



## **Minutes 120 - EB Conference Call**

**Date:** August 20, 2015

**Attendees:**

**Producers:** Alejandro O´Donnell (Aapresid); John Landers (APDC); Juliana Lopes (Amaggi)

**Industry, Trade & Finance:** Belinda Howell (Retailers´ Soy Group); Christophe Callu Mérite (Feed Alliance); Olaf Brugman (Rabobank); Terence Baines (Unilever)

**Civil Society:** Sandra Mulder (WWF); Gert Van Der Bijl (Solidaridad)

**Secretariat:** Agustín Mascotena; Daniel Kazimierski; Daniel Meyer; Jimena Couto; Lieven Callewaert; Fernando Olivieri; Catalina Ale Monserrat.

The agenda is presented and checked for further subjects to be included. The meeting begins.

**1. Minutes Meeting 119:** the minutes are reviewed page by page. It is decided to remove the specific details of the voting of Working Group Members.

**APPROVED**

**2. RT11 Location:** The discussion centers in two possible locations for RTRS Annual Conference: Canada and Brazil.

- In favor of Canada: It is close to USA and US growers could take this as example.

- Christophe mentions that Canada is not the big guide in the soy market to be compared with the volume produced in Brazil and Argentina, and he is unsure about the amount of people going to Canada. He recommends organizing the RT in a nice place; otherwise it is better to be in a big city to bring a good number of people. US farmers have their own system.

- In favor of Brazil: the main quantity of soy imported by Europe comes from Brazil. It is a good opportunity to get influence from the government.

- Belinda believes that RSPO takes its conference to producing countries (Malaysia or Indonesia) and is rewarded for the choice with more membership applications. She adds government engagement possibilities.

- Olaf proposes Brasília as the location of RT11 as it is close to most producers in South America and it can attract buyers.

-Gert suggests having an event together with the Canadian organization to show presence in Canada.

-Olaf asks about the possibilities of creating a TF in North America.

-Agustín suggests working together with the Round Table of Sustainability in Canada instead of creating a new group, as there is already a discussion on sustainability of crops. **[A1]**

-Juliana asks where the biggest audience for the P&C Review will be. Agustín answers it is Brazil.

-Agustín mentions preparations should start at September meeting and Olaf asks EB members to be more actively engaged. Agustín suggests involving TFB, which will be eager to participate. Their feedback can be taken to the September meeting. **[A2]**

-Olaf asks WWF to define its representative after Cynthia´s departure.

**BRASILIA IS APPROVED**

**3. Market Development Units update:** Daniel and Lieven are invited to provide a review of activities.



- **Market Development Brazil:** Daniel highlighted the good progress of RTRS in Brazil and made an update on the activities done during the year. He also presented Alfapress, the communication agency in Brazil, which is already working on the strategy. Regarding the upcoming months, the focus will be on involving government representatives as well as national media.  
-Olaf asks to receive an update on the impact of these event presences in communication [A3]
- **Market Development Europe:** Lieven provides an update on his activities and the companies he visited, as well as mentioning the opportunity to have a workshop in Italy.  
-Olaf notices Lieven's focus in the French Market. Lieven explains his focus is in the big companies and the dairy companies, as he believes their joining will create a snowball.  
-Sandra asks about the Danube Soya discussion but there is no date confirmed for a next meeting. This issue will be overviewed at the next meeting.

**4. Bayer Agreement:** overview of the situation of the Bayer agreement and the next steps.

- John asks about the coverage of the agreement. Agustín explains it will be in Brazil as a first pilot test, and then expand to Argentina, Paraguay and Uruguay.
- Sandra believes RTRS doesn't need a MoU with members, but welcomes the initiative. Agustín explains that when Bayer gets to the final decision, they will use the press. First, they will communicate to the producers and the input company.

**PLAN APPROVED**

**5. Syntegration proposal:** overview of the proposal and syntegration event opportunities.

- Olaf proposes working with a top group of soy specialists in Europe, to make a plan to certify RTRS in Europe to realize the commitment of 10 million. Christophe says it is too ambitious, and confirms participation in the event.
- Lieven suggests considering this event the next TF Europe meeting.
- Olaf agrees and asks the EB to decide. He adds he would like to repeat this in Brazil, Argentina, Paraguay, Brazil, Canada, India and China, in case it succeeds. He remarks we are looking for different perspectives to complement knowledge.

**ATTEMPT TO IMPLEMENT THE SYNTEGRATION PROPOSAL**

**6. Update of the P&C:** the meeting is currently in progress. Agustín highlights that there are difficulties in the level of participation, adaptation and knowledge of the participants. Also, the Vrutti representative could not make it due to visa requirements.

**7. Executive Director Search update:** Olaf explains they are having interviews, in which Gert, Ashis and Belinda have participated. August 21st will be the last interview and then the selected ones would travel to Paraguay.

**8. Benchmark process:** SAI (Sustainable Agriculture Initiative) is an association of the private sector, more oriented to business. Terence adds his is mainly for raw material that has no verification at first.

- Olaf asks continue with the execution of this. [A4]



9. **FEFAC:** overview on the FEFAC guidelines and how to react to their release. Olaf explains the reaction previously prepared is not the most adequate and commits to prepare a draft about it. **[A5]**

**-11:18 CET-**

**----- MEETING CLOSED -----**

<b>Activity</b>	<b>Responsible Party</b>	<b>Deadline</b>
<b>[A1]</b> Organize activities in Canada	Secretariat	-
<b>[A2]</b> Start preparing RT11	EB+ TF Brazil + Secretariat	-
<b>[A3]</b> Make an update on the impact of the communication	Daniel	September 22nd
<b>[A4]</b> Communicate with SAI and follow up with Benchmark	Secretariat	September 22nd
<b>[A5]</b> Prepare a draft for answering FEFAC	Olaf Brugman	-