



# U.S. SOY SUSTAINABILITY ASSURANCE PROTOCOL

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**Senior Strategy & Program Advisor**

# SUSTAINABILITY – WHY ENGAGE?

Everyone in the value chain has a role:

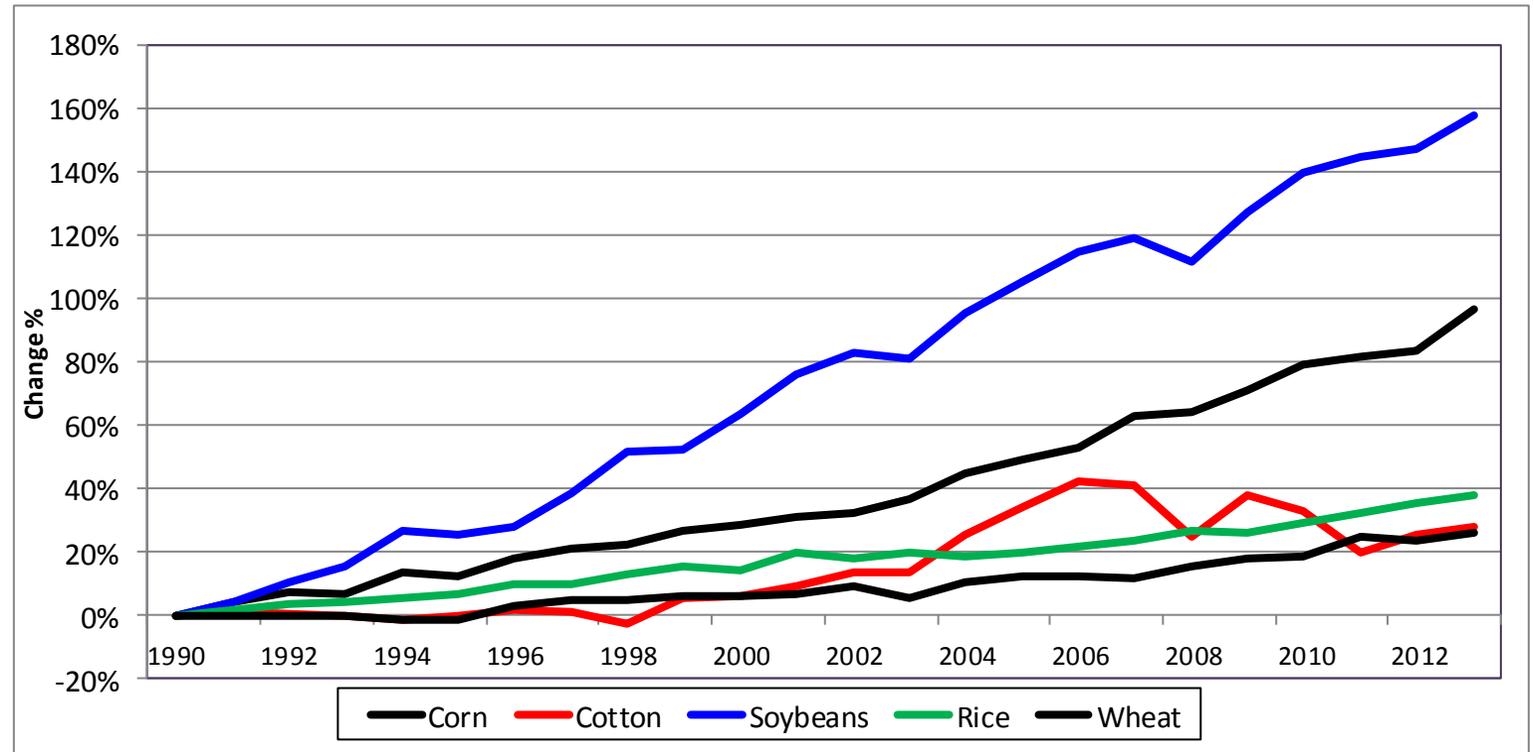
- Retailers are gatekeepers for consumers
- Processors/Suppliers meet downstream customers' needs
- Producers have a commitment to the land for future generations AND modern agronomic practices make good business sense

