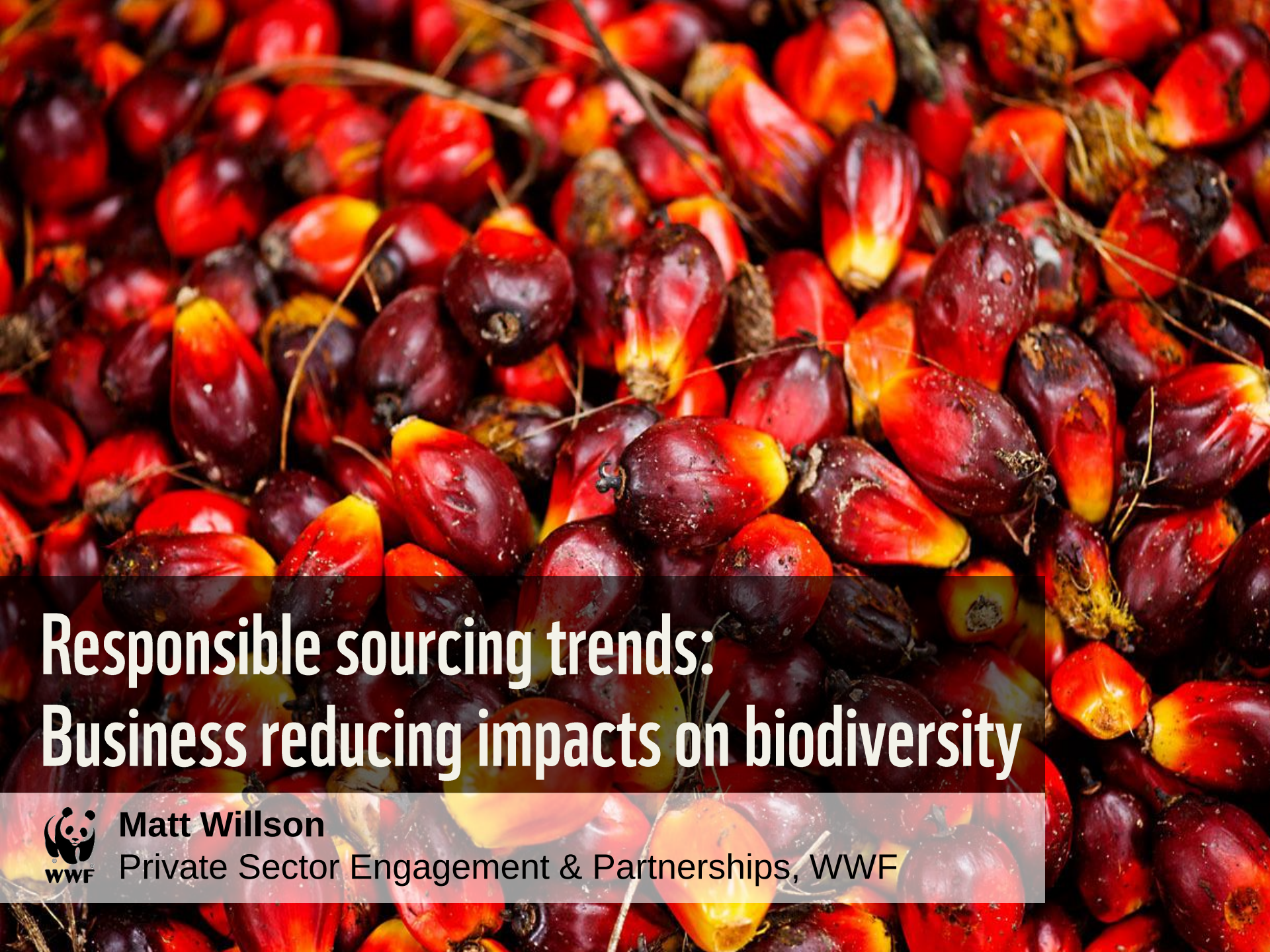
