



## The **Brazilian Certified Responsible Soya Project**

# Securing prosperity for soybean farmers

## How it all started

Brazil is the world's largest producer of soybeans, with production now totalling 125 million metric tons a year and exports reaching 74 million tons. China, the USA and Europe form the largest destinations for the crop.

In 2015, the European Compound Feed Manufacturers' Federation (FEFAC) was developing new soy sourcing guidelines, which would have an influence on who importers chose to work with. To meet the guidelines, farmers had to demonstrate a high standard of responsibility in several areas: environmental stewardship, land management, legal compliance, employment practices, and more.

As a result, sustainability became an even stronger focus for the industry, following the introduction of CRS (Certified Responsible Soy) in 2008 and RTRS (Round Table on Responsible Soy) in 2010. As an importer that already had sustainability embedded in its operation, Cefetra had a growth opportunity – but it needed a way to reach out to more farmers. Meanwhile, Bayer was looking to deploy sustainability projects in Latin America, but lacked reach to the European market for sustainable certification. It was clear that the two companies could achieve more by forming a partnership.



### Challenges:

- **Farmers:** Ensure they retain a licence to operate. Europe is becoming far stricter with regards to sustainability criteria
- **Cefetra:** As an importer of soybean meal, only had limited access to producers. Therefore, struggled to reach out and convince farmers to start with certification
- **Bayer:** Had no outlet for certified credits



### Solutions:

- **Farmers:** Obtain a high-level certification to prove to the market that they have sustainable practices in place
- **Cefetra:** Ensure market access for the sustainable credits generated on the farms included in this partnership
- **Bayer:** Farmer outreach through sales representatives, improving the sustainability level of Bayer's customers



### Benefits:

- Farms are more sustainable and efficient, with better management practices
- Farmers have future-proofed their export market access
- 15 growers, 70 farms and 1.6 million MT of soy certified in five years



## Sustainability is the way

Sustainability is at the core of all Bayer's initiatives. Getting farmers to increase their level of sustainable practices will benefit all parties along the value chain – starting with the farmers themselves – as well as the environment.

The challenge lay in the practicalities of growing Cefetra's programs in a unified way that retained Cefetra's usual high standard of sustainability. Cefetra knew that education and certification hold the answer – but without a prior relationship, it can be hard to convince farmers to start implementing sustainable practices to be able to obtain CRS certification.



## The outlook today

Five years since the partnership began, certification has grown in line with demand. Over the years, around 70 farmers have been certified, which equals about 1.6 million MT of sustainably produced soybeans. Since 2019, the partners have also been convincing farmers who completed CRS certification to make the next step: obtain RTRS certification.

Results were achieved a lot quicker than if Cefetra or Bayer tried to do it on their own. It's clear that collaboration is key: when multiple stakeholders act together, Brazilian soybean production can really scale up its sustainability, and at the same time benefit farmers economically.

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**Cefetra**  
A BayWa Company

*"Every partner benefited from this joint project. Bayer could provide farmers with an opportunity to certify their farms according to a high-level sustainability standard and sell to European markets. And at Cefetra we are pleased that through this joint effort we could reach more farmers, support a sustainable supply chain and increase the impact of our sustainability program."*

**Sandra Schouten-Kraaij**, EHS Coordinator and Sustainability Officer, Cefetra

*"This certification validates what we have aimed for over the years and are now putting into practice, which is to have low-carbon agriculture, within the standards required internationally. For us it is a cause for joy, because we are being certified in a way that allows us to make sure we are on the right track."*

**Tages Martinelli**, Manager, Agripastoril Jotabasso, soy producer in Mato Grosso

## What was the solution?

Bayer's regular contact with farmers – through seeds, crop protection solutions and 360-degree support – proved to be the key. Bayer representatives already made frequent visits to farms, which allowed them to start dialogues and educate them about sustainability and the opportunities it creates in terms of increasing yields and efficiency. In this way the Bayer Food Chain Partnership team in Brazil became an outreach network to get farmers enrolled into the CRS certification program.



## About Food Chain Partnership

Consumers are becoming increasingly conscious of the need for healthy nutrition. Food Chain Partnerships help to supply consumers with high-quality fresh produce, which forms the basis of a healthy diet. But such partnerships can only succeed if they involve every player in the food chain – from the farmer and processor to the exporter or importer and retailer. The Crop Science Division of Bayer has the global experience and cutting-edge expertise to create a successful partnership at every level.

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