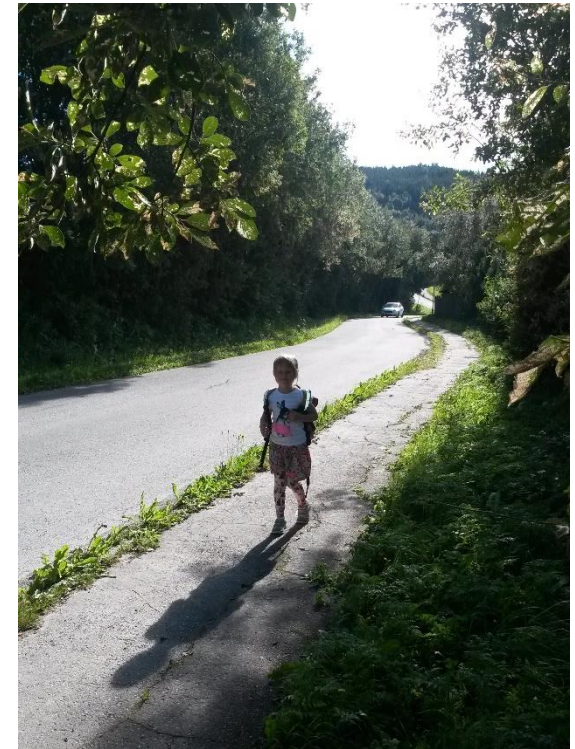
- our suggestion for an answer.

- “The importance of national government policy for an enabling environment for sustainable agriculture”
- **Yes. Government policy can enable a sustainable development in the food sector.**
- **Policy or policies?**



# Considerations – food for thought

- Sustainability need to include profit
- A sustainable future calls for interaction between government, institutions, industry and civil organizations
- Emotions manage the food sector(?)  
Emotions are sometimes contrary to facts and science
  - Use the conference to share facts, to challenge your own ideas and to inspire others. Good luck!





# Thank you for your attention!