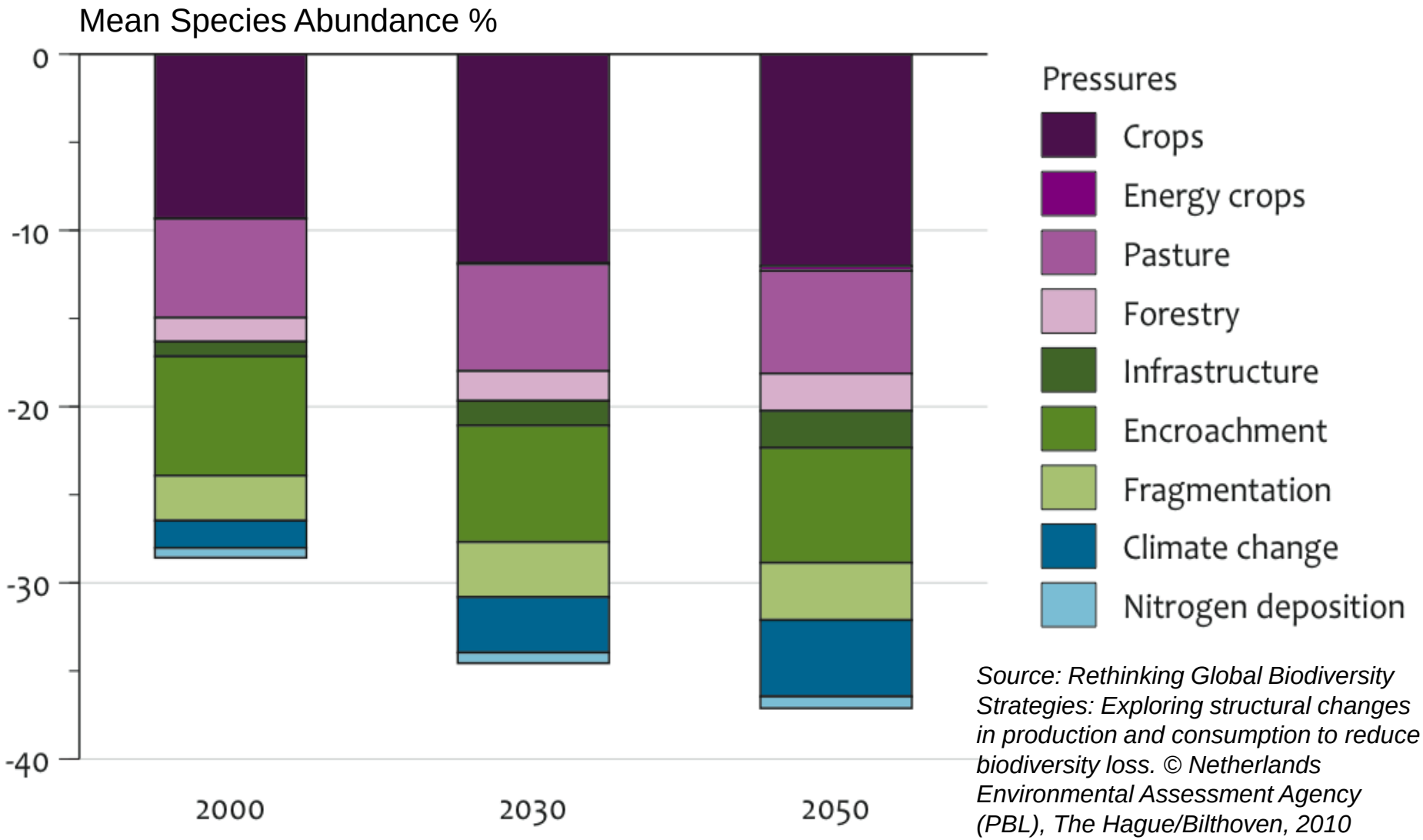


