

SCALING UP SUSTAINABLE COMMODITY SUPPLY CHAINS



KATOOMBA XIX – Iguazu Falls, Brazil – March 2014

CONFERENCE OVERVIEW

Forest Trends' nineteenth Katoomba event, "Scaling Up Sustainable Commodity Supply Chains" will be held in March 2014 at Iguazu falls. The meeting will bring together major corporations in the cattle and soy industries, policy makers, financial institutions, deforestation experts, and civil society organizations to identify challenges and discuss potential solutions to shift towards sustainable, low deforestation commodities.

In response to the growing recognition of soy and cattle expansion as major drivers of land conversion in the Amazon and beyond, producers, agribusinesses, traders and others in agricultural commodity value chains have begun to explore ways of reducing their footprints. Several private sector initiatives have emerged to address this challenge. In 2010, the Consumer Goods Forum (CGF), a collaboration of over 400 retailers, manufacturers, and service providers with combined annual sales of over US\$3 trillion, announced a commitment to help their businesses achieve zero net deforestation by 2020. Some companies have formed roundtables to coordinate efforts around specific commodities. And recent initiatives focused on building jurisdictional approaches (national, subnational, and municipal) could bring integrated, large-scale transformation to commodity supply chains.

Initiatives like these are critical, but they are all in early stages of development. **If the challenges of increased agricultural production and reduced deforestation are to be met in the next few years, new relationships, creative approaches, and new sources of finance will be required to help companies and their suppliers achieve long-term sustainability while still meeting their bottom line.**

TOPICS TO BE COVERED

The meeting will allow participants to better understand:

- Challenges and solutions to increase productivity and efficiency
- Legality, transparency, traceability
- Integrated financing tools and approaches
- Stabilizing the frontier
- The role of the private sector, public sector, and civil society

HOSTS



OBJECTIVES

The event aims for participants to:

- Acquire a common understanding of the greatest challenges facing cattle and soy value-chain actors (with specific context for Brazil, Argentina, Paraguay, US, and China), including shared goals and objectives, opportunities for participant organizations to coordinate or collaborate effectively, and identification of gaps where additional focus is needed;
- Identify opportunities for shifting the paradigm toward sustainable production and demand, and identify top priorities (e.g., financial, technological);
- Review the challenges and opportunities for excluding deforestation from the cattle and soy value chain while maintaining profitability, security of supply, and opportunities for expanding production to meet growing global demand.
- Identify and prioritize cost-effective solutions for overcoming the challenges and realizing the opportunities.
- Assess the potential of both new and existing public-private partnerships as catalysts for change, including landscape-level frameworks

OUTCOMES

Katoomba XIX will outline challenges to transitioning to sustainable production, assess the feasibility of overcoming challenges, share successes from early adopters, highlight specific opportunities to influence players at every level of the value chain, and aggregate financing needs across production and consumption geographies.



About The Katoomba Group

Since 1999, Forest Trends has held nearly 20 global meetings focused on building an international network to strengthen capacity related to markets, payments, and incentives for ecosystem services. The Katoomba XIV event held in Cuiabá in 2009 was attended by 1500 people, including governors of Brazilian Amazonian states and the Minister of the Environment of Brazil. It resulted in the Cuiaba Declaration, which asked the Brazilian federal government to reverse its opposition to direct payments from abroad to people and entities that reduce greenhouse gas emissions from deforestation and forest degradation (REDD).

