The benefits of sustainable soybean production: Improving Lives of Smallholders in India
About Solidaridad
RTRS (Responsible Soy)
Indian Soybean Scenario
Solidaridad Sustainable Soy Programmes in India
National Platform for Sustainable Soy
Major Social Issues of Smallholders in INDIA & Sustainable Soy programme impact
- Producer Groups
- Farmer Producer Organizations
- Lead Farmers: The Social change agents
- Women Empowerment
- Fair Labour Practices
- Education and Health
- Economic Independence and self-determination
Overall Impact of Sustainable Soy Principles
Sustainable Soy Certification Limitations
Responsible Soy Programme Video
Solidaridad: A Catalyst in Sustainable Market Transformation

1969: Set up in The Hague, Netherlands
1988: Max Havelaar; fair trade
1995: Fairtrade Labeling Organization (global)
1996: Oké-banana; fair trade fruit company
2001: Kuyichi; jeans brand
2002: UTZ Certified; CSR (coffee, tea, cocoa)
2006: RSPO; Sustainable Palm Oil
2008: RTRS; Responsible Soy
2009: Bonsucro; Better Sugarcane
2010: BCI; Better Cotton
2011: Domestic standards in Tea (Lestari and trustea)

- Creating fair and sustainable agro-commodities chain in over 48 countries
- Works in partnership with more than 100 multinational companies
- Have supported more than a million farmers to adopt professional farm management systems.
- Mainly supported by Dutch Government with matching support from businesses
SOLIDARIDAD INITIATES PROGRAMMES IN KEY SECTORS WORLDWIDE

Castor

Industrial Minerals
What do we do

Smart and sustainable land use, dynamic producer organizations

- Training
- Strengthening organizations
- Certification
- Reinforcing market positions

Producers

Fair and transparent trade

- Direct contact with sustainable producers and buyers
- Increase the supply of sustainable raw materials
- Trace sustainable raw materials from source to consumer

Traders

Corporate social responsibility

- Do business directly with sustainable producers and traders
- Increase the supply of sustainable raw materials
- Communicate and market sustainability

Companies

Aware consumption

- Raise awareness about sources and production methods of sustainable products
- Support labels
- Raise awareness about what to buy

Consumers
What is RTRS?

A Global dialogue platform with over 185 international members

Formed by stakeholders of the soy value chain (supply, demand and civil society)

Mission: Encourage current and future soybean to be produced in a responsible manner to reduce social and environmental impacts while maintaining or improving the economic status for the producer, through:

- The development, implementation and verification of a global standard
- The commitment of the stakeholders involved in the value chain of soybean
**P&C Standard: RTRS Principles and RTRS certification benefits**

### Principles
- Legal compliance & good business practices
- Responsible labor conditions
- Responsible community relations
- Environmental responsibility
- Good agriculture practices

### Some Benefits of RTRS Certification
- Improved best management practices indicators
- Improved operational efficiency and productivity
- Better understanding and improved compliance of legal and regulatory requirements
- Maintenance of farm biodiversity and awareness of high conservation value areas
- Better access to international markets
Indian Soybean Scenario

• Non GM, Family owned, Smallholders soy cultivation (around 95%)

• Nr. 5 producer in world, nr. 4 in export

• 6-7 mln families produce soy on 10-12 mln ha.

• The productivity potential of the Soy crop is 3.0-3.5 metric ton/ha as against national average of 1.18 metric ton/ha.

• Soy oil for local consumption / 50% of soy meal produced exported, mainly to Asia, 0.4 million ton to Europe. Also exporting large amount of soy lecithin

• Lack of knowledge of good practices, Old seeds, lack of organization of farmers, Poor market connection, High cost of cultivation.

• Shifted from crops like cotton, sugarcane and coarse grains to Soybean

• Potential to promote as nutrient rich and affordable food products

• Preferred crop by farmers and suits in various cropping system
Soy Area, Production and yield trends in India

Soy Area, Production & Yield Trends in India

- Area under Soybean Cultivation (Million Hectare)
- Production (Million Metric Tons)
- Yield Kg/Ha.

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**Soy Area, Production & Yield Trends in India**

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More than 200 field extension workers and 2054 Lead farmers are trained for extension activities

- Farmers are able to save ~10% saving in cost of cultivation
- 88% adoption of sustainable practices by farmers
- Increased involvement of women
Solidaridad Soy Programme in India
NGO Partners
Production Support Activities

- Land Preparations
- Seed Treatment
- Use of Seed drill
- Farmer Meetings
- Weeding in Soy Fields
- Spraying of pesticides
- Demo Plot
- Exposure visit on demo plot
- Training of Trainers
Organizational strengthening activities

Farmer gathering in form of Producer group/Common Interest Group

Meeting with Women Self Help Group

Supporting Producer Companies and Groups through regular Trainings

Land Use planning and mapping exercise
Knowledge Management Activities

Farmer Diaries to Maintain Information

Details of Tool
CERTIFICATION SUPPORT

Training of Internal Auditors

Training of groups

Internal Audit

RTRS Certificate

External Audit

External Audit
COLLECTIVE MARKETING WITH INDUSTRY LINKAGES

- Better price discovery
- Reduced cost of transactions

Quality testing and Price Discovery at doorstep

- Within 20-25 kms
- Quality Testing and weighing
- Instant Payment

Zimmedar FPO in MoU with Vippy industry for market linkages

- Better Quality
- Building direct farmer relations
Soy Productivity Estimation Tool
Estimating crop yields & Farmer MIS in the smallholder production system
Farmer Details

- Farmer Diary
- Farmer Details
- Crop Practices
- Yield Estimation
- Reports
- Pest And Disease
- Synchronising Data

Synchronising Data
Crop Details
Pest & Diseases Management

- Jassids
- Stem Fly
- Thrips
- Green semilepters
- Tobacco caterpillar

Symptoms of damage: Suck the sap from leaves and stem. Infested leaves start yellowing from the margins. In case of severe attack, all the leaves become yellow and eventually fall off the plants.

