Food Security and the UN Blue Number Initiative
The problem of Food Security

Did you know that?

• 800 million people go hungry every day

• c. 33% of all food produced goes to waste or is lost

• By 2050, 60% more food will be needed to feed the estimated 9 billion population
Food Security is threatened by modern Agriculture Methods

- Climate Change poses a major challenge for the Agriculture and Food Sector, food and drink are one of the dominant contributors to climate change.

- Developments in modern agriculture have led to doubts regarding the long-term viability of current production systems. These developments include heavy reliance on chemical fertilisers, pesticides and herbicides, the destruction of wildlife habitats, environmental pollution and risks to human health. In addition crop yields are falling.
Over 400 “standards”/certifications exist

Collaboration with 160+ sustainability standards
Why auditing is not the answer

• There is broad agreement that auditing is not the answer, already farmers/producers are complaining of audit fatigue, with some of them facing up to 16 different compliance audits per annum.

• The FAO estimates the total number of farms worldwide to be c.570 million.

• It would be impossible to audit millions of farms, hence the consensus on moving to a voluntary reporting model, backed up by spot audits.
The Blue Number Initiative

A Global Registry for Sustainable Farmers to:

1. Make global food and agriculture systems more sustainable
2. Enable farmers and agribusinesses to think and operate sustainably

Sustainable farming practices will help us achieve FOOD SECURITY
GS1: Issuing and Managing Blue Numbers

Assign a unique identifier so each farmer can:

1. Register and volunteer information about themselves
2. Create an online sustainability profile on their products and capacity
3. Decide how much information they want to include

The registry maps and harmonises hundreds of disparate standards and certifications.
Multinationals Seeking Sustainability

Buyers are setting responsible sourcing goals such as:

1. Identifying ingredients that are certified as sustainable
2. Looking for supplier diversity
3. Helping suppliers use less energy and water, and decrease waste
Policy Makers Leveraging Big Data

Governments get better visibility into:

1. Crop production by specific region
2. Method of production
3. Surrounding infrastructure
4. Certification measures
5. Commodity comparisons

Governments can then make decisions tailored to sustainability in the food chain.
Consumers Making Informed Buying Decisions

Consumers can find ingredients that are:

1. Certified organic
2. Sustainably farmed
3. Fair trade
4. Nutritious
The Blue Number Initiative

How achievement of regional and global goals can be tracked with technology infrastructure

Mr. Joseph Wozniak
ITC
ITC Sustainability Programmes

Farmers

ITC Standards Map

~181 Sustainability Programmes / Certificates
What is Blue Number?

Blue Number is...

- A unique numerical agricultural business identifier
- Its purpose is for
  - reporting and evidencing responsible behavior, and/or compliance with good and sustainable agricultural practices
  - getting visibility via a UN platform

Blue Number is **NOT**...

- Destined for other purposes than the above;
- A GLN - technically GLN format but not a GLN
- Entitlement to a membership in GS1;
- Recognized for traceability purposes in trade agreements;
- Part of GS1 GEPIR system
The Blue Number Initiative

- Access is free and easy
- Increases visibility and connectivity
- Eases sustainability compliance and reporting
- Enhances understanding of sustainable production
- Promotes collaborations with local partners
- Manages and communicate sustainable supply chain commitments to customers with confidence (supply chain management tool).
- Promotes evidence based policy solutions in the local and global agricultural economy.
3 Things to Do with a Blue Number

1. **This is Public**
   - My Name
   - My Gender
   - My Location
   - My Email
   - My Products and Services

2. **Share?**
   - Photos ✓
   - Videos X
   - GAP Certificates ✓
   - ISO Certificates ✓
   - My national certifications ✓
   - My business partners X
   - My company registrations X
   - My no. of employees X
   - My annual turnover ✓
   - My land titles X
   - My health and safety permits ✓
   - My best practices ✓

3. **This is Private**

“Yellow Pages” for food security.
Part of the UN Global Registry for use by Governments, Companies, Customers and stakeholders.
Not commercial – all entries equal

The MACRO and MESO views

Choose who to share with.
Choose what to share.
Share what you think is necessary to show what you are doing and declare your good practices.

Check how you are doing compared to your peers and what your regulators or customers may be asking for.
### My sustainability dashboard

<table>
<thead>
<tr>
<th>Company Profile</th>
<th>BLUE NUMBER</th>
<th>PRODUCT</th>
<th>JOIN</th>
<th>Validity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coffee Company A</td>
<td>GLN 123456789</td>
<td>Coffee</td>
<td>1.1.2015</td>
<td>Standard self assessed</td>
</tr>
</tbody>
</table>

#### About the company


The Blue Number Initiative as of Today

64,872 registered contacts

59,991 allocated Blue Numbers

10 pilot countries:
- Australia
- Canada
- Colombia
- India
- Malaysia
- Netherlands
- New Zealand
- United Kingdom
- USA
- Vietnam
The Blue Number Dashboard for Partners

A customized access will soon be made available to each partner organization to:

- Review detailed information about their own beneficiaries’:
- Up-load the profile of additional users
- Have a detailed review of each farmers’ sustainability profile