**WE ALL HAVE A SUSTAINABILITY STORY TO TELL!**

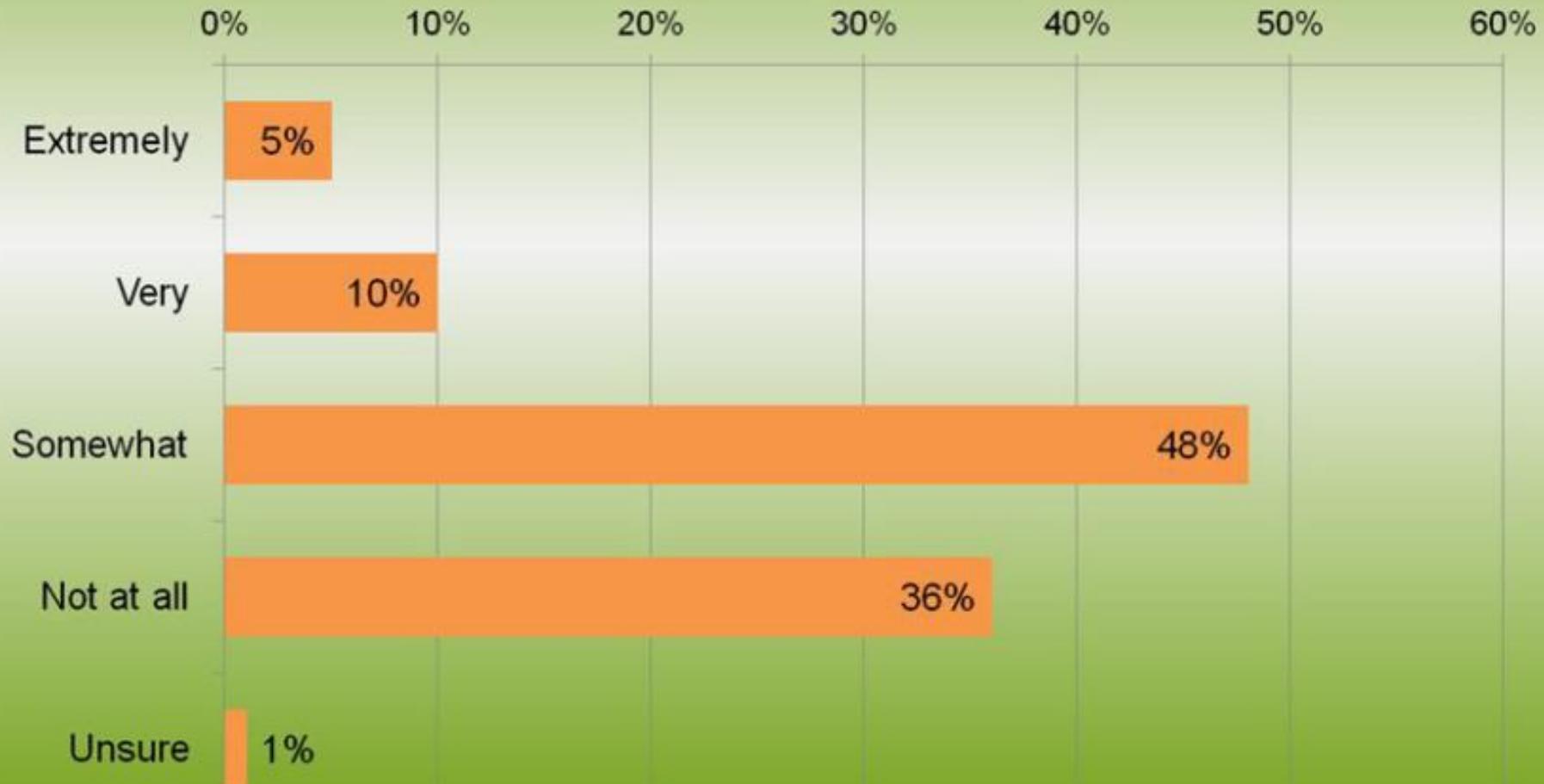
# WE MUST BE SUSTAINABLE TO MEET DEMAND



Soybean demand up 158%  
Corn up by 97%  
Wheat up by 26%

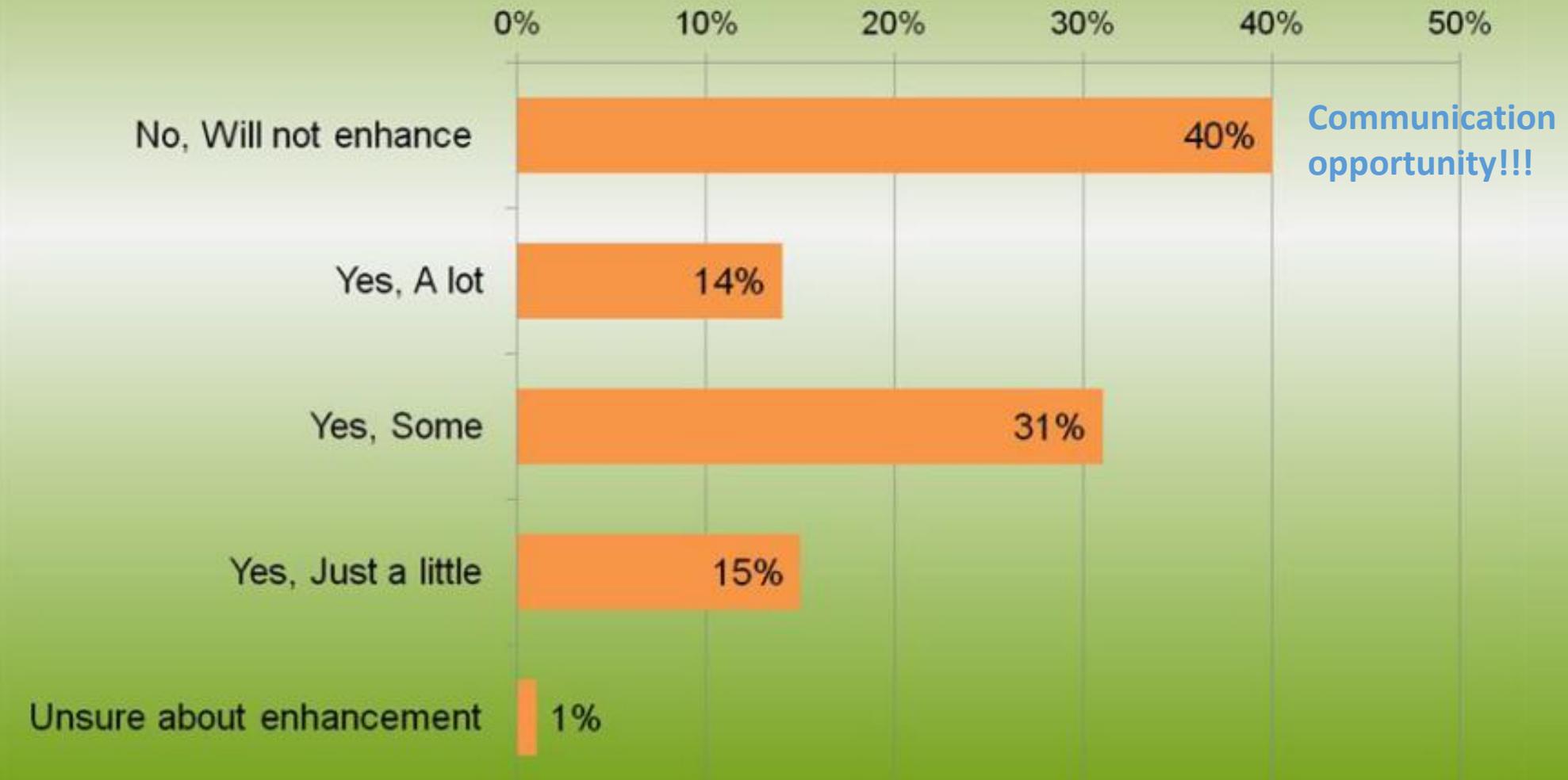


How familiar would you say you are with the term “sustainability” as it relates to the possible requirement for all U.S. farmers to eventually provide documented proof that their commodities are sustainably produced in accordance to accepted international, federal and state conservation, environmental and labor guidelines?



