A horizontal strip of various spices and herbs, including turmeric, green leaves, cardamom, fennel, saffron, paprika, black pepper, cinnamon, star anise, and cloves.

# Sustainability in the spices and herbs industry

Jan Gilhuis – Steve Clemenson

[www.sustainablespicesinitiative.com](http://www.sustainablespicesinitiative.com)

October 2019

# SSI Members



Intersnack



NEDSPICE



P. VISSER & ZOON B.V.  
ANNO 1830



McCORMICK



KIT Royal Tropical Institute



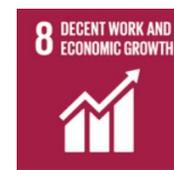
WORLD SPICE ORGANISATION



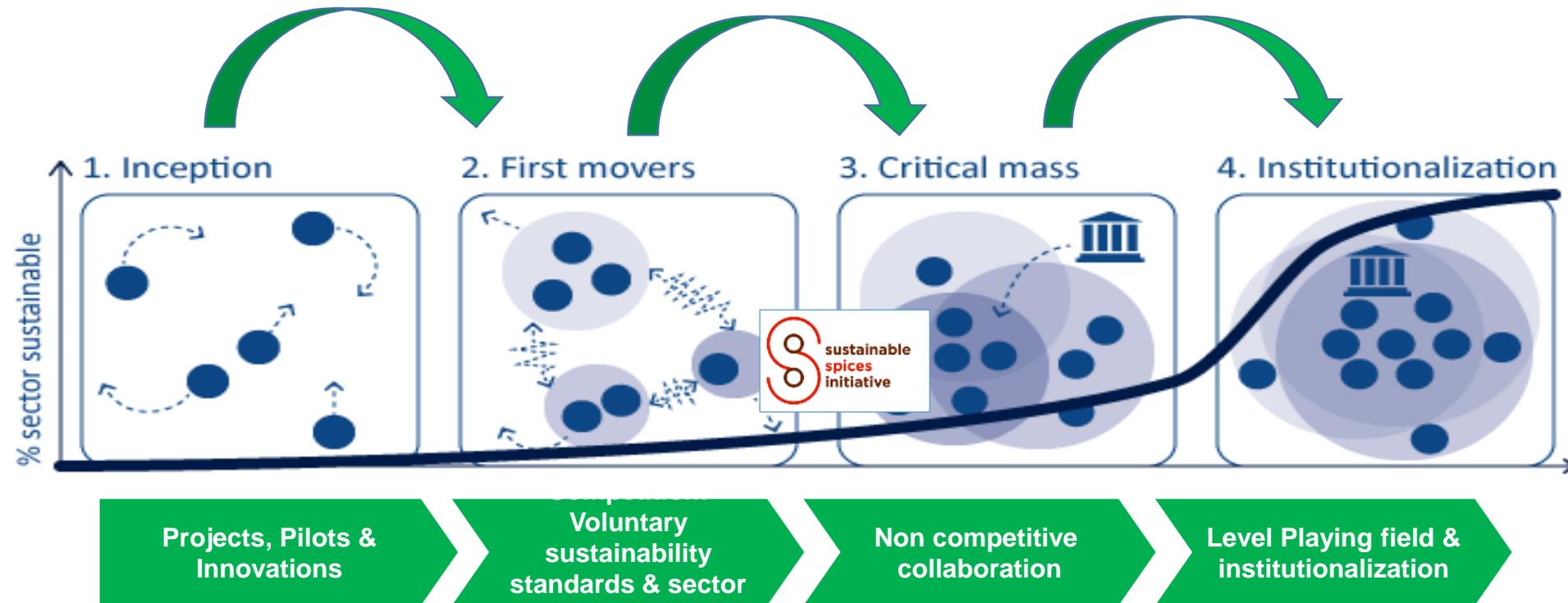
As a global platform, SSI pursues to increase the sustainable production, processing and global trade of Spices, Herbs and Dehydrated Vegetables by:



Contribution to  
SDG Goals:



