

Engaging Smallholders in Complex Supply Chains: A Palm Oil Case Study

Pierre Courtemanche, 8th Nov. 2016

GEOTRACEABILITY



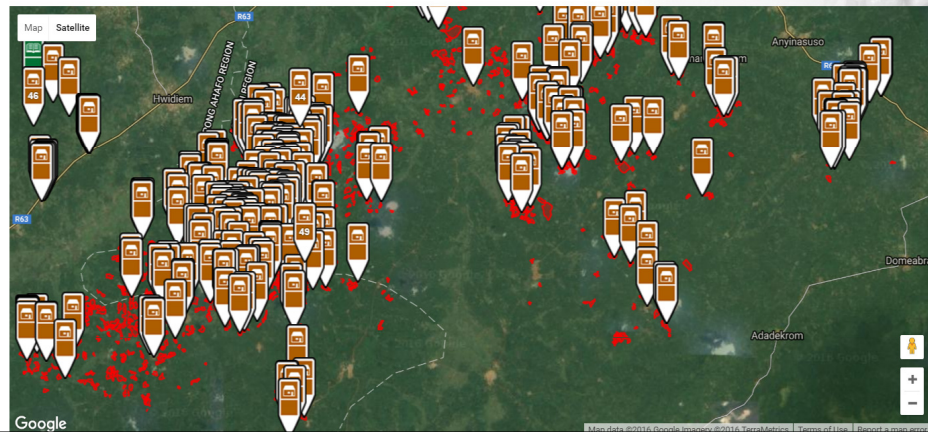
Putting smallholders on the map

➤ 57,203 producers + 100,430 ha + 60,000 MTs / year

Report on Fields Ghana / Cocoa / Baseline Data



ShowHide infrastructures



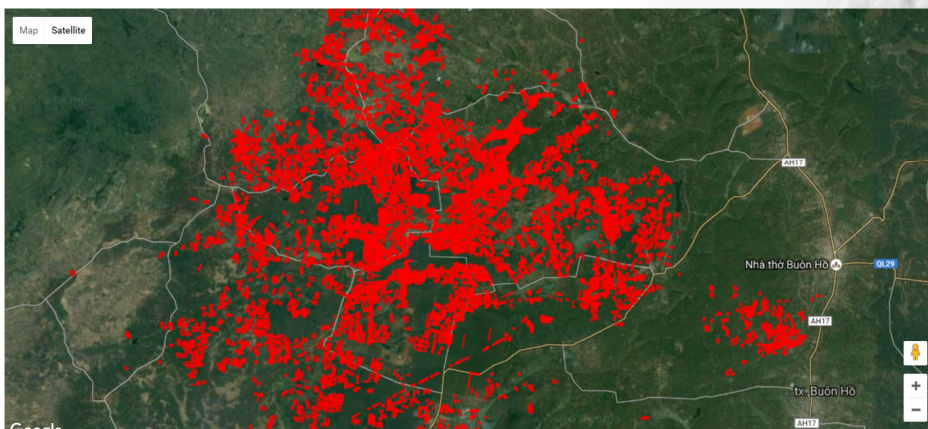
Putting smallholders on the map

➤ 13,185 producers + 17,919 ha + 50,000 MTs / year

Report on Fields Vietnam / Coffee / Baseline Data



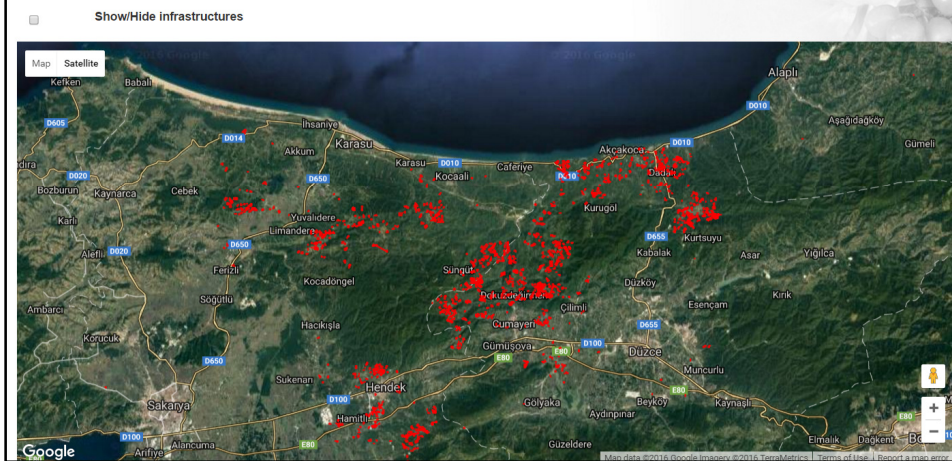
ShowHide infrastructures



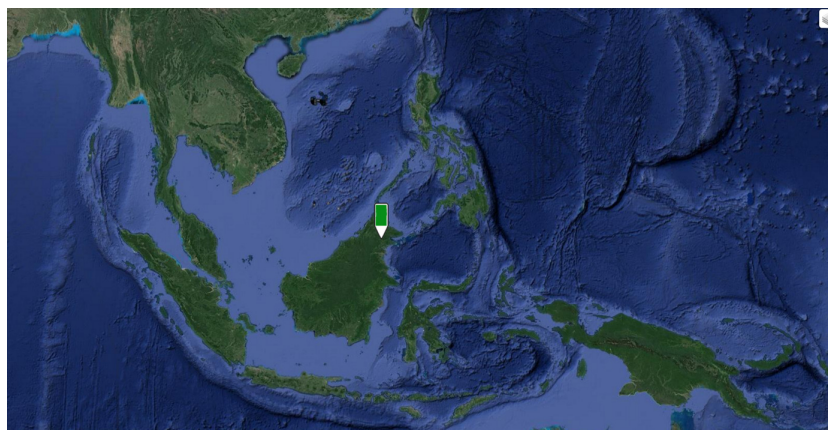
Putting smallholders on the map

➤ 14,032 producers + 3,856 ha + 6,000 MTs / year

Report on Fields Turkey / Hazelnut



Prototyping a Solution in Palm Oil



the sustainable trade initiative



Why is mapping smallholders a good idea in palm?

Example from Riau, Sumatra

- "...Almost all CPO mills in Riau and in Sumatra have "Risky FFB catchment areas" ...there are no safe distances in Riau and Sumatra.
- The location of a mill is not a good indicator for the risk of violating sustainability commitments or of buying illegal product
- Tracing supplies to the CPO mill only will not prevent illegally grown FFB from entering the mills...or prevent clearing of tropical forests
- Companies will need to focus on tracing all FFB supplies to the plantation level
- Eyes on the Forest found four RSPO Supply Chain Certificate holders to be involved in the trade of oil from mills which purchased illegal FFB
- RSPO standards need to include verification on the origins of all FFB supply for a CPO mill, certified and non-certified..."

Eyes on the Forest: No One is Safe (April 2016)

What is the solution?

