The multiple routes to responsible sourcing:

Combining the best of approaches for conversion free sustainable soy.

A narrative and a 'Soy Magicube' tool.

Version 1.0, November 18th 2021[1].

I. Building a shared narrative for the Collaborative Soy Initiative

There is no single path to sustainable soy. As Collaborative Soy Initiative we believe we can achieve our vision of "100% conversion-free sustainable soy production and market uptake on a global scale" by combining multiple routes. CSI therefore aims to inform expert stakeholders about various approaches to conversion-free sustainable soy and actively support synergy amongst initiatives– including the diverse approaches and roadmaps they promote. By doing this, CSI seeks to support and make a genuine impact on nature conservation, people's rights and responsible land use.

CSI has organized dialogues between global and regional soy initiatives[2] in "Meta Meetings" to discuss common challenges and share insights on solutions.
This narrative represents the outcomes and insights from five "Meta Meetings" over 2019-2021.

We would like to thank everyone who has participated in CSI and its "Meta Meetings" for the input and information that form the basis of this narrative, and the accompanying "Soy Magicube" (attached)[3].

A short comment on definitions and scope in this piece.
Conversion free: without change of natural ecosystems to another land use or profound change in the natural ecosystem's species composition, structure, or function[4]

Sustainable is a term with many definitions. For soy, it includes among other aspects applying responsible and climate smart agricultural practices, integrating agro ecological practices into land use, having respect for human, labor and land rights. In the current biodiversity and climate crisis there is undeniably also a scale dimension to the term: balanced land use and consumption patterns for society to operate within planetary boundaries.

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[1] Written by Heleen van den Hombergh, Coordinator of the Collaborative Soy Initiative and Jane Lino, Deputy Director of Proforest Brazil.
[2] Regional and global soy initiatives include: RTRS, ProTerra Foundation, Donau Soja, Consumer Goods Forum's Forest Positive Coalition/ Soy Roadmap, the Soy Transparency Coalition, Retail Soy Group, European National Soya Initiatives (ENSI), FEFAC (Soy Sourcing Guidelines). We also refer to soy related work of initiatives such as WWF, Produce Conserve & Include compacts/IDH, SourceUp, the WBCSD Soft Commodities Forum, the Tropical Forest Alliance. Representatives of all of these have participated in 1 or more CSI Meta Meetings.
[3] We express our special thanks for their feedback to WWF, Proterra, Donau Soja, RTRS, IDH, Schuttelaar and Partners (secretariat ENSI-European National Soy Initiatives), 3Keel (RSG/ Soy Transparency Coalition) Mekon Ecology (Amsterdam Declarations Partnership Secretariat), (others in) Proforest (ao CGF Forest Positive Coalition Roadmap Soy, Soy Toolkit) and IUCN NL (ao Dutch Soy Platform). It is acknowledged the final decisions in this text were made by authors and do not necessarily reflect the full positions and comments of the organizations and initiatives involved.
[4] Cf Accountability Framework.

Scope of CSI's concern is first and foremost the current 364 million tonnes of soy production and the estimated 130 million hectares of land this occupies[5]. At this scale, it is an urgent challenge to make global soy supply chains free of conversion of forests, tropical savannahs, high biodiversity grasslands, wetlands and other valuable ecosystems. It is also crucial to apply sustainable practices regarding human rights, labor, chemicals use, water and soil management and more.

Five objectives of joint dialogue and action

The CSI Meta Meetings identified five strategic objectives to tackle amongst soy initiatives:

1. Promote ambitious, compatible sustainability goals and targets by users and buyers to create scale for conversion-free sustainable soy.
2. Based on these goals and targets, create consistent (at least compatible[6]) asks to traders and producers.
3. Develop a shared narrative of these asks.
4. Engage with traders and producers to create effective and constructive communication about asks.
5. Create incentives for producers to meet requirements

This paper is meant to serve the first three strategic objectives above, laying the basis of a shared narrative for CSI, to be translated into doable, targeted messages (4), and is meant to promote the right incentives (5).

This narrative and the accompanying Soy Magicube illustration do not directly offer a set of asks for traders or producers. The framework seeks to clarify common challenges, and the complementarity of approaches to tackle them, to support collaboration between initiatives and approaches. By adopting the framework of complementarity, soy initiatives can engage their members –companies, NGOs or country governments- in a smart-mix of solutions.

Combining the best approaches

The complex world of soy production needs collaboration to overcome its complex problems. Not only by setting a high bar as importing countries, such as with anticipated EU deforestation and due diligence legislation. Rather, also by raising the floor in terms of good land and forest governance in producing countries, including Europe. Furthermore, by building global collaboration to enable shared supplier requirements, and a shared responsibility to enable them to deliver accordingly.

Why do we need this collaborative approach? Whatever our exact theory of change, we'll need to seek out genuine solutions, and not just avoid risk without solving any problems on the ground. Soy could be bought by other less engaged markets, move to other less protected ecosystem frontiers or be replaced by other less targeted crops. If this happens, with all our good intentions, we will displace rather than solve local land use problems, which in the end does not benefit nature and human rights in production regions.

