

Minutes n°107: EB Physical Meeting

Date: May 9th, 2014

Venue: Rafain Palace Hotel, Foz do Iguacu, Brazil

Attendees:

Producers: Alex Ehrenhaus (Los Grobo); Gisela Introvini (FAPCEN); Juliana Lopes (Grupo André Maggi); Martín Descalzo; John Landers (APDC)

Industry, Trade & Finance: Cornel Boere (Agrifirm); Patricio Watson (ACSOJA); Belinda Howell (Retailers' Soy Group); Olaf Brugman (Rabobank); Terence Baines (Unilever)

Civil Society: Sandra Mulder (WWF); Gert van der Bijl (Solidaridad); Ashis Mondal (ASA); Oswaldo Cavalho (Earth Innovation Institute).

Secretariat: Agustín Mascotena; Daniel Kazimierski; Daniel Meyer; Facundo Cativiela; Jimena Couto; Jimena Frojan; Lieven Callewaert; Verónica Chorkulak.

Observers: Jan Gilhuis (IDH); Iehuda Maltz (WWF); Cynthia Cominesi (WWF); Giovana Baggio (The Nature Conservancy); Patricia de Vries - van Loon (Dutch Embassy); Ulises Martínez (Fundación Vida Silvestre); Ronald Hiel (Schuttelaar)

1. Opening: Greetings and introduction. Presentation and agenda adjustments.

2. EB Authorities election:

- **President:** Agustín asks for volunteers to be president. Belinda suggests reviewing RT9. Agustín explains it is necessary to have an official EB elected first. He asks for volunteers again. **Alex volunteers** and adds he would like to see more interaction of the vice-president to assist Secretariat.

APPROVED

- **3 Vice-presidents:** Agustín asks for volunteers to be vice -president. **Olaf volunteers** but if anyone else wants to step up, it is ok. Gert asks for a description of the role. Agustín explains it is not specified in bylaws, but it is to support and substitute the, president if needed. Alex offers to develop a brief description (A1), and to make it formal it has to be reviewed at the next GA (A2), as Agustín states, and the three vice-presidents are part of the conflict resolution committee. John says there should be a vice-president per constituency to channel its needs to the EB. **Sandra and Juliana volunteer**, but Juliana needs to confirm if this is possible (A3). Agustín send via e-mail.

APPROVED

- Treasurer: Ashis would like Gert to continue, and **Gert volunteers**.

APPROVED.

CONCLUSION:

- President: Alex Ehrenhaus (Producers)
- Vice-Presidents: Juliana Lopes (Producers) -to be confirmed-; Olaf Burgman (I,T&F) & Sandra Mulder (Civil Society)

- Treasurer: Gert Van Der Bijl (Civil Society)

* Subjects not covered on the previews meetings are reviewed, but Belinda suggests going over the RT9. Ahis would rather leave this to the end of the agenda; but is decided to go forward with the feedback.

