

NEWSLETTER

SIZA enables South African Agriculture to be a Global Leader ensuring sustainable ethical trade and environmental stewardship



SIZA, the one-stop ethical and environmentally sustainable partner from South Africa, is proud to announce the launch of a brand-new platform, called **MySIZA**. Not only does the SIZA programme invest in efficient well-designed technology, which strengthens traceability, visibility and manages risk for both suppliers and buyers, it is living the motto of partnerships to drive a cost-effective approach without duplication. The latest partnership agreement with GlobalG.A.P. is proof of two companies working together to achieve mutual goals of ethical and environmental compliance. The appointment of a global ambassador to maintain relationships with brands is key to the SIZA engagement and market access policy.

Through compliance with the SIZA programme, agriculture in South Africa is showing the commitment to drive continuous improvement and to better circumstances for people living and working on farms. Over the last number of years, SIZA has become the preferred standard for South African suppliers. Not only assist SIZA growers to drive continuous improvement in their businesses, they also strive to create an environment where business ethics and human rights are key to success. Credibility, consistency and continual improvement are the three “C’s” that SIZA strives to achieve and maintain throughout the programme

SIZA has become so much more than just a snapshot audit. It is a hands-on comprehensive programme which cares for people, the planet and South African agriculture.

MySIZA – “Your door to Sustainability in South Africa”

2020 is well on its way and will surely be an exciting year for SIZA, as we will be launching our brand-new data platform – **MySIZA**.

Since 2015, SIZA has been embracing technology through most of their processes and services. In 2019, the SIZA Board made the decision to use the latest trends and technology and will be introducing **MySIZA** to its members and the global market in April 2020.

Under the guidance of the SIZA Chief Executive Officer, Retha Louw, and technical expert Francois Brink, as well as a newly formed partnership with CloudSmiths (a Cape Town-based local development house and Platinum Salesforce Partner), the **MySIZA** platform was engineered and developed. Cloudsmiths uses Salesforce.org as the tool to shape and mould the new **MySIZA** platform — which means that we were able to use the world’s best technology in designing, remodelling and upgrading the SIZA data platform.

SIZA monitors farmers and packhouses on their care for the environment and compliance with labour legislation. “SIZA’s previous platform did not allow for easy customization in an environment of constantly changing legislation.” says Stephen Moore, Regional Director for the Western Cape at CloudSmiths. “With the help of CloudSmiths, we leveraged Salesforce Communities to allow farmers to access their information, provide auditors with easy access to capture their audits, and finally allow for the SIZA administration to monitor requirement and to provide excellent and detailed data to buyers” states Moore. The Salesforce community platform provides all the necessary functionality at a reasonable price. SIZA will benefit from the seamless three times a year Salesforce upgrades and in addition will be able to do all the necessary maintenance and system changes in-house”, concluded Moore.

MySIZA will make the data platform one of the most technologically advanced and integrated services currently available, while keeping it simple and user friendly. The vision is that **MySIZA** will be an enabler for businesses around the world whose aim is to manage risk and do business in a sustainable way.

What does this mean for you and your business?

- *Improved* user experience
- *Faster* and more *integrated* access to linked member data and statuses
- More *integration* possibilities with other global platforms
- *Faster* access to *support* from the SIZA office and service providers, such as audit companies, through the ‘Chatter’ function
- *Secure* and *technically advanced* host of technology and data
- *Better visibility* access and *better traceability* on supplier data and trends

SIZA will communicate with members throughout the change management process but be on the lookout for communication around the activation and setup of your business on **MySIZA**.



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SIZA & GlobalG.A.P. reach Agreement

A cost-effective approach without duplication: The SIZA Environmental Standard is now linked between SIZA and GLOBALG.A.P. platforms

The partnership between GLOBALG.A.P. and SIZA has reached another great milestone! This time the focus has been on the new SIZA Environmental Standard, that will now, together with the SIZA Ethical Standard, also be linked to the GLOBALG.A.P. database.