Certification

Farm
mapping

Productivity
improvement

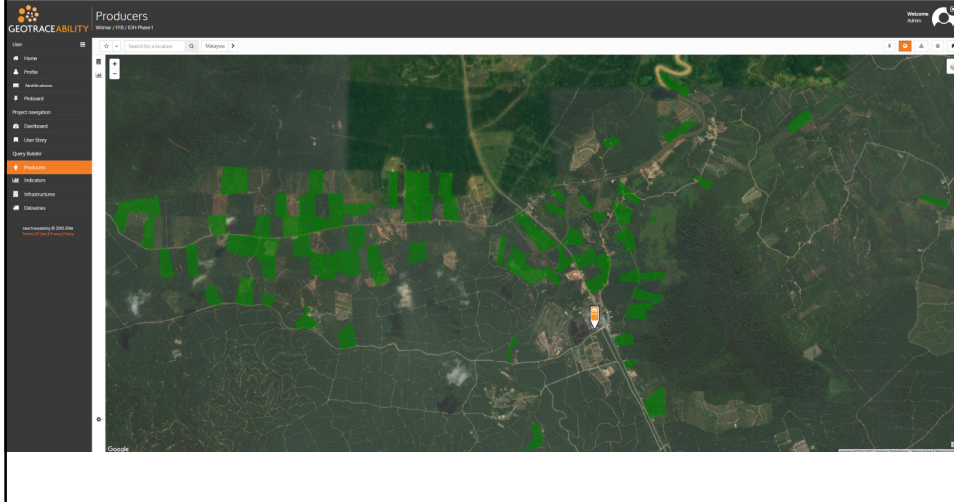
FFB
traceability

Engage at individual level and propose a new deal to the producers

Measure your Return on Investment

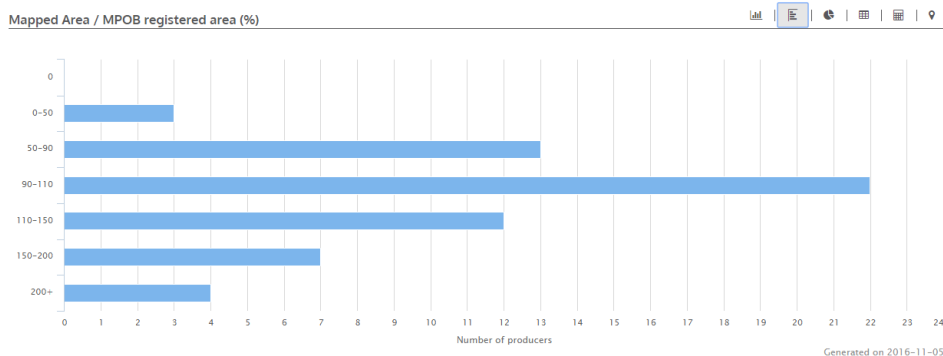
Progress on Mapping

The first palm oil mill in the world with all of its active, independent, smallholder suppliers GPS mapped and surveyed.



Progress on Mapping (2)

Important discrepancies between registered and mapped area:



Progress on Traceability

The first mill to be able to trace daily volumes of smallholder produced FFB back to the farm & farmer even when delivered via a middle-man/cash agent (1,818 traceable deliveries since June 2016)

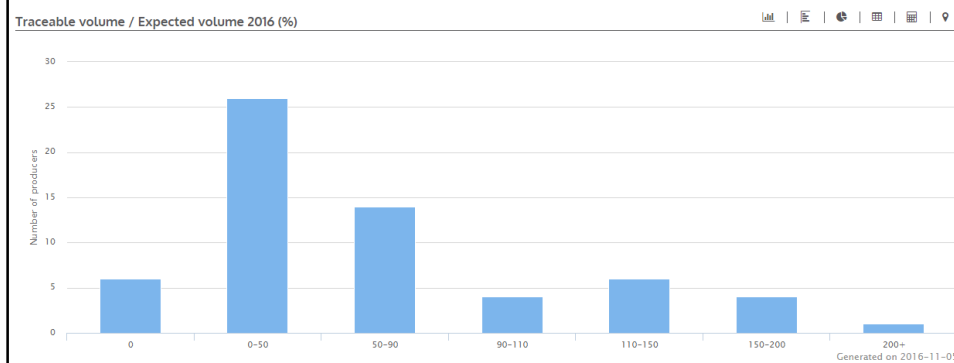
Date	Number of Deliveries	Weight		Grade	Action
		Sum	Average		
2016, week 45	58	88.3	1.522413	21.606379	
2016, week 44	133	209.6	1.575939	21.644436	
2016, week 43	117	181.12	1.548034	21.595726	
2016, week 42	85	140.77	1.656117	21.651882	
2016, week 41	52	82.38	1.58423	21.547884	
2016, week 40	148	258.36	1.745675	21.549054	
2016, week 39	108	178.89	1.656388	21.477685	
2016, week 38	87	143.01	1.643793	21.544022	
2016, week 37	41	80.23	1.956829	21.529756	
2016, week 36	65	117.19	1.802923	21.539384	

Showing 1 to 10 of 23 entries

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Progress on Traceability (2)

Monitoring side selling and over selling by comparing deliveries, mapped areas and estimated yield.



GeoTraceability presents:

The Digital Agronomist

A tool to mass-produce development plans tailored to individual farmers and communities

Agronomist Recommendations
Field Data
Farm Business Plan Builder
Investment Plan
Individual Plans

It's been developed

It's been tested

It's ready to go

The Farm Business Plan Builder

Individual Farmer Business Plans

- Tailored farm business plans for smallholder producers
- Thousands of reports generated at the click of a button

Activities

Schedule

Budget

Inputs

Labour

Yield Improvement

Landscape Investment Plans

- Planning and investment tool for organisations and businesses

Determine which activities will meet the projects objectives within the budget and time period required

Logistical planning to ensure labour and agricultural inputs are available when and where needed

Financial planning to give visibility of forecast costs & revenues overtime

Visibility on the funding sources

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