Responsible sourcing trends: Business reducing impacts on biodiversity

Matt Willson
Private Sector Engagement & Partnerships, WWF

Major drivers of biodiversity loss globally



Source: Rethinking Global Biodiversity Strategies: Exploring structural changes in production and consumption to reduce biodiversity loss. © Netherlands Environmental Assessment Agency (PBL), The Hague/Bilthoven, 2010

Commodities: high environmental impact/risk

PALM OIL

COTTON

BIOFUELS

SUGARCANE

PULP & PAPER

TIMBER

DAIRY

FORAGE FISH

BEEF

SOY

FARMED SALMON

FARMED SHRIMP

TROPICAL SHRIMP

TUNA

WHITEFISH

Linking biodiversity with supply chains

	Biofuels	Cotton	Beef	Palm Oil	Soy	Sugarcane	Fisheries	Timber
AMAZON	✓		✓	✓	✓	✓		✓
CORAL TRIANGLE	✓					✓	✓	
BORNEO	✓			✓			✓	✓
GREAT BARRIER REEF			✓			✓	✓	

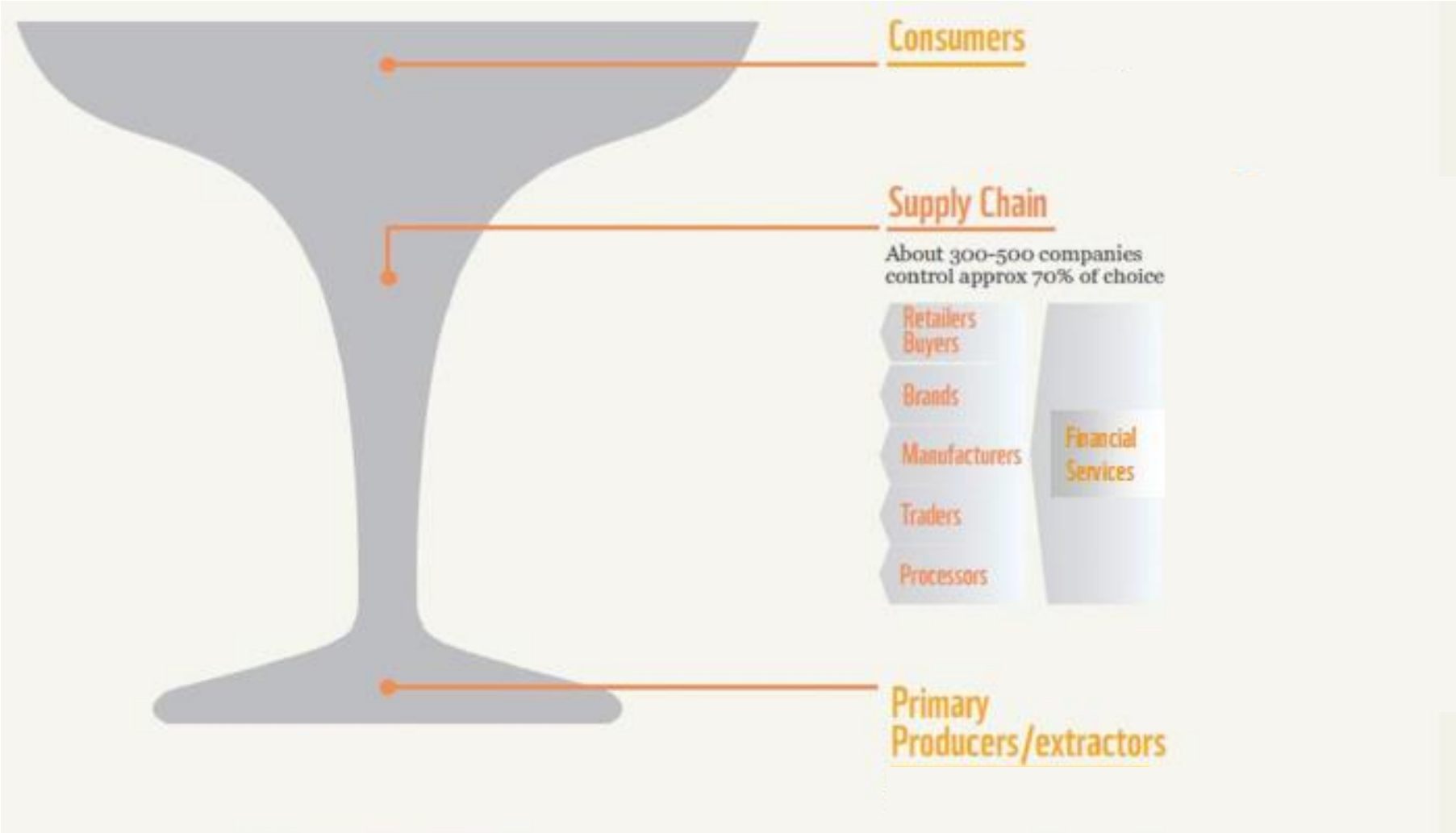
Cargill, ADM, LouisDreyfus Commodities, Nestlé, JBS, BUNGE

ED&F MAN, Cargill, wilmar, LouisDreyfus Commodities, Nestlé, ADM

Nestlé, KRAFT, Starbucks Coffee, Unilever, sinarmas pulp and paper products, wilmar, Cadbury, OLAM

