



SUSTAINABILITY FROM THE GROUND UP

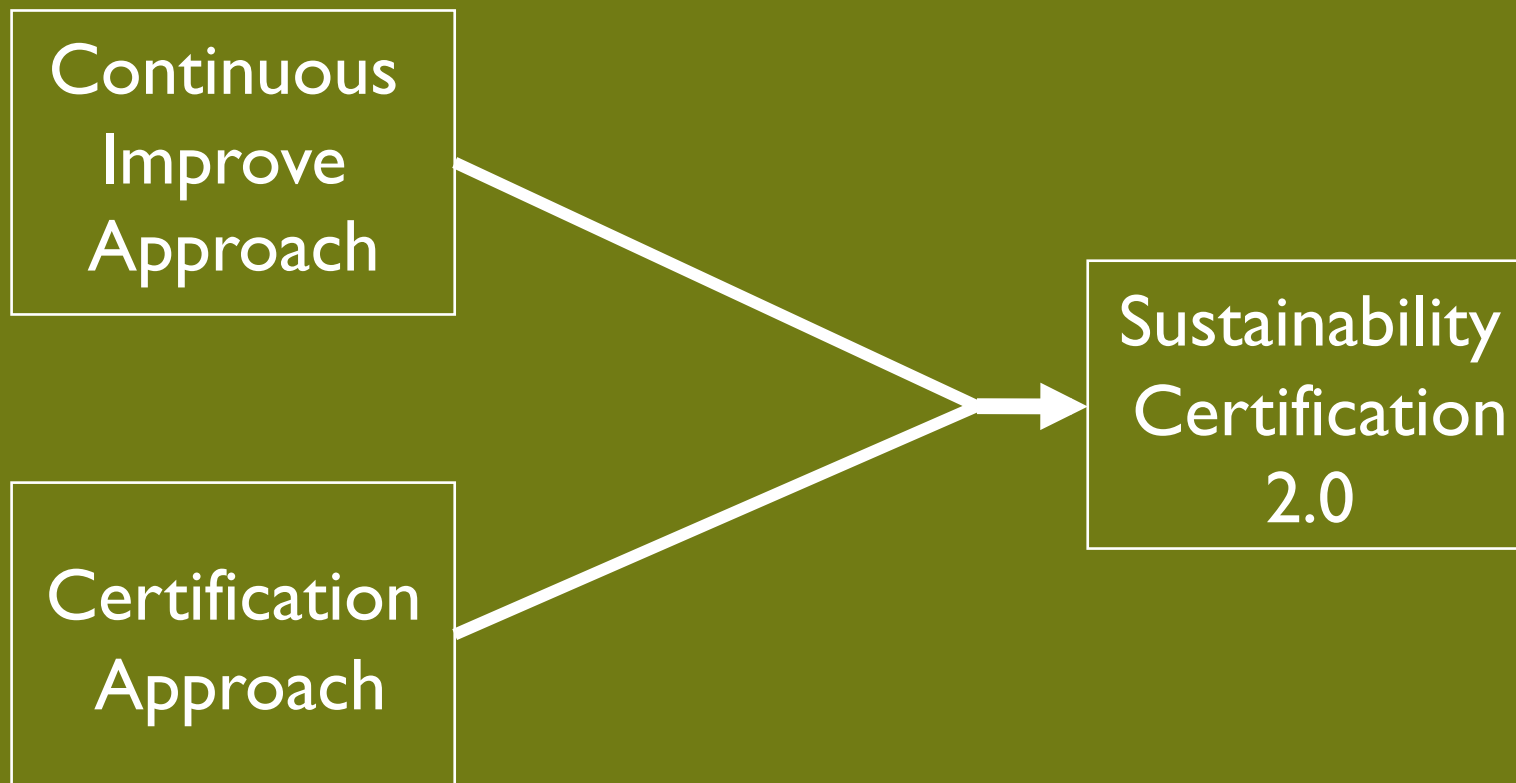
Sustainability Standards and Certification

