



# Promoting sustainable soybean production in Latin America

*It is a vision that unites Bayer Food Chain Partnership and the Dutch trading company Cefetra: they wanted to encourage the implementation of sustainable agricultural practices in soybean production and enable market access for farmers – especially to the European compound feed market. After a successful pilot phase, the initiative is ready for scale-up to include even more farmers and regions.*

Soy production has received bad press in recent years due to illegal deforestation and socially irresponsible working conditions. European customers in particular are increasingly demanding soybeans that have been produced in a sustainable and responsible manner.

As a result, Bayer and Cefetra joined forces in 2015, seeking to raise production standards and to support farmers in the implementation of sustainable growing practices that are environmentally sound, socially adequate, and economically viable. Bayer's role was to give farmers access to necessary support, while Cefetra provides the actual certification (Cefetra's Certified Responsible Soya – CRS) that meets European feed compounders'

requirements for sustainable raw materials. "Soy is a very strategic culture for the region and for Bayer," says Eduardo Estrada, Head of Bayer's Crop Science Division for Latin America. "We want to advance the adoption of good agricultural practices and innovation in the field, and also help farmers improve their operations. Certification is an important tool for this."

## Volume of certified soy has increased significantly

The pilot season was already a huge success: more than 120,000 metric tons of soybeans were certified either to CRS or Round Table





on Responsible Soy (RTRS) standards. The chief benefit for Cefetra was a significant increase in the volume of certified soybeans that can be exported to Europe. “Cefetra sees its role in the supply chain to facilitate the process of transition towards certified sustainable soya production. With Bayer, we have found a strong partner that shares our commitment and helps us to accelerate the process,” commented Robert van der Zee, Chief Operations Officer of Cefetra.

The following season, the journey of continuous improvement advanced further and volumes of sustainable soy almost tripled, reaching nearly 400,000 metric tons. Bayer and Cefetra have signed a three-year agreement to intensify their collaboration and to incorporate further countries. The scale-up of the joint sustainable soy initiative will also benefit from support provided through the Bayer Valore program, which includes individual consultancy, demonstration trials, product stewardship training, pre-audits, gap analysis – to advise on any measures for improving farming operations, and a final audit.



## About Cefetra

The Dutch trading organization is one of the largest exporters of grain from Europe and one of the largest importers of grain for food and fuel production in Europe. Each year, Cefetra markets an average of 30 million metric tons of agricultural commodities. By supporting certification standards, such as Certified Responsible Soya (CRS) and the Round Table on Responsible Soy (RTRS), Cefetra is supporting responsible labor conditions and environmental practices, as well as land rights.

food chain partnership





## Food Chain Partnership and Cefetra

### The challenge:

The demand for certified soy has been rapidly growing, especially in Europe. It needs to be guaranteed that this soy does not come from deforested areas and has not been produced under socially irresponsible working conditions. However, many farmers are still having difficulties implementing the good agricultural practices that will ensure market access for them. It is therefore challenging for processors such as Cefetra to source sustainable and high-quality produce.

### The solution:

In a joint project with Cefetra, Bayer selected soybean farmers with a suitable certification profile. The possibility of certified sustainable production was proposed to this group of farmers, and these progressive farmers were then provided with access to the support necessary for achieving CRS or RTRS certification. In this way, all parties have been working towards the common goal of achieving a high level of sustainable soybean production.

### The advantage:

In the pilot season, more than 120,000 metric tons of soybean produce were certified and qualified for export to Europe to meet the growing customer demand for certified raw materials. After the success of the following season, during which about 389,000 metric tons of sustainable soybeans were delivered, the initiative is now ready for scale-up to include additional farmers and regions.

