

Voluntary Sustainability Standards around the globe: current trends

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FiBL

 **IISD**
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Selected VSS and commodities



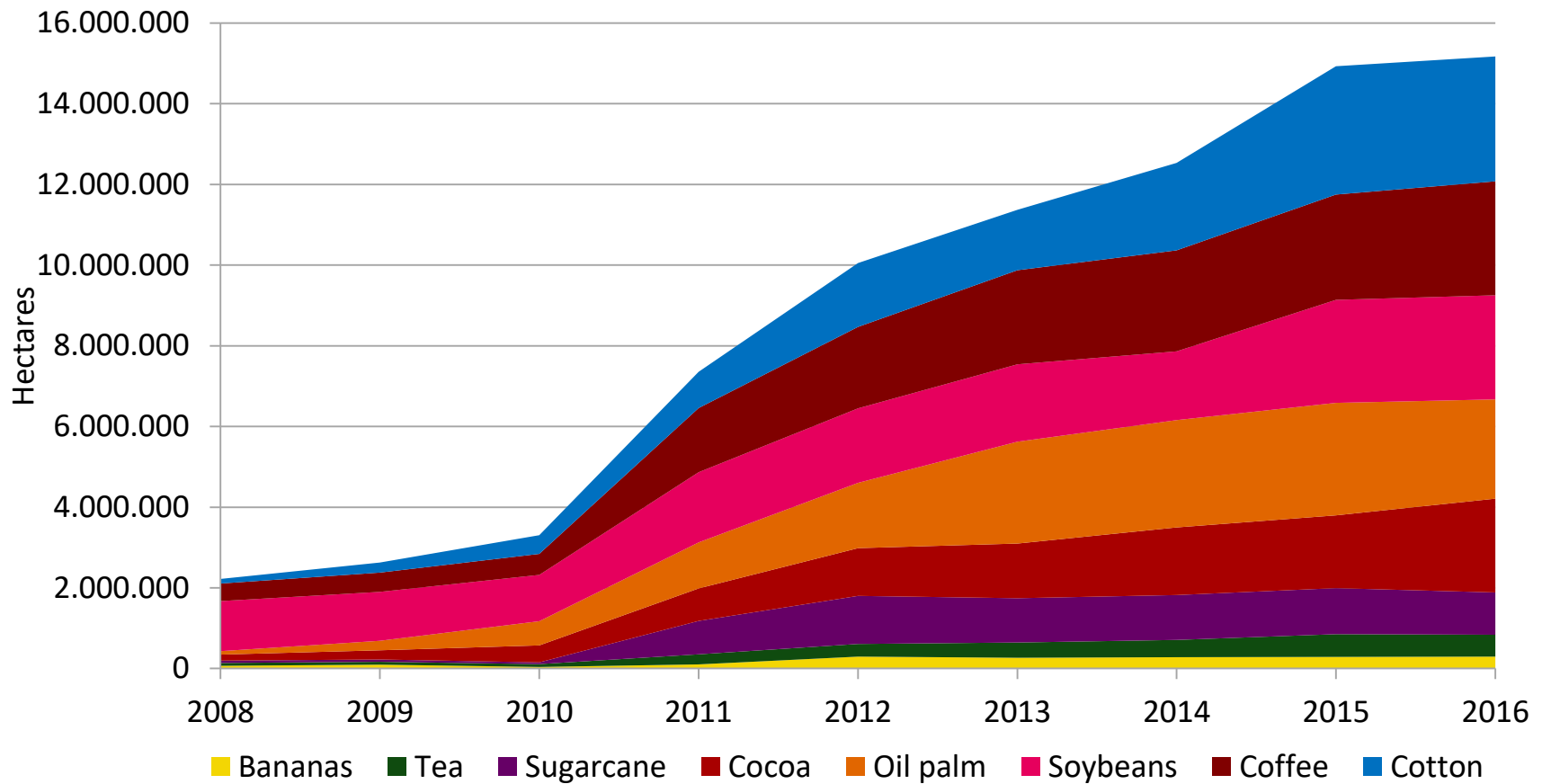
- Bananas
- Cocoa
- Coffee
- Cotton
- Oil palm
- Soybeans
- Sugarcane
- Tea
- Forestry