# To move to market transformation in sustainable spices, herbs and dehydrated vegetables



# Started with understanding key sustainability concerns in the sector and piloting company solutions



## 1. Traceability



- Transparency
- Control

## 2. Food Safety & Quality



- Excessive agrochemical use & residues
- Microbiological contamination
- Toxins, allergens
- Adulteration

## 3. Supply



- Risks in supply to EU/US
- Quality problems
- Low productivity
- Farmers leaving spices
- Price volatility

## 4. Reputation & Social and Env. Responsibility



- Health and safety
- Decent work for women, migrants, no to child labor
- Smallholder livelihoods
- Biodiversity

# SSI Covenant 2025



## *Commitment*

- Each member achieves or exceeds 10% absolute growth in sustainable sourcing for top 3 products in 2021

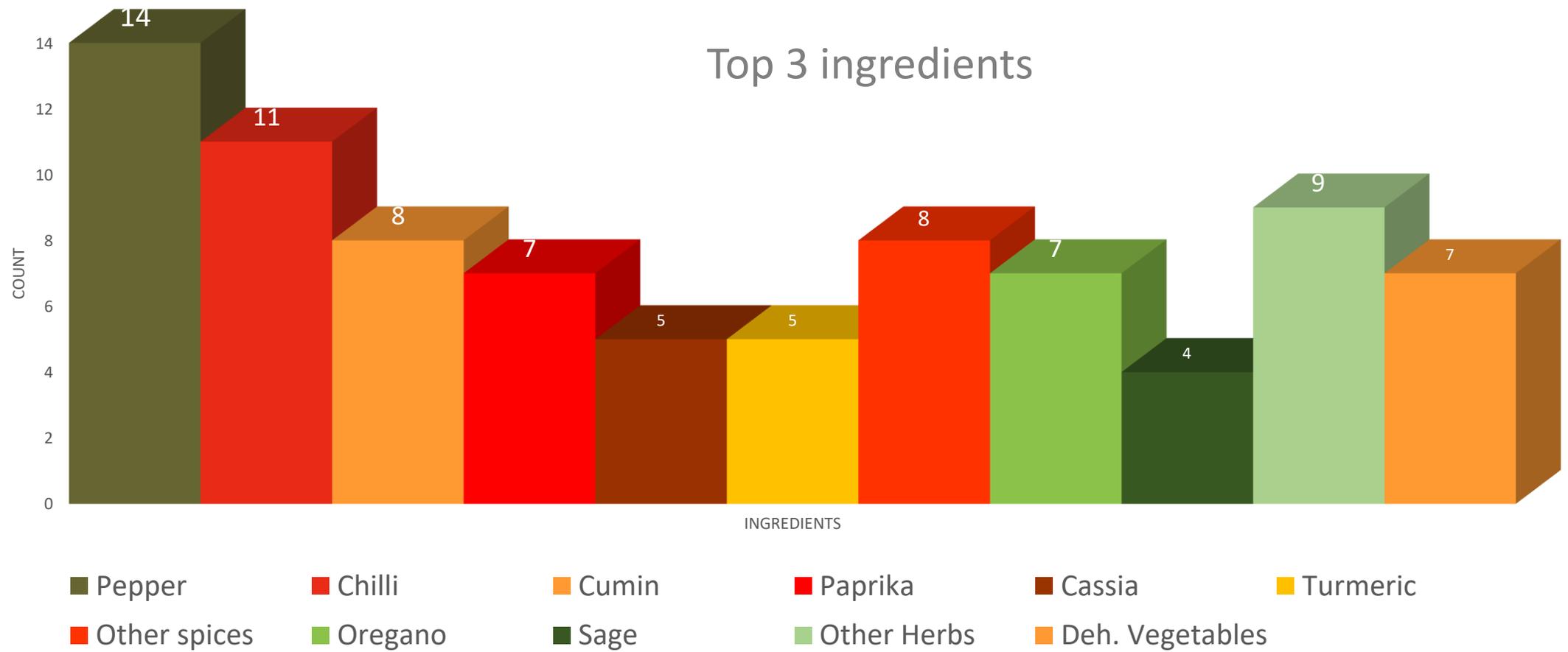
## *Ambition*

- > 25% sustainable sourcing in at least 3 top products in 2025

## *Vision*

- Fully sustainable spices production and trade in the sector (100%)

