Voluntary Sustainability Standards around the globe: current trends

Ana Batalhone, International Trade Centre (ITC)

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Authors: Julia Lernoud, Jason Potts, Gregory Sampson, Salvador Garibay, Gabriel Huppe, Vivek Voora, Helga Willer and Joseph Wozniak.
Selected VSS and commodities

- Bananas
- Cocoa
- Coffee
- Cotton
- Oil palm
- Soybeans
- Sugarcane
- Tea
- Forestry
Growth of VSS compliant area worldwide 2008-2016
Minimum possible – sorted by area

Source: FiBL-IISD-ITC survey 2018; 4C 2018; Better Cotton Initiative 2018; Bonsucro 2018; Cotton Made in Africa 2018; Fairtrade International 2017; GLOBALG.A.P. 2018; FiBL survey 2018; ProTerra Foundation 2018; Rainforest Alliance/SAN 2017; Roundtable of Sustainable Palm Oil 2018; Round Table for Responsible Soy 2018; UTZ 2018
Voluntary Sustainability Standards (VSS) area worldwide and selected commodities

Total harvested area certified for selected crops per VSS 2016

Total certified area per VSS 2016

Source: FiBL-IISD-ITC survey 2018; 4C 2018; Better Cotton Initiative 2018; Bonsucro 2018; Cotton Made in Africa 2018; Fairtrade International 2017; GLOBALG.A.P. 2018; FiBL survey 2018; ProTerra Foundation 2018; Rainforest Alliance/SAN 2017; Roundtable of Sustainable Palm Oil 2018; Round Table for Responsible Soy 2018; UTZ 2018
Cocoa: Development of the area by VSS 2008-2016
Source: Fairtrade International 2018; FiBL survey 2018; Rainforest Alliance 2018; UTZ 2018

Cocoa: Range of cocoa area (minimum/maximum/average) 2008-2016
Source: FiBL-IISD-ITC survey 2018
Cotton: Development of the area by VSS 2008-2016
Source: Better Cotton Initiative (BCI) 2018; Cotton made in Africa (CmiA) 2018; Fairtrade International 2017; FiBL survey 2018

Cotton: Range of cotton area (minimum/maximum/average) 2008-2016
Source: FiBL-IISD-ITC survey 2018
Conclusions

• All standards in the report continue to show **growth of total certified area**, albeit not at the same pace as in the past.

• **Dominance of single-sector standards** in some sectors

• **Multiple certification** takes place in almost all of the selected products, which makes it **challenging to report global total** for the given product.

• **Market data**: retail sales and international trade data is not available for most of the VSS – currently it is only available for organic and Fairtrade.

• **Better data** will improve our **understanding of the state of sustainable markets**, and better reporting will help fill out the picture of sustainable supply chains.