Growth of VSS compliant area worldwide 2008-2016

Minimum possible – sorted by area

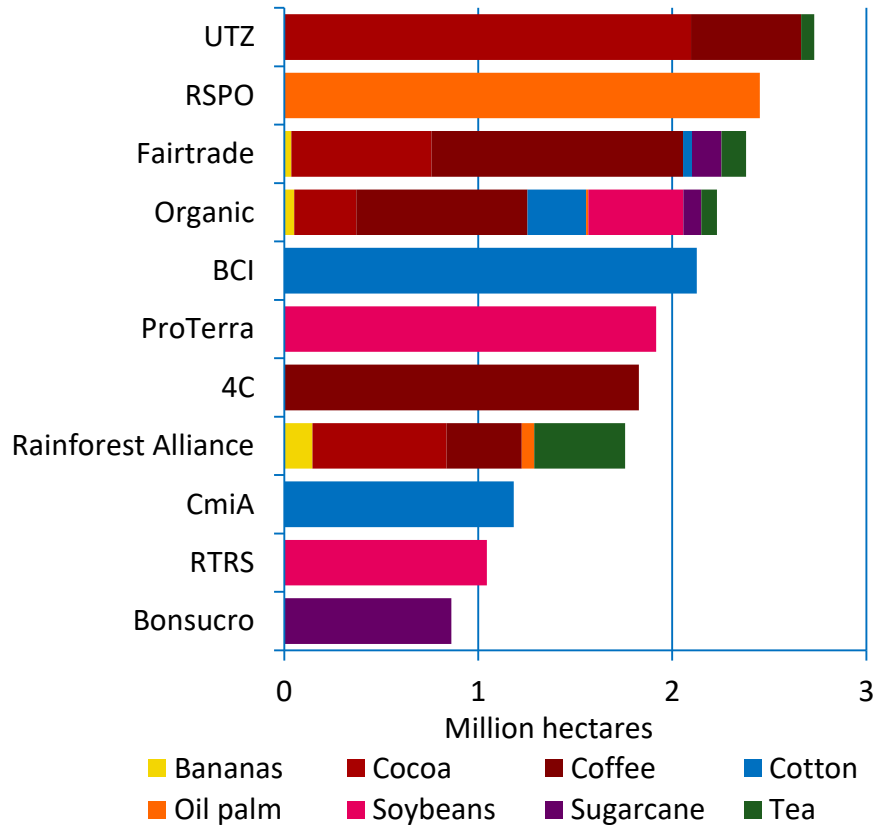
Source: FiBL-IISD-ITC survey 2018; 4C 2018; Better Cotton Initiative 2018; Bonsucro 2018; Cotton Made in Africa 2018; Fairtrade International 2017; GLOBALG.A.P. 2018; FiBL survey 2018; ProTerra Foundation 2018; Rainforest Alliance/SAN 2017; Roundtable of Sustainable Palm Oil 2018; Round Table for Responsible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