Coca-Cola, McDonald's, Rabobank, JBS, Cargill, intervet

Supply chain concentration



Shifts in responsible sourcing

Supply risk analysis

Supply Security & Governance

- Supply concentration
- Market
- Environmental threats
- Transportation
- Food Safety
- Traceability
- Livestock feed
- Genetic modification
- Legality
- Reputation
- Animal welfare
- Corruption
- Political stability

Environmental

- Natural habitat conversion
- Impact on biodiversity
- Greenhouse gases
- Water
- Chemical toxicity
- Soil
- Air pollution

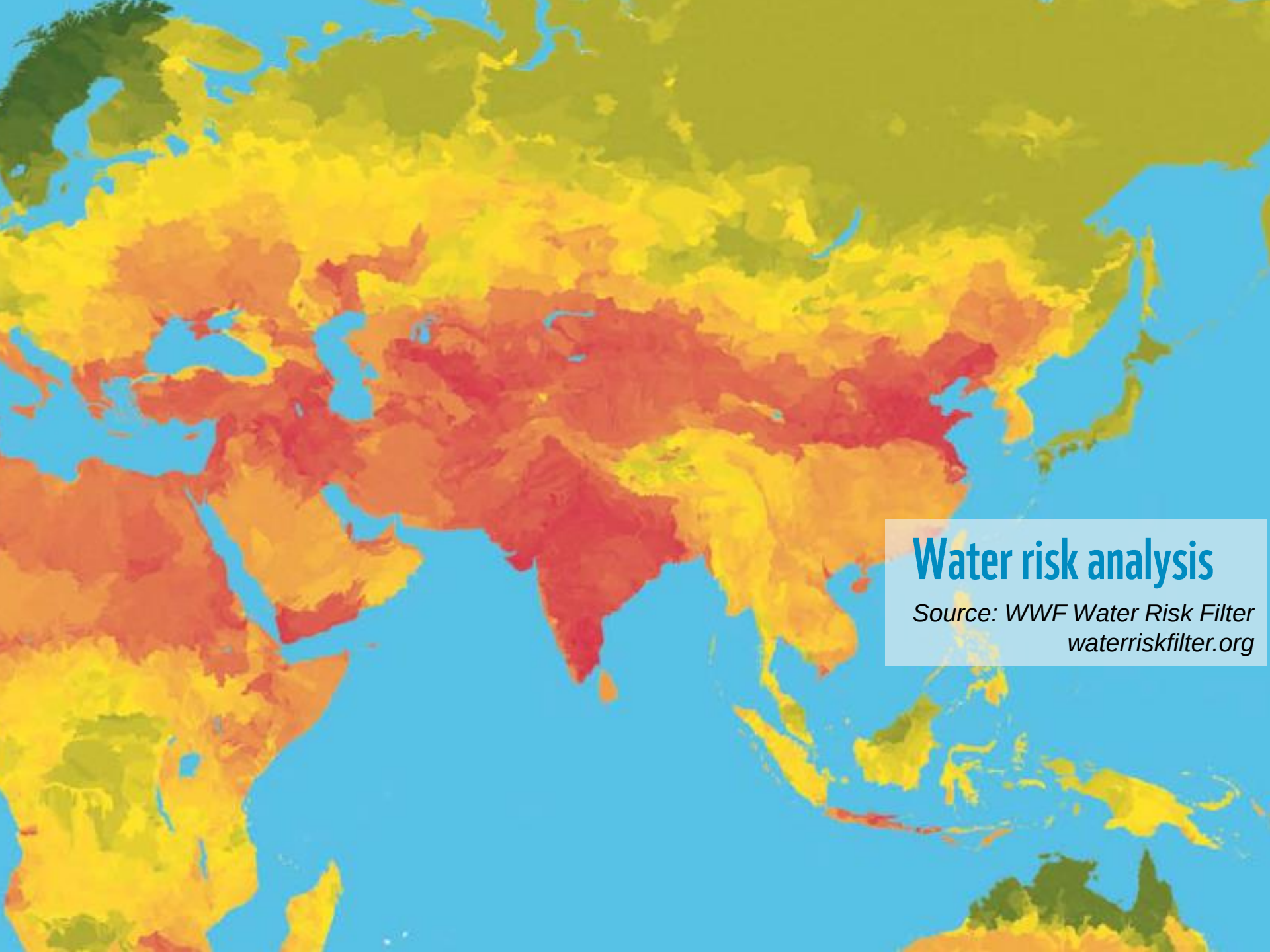
Social

- Labor
- Land Tenure
- Indigenous Populations
- Food Security
- Social & Community Welfare
- Human Rights

Economic & Financial

- Price Volatility
- Currency Volatility
- Insurance
- Trade Policy

Source: WWF Supply Risk Analysis
supplyrisk.org



Water risk analysis

Source: WWF Water Risk Filter
waterriskfilter.org

Commodity prioritisation

Kellogg's

CORN RICE PALM OIL SUGAR WHEAT

OATS POTATOES COCOA FRUITS HONEY

These ingredients 100% sustainably sourced by 2020 (palm oil by 2015).

