

Entities Launch a Management & Rural Property Certification Program for Brazilian Soybeans

São Paulo, April 6, 2010 – Brazilian soybean production has, starting today, a new socio-environmental management program for rural properties, called Soja Plus.

The program is being organized by the following entities: ABIOVE (the Brazilian Vegetable Oil Industries Association), APROSOJA (Mato Grosso State Soybean Producers Association), ANEC (the National Grain Exporters Association) and ARES (Responsible Agribusiness Institute). These institutes represent the Brazilian soybean complex's productive sector and are deeply aware of the great importance of improving the sustainability indices for Brazilian soybeans. To meet this objective, their organizers put together a program capable of meeting the challenges that face the country's agriculture.

The assumption behind Soja Plus is the reach of the national environmental policy and the ability of this policy to strictly meet the consumer's precepts and demands for a more sustainable production. Such a conclusion was based on the existence of several types of Conservation Units and Indigenous Reserves throughout the country. In addition, guaranteeing conservation of the biodiversity and protection of social rights on the properties are assured by the extensive coverage of domestic laws and the international conventions ratified by Brazil. To complement this, implementation of best agricultural practices is a vector of sustainability that will be strongly incentivated, as they will promote improvement of environmental conditions by reducing the impacts of production on natural resources. The maintenance of the high conservation value areas of each rural property is assured through of the Permanent Preservation Areas and Legal Reserve.

These specifics of Brazil's reality, present in social and environmental demands, require a program with ample partnership among the various important elements: producers, industry, financial sector, government, civil society organizations and institutes of learning, research and rural extension. Jointly, in a participative and transparent manner, all of them will contribute to the development and implementation of this important initiative.

Joining the Soja Plus Program will be voluntary, and its implementation will follow a process of continuous improvement in sustainability indices. It is an inclusive program, whose objective is the socio-environmental management of the properties and the training of producers in the several stages of socio-environmental adaptation, so that, at the end of the process, they are qualified receive the Seal of Certification issued by the Program and other existing initiatives.

In summary, the purpose of Soja Plus is simple and verifiable certification, thus avoiding unnecessary costs and bureaucracy and making its implementation easy. At the same time, it will be capable of meeting the desire for sustainable soybean production, benefiting all the participants and the country by increasing economic opportunities, by improving socio-environmental conditions and by revaluing the

image of Brazilian soybeans.

The following participants from the organizers institutions and SGS which has audit the filed tests, have attended the press conference for the launch of the Soja Plus Program: Bernardo Pires – Forest Engineer – ABIOVE; Carlo Lovatelli – President of ABIOVE; Felicio Aguiar – President of ANEC; Luis Eduardo – Systems & Certification Services Manager of SGS; Ocimar Villela – Superintendent of Instituto ARES; Ricardo Arioli - Director of Aprosoja and Vanda Nunes – Marketing and Production Manager of SGS.

Organizers