# Main ingredients targeted by SSI members



# Basket of Sustainability Standards

## Approved standards



The Sustainable Spices Initiative  
Equivalency tool

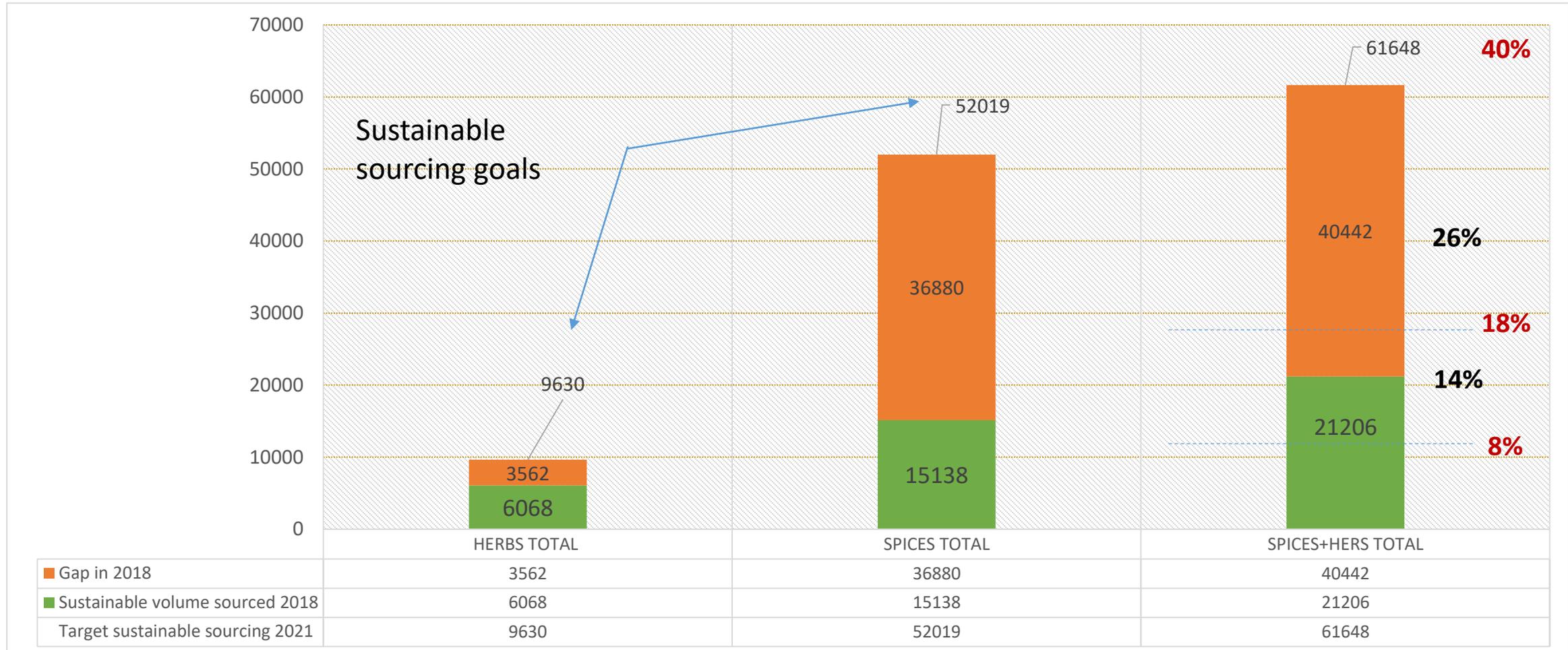
## In process

- \*SMETA/SEDEX/ETI
- \*Organic EU
- \*Organic US
- \*Other international or local standards
- \* Company standards