3. Last days (RT/GA) conclusions-feedback: disappointment on the low presence of Brazilians in the conference (as speakers and attendees), to learn what is happening in Brazil. A good networking opportunity was missed. Juliana added that not only Brazilian producers were missed but also the companies who make things happen, like traders. RTs need to be more strategic. The TF needs to be aligned with the EB to have a clear understanding of what is happening in Brazil, as there are many important discussions at the time and this is the moment for RTRS to step up. And she added RTRS needs to work more on the outcomes and key points to establish, as there is no vision on how to work and there are many producers in Brazil working with RTRS. Agustín asked why those did not go to the RT9, why they were not invited. Juliana answered producers don't see the value of RTRS and would have a lot of questions she would not be able to answer (Alex does not entirely agree). The TF Brazil should bring a plan and its alternatives to the EB for a final decision on the Brazilian Strategy. This should be a priority (A4). And then link the strategy with Europe to check the demand and if RTRS can deliver the commitments made. Giovana agrees and adds the communication needs to be improved. Ashis agrees and states that other countries have the same problem and they should be addressed specifically. It is recommended to create specific Task Forces reviewing resources. A facilitator would not be needed as he/she could come from the EB. Giovana mentions TF Brazil has a plan and also tried to bring the Brazilian perspective to the RT9 but they were forbidden. It is recognized that the strategic plan of the TF never reached the EB. Alex adds the TF has important projects (mapping) that have not been fully developed and suggests Juliana is a perfect connector between TF and EB. It is agreed Daniel Meyer cannot have a technical role as well as a communicational one. The conversation is linked to the commitments companies and organizations have made with the RTRS and John adds if RTRS had premium there would be no problem with producers. He also states the focus is the demand (Europe) so there is no point in the Brazilian outreach. No agreement on this last point. Reaching better to governments is suggested. It is agreed to create regional TFs with a coordinator from the EB, which needs to collect information, build a plan and go back to EB to share: Belinda –Europe-, Ahis –India-, Terrence –Brazil- and Martín –Argentina-. Martín had to leave before so he left his votes to Alex. A conference call to review the plans delivered by the TFs is set: June 18, 14 CET (A5).

4. **Communications proposal:** Ronald Hiel (Schuttelaar) presents the agency’s proposal for the Communication strategy in Europe (focus on what food and consumer companies are interested in, as soy has a bad reputation and these markets are the most sensitive about it). The aim is to present it, not decide in this issue, and once the agency is selected get a more detailed plan. The premium topic is linked for an instant. John suggests promoting RTRS Standard as the best one, but Belinda states that companies will go for good enough. Ashis asks for the case scenario where the strategy does not work. It would be redefined practically as necessary. Language will depend on the target audience. Belinda suggest members financing this project as a way of showing support to RTRS. Alex announces Jumbo wants to become a member. Agustín asks the EB to send other agency candidates to compare proposals (A6). Ashis suggests the Secretariat should decide if there are not enough proposals. Sandra suggests using the money to develop material and then use the rest to make Lieven work more time. She also highlights that a crisis communication plan was missed. Agustín answers that even if Lieven could work full time, it is a learning process and RTRS is not sure that can answer all questions.

5. **Mixed sources:** Agustín makes an update on the situation and shares a perspective: it is the time to hear EB’s point of view on this issue as RTRS will be working on this for the next months as a priority. It is agreed against continuity as it would risk credibility.

6. **ProTerra – RTRS:** status update. ProTerra was against opening their list of producers (Juliana is against, too). Agustín presents a first draft of the letter of recommendation not very favorable for recognition and commented that at the moment both organizations are showing dialogue through sharing presence in events. Alex and Agustín are against recognition but the rest decide to work on the public statement to make it less confrontational as this would be good cooperation as both standards are aiming to the same thing, and stakeholders (especially retailers as Belinda informed, and added ProTerra has good reputation and would help RTRS) would see it as positive. Sandra offers WWF’s communication team to look at it. Belinda agrees to work on a first draft of the letter. (A7)

7. **PES and Mapping Brazil:** Alex suggests that the main driver of the discussion would be if maps are going to be an improvement for Brazil. Juliana suggest the TF Brazil should bring a final idea with pros and cons for the EB to define. Agreed. Gisela comments the problem is the scale of the maps and John mentions there is no legal definition of forests. (A8)

8. **Any other business:** Jan Gilhaus suggest putting back into the agenda producers support.

----- MEETING CLOSED -----

Activity	Responsible Party
1 Develop description of the role of vice-president	Alex

2 Voting of the description of the role of the vice-presidents	GA
3 Confirm Vice-presidency	Juliana
4 Develop Brazilian Strategic Plan and alternatives	TF Brazil
5 EB Call and presentation of the TFs proposals	EB
6 Suggest more coms agencies and define	EB/Secretariat
7 ProTerra statement draft letter	Belinda
8 Report on pros and cons of Mapping Brazil for EB decision	TF Brazil reports / EB decides