Dr. Jeff Dlott
SureHarvest



Seventh Annual Forum, May 10th, 2010

Outline

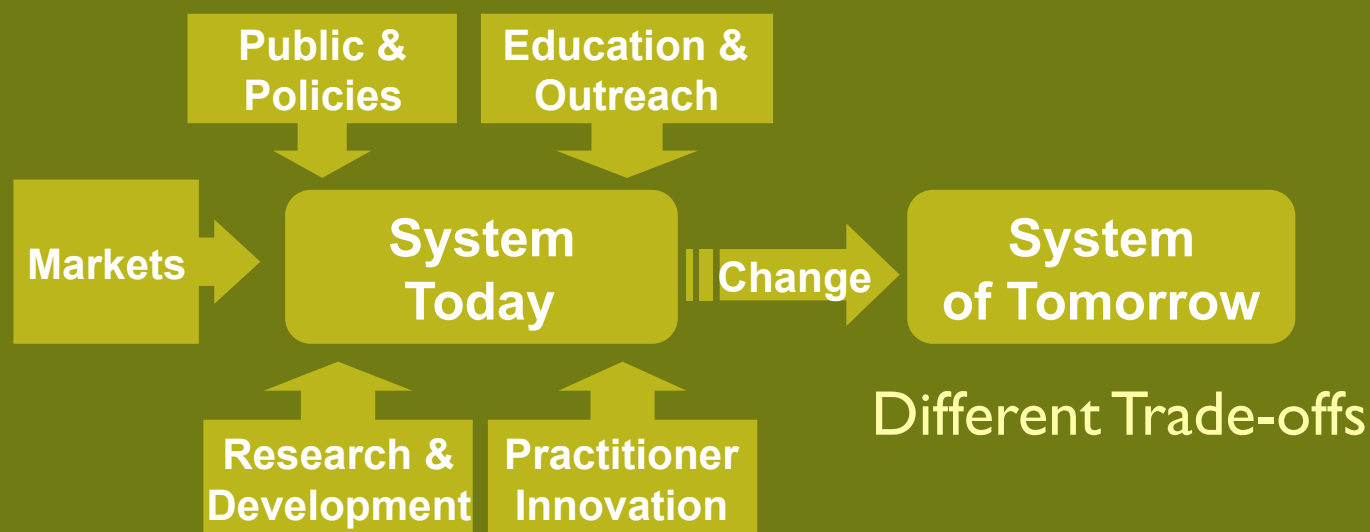


Background

- 1987-1996 Academia
 - 1992 certification and eco-labeling
- 1997-1998 Non-profit and private consulting
 - Eco-label review for Pew Charitable Trusts
- 1999 – Founded SureHarvest
 - WWF/WPVGA/UW project
 - 2001 Founding of Protect Harvest
 - 2008 Stewardship Index for Specialty Crops

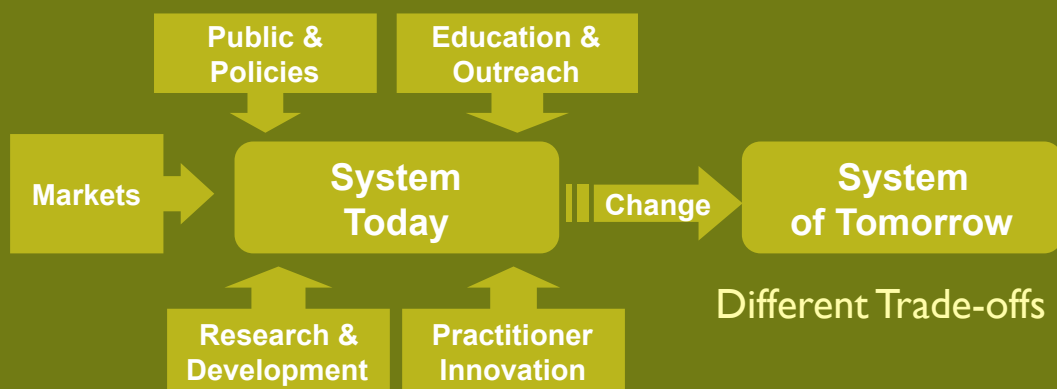
What is the Purpose of Certification?