SAI/FSA  
Benchmark  
tool for SSI

# Sustainable Sourcing: progress report 2018

## Goals, results and gap towards 2021 target (in mt)



Baseline 2016: 11764

Totals 2018: Herbs 26400 MT; Spices 127680 MT and total 154.080 MT

# SSI Agenda beyond certification

collective strategies and individual tools on issues affecting sector



## Social

- *Child labor*
- *Living income/wages*
- Gender equality
- Working conditions/H&S
- Youth Gap/Education
- Food security/nutrition
- Access to finance



## Environmental

- *Agro-chemicals*
- *Climate resilience (GAP)*
- Waste management
- Water management
- Soil health
- Biodiversity/deforestation



## Supply chain

- *Traceability*
- *Due diligence*



SSI Global Platform  
(Private companies  
& NGO's)

Local Platforms  
(Private or PPP)



Impact Committee



SSI  
Vietnam



SSI  
Indonesia



SSI  
India



Standards  
Committee



Memberships  
Committee



Country/Impact  
initiatives





# SSI - Vietnam

# SSI Vietnam – results 2018-2019



## National Sustainability Curriculum

- Available in websites of Plant Protection Department, Vietnam Pepper Association, National Agriculture Extension Center, International Pepper Community. To be rolled out by National Extension program.



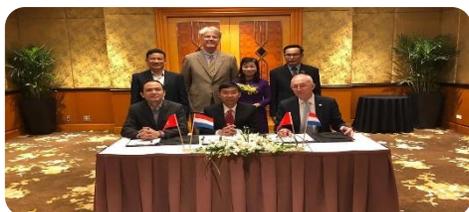
## Pesticide Apps

- Available in Apple and Google stores
- User manual handbook circulated to companies and other relevant actors for public use



## Policy Dialogue, policy review and capacity building

- PPP Pepper Taskforce co-chair with PPD and VPA.
- Building Vietnam Pepper Advisory Board. Collaboration SSI/ESA/ASTA
- 01 more active ingredient was banned (Diazinon), after Carbendazim



## Backward integration projects

- Private led service delivery model/backward integration projects ongoing (McCormick, Nedspice, Symexco, Harris Freeman, a.o.)
- Further promotion of model with VPA



# SSI - India

# SSI India



sustainable spices  
initiative - India



Projects that trained 24,000 producers on sustainable agricultural practices (25,000 ha, 50.000MT)