Identification: Adults and nymphs are light green in color.
Soy Productivity Estimation

Varieties Have Different Seed Sizes

Predicted Yield

Solidaridad
Reports

Turn off the app
INCLUSIVE RURAL ENTERPRISES FOR LANDSCAPE SOLUTIONS

Business Model for Service delivery for Smallholders’ Landscapes

Rural Entrepreneur
Local un-employed youth as Business Correspondents

Rural Enterprise
Managed by qualified professional- for facilitation, distribution of services & products

Enterprise Hub
Platform for Rural Entrepreneurs and business partners for B2B solutions

Solidaridad Incubation Hub
Enablers for Rural Entrepreneurs

Access to diversified landscape services & products by Smallholders @ timely, affordable, quality through a sustainable channel

Sustainable channel for services, products and capacity building
National platform for Sustainable soy is a multi-stakeholder platform, committed to work together for enhancing the accountability and credibility of sustainability in Indian soy sector. Presently there are more than 150 stakeholders in this platform which includes leading Soy industries, civil societies organizations & Producer companies. Different task forces are in-process to be formed to address key sustainability issues.
Major Social Issues of Smallholders in INDIA

- Illiteracy and Lack of awareness
- Access to Health, Education
- Social Evils and conflicts
- Low income, Poor living Standard
- In-equality and in-justice
- Gender
- Un-organized

In India around 6-7 M producers grow soy in 10-12 M ha. (95% are smallholders)
Producer Groups

Group Certification - Producers are organized in groups and this leads to following major social impacts:

- Social Entrepreneurship
- Enhanced Community Cohesion
- Savings and linkages with financial institutions
- Exposure, awareness and increased political will
- Linkages with Government social support schemes
- Discouraging social evils and addressing conflicts
Farmers producer’s Organizations

- Capacity building support to Farmers Producers Organizations in soy growing areas
- FPOs are facilitating service, inputs and market linkages etc
- Enhancing efficiencies of FPOs through business planning and integration with value chain players

Quality seeds produced by Samarth Kisan Producer Company
Lead Farmers: The Social change agents

Lead farmers are developed as Social Asset in Society

• Recognition in society-Good Social Relations built with fellow farmers
• Demonstrating innovations and changing behaviour of fellow farmers
• Facilitating in social conflicts
• Facilitating in linkages with Government schemes
• Role model in society
Women Empowerment

- Extensive trainings enhanced women’s technical knowledge, skills and increase productivity
- Enhanced decision making
- Working as village extension workers - *Krishi Sakhi*
- Increased recognition of women’s work and labor - leading to equal wage for equal work
- Increased mobility
- Reduced Domestic violence
- Increased political will
- Empowered to speak
Fair Labour Practices

The Producer Groups are aware about the fair labor practices and they set out social norms as a result:

- **Child Labor** - now it is reduced and increased enrolment in schools
- **Equal wages** - Fair and equal wages to female and male
- **Good working conditions**
- **Applying the same principles in Govt. scheme-MGNREGA (100 days employment scheme)**

Farmers taking oath for responsible practice

Creating Social pressure by: A toll free 24-hour telephone help line 1098 for children in distress
Education and Health

• Change in behaviour towards education of the children especially the girl child
• Aware to send children the higher/technical education
• Reduced the cases of health hazards - Safe and judicial uses of chemicals
• Awareness to access the health services available
• Kitchen Gardening for nutritious vegetables
Economic Independence and self-determination

- Investment in land improvement
- Other Livelihood Assets
- Improved Standard of Living
- Access to Credit & Finance
Overall Impact of Sustainable Soy Principles

Trainings and extension under the RTRS framework results into following social, economical and environmental impacts among smallholders:

- Farmers started keeping various records in farm diaries like land, practices adopted, bills etc.
- Workers are getting empowered for their rights and entitlements
- Women are empowered through trainings and their involvement increased
Overall Impact of RTRS Principles

- GAPs are resulting into increase in soy yields, reduced costs of input, safe storage and use of pesticides, proper disposal; bio-fertilizers are popularizing among farmers, reduction in the costs of energies like diesel

- Crop residues are not burned in fields

- Good community relations are developed as farmers are getting organized into groups

- Farmers started adopting the same principles/framework in other crops - it indicates that behaviour change is happening
Sustainable Soy Certification Limitations

- RTRS standard used as guidance to promote good practices, certification is not necessarily adding much value

- Low market demand and cost involved in Certification is not attracting farmers for certifications on the other side it increasing cost of cultivation

- Indian Industries are not ready to support certification unless their buyers/Customer are agree to contribute.

- Exclusively certification is not a complete solution to solve the issues of smallholders and sustainability
Questions/Suggestions/Additional Information

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