



# IMPACT ALLIANCE

## Pilot Summary

### ProTerra – Soy Impact Incentives

#### June 2022

Photo by: Produzindo Certo

This project was possible thanks to a grant from the Innovations Fund, which is supported by:



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,  
Education and Research EAER  
State Secretariat for Economic Affairs SECO

**IMPACT**  
**ALLIANCE**



*Disclaimer: The views expressed in this publication are those of the author(s) and do not necessarily represent those of the ISEAL Secretariat, ISEAL members, or donor entities to the ISEAL Innovations Fund.*



## ProTerra Impact Incentives Pilot - Soy - Brazil

Two transactions were completed in August/September 2021 for Proterra Soy Impact Incentives, supporting the ProTerra sustainability claim. The Incentives were issued after a third-party audit confirmed that the ProTerra standard had been met.

In both cases, the selling company was Bom Futuro Argícola LTDA in Brazil. Bom Futuro had ProTerra-certified non-GMO soybeans but did not have the possibility to sell these segregated at a premium price. For this producer, an important value of being certified is to be actively involved in the community and demonstrate their efforts to produce in a sustainable way. This includes an attitude of respect, and shared objective of protecting biodiversity and cultural values within the community. In addition, applying sustainable agricultural practices helps them to decrease their environmental impact.

The two brands that purchased Impact Incentives are Norges Gruppen, a supermarket in Norway and Barry Callebaut, a chocolate producer in Switzerland.