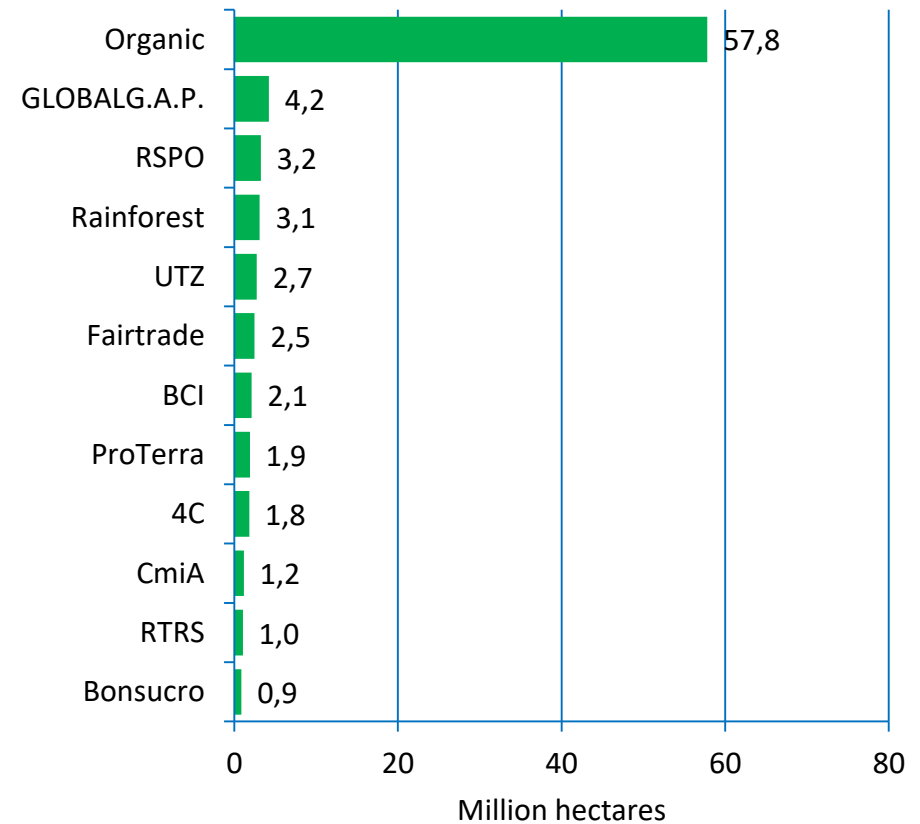
Voluntary Sustainability Standards (VSS) area worldwide and selected commodities

