

**An International Seminar on  
Carbon Standards in Agricultural Production and Trade**  
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. 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.

Seminar participants will explore a number of questions, such as:

- Are standards an effective method for promoting sustainability and who should be involved in setting standards?
- What are the issues surrounding biofuels sustainability standards?
- What is the interplay between public and private standards and is harmonization of standards a realistic and feasible goal?
- Is there a common understanding of what a carbon footprint should entail?
- What trade and investment issues are raised by carbon standards?

*IPC is grateful for support from  
São Paulo's Federation of Industries (FIESP)*



8h30 9h00 – 10h00	<b>Registration</b> <b>Opening Session:</b> <ul style="list-style-type: none"><li>• <b>Paulo Skaf</b>, President, FIESP.</li><li>• <b>Marcelo Regunaga</b>, Vice Chairman, IPC.</li><li>• <b>João Guilherme Sabino Ometto</b>, Vice President, FIESP.</li><li>• <b>Tim Groser</b>, Minister of Trade and Minister Responsible for International Climate Change Negotiations, New Zealand.</li><li>• <b>Roberto Rodrigues</b>, Coordinator of the Getulio Vargas Foundation Agribusiness Center; President of the Superior Council of Agribusiness of FIESP; IPC Member.</li><li>• <b>Benedito Ferreira</b>, Agribusiness Department Director, FIESP.</li><li>• <b>Wagner Gonçalves Rossi</b>, Minister of Agriculture, Brazil.</li><li>• <b>João de Almeida Sampaio Filho</b>, Secretary of Agriculture, São Paulo.</li></ul>
10h00 – 12h00	<b>Session I: The Debate over Biofuels</b> 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.” <ul style="list-style-type: none"><li>• <b>Marcos Jank</b>, President and CEO, UNICA. <i>Making Sense of the ILUC Debate</i></li><li>• <b>Signe Ratso</b>, Director, WTO Affairs, OECD and Food-Related Sectors, DG Trade, European Commission. <i>European Deliberations on ILUC</i></li><li>• <b>Sonia Yeh</b>, Institute of Transportation Studies, University of California Davis. <i>US federal and state level approach to ILUC</i></li></ul> <i>Moderator: Roberto Rodrigues</i> , Coordinator of the Getulio Vargas Foundation Agribusiness Center; President of the Superior Council of Agribusiness of São Paulo’s Federation of Industries; IPC Member
12h00 – 12h30	<b>Keynote Address:</b> The Honorable <b>Tim Groser</b> , Minister of Trade and Minister Responsible for International Climate Change Negotiations, New Zealand. <i>A Post-Copenhagen Assessment of the Real Linkages Between Climate Change Negotiations and the Trade/Agriculture Agenda</i>
12h30 – 13h30 13h30 – 15h30	<b>Lunch</b> <b>Session II: Measuring Carbon</b> 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. Carbon reductions must also be “measurable, reportable and verifiable” for carbon markets to function effectively. <ul style="list-style-type: none"><li>• <b>Jason Clay</b>, Vice President, World Wildlife Fund. <i>Value Chains and Carbon</i></li><li>• <b>Kimberly Crewther</b>, Fonterra Cooperative Group Ltd. <i>LCAs for Dairy</i></li><li>• <b>Richard Gilmore</b>, President/CEO GIC Group. <i>Agriculture and Carbon Markets</i></li></ul> <i>Moderator: Roberto Waack</i> , President of the International Board of the Forest Stewardship Council (FSC)
15h30 – 15h45 15h45 – 17h45	<b>Coffee</b> <b>Session III: Trade and Investment Implications</b> <ul style="list-style-type: none"><li>• <b>Andre Nassar</b>, General Director, ICONE. <i>WTO Considerations</i>.</li><li>• <b>Hasit Shah</b>, Director, Sunripe Ltd, and Chairman of Fresh Produce Exporters Association of Kenya. <i>Challenges and Opportunities for Developing Country Producers</i></li><li>• <b>David Orden</b>, Professor, Virginia Tech, and Senior Research Fellow, IFPRI. <i>The Political Economy of Standards</i>.</li></ul> <i>Moderator: Pedro de Camargo</i> , former Secretary of Agricultural Production and Trade; IPC member
17h45 – 18h00	<b>Closing</b>