- Account for what is and verify it
- Incentivize change in a particular direction
 - Markets, Policies, Public investments, etc
- Identify and reduce unintended consequences



Approach to Continuous Improvement

- Change is inevitable
- Directionality should be intentional (Strategy)



Continuous Improvement Approach



1. Principles: Sets the direction (e.g., 3 E's)
2. Processes: Management areas (e.g., production, sales, etc.)
3. Practices: What gets done and how (e.g., BMP's)
4. Performance: Measures of outcomes (e.g., economic, environmental, social performance metrics)
5. Progress: Improvements in performance over time (e.g., economic analysis, environmental & social benchmarking)

Certification Focus?

- Some or all the P's?



- What is?
- Change?
- Consequences?

Certification Framework

Principles

A guiding sense of the requirements and obligations of right conduct

Criteria

Rules for evaluating or testing something

- Criteria form the basis to evaluate adherence to principles

Metrics

System of measures

- Appropriate metrics measure desired performance

Outcomes

Performance status

Example

Principle

Environmental Stewardship

- Optimize water use

Criteria

Water Use Efficiency

Metrics

Water Applied relative to Plant Water Demand

- Yield/Water Use Efficiency (e.g., lbs/% eff.)

Outcome

Baseline to year over year comparisons

Example

Principle

Environmental Stewardship

- Soil Quality and Water Quality

Criteria

Soil Erosion

Metrics

RUSLE2 (e.g., tons of soil lost per acre)

- Model of direct impacts

Outcome

Baseline to year over year comparisons

Certification Framework: What's Missing?

Principles

- No BMP's

Criteria

- No Management Plans

Metrics

- No Dictating What to Do

Outcomes

Focus on performance outcomes

- Don't care how achieved

Why Outcome Focus?

Principles



Criteria



Metrics



Outcomes

“What gets measured, gets managed”



If measuring performance,
managing for performance

Why Outcome Focus?

Principles



Criteria



Metrics



Outcomes

Be clear on outcomes and let people innovate on how to achieve those outcomes

Sustainability 2.0

Principles



Criteria



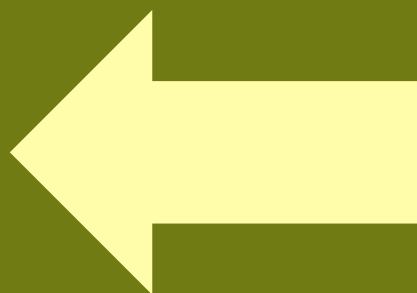
Metrics



Outcomes

The Key is Getting the Metrics Right

- Science
 - Gaps
- Values
 - Stakeholders
- Practicality
 - Acquisition costs



Sustainability Certification 2.0

Principles



Criteria

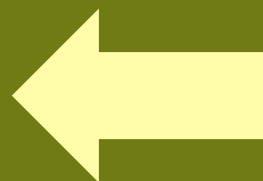


Metrics



Outcomes

Use Standard Measure (Common Metrics)