Developing world		Developed world		
Vanilla	Cocoa	Oats	U.S. wheat	U.S. sugar beets
Palm oil	Sugarcane	Dry milled corn	Dairy (fluid milk)	Fiber packaging

GENERAL MILLS

Utilising sourcing standards & certifications

iseal alliance

RSPO
Roundtable on Sustainable Palm Oil

BCI Better Cotton Initiative

FAIRTRADE

CERTIFIED SUSTAINABLE PALM OIL RSPO

FSC

RTRS Certified Soy

BONSUCRO BETTER SUGAR CANE INITIATIVE

FARMED RESPONSIBLY asc CERTIFIED ASC-AQUA.ORG

CERTIFIED SUSTAINABLE SEAFOOD MSC www.msc.org

RAINFOREST ALLIANCE CERTIFIED

Utilising sourcing standards & certifications

BONSUCRO®

Source: Bonsucro
bonsucro.com/site/members/member-pledges/#mg

Target setting

Unilever

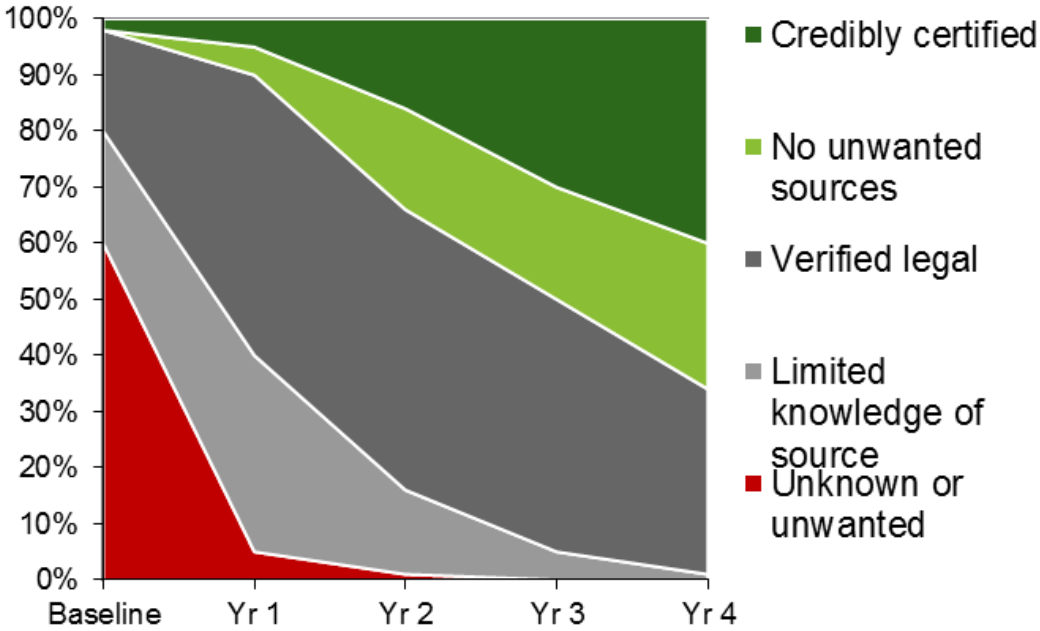
By 2020 we will source 100% of our agricultural raw materials sustainably.