Do you believe that using sustainable production practices will enhance your bottom-line profitability?

**IF “YES WILL ENHANCE”, ASK:** Do you believe it would enhance your bottom-line profitability – • A LOT, • SOME, OR • JUST A LITTLE?



# U.S. COMPETITIVE ADVANTAGE

- **U.S. soy farmers not always aware of their competitive advantage**
  - Conservation practices been around for decades
  - Sustainability issue often viewed with suspicion
- **Protocol developed with state and national soy farmer & industry input**
- **Protocol currently seeking commercial sustainability requirements approval – not governmental requirements such as RED**
- **RTRS trying to establish conservation system similar to U.S.**
  - RTRS found out you can't build a conservation program and farmer participation in 75 months that's been in progress for 75 years in U.S.
- **Aggregate system – not traceability system**

# U.S. SOYBEAN SUSTAINABILITY ASSURANCE PROTOCOL

- Based on U.S. national system of conservation laws
- Includes Best Production Practices by ~276,000 U.S. soybean producers
- Aggregate approach
- Quantifiable results
- Third party audit
- Certification offered



## U.S. SOYBEAN SUSTAINABILITY ASSURANCE PROTOCOL

*A Sustainability System That Delivers*  
MARCH 2013

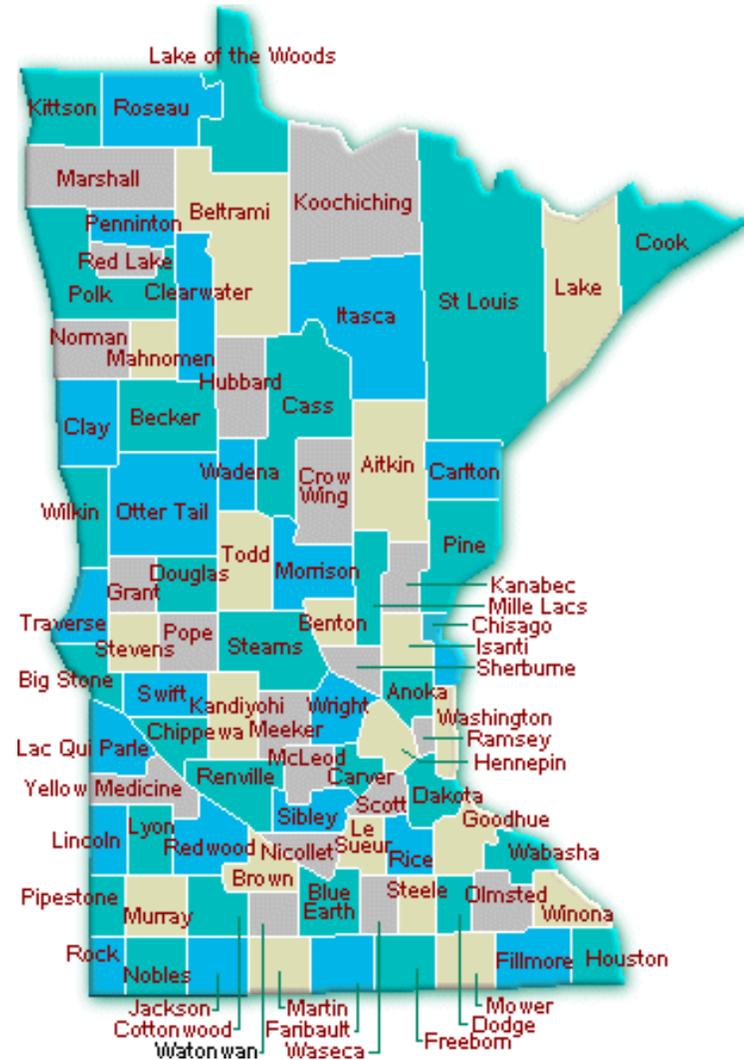


**U.S. SOY** for a growing world

# USDA COMMITMENT TO CONSERVATION

## For Over 75 Years

USDA invests over \$6.5 billion annually in conservation programs with over 12,000 employees in conservation and compliance



USDA has conservation offices in over 2,200 locations including almost every county in the U.S.



