Accelerating Sustainability in the Spices Sector

The Sustainable Spices Initiative

February 2014
Mainstreaming sustainable trade for development impact

- Public private *partnership* facility
- Funded by Dutch, Swiss and Danish governments
- Impact on MDGs1,7 and 8 and PSD
- 18 commodity chains in 50 countries
- 300 companies
- 30 international NGOs
- 130 M euro investment capital
Other IDH Programs and Goals

- **Cashew**: By 2015, 330,000 African farmers produce sustainable cashew.
- **Tea**: 22% of tea export certified in 2013.
- **Aquaculture**: 15% of EU import of tilapia, pangasius and shrimp ASC-certified in 2015.
- **Fruit and Vegetables**: Dutch imports of fruit and vegetables from Africa, Asia and South America 100% sustainable in 2020.
- **Cotton**: 1 million metric ton BCI cotton in 2015.
- **Flowers**: 90% of all internationally traded flowers and pot plants by FSI members are sustainably produced by 2020.
Objective of the SSI

Transform the mainstream market for spices into a sustainable one, and through that, contribute to the MDGs

In 2013: The first standard with Local Interpretation Guidelines was developed

In 2015:
- 20% of all pepper (black and white), imported in the EU from Vietnam and Indonesia, produced sustainably.
- 10% of 3 other spices imported in the EU from 2-3 other countries, produced sustainably.
Duration and focus areas

- Launched in 2010, as an initiative of Dutch spice processors and international industry
- Supported by civil society organizations and IDH
- The program is set to run until 2020

Focus Spices:
Pepper, Chillies, Cassia, Clove, Vanilla, Ginger, Turmeric, Paprika, Nutmeg, Onions, Garlic, Cumin, ao

Focus Countries:
India, Vietnam, Indonesia, Madagascar
Partners
Four pillars of the SSI

• Stakeholder Platform
• Building Sustainability
• Producer Support through SPIF fund
• Collective Learning
SSI Platform

• Stakeholder engagement and sector strategies
• Growing to 15 strategic private members
• Commitments from brands and retail
• Works with local platforms, boards and existing structures
Building Sustainability

- Rainforest Alliance L.I.G. for 7 spices in 4 countries
- Develop a basket of standards: RA, Global Gap, FT, Organic
- Benchmarking process to create transparency, fact based discussion and continuous improvement
Producer Support through SPIF fund

- 3M Euro Investments
- 40-60% Public-Private co-funding
- 10,000 tons so far
- 5000 farmers
Collective Learning

- Gaps and Key Challenges
- Sustainability Issues
- Cost Benefit Analysis
- Backward Integration and Service Delivery Models
Sector Challenges

• Pest management
• Health and safety
• Child labor and migrant workers
• Biodiversity
• Low yields
• Traceability & control
• Beyond certification
Intervention strategy

1. Identify main challenges and opportunities (to increase sustainable production and sourcing)
2. Develop a basket of sustainability standards
3. Create product strategies
   - Engage in national initiatives
   - Field level projects
     - Result
     - Result
     - Result
Producer Support Pilot Projects

• **8 pilot projects in implementation**: pepper, clove, cassia, chillies, turmeric. In development: paprika, vanilla. Ca 5000 farmers so far.

• **First Rainforest Alliance certified areas (over 1000 ha’s) in 2013**:
  – Black pepper, in Vietnam and Indonesia, by Euroma & Q-Spicing.
  – Cassia/Cinnamon, in Indonesia, by Cassia Coop.
  – Chillies, in India, by Jayanti and ITC India

• **First lessons from the field**: fast track with farmers in ICS and pesticide management training (pepper, chillies), improving (post)harvest (cassia), ‘backward integration, close link to food safety issues.
On the SSI Agenda for 2014

- Benchmarking main sustainability standards, creating transparency, broadening options for stakeholders
- Concluding Rainforest Alliance project
- Upscaling retail commitment
- Engaging with local platforms/ Initiatives
- Upscaling pilots and volumes
- C/B study leading to a beyond certification agenda
- Learning: sharing knowledge in upscaling farmer outreach and backward integration; IPM.
- Smallholder inclusion by strengthening processor to smallholder linkages.
SPICING UP SUSTAINABILITY

IDH/Sustainable Spice Initiative/RA
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STANDARDS BENCHMARK
SPICES SECTOR

Sustainable Spices Initiative
Branding Guide

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How to participate:

- Farmer/producer organizations
- The industry
- Trade and export partners
- Governments in producing countries
- Civil society organizations
- Donors and standard setting organizations
THANK YOU

www.sustainablespicesinitiative.com