Pilot cost-efficient approaches to reach farmers

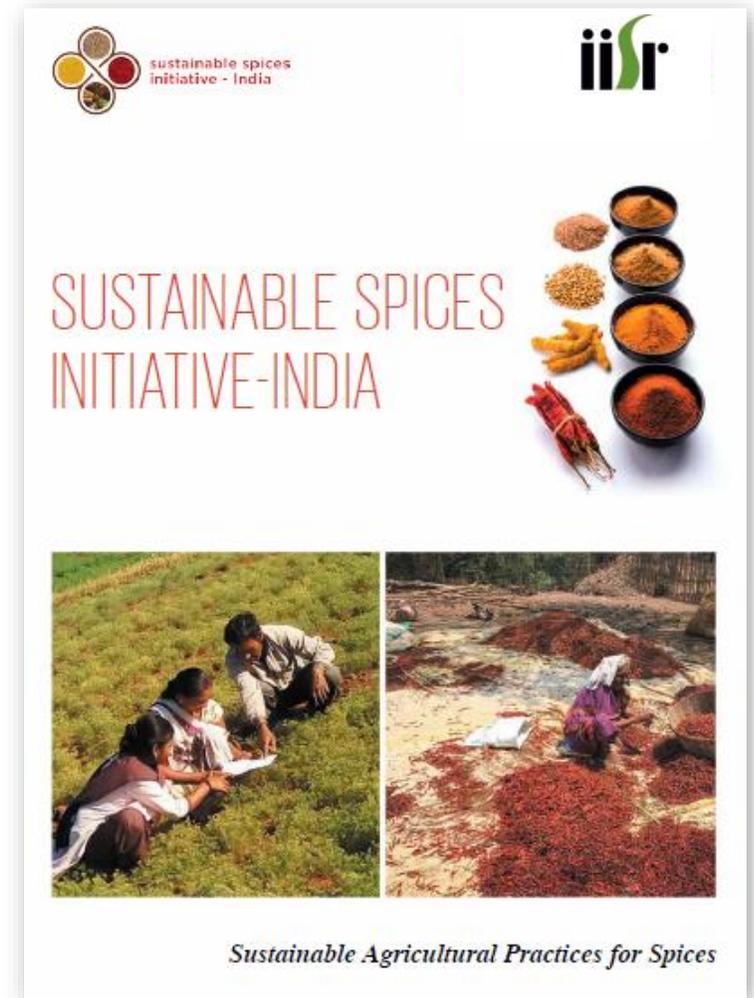
Exchange knowledge and lessons learned



Focal areas

- > Responsible Agrochemical Mgt,
- > Water management
- > Smallholder inclusion and profitability
- > Gender empowerment and improved working conditions

Handbook Sustainable  
Agricultural Practices





# SSI Indonesia

- In preparation, launch expected early 2020
- Focus on top 3 exported spices from Indonesia.
- Black & White Pepper – (ca. 32k mt and 21k mt).
  - Poor water management;
  - Over use of agro chemicals.
- Cassia – (ca 80k mt)
  - Too little replanting projects severely impacting future availability;
  - Lack of added value at the source;
  - Lack of export quality and cleanliness standards;
- Nutmeg (& Mace) – ca 15k mt
  - Poor production and poor post-harvesting processing;
  - Leading to problems with high values of mycotoxins, biphenyl, DEET, etc.

# SSI pillars

## 1. Sustainability leadership in sector

Vision, commitment,  
collaboration and impact

## 2. Market uptake

Building retail and manufactures  
commitment to sustainability in spices  
Measure progress

## 4. Innovation and Learning

Standard and tool development  
Proof of concept and shared learning

## 3. Sustainable supply & field impact

Service delivery programs smallholders  
Local advocacy  
Collective approached to key issues



# SSI's short term focus areas



Supporting the wider and strongly committed group of members to achieve their 2021 targets.



Pilot collective approaches to child labor, climate resilience and living income. Support local sustainability agenda's in South East Asia.



Introducing and supporting the adoption of due diligence tools to support individual companies



Further increase SSI membership and engagement with retailers and brands. Strategic collaboration with sector associations (ESA, ASTA, KNSV, FNET?, etc)



**sustainable  
spices  
initiative**

Thank you!

# Interested in becoming a Member?

Reach out to us:

**Jan Gilhuis**

Senior Program Manager

[Gilhuis@idhtrade.org](mailto:Gilhuis@idhtrade.org)

**Dannely Carvajal**

Program officer Spices

[Carvajal@idhtrade.org](mailto:Carvajal@idhtrade.org)

Or visit:

[www.sustainablespicesinitiative.com](http://www.sustainablespicesinitiative.com) for more information.

powered  
by



# sustainable spices initiative - India

SSI GA



## ABOUT SUSTAINABLE SPICES INITIATIVE – INDIA (SSI-I)

SSI-I is an industry-led voluntary multi-stakeholder platform that provides a comprehensive and ambitious framework to overcome the challenges of sustainable sourcing in the spice industry, while improving the livelihoods of producers, and giving consumers – both locally and globally – increased access to sustainable, food-safe spices.

**Vision:** To make transparent, credible and traceable sustainable spices in India a mainstream commodity, serving both domestic and international markets.

**Mission:** To bring sustainable spices to scale by engaging farmers and capturing a 25% share of Indian spices production by 2025.



