



## **ABIOVE NEWSLETTER ON SOYBEAN SUSTAINABILITY**

**October 16th, 2007**

### **SOY SUSTAINABILITY ROAD SHOW**

From September 27 to October 5, ABIOVE promoted a Road Show in European countries to increase awareness about soy agribusiness and biofuel sustainability and to promote various sustainable production strategic actions developed by the industry. Present at the Road Show were Messrs. Carlo Lovatelli, president of ABIOVE; Fabio Trigueirinho, secretary of ABIOVE; Luiz Carlos Corrêa de Carvalho, vice-president of ABAG; Marcos da Rosa and Ricardo Arioli, vice-presidents of APROSOJA.

The Brazilian Embassies in Germany, The Netherlands, United Kingdom, and the Brazilian Mission to the European Communities took active part in the program. Present at several meetings were Brazilian Ambassador Seixas Corrêa, in Berlin, and the Brazilian Ambassador Maria Celina de Azevedo Rodrigues, in Brussels.

The delegation promoted a series of meetings during the road show. The contents of this presentation are available on the website [www.abiove.com.br](http://www.abiove.com.br). Present at the meeting were importers, consumers, civil society organizations, members of parliament, European countries government officers, South-American diplomats, reporters and opinion makers. Below is a list of some of the meetings:

- a – European Parliament with the presence of parliament members and advisors;
- b – General Meeting of Nevedi, the entity that congregates animal feed producers in the Netherlands;
- c – NGO Greenpeace Director in Europe;
- d – German Ministries of Economy and Technology;
- e – Brazil – Germany Commission in the BDI headquarters
- f – General Meeting in the Ministry of Agriculture of Germany;
- g – General Meeting with members of the Industry and NGO Coalition in the Netherlands;
- h – Ministries of Agriculture and Environment of the Netherlands;
- i – General Meeting at the Brazilian Embassy in London;
- j – Fediol – the EU Oil and Proteinmeal Industry federation
- k – Interviews to Brazilian and European newspapers and news agencies.

The general consensus of opinion was that soy ABIOVE presentation elicited plenty of interest and it was acknowledged that the soy sustainability issue is being properly addressed. The initiative to promote the road show to establish a straightforward dialogue with European society was well received.

Many were surprised that Brazil adopts a stricter and more complete environmental policy than many other countries, which contributed to the conservation of approximately 80% of the Amazon Forest. However, this is not enough. There is need to create financial incentives to stimulate the maintenance of the standing forest, remunerating by rendering of environmental services. Soy cannot be considered an important factor of the Amazon Rainforest deforestation, since it occupies only 3/1000 of the Amazon Biome.

Soy Agribusiness is promoting a set of strategic actions to further improve sustainability — Moratorium, Responsible Soy Roundtable, ARES Institute, Agreement to Eradicate Slave Labor, Green Action and Environmental Agreement. The Brazilian Federal Government is also taking actions to fight illegal deforestation. In 2006, deforestation dropped 25 percent, and preliminary data indicate another 30 percent drop in 2007.

Carlo Lovatelli, thrilled with the European interest to learn more about soy and agribusiness sustainability, took upon himself to promote similar initiatives going forward.