Using a smart mix, and the added values of supply chain, landscape and corporate level approaches may have the best chance of success to tackle field level problems. Then, an overarching narrative as presented here may serve to explain what the combined roles of these various approaches in policies can be, ultimately to help companies define what is expected from their supply chain and landscape level stakeholders. This, in combination with, and also in service to, legal requirements in producing and consuming countries.

[5] European Soy Monitor (forthcoming) with production figures of 2020 (IDH), area estimated through projection of 2019 figures by CSI

[6] Common definitions, shared guidelines for target setting and consistent reporting have a role to play here as well.

This narrative and the "Soy Magicube" illustration should offer tools to reflect on the role *and* combinations of a number of important approaches in soy/agro commodity policies. They can be adapted as communication products for specific target groups such as governments, finance, trade, retail, feed, soy producers and NGOs.

What do we mean by combining the best approaches for soy?

Dealing with complexity and responsibility
The issue of sustainability in current soy production and trade is complex.

Among the reasons is volatility: traders often source where harvests are fresh and prices are best, and often do not engage permanently with one location, let alone with fixed producers. Producers, too, especially the larger ones, have a stake in flexible markets where they can sell to the best bidding traders.

This market dynamism is combined with the fact that mainstream soy is mostly accumulated in large silos and can be mixed with soy from other origins (and levels of sustainability!) several times in the value chain before it even reaches the feed producer.

Also, soy is a hidden product: its main volume is embedded as animal feed, and thereby an invisible ingredient to consumers of animal protein products like meat, dairy and eggs.

This complexity creates obstacles for both consumer and producer engagement, as well as for sharing responsibilities and having incentives in place along the full supply chain.

Segregated streams of conversion free sustainable soy are a costly matter, in the case of one risks to merely subsidize merely logistics, rather than the sustainable behavior of producers at field level risk.

Often, conversion of ecosystems into soy is legally allowed in producing countries, or it is not subject to strong control. Even if soy prices increase, this is often not enough to incentivize suppliers to better control material flows, and for the bulk of producers to set aside and manage above-legal conservation areas, or apply other practices that do not directly serve their economic goals. Especially if there is no clear recognition of their efforts.

Buyers, suppliers and land users need both sticks and carrots to make change and take responsibility at all levels of the chain and all corners of the landscapes where soy is grown.

In the end the value of all our efforts is measured by on-the-ground impact. This does not mean that the main *responsibility* is found at this level. Rather, end buyers, other supply chain partners and importing governments have a major responsibility through their type of demand and support to field level actions to produce soy sustainably and conversion-free.

II. The multicolored "Soy Magicube": six types of approaches to reach nine goals

Six approaches.
As a means to discuss useful combinations and tailor-made solutions, CSI and Proforest have designed a commodity Magicube, with each side representing one of six current approaches to achieve conversion-free responsible production for soy. The approaches/solutions reviewed are:

A. Robust certification schemes[7]
B. Biome-wide moratorium
C. Clean supplier approach (focusing on no conversion)
D. Landscape/jurisdictional initiatives
E. Pre-competitive initiatives (sectoral/ soy platforms)
F. Carbon Footprint Framework

Why have we labelled this a "Magicube" when there is no magic solution in soy or any other "forest and conversion risk commodity?" We believe that a robust company or government soy policy recognizes – and supports – combinations of various approaches to success, so the cube provides these various dimensions to utilise.

While the original Magicube or Rubik's cube asks us to turn the squares until one side is completely red, blue or yellow, the Soy Magicube promotes the opposite effect: to achieve multi colored combinations for effective, and sometimes tailor-made, solutions. The Soy Magicube illustrates the ability of policies that make a combination of approaches to tackle nine field-level goals to achieve conversion free sustainable soy. Sufficiently incentivizing producers, as we will see, is key – and one of the Achilles heels- to it all.

Nine goals
The nine goals that we address within each approach, on each side of the cube are:

1. Ensure legal compliance in the production area/country
2. Deal with/unravel supply chain complexity to enhance transparency and traceability from farmer to consumer
3. Promote responsible production (including but also) beyond conversion, such as human and labor rights issues, pesticides handling, soil and water management, climate smart agriculture
4. Provide incentives to farmers and suppliers to deal with volatility, providing secure markets and reasonable premiums or other financial incentives to not convert and to produce responsibly
5. Promote local ownership beyond soy farms by government and local stakeholders to ensure sustainability of the interventions in the long-term
6. Address conversion in new farms and land speculation in the same biome (on non-targeted farms) before the land is turned to soy
7. Ensure a level-playing field, to avoid market segregation with non-compliant production going to less engaged markets, as committed buyers shift sourcing to low-risk origins only
8. Promote soy expansion only on already-cleared land, avoiding pushing deforestation to new frontiers
9. Contribute to local social and economic development, including production diversity, reduction of inequalities, food security, gender equality