**95.9 percent of U.S. producers** subject to compliance were actively applying approved conservation systems

# U.S. SOY SUSTAINABILITY PROTOCOL

**With more than 95 percent of U.S. soybean hectares participating in USDA conservation programs, the U.S. has a comprehensive auditing and data collection system that verifies our sustainability:**

- The Endangered Species Act
- The Highly Erodible Land Conservation Program
- The Food Security Act
- The Conservation Reserve Program (CRP)
- The Environmental Quality Incentives Program
- The Clean Water Act
- The Environmental Quality Incentives Program
- The Conservation Stewardship Program
- The Wildlife Habitat Incentives Program



# U.S. SOY SUSTAINABILITY PROTOCOL

## Four Directives with Control Measures & Regulations



### ● Biodiversity and High Carbon Stock

- Wetland, grassland, forest, biodiversity

### ● Production Practices

- Conservation tillage, crop rotation, precision farming

### ● Public and Labor Health and Welfare

- EPA, EEO, OSHA

### ● Continuous Improvement

- CRP, Conservation programs, training and info sharing



## U.S. SOY SUSTAINABILITY PROTOCOL

# Measurement, Audit, Certification



- **Annual measurement system of environmental impacts**
  - Life Cycle Analysis
  - Field To Market reports
- **Audits includes producer self-audit and independent third party audit by USDA-FSA of 8-11% of producers participating in Farm Program**
- **Certification done on aggregate system by Soy Export Sustainability (SES)**

# Certification



**SOY EXPORT  
SUSTAINABILITY LLC**

U.S. Soy sustainability  
certification launched  
in late August

The image shows a 'Certificate of Sustainability' form. At the top right is the SOY EXPORT SUSTAINABILITY LLC logo. In the center is a circular seal for the 'U.S. SOYBEAN SUSTAINABILITY ASSURANCE PROTOCOL'. The title 'CERTIFICATE of SUSTAINABILITY' is prominently displayed. Below the title, it states 'According to U.S. SOYBEAN SUSTAINABILITY ASSURANCE PROTOCOL'. The form contains several input fields for data entry, including Certificate Number, Date of Shipment, Date of Certification, Country of Soybean Production (pre-filled with 'United States of America'), Marketing Year, Name of Exporting Company, Vessel/Carrier Name, Port of Export, Product, Quantity, Unit of Measurement, and Seller/Exporter. A small text block at the bottom left of the form provides contact information for SOY EXPORT SUSTAINABILITY, LLC.

**SOY EXPORT  
SUSTAINABILITY, LLC**  
16305...  
Suite 200  
Chester, VA 23037  
USA

**CERTIFICATE of SUSTAINABILITY**

According to **U.S. SOYBEAN SUSTAINABILITY ASSURANCE PROTOCOL**

CERTIFICATE NUMBER [ ] DATE OF SHIPMENT [ ]

DATE OF CERTIFICATION [ ] PRODUCT [ ]

United States of America

COUNTRY OF SOYBEAN PRODUCTION [ ] QUANTITY [ ]

MARKETING YEAR [ ] UNIT OF MEASUREMENT [ ]

NAME OF EXPORTING COMPANY [ ]

VESSEL/CARRIER NAME [ ] SES [ ]

PORT OF EXPORT [ ] Seller/Exporter [ ]

**U.S. SOY** for a growing world

**63% of U.S. soy production uses Conservation Tillage**  
builds up soil, increases earthworm populations, and is very sustainable