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

Total harvested area certified for selected crops per VSS 2016

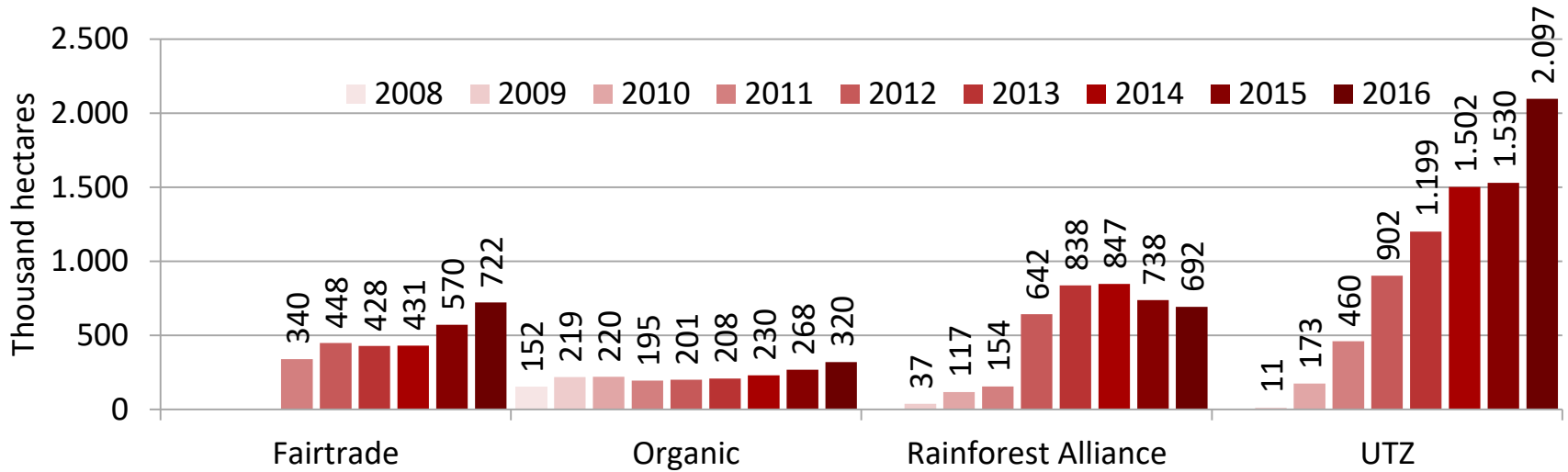


Total certified area per VSS 2016



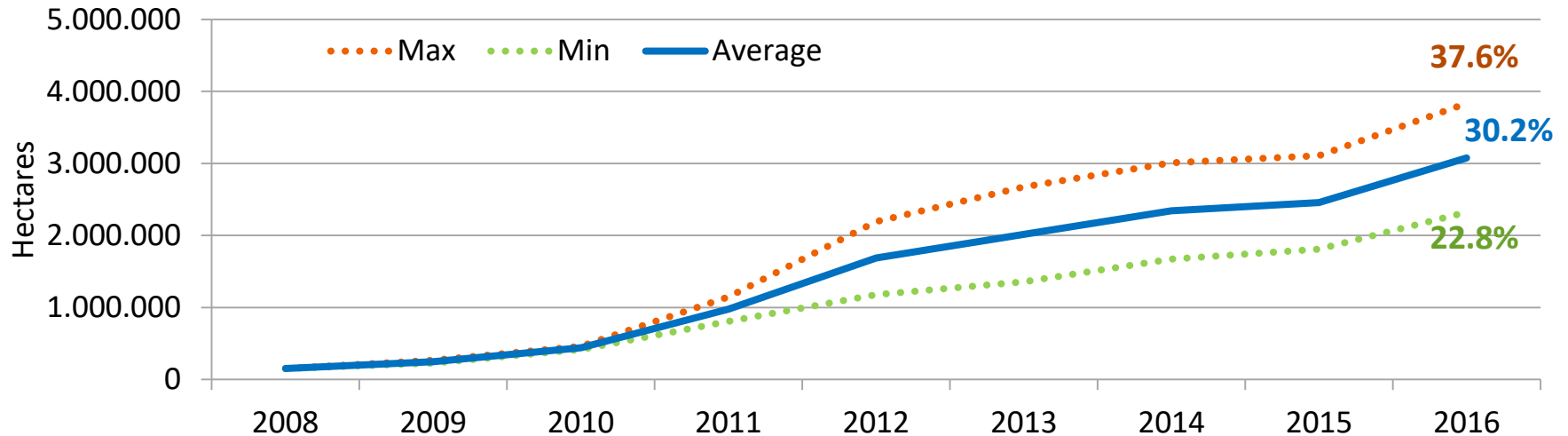
Cocoa: Development of the area by VSS 2008-2016

Source: Fairtrade International 2018; FiBL survey 2018; Rainforest Alliance 2018; UTZ 2018



