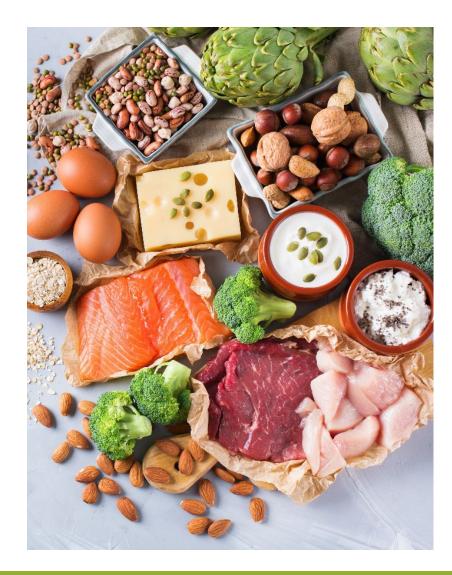
WBCSD FReSH Project "Diversified Proteins" – Feb 2019



Sustainable Protein Goal: Optimizing protein consumption and production for nutritionally healthy and environmentally sustainable diets.

Action areas (*)

- Soy based products for human consumption
- Beans & peas
- Other plant based proteins
- Broiler & Eggs
- Pork
- Dairy
- Beef
- Aquaculture: Salmon, shrimp, tilapia and Quantis Sign carp

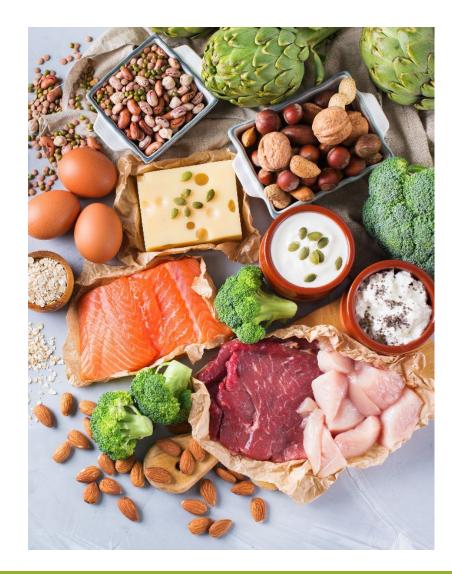
* Action areas have been chosen as key food groups, now and in the near future, globally, where the WBCSD industry group can make a difference based on inhouse science and business capabilities







WBCSD Project "Diversified Proteins"



As a group..

- We create a room for businesses to connect to develop new solutions that require collaboration along the value chain
- We give a platform for businesses to showcase to the external world what they are already doing to improve the sustainability impacts of protein nutrition
- We align on a sustainability framework comprising environmental, nutrition and social indicators to focus and the solutions with high impact and understand what we can commit to





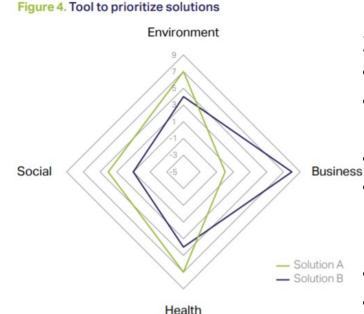
We need a framework – Could we use/build on SUSFANS?

1. Opportunity for businesses to show impact in a balanced way and to differentiate their product offerings against a credible, broadly endorsed framework of pre-defined, "non-negotiable" performance metrics

2. Diversified Protein Framework

- For plant and animal based protein sources
- **Balanced** for environmental, nutrition & diet related, social and economic aspects to bring the food system back into the safe operating space
 - Suitable for businesses along the entire value chain
- Connecting execution parameters, business can influence, with societal needs of the food system with quantitative relationships established in a model at different scales (regions, value chain position)
- Valid for different regions: EU, US, BRA, CN, India
 - Stakeholder Endorsement by FAO, WWF, WHO, WRI, WBCSD, IFIF, Academy of Nutrition and Dietetics
 - 3. Avoid target setting on a level of detail which does not reflect a balanced approach between all sustainability aspects and does not allow for different regional context





Source: FReSH Project / Science to Solutions Dialogues Model to discuss impacts of different solutions

What are our key criteria for the framework?

Desired output: demonstrate in a straight forward (visual?) way that a business solution / supply chain

- Scores better than the existing/alternative solutions
- Has a better impact in 1 or more of the dimensions (environment, social, health, business)
- Does not do harm in any of the dimensions

Usability: Easy to use by a sustainability or LCA expert, possibly with support of nutrition expert. Exposes business only to the framework & modelling complexity that supports decision making (output can be tailored to users)

Credibility: Engage relevant institution for support and endorsement

Scope: Specific product solutions/supply chains





Key questions, businesses want to be answered with the food system model supporting the framework

- 1. What is the impact of my product portfolio along the value chain on the different performance metrics? (at least high level: neutral, small, large)
- 2. How can I change this impact with new solutions and portfolio measures?
 - How can I steer my supply chain? (most sustainable production systems, most sustainable raw materials)
 - How can I meet or exceed the requirements set forth from retail and food distribution?
- 3. How does improved sustainability relate to cost at the production and at the consumer level?