48% OF AGRICULTURAL RAW MATERIALS SUSTAINABLY SOURCED BY END 2013

Palm oil:
- Sustainable
- Traceable
- Paper and board
- Soy beans and soy oil
- Tea
- Fruit
- Vegetables
- Cocoa
- Sugar
- Sunflower oil
- Rapeseed oil
- Dairy
- Fairtrade Ben & Jerry's◊
- Cage-free eggs

Sourcing transition programs

© N.C. Turner / WWF-Canon



Producer engagement and investment

MSC certified Maldives pole-and-line skipjack fishery, March 2013. *Source: MSC*

JOHN WEST*

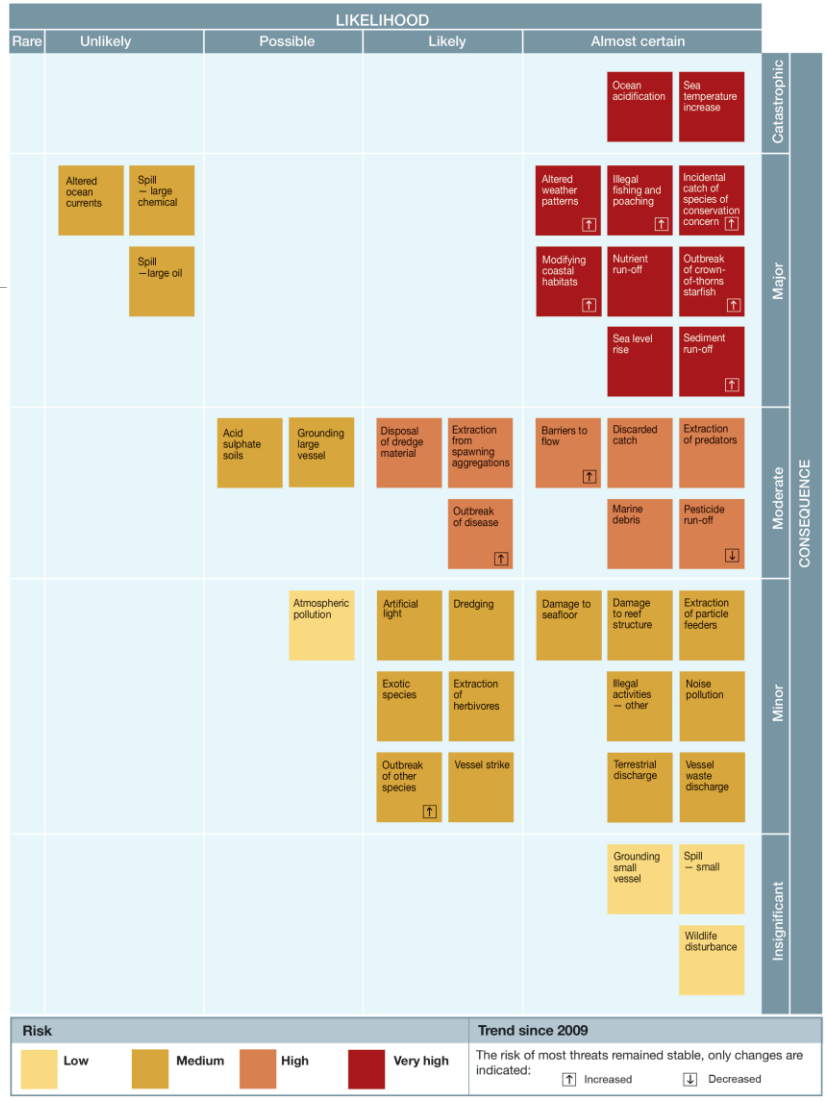
WWF

WORKING WITH JOHN WEST TO SAFEGUARD OUR OCEANS

CERTIFIED SUSTAINABLE SEAFOOD MSC www.msc.org

Cross-sector partnerships

Project Catalyst



Shaping new standards: MSIs

GRSB Founding Members
Source: Global Roundtable for Sustainable Beef

Industry commitments

GLOBAL SALMON INITIATIVE

Empresas AquaChile

Bakkafrost

Blumar Seafoods

Cermaq

Compañia Pesquera Camanchaca

Fjaroalax (Arctic Salmon)

Grieg Seafood

Huon Aquaculture

Lerøy Seafood Group

Los Fiordos

Marine Harvest

Multiexport Foods

New Zealand King Salmon

Norway Royal Salmon

SalMar ASA

Scottish Sea Farms

The Scottish Salmon Company

Ventisqueros

Source: Global Salmon Initiative
www.globalsalmoninitiative.org

Industry commitments: beyond standards

Palm Oil Innovation Group

Source: Palm Oil Innovation Group
www.poig.org

Thank you

wwf.org.au/markets

© 2010, WWF. All photographs used in this presentation are copyright protected and courtesy of the WWF-Canon Global Photo Network and the respective photographers.

© 2010, WWF. All photographs used in this presentation are copyright protected and courtesy of the WWF-Canon Global Photo Network and the respective photographers.