

AN INTERNATIONAL SEMINAR ON CARBON STANDARDS IN AGRICULTURAL PRODUCTION AND TRADE

FIESP Headquarters
São Paulo, Brazil
October 26, 2010

Governmental technical standards as well as food safety, animal and plant health standards have been commonplace in agricultural production and trade for many years, and are also established by the private sector. Environmental standards for food and agricultural products (including biofuels) are a newer phenomenon. Such standards seek to ensure that agricultural products are produced sustainably, given the serious constraints facing the agricultural sector, in particular the shrinking availability of arable land and limited water resources.

More recently, growing concerns about greenhouse gas emissions from agriculture and land use change have led to a large number of carbon standards, some of them based on “life cycle analyses,” which seek to measure the entire carbon footprint of a particular product from its production to its consumption, and sometimes also seek to encompass indirect impacts.

The International Food & Agricultural Trade Policy Council (IPC) is pleased to announce an international seminar to examine the trade implications of rapidly evolving sustainability standards to be held in São Paulo on October 26, beginning with a dinner on October 25. Please join high-level representatives from agribusiness, farm associations, governments, international organizations, civil society organizations, and academia from around the world for a discussion on carbon standards in agricultural production and trade.

- *Are standards an effective method for promoting sustainability?*
- *What's the interplay between public and private standards?*
- *Who has a seat at the table when standards are set?*
- *Is harmonization a realistic and feasible goal?*
- *Issues surrounding biofuels sustainability standards*
- *Carbon footprinting – is there a common understanding of what a life cycle analysis should entail?*
- *Monitoring and verification*

8:30 Registration

9:00-9:30 Opening Session:

- **Paulo Skaf**, President, FIESP (invited)
- **The Honorable Marcelo Regunaga**, IPC (confirmed)
- **The Honorable João De Almeida Sampaio Filho**, Secretary of Agriculture, São Paulo (invited)

9:30-10:00 Keynote Address: **The Honorable Wagner Goncalves Rossi**, Minister of Agriculture, Brazil (invited)

10:00-12:00 Session I: *The Debate over Biofuels*

Seen by many as an excellent vehicle for reducing reliance on fossil fuel, biofuels are criticized by others as not making a sufficiently large contribution to reducing greenhouse gas emissions. Particular controversy surrounds the discussion on whether and how to calculate "indirect land-use."

- **Marcos Jank**, President and CEO, UNICA. Making Sense of the ILUC Debate (confirmed)
- **Signe Ratso**, Director, WTO Affairs, OECD and Food-Related Sectors, DG Trade, European Commission. European Deliberations on ILUC (confirmed)
- **Sonia Yeh**, Institute of Transportation Studies, University of California Davis. US federal and state level approach to ILUC (confirmed)

Moderator: **Roberto Rodrigues**, Coordinator of the Getulio Vargas Foundation Agribusiness Center; President of the Superior Council of Agribusiness of São Paulo's Federation of Industries; IPC Member (confirmed)

12:00-12:30 Keynote Address:

The Honorable Tim Groser, Minister of Trade and Minister Responsible for International Climate Change Negotiations, New Zealand. A Post-Copenhagen Assessment of the Real Linkages Between Climate Change Negotiations and the Trade/Agriculture Agenda (confirmed)

13:30-15:30 Session II: *An Analysis of Life Cycle Analysis*

Life-cycle analyses (LCAs)– a calculation of a product's total carbon footprint – are not only being applied to biofuels, but also to agricultural products more generally, with the private sector taking the lead.

- **Jason Clay**, Vice President, World Wildlife Fund. Value Chains and Carbon (confirmed)
- **Kimberly Crewther**, Fonterra Cooperative Group Ltd. LCAs for Dairy (confirmed)

Moderator: **Roberto Waack**, President of the International Board of the Forest Stewardship Council (FSC) (confirmed)

15:45-17:45 Session III: *The Role of Governments and Trade Implications*

- **The Honorable Eduardo Munoz Gomez**, Chairperson of the WTO Committee on Trade and Environment (invited)
- **Ron Steenblik**, OECD Trade and Agriculture Directorate (invited)
- **Andre Nassar**, General Director, ICONA (confirmed)
- **Hasit Shah**, Kenya Horticultural Export Association. Challenges and Opportunities for Developing Country Producers (confirmed)

Moderator: **Pedro de Camargo**, former Secretary of Agricultural Production and Trade; IPC member (confirmed)