Since 1980 U.S. soy production increased 96% using 8% less energy

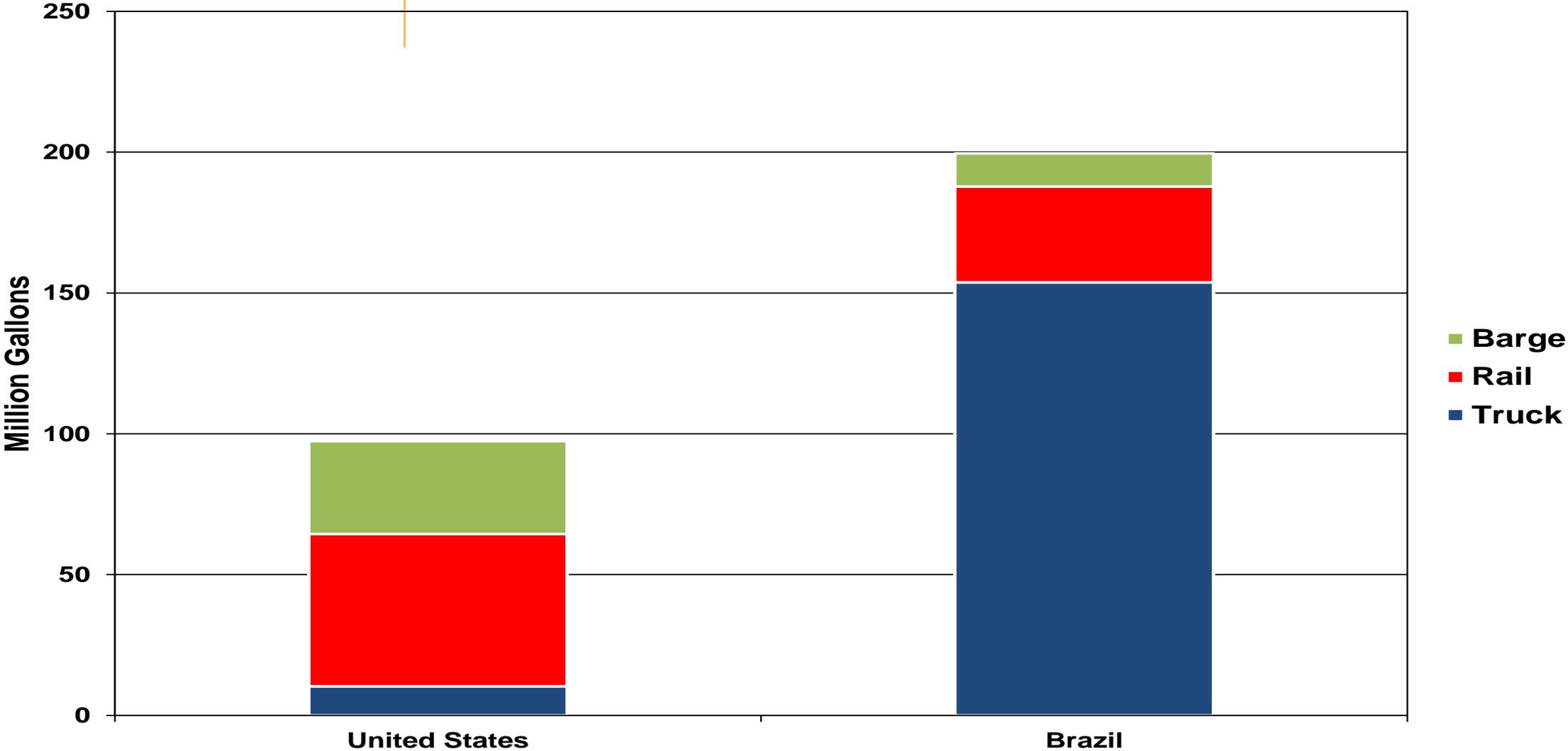




## **SUSTAINABILITY AND COMPETITIVENESS BENEFITS OF CONSERVATION TILLAGE**

- **66% decrease in soil erosion**
- **70% reduction in herbicide/pesticide run-off**
- **326 million pound reduction in CO2 emissions**
- **80% reduction phosphorus seepage into surface waters**
- **Annual soil moisture evaporation loss reduction of 15 centimeters, serves to make soybean fields more drought tolerant**
- **Greater than 50% reductions in fuel use**

# Fuel Consumption Moving Soybeans to Market Position by Mode



# U.S. SOY SUSTAINABILITY PROTOCOL

## Telling our story:

- Farmers as primary spokesperson
- Outreach to feed/food manufacturer associations
- U.S. “see-for-yourself” crop tours
- Trade media advertising
- Certification
- USSEC Website – Protocol & Videos [www.ussec.org](http://www.ussec.org)

# U.S. SOY SUSTAINABILITY PROTOCOL

 Video Debut

<https://vimeo.com/75269047>

# The U.S. Soy Sustainability Assurance Protocol .....A Sustainability System That Delivers