GLOBALG.A.P. and SIZA initially announced their partnership on 14 February 2017 during the Fruit Logistica conference in Berlin. Then, during May 2019, it was announced that the SIZA Ethical Standard was visible in the GLOBALG.A.P. database by means of an Application Programming Interface (API). As part of the next phase, the focus turned to the SIZA Environmental Standard.

There were several reasons that led to the initiative to also link the SIZA Environmental Standard:

1. Eliminating duplication in requirements between the SIZA Environmental and Integrated Farm Assurance (IFA) standards.
2. Ensuring a more cost-effective model to producers that have to implement both standards.
3. Providing better transparency to stakeholders on a global scale via the GLOBALG.A.P. database.

Both companies benefit from this partnership. For SIZA, the relationship with GLOBALG.A.P. ensures that their environmental audits can be reviewed by global market players with complete ease. For GLOBALG.A.P., this connection provides for an increase in the number of certified producers against its leading global certification program. Overall, agricultural businesses in South Africa will be able to access information on third-party audits a lot easier.

SIZA has worked to harmonize global environmental standard requirements in South Africa, and the partnership with GLOBALG.A.P. improves our ability to support and train individuals and businesses in the agricultural industry with regards to best practices and sustainability.

About SIZA

SIZA, the Sustainability Initiative of South Africa, is enabling the South African agriculture sector to become a global leader in sustainable farming, ethical trade, and environmental stewardship. It has been harmonizing global ethical trade requirements in a South African context since 2008. Furthermore, it improves supply chain sustainability, ensuring compliance and reducing risks, while at the same time supporting and training with regards to best practices and continuous improvement. Verification is done via third-party audits. Supply chain visibility is provided via electronic databases, the reputation of suppliers and retailers is protected, and duplication and costs are kept at a minimum.

Learn more about SIZA at <http://siza.co.za/>

About GLOBALG.A.P.

GLOBALG.A.P. is a leading global certification program, whose mission is to bring farmers and retailers together to produce and market safe food to protect scarce resources and build a sustainable future.

For more information on GLOBALG.A.P. visit www.globalgap.org.



SIZA seminar, in conjunction with the Fresh Produce Exporters Forum & Fruit South Africa: @Fruit Logistica

On the 6th of February 2020 at the Fruit Logistica platform in Berlin, SIZA presented a seminar to brands, to assure them of SIZA's commitment to provide consumer assurance, credibility and to manage risks on behalf of the buyers. Global role players across the entire fresh produce sector attended the seminar. This seminar turned out to be so much more than expected. First-hand experience of the dynamics and complexity of South African farmers were gained, as well as the way in which they approach and view market requirements and compliance issues. It was also evident that the issues raised in the seminar were focused on a cost-effective approach and to avoid audit duplication. South African farmers do not want to avoid compliance they just don't want to do more than one ethical or environmental audit at a time.

We, as the South African agriculture industry and the Sustainability Initiative of South Africa, worked together on presenting this workshop, but it was evident that although strongly supported by the South African industry, SIZA was recognized as an independent free-standing South African industry initiative to promote and grow ethical trade and environmental assurance in the broader South African agricultural context.

SIZA would like to thank the global markets for taking the time to attend the seminar. We are certain that this was an opportunity where both SIZA, the industry and the buyers learned and grew in order to add value to the South African agricultural industry going forward.

Meet Ellen Pay – SIZA's New Market Ambassador

We are happy to announce that Ellen Pay has recently joined the SIZA team.

Ellen will be responsible for promoting the SIZA programme in the destination markets of South Africa's agricultural exports.

Ellen has nearly two decades of experience in the field of agricultural trade. She has worked as an advisor for Freshfel Europe, representing the interests of fruit and vegetable traders in Brussels, as well as for other agricultural trade groups, universities and think tanks. In recent years, she has mostly worked as a trade consultant and consultant editor for the Food and Agriculture Organization of the UN.

She holds a master's degree in International Economic Relations from the University of Antwerp, Belgium, and another master's degree in European Political Economy from the London School of Economics. She speaks English, French, Dutch, Spanish, Italian and German.



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