DAY 1: FRAMING THE CHALLENGES AND OPPORTUNITIES - Wednesday, March 19th

8:00–9:00am	Breakfast and Registration
9:00–9:30am	Official Welcome <ul style="list-style-type: none"> • Michael Jenkins, President and CEO, Forest Trends • AVECITA Chicchón, Gordon and Betty Moore Foundation • Izabella Mônica Vieira Teixeira, Minister of Environment, Brazil • Luiz Eduardo Cheida, Secretary of Environment and Water Resources, state of Paraná
9:30–10:30am	Opening Plenary “Integrating Sustainable Business, Policies, and International Finance” <ul style="list-style-type: none"> • José Lopez, Nestle • Paulo Sousa, Cargill • Katia Abreu, Senator, State of Tocantins • Moderator/Discussant: Michael Jenkins, President and CEO, Forest Trends
10:30-11:00am	Setting the Scene <ul style="list-style-type: none"> • Jon Foley, University of Minnesota • Dan Nepstad, Earth Innovation Institute
11:00-11:30am	Coffee Break
11:30am-1:00pm	Framing the Challenges and Opportunities (Panel Discussion) <ul style="list-style-type: none"> • Ministry of Finance, Brazil • Eduardo Brito Bastos, Dow Agrosciences, Grupo de Trabalho da Pecuária Sustentável (GTPS) • Rubens Gomes, Grupo de Trabalho Amazônico (GTA) • Moderator/Discussant: Andrea Azevedo, Instituto de Pesquisa Ambiental da Amazônia (IPAM) <p><i>Discussion</i></p>
1:00-2:00pm	Lunch
2:00-3:30pm	The Producers’ Perspectives (Panel Discussion) <ul style="list-style-type: none"> • Marino Franz, Fiagril • Eduardo Riedel, Federação da Agricultura e Pecuária do MS (FAMASUL) • Mauricio Moresco, Asociación Cultural para el Desarrollo Integral (ACDI), Argentina • Mauro Lucio Costa, Paragominas producers' union • Cristianne Close, Syngenta • Moderator/Discussant: Roberto Codas, Solidaridad <p><i>Discussion</i></p>
3:30-5:00pm	Buyer Perspectives (Panel Discussion) <ul style="list-style-type: none"> • Márcio Nappo, JBS • Camila Valverde, Walmart • Michel Santos, Bunge • Martin Ma, Solidaridad • Michele Banik-Rake, McDonald’s • Moderator/Discussant: David Cleary, The Nature Conservancy <p><i>Discussion</i></p>
5:00-6:30 pm	Debate: Critical Municipalities to Green Municipalities <ul style="list-style-type: none"> • Dr. Marco Antônio Delfino de Almeida, Procuradoria da República em Mato Grosso do Sul • Justiniano Neto, Programa Municípios Verdes • Darci Heemann, Sindicato Rural, Querencia • Irene Duarte, Instituto Centro de Vida (ICV) • Eufra Ferreira do Amaral, EMBRAPA • Moderator/Discussant: Valmir Ortega, Geoplus Geotecnologia Debate: From Moratorium to Market Incentives <ul style="list-style-type: none"> • Paulo Adario, Greenpeace • Juliana Lopes, Grupo Andre Maggi • Márcio Nappo, JBS • Andre Villas Boas, ISA • Moderator: Barbara Bramble, National Wildlife Federation <p><i>Discussion</i></p>
7:00-8:30pm	Reception/Dinner

DAY 2: INNOVATION FOR SUSTAINABLE SUPPLY CHAINS – Thursday, March 20th

8:00 – 8:30	Breakfast
8:30 – 10:00am	Innovations in the Industry <ul style="list-style-type: none"> • Case Study 1: The Nature Conservancy (Sao Felix) • Case Study 2: Daniela Mariuzzo, Monsanto; and Ton van Nimwegen, Rabobank • Case Study 3: Marcos Reis, Aliança da Terra • Moderator/Discussant: Jan Gilhuis, IDH, The Sustainable Trade Initiative
10:00 – 11:30am	Financing Sustainable Supply Chains (Panel Discussion) <ul style="list-style-type: none"> • Rob Leclerc, AgFunder • Luis Gallo, Social Investment Bank, Colombia • Robert Resnick, Investor • Marcelo Vieira, Adecoagro • Moderator/Discussant: Christopher Wells, Santander Bank <i>Discussion</i>
11:30 – 12:00pm	Coffee break
12:00 – 1:30pm	Roundtables and Platforms (Panel Discussion) <ul style="list-style-type: none"> • Ruairaidh Petre, Global Roundtable on Sustainable Beef (GRSB) • Alex Ehrenhaus, Round Table on Responsible Soy (RTRS), Argentina • Fernando Sampaio, Associação Brasileira das Indústrias Exportadoras de Carne (ABIEC) • Ricardo Sanchez, TNC Colombia • Moderator/Discussant: Ruth Nussbaum, Proforest <i>Discussion</i>
1:30 – 2:30pm	Lunch
2:30 – 4:00pm	Aligning Public-Private Initiatives (Panel Discussion) <ul style="list-style-type: none"> • Ian Gray, Global Environment Facility • Guillermo Terol, Desarrollo Agrícola del Paraguay (DAP) • Mathias Almeida, Marfrig • Mark Feierstein, USAID • Moderator/Discussant: Kate Bottriell, IFC <i>Discussion</i>
4:00 – 5:30pm	Panel and Plenary Discussion – Stabilizing the Frontier, A Vision of Commodities and Forests <ul style="list-style-type: none"> • On Legality: Carlos Klink, Secretary of Climate Change at Brazilian Ministry of the Environment • On Finance: Luiz Fernando do Amaral, Rabobank • On Productivity & Efficiency: Andre Nassar, Icone • Jurisdictional Intersections: Daniel Nepstad, Earth Innovation Institute • Moderator/Discussant: Chris Elliott, Climate and Land Use Alliance (CLUA) <i>Discussion</i>
5:30 – 6:00pm	Concluding Remarks and Next Steps <ul style="list-style-type: none"> • Guillermo Castilleja, Gordon and Betty Moore Foundation • Michael Jenkins, Forest Trends & the Katoomba Group
6:00-7:00pm	Cocktails
7:00pm	Dinner