Build Performance Standards
Fit to Purpose

Case Study



Principle

Environmental Stewardship
• Pest Management

Criteria

Biological Intensive IPM
Pesticide Risk

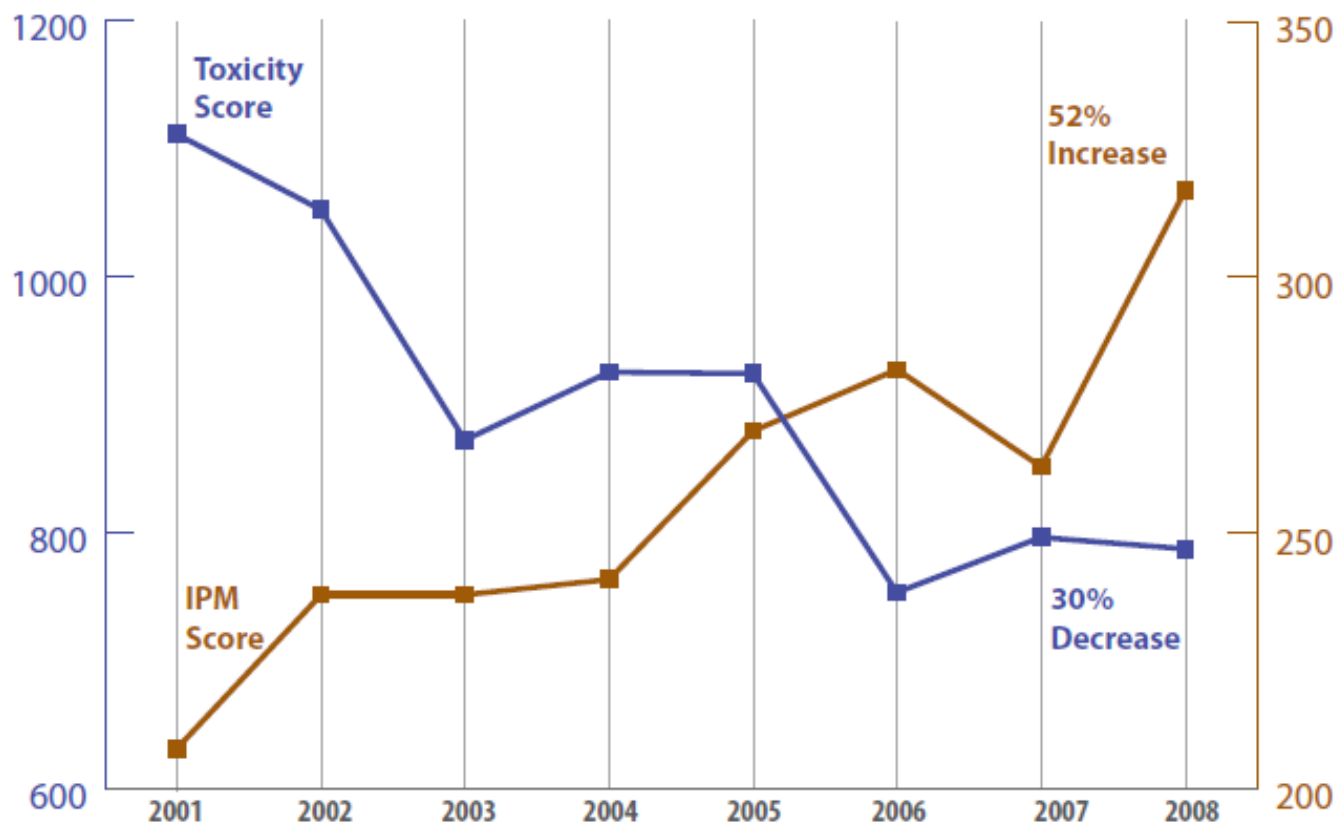
Metrics

BioIPM Survey
Pesticide Toxicity Index

Outcome

Baseline to year over year comparisons

Case Study



Final Thoughts

- Sustainability 2.0 is a necessity
 - Managing for performance with common metrics
- Certification 2.0 is an option
 - Establishing performance standards fit for purpose
 - Critical to clearly define the purpose and expected outcomes
- Invest in getting the metrics right for
 - Desired outcomes, and...
 - Unintended consequences
- Collect real data...again and again and again
 - LCA and model accuracy depend on it!



Thank you!

Jeff Dlott, Ph.D.

jdlott@sureharvest.com

831-477-7797 (o)

831-359-6268 (c)