Chilli



Coriander



Cumin



Turmeric





## sustainable spices initiative - India

## SSI-I INTERVENTIONS: 2016-2019



### Action

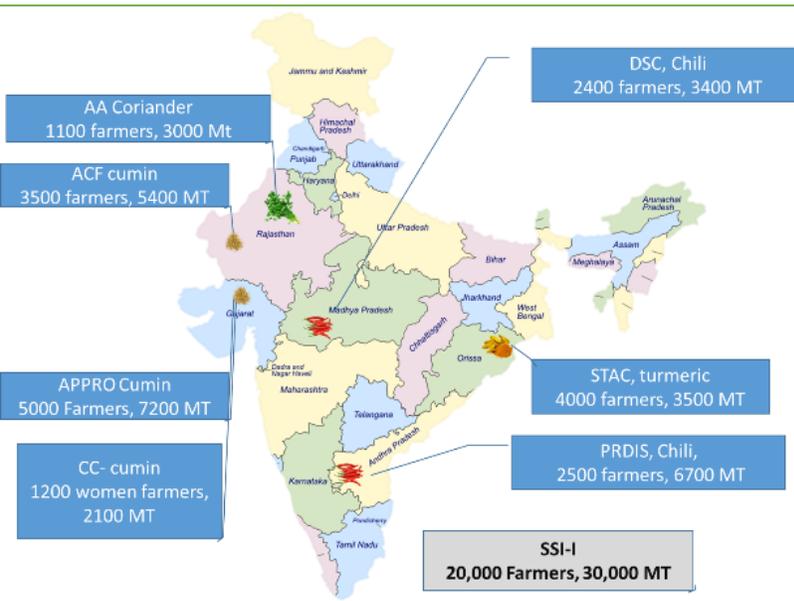
- SSI-I pilots with spice value chain actors to scale impact of small sustainable agriculture initiatives.
- 3 years of operations: reached out to over 70,000 farmers.
- Supported NGOs and social enterprises to help achieve farmer outreach and technical competency in sustainable spices.

### Results

- \* Program has achieved mixed success, with impact on farmer outreach, adoption of biological and safe inputs, awareness of sustainable methods of farming.
- \* Pesticide compliance with respect to EU norms remained a challenge. 2 of our IP has successfully delivered compliant turmeric and coriander to some of SSI-I partners.

### Status

Looking at the program learning we now are starting an evaluation and a re-assessment with members to re-strategize the SSI-I India approach, for a new focus and goals for 2025, so SSI-I can deliver maximum value to its members and SSI.



70,000

Farmers trained )

(Year 2018-19)



## SSI-I project activities:

### Deshpande Foundation(200 farmers):

Engagement in Bellary with Deshpande foundation to implement a BI+ program focused on sustainability and water. The area is a concentrated zone of chilly companies . Address common issues of Water, awareness on banned pesticides and sustainability.



Completed farm pond



farm pond in progress

### PRDIS, STAC and Azad Agro (8500 Farmers):

These programs were continued in year 2018-19 for chillies , turmeric and coriander.

STAC has produced about 800 MT of certified organic turmeric ( 2.5-3%cc) , and 3200MT of residue free turmeric. Stac also launch its own brand of turmeric. Azad Agro sold its produce to some of SSI-I partners.



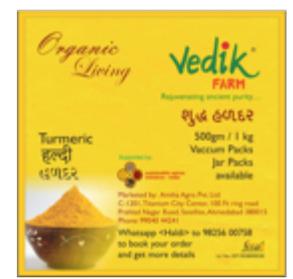
Women SHG training



IPM training

**State level partnerships:** exploring engagement in Andhra and Meghalaya

**Service Delivery models:** Developing FPOs, social entrepreneurs to develop services to farmers, and to SSI-I members. ( Exploring such model in Madhya Pradesh and Rajasthan



Logo of organic turmeric produced by SSI-I supported product by social enterprize STAC



# Thank You!

**For more information contact:**

**Pramit Chanda** – [Chanda@idhtrade.org](mailto:Chanda@idhtrade.org)

Director – Sustainable spices initiative-India & Country  
Director IDH India

**Bhavit Pant** – [Pant@idhtrade.org](mailto:Pant@idhtrade.org)

Secretariat– Sustainable spices initiative-India

