

Latest News from The COSA - May 2014



Recently I travelled to NYC for the Rainforest Alliance Annual Gala (thanks Lavazza) honoring the valuable work of luminaries such as **Nell Newman** (of Newman's Own) but for me the highlight was an inspiring moment, from the person receiving a lifetime achievement award: Unilever's **Paul Polman**, one of my favorite CEOs.

My admiration grew that evening because instead of talking about his achievements or his firm, he focused instead on the work that we all must do together. For him it is a moral responsibility to make a difference for the less fortunate. I was speaking with him briefly later in the evening, saying that I was moved by his words and work and, as we shook hands, he warmly but quite seriously looked me in the eye and said: "**remember, it (sustainability) is the work of all of us**". Indeed, so it is.

His sincere and responsible public stand is a vivid reminder that ethical choices are within our power if we take seriously the rare gift and opportunity that we each have to make a substantial difference for someone *every day*. Here below are a few highlights of what COSA and some partners are doing now.

With warm regards,

A handwritten signature in black ink that reads "Daniele".

Daniele Giovannucci
President, COSA

COSA at the Global Sustainability Standards Conference

As part of the 2014 Global Sustainability Standards Conference (May 20-21), ISEAL and COSA convened a pre-conference discussion on new trends and recent findings in measuring sustainability impacts. In addition to presenting the recently launched reports "**COSA Measuring Sustainability Report: Coffee and Cocoa in 12 Countries**" and the "**IISD-IIED 2014 State of Sustainability Initiatives**", the line-up of leaders that joined the discussion included:

- **Bob Picciotto**, Kings College and Director General of the World Bank Independent Evaluation Group (ret.)
- **Ruerd Ruben**, Director of the Policy and Operations Evaluation Department, The

Netherlands Ministry of Foreign Affairs

- **Dave Boselie**, Senior Manager Learning & Innovation at the Sustainable Trade Initiative IDH
- **Daniel Salter**, Coordinator FAO Sustainability Assessment of Food and Agriculture systems (SAFA)
- **Neil Lacroix**, Director of Sustainable Supply Chains, Mondelez Int'l.

Also joining are colleagues from WWF, Wageningen, International Union for Conservation of Nature, Nespresso, IIED, Institute of Development Policy and Management (Manchester Uni.), and more.

12th Annual World Spice Conference in Kerala

COSA was recently invited to address the opening plenary at the 12th Annual World Spice Congress in Kerala, India with attendees from 50 countries gathered to chart the future of the global spices industry. India is by far the world's largest producer and, along with much of the industry, is strategically considering how to improve sustainability for the millions of small farmers who produce most of these spices.

Among the esteemed panel of experts participating in the Sustainability Session that Daniele Giovannucci chaired were: **Margaret Hamburg**, Commissioner of US Food and Drug Administration; **Parvinder Singh**, Managing Director, Common Fund for Commodities; **Martin Huxtable**, Director Unilever; **Tony Bruggink**, Director, IDH; **Hemant Gaur**, Director, Siddhivinayak Agro Processing; **Nimish Vora**, Partner, MM International and **Srinath Ramakkrushnan**, Manager ITC.

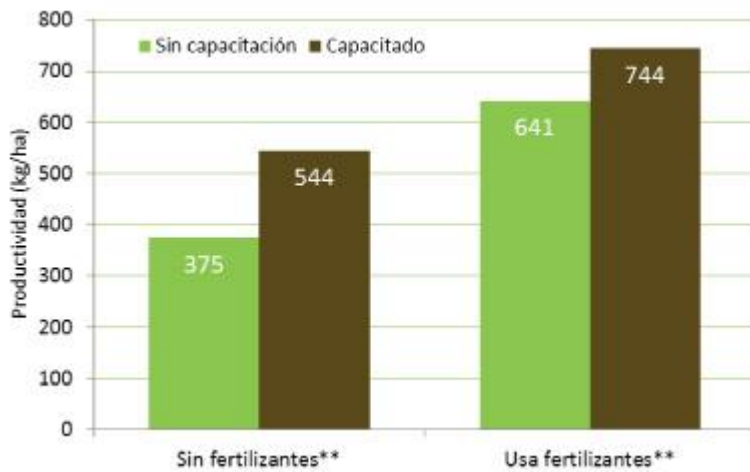
Working with FAO

COSA is working with FAO to adapt its Sustainability Assessment of Food and Agriculture systems (SAFA) tool in order to better understand small-scale farming systems. The SAFA tool is designed to assess the environmental, economic, social, and governance aspects of food and agriculture systems worldwide. It features smallholder-specific survey questions and metrics to inform a set of relevant indicators. The tool will be piloted in the coming months as part of a collaboration with the Grameen Foundation and will be made available online.

New COSA study in Peru

With the Junta Nacional del Café and the Sustainable Commodity Assistance Network, COSA is studying the effects of training and farm management regimens on the roya disease that has devastated significant coffee regions. The 3-year effort following 1000 farmers is funded by the InterAmerican Development Bank (MIF) and was conducted with our local partner the Instituto de Estudios Peruanos. Because of the widespread impacts of roya on coffee productivity (647 kg/ha for producers affected by roya compared to 1,181 kg for unaffected producers), many are renovating by re-planting or by radically pruning their plants. These practices improve the future outlook but lower current yield. For such farmers, it gets worse before it gets better, so we want to know what practices can help. Among the interesting findings, it was not surprising that producers who use fertilizer have higher yields than those who do not. However, we see that producers who were trained have 100 kg/ha higher yields than those who were not trained and that among those who use no fertilizers, the trainings correlate with about a 165 kg difference or 45% higher yields.

Use of Fertilizer and Training



Now in Spanish:

“El informe C.O.S.A. sobre la Medición de la Sostenibilidad: Café y Cacao en 12 países” El Resumen Ejecutivo está Disponible en [nuestra página](#)

The COSA Team

We are pleased to announce the addition of Jim Saunders and Audra Wilson-Max to the COSA Team.

Jim Saunders

Jim joins COSA as the Financial Manager with major areas of responsibility that include accounting, finance, tax, payroll, budgets and forecasting. He has operated as the Chief Financial Officer for several multi-million dollar corporations in his 35-year career. Jim is a member of the American Institute of Certified Public Accountants and has a MS in Accounting and Business Education, and an MBA in Finance (Drexel University).

Audra Wilson-Max

Audra joins COSA as Communications Manager to focus on shaping COSA's content and messaging, increase awareness of COSA information and ensure that its material is widely understood. Audra's diverse background includes nearly a decade as Head of Communications for a leading international financial services institution in the UK. She also has considerable experience working around the world with design and communications teams in different sectors.

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