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

Trondheim Conferences on Biodiversity
The Eighth Conference
Trondheim 31st May 2016

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• «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
Let’s 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!