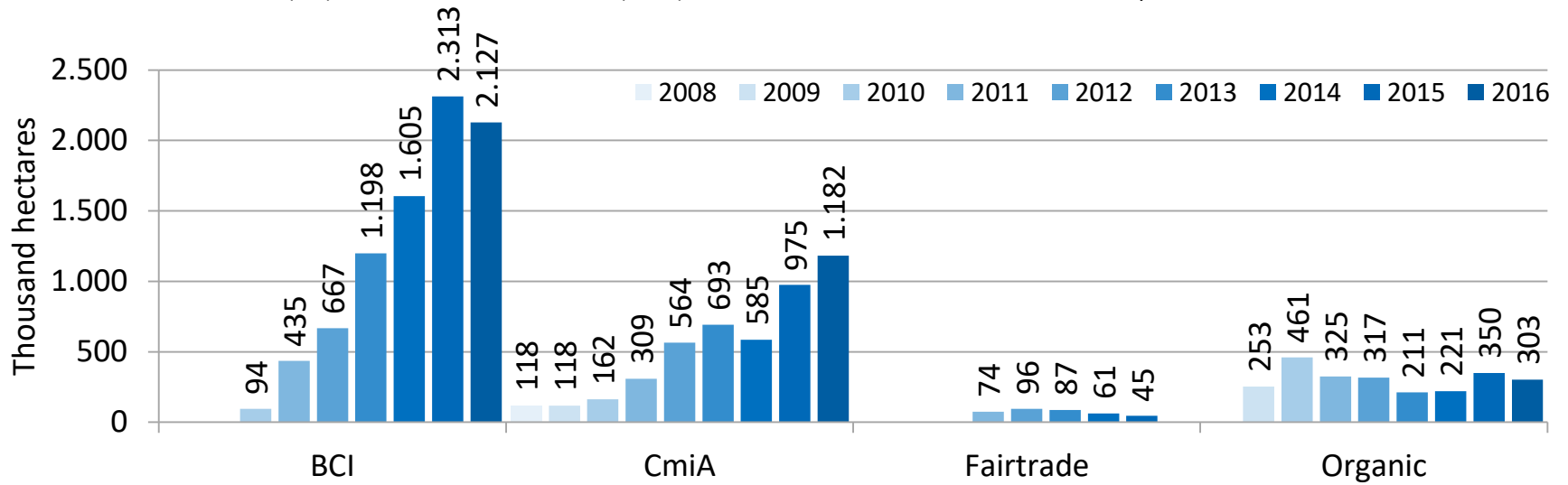
Cocoa: Range of cocoa area (minimum/maximum/average) 2008-2016

Source: FiBL-IISD-ITC survey 2018



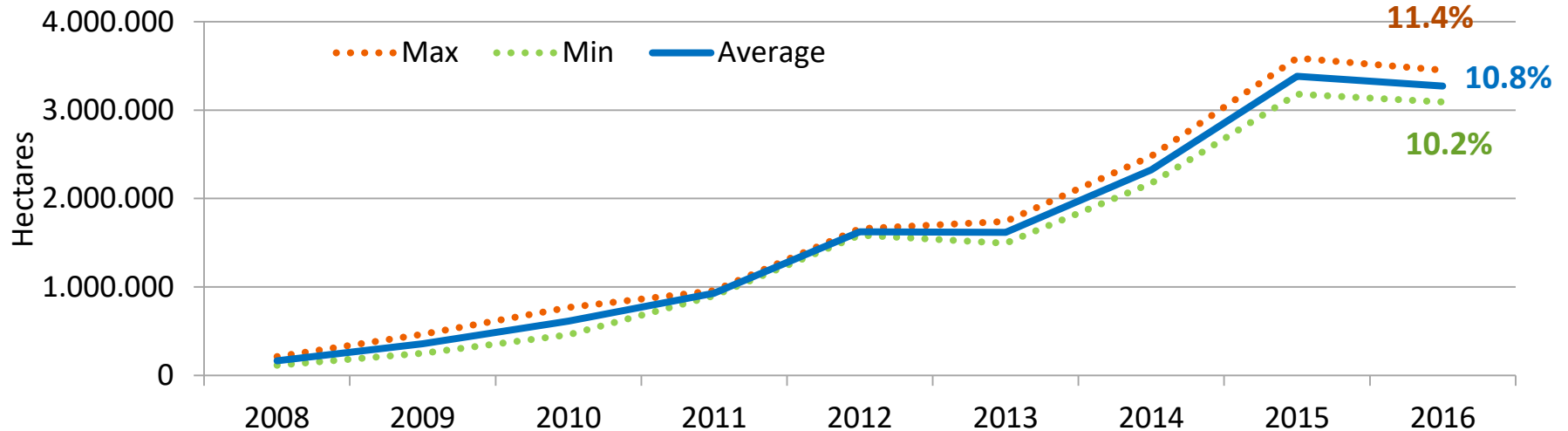
Cotton: Development of the area by VSS 2008-2016

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.