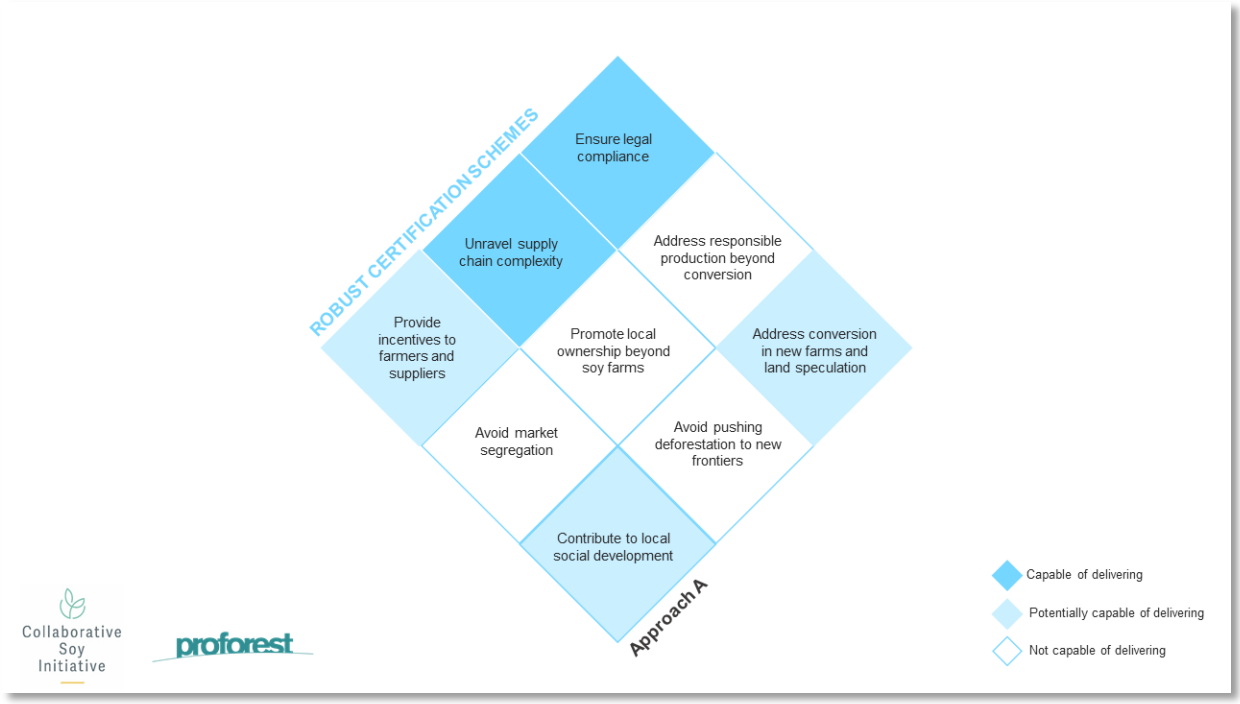
The Magicube visualizes which of the nine goals can be achieved or potentially achieved with each scenario or approach. What this demonstrates is that we need a smart mix of approaches to achieve sustainable soy production at scale. For example, pre-competitive initiatives (E) can promote robust standards (A) and other measures in landscape and jurisdictional initiatives (D).

[7] The Magicube here refers to a category of robust standards, with strong social and environmental criteria, including no conversion of ecosystems, and a good level of assurance. We refer to benchmark studies to assess the criteria and quality of individual standards. See https://thecollaborativesoyinitiative.info/info-hub

III. Combining the six sides of the Soy Magicube

The following approaches (A to F) are found in initiatives to promote responsible soy in both the bulk supply chain and at a landscape level. Some are more established (A, B, to some extent D, E), and some more recent or in a conceptual phase (C, F). The first four (A-D) are clear approaches by themselves, the latter two (pre-competitive initiatives and the Carbon Footprint Framework) may rather be seen as vehicles to include others. As we will see, the six approaches are strongest when used in combinations, tailored to a specific context.

A: Robust certification schemes



The process that led to CSI was started by the Roundtable on Responsible Soy in 2016, acknowledging the need to create space for dialogue to find synergies and drive change in the market and in the field.

Robust voluntary standard systems, such as the ones produced by the RTRS, ProTerra (non GM), and Donau Soja (non GM, European soy) have led the way in identifying principles, criteria and indicators for conversion-free, responsible production that are applied and controlled at farm level or along the full value chain.

They include criteria on legal compliance, good agricultural practices, labor issues, community relations, or pesticides handling. As such they can deliver value including, but beyond, deforestation- or conversion-free production. Robust VSS have strong criteria on content as well as verification, both in the field or as Chain of Custody certification/verification that adds value for information provision and traceability in conversion free and sustainable soy.

In our view, how information is managed is key; is it disclosed, what are the costs vs impacts of the information, what decisions are based on it? Traceability in itself is not a solution for responsible soy production; it is only if traceability is used to improve sustainable production, and robust standards can be a tool to support traceability to this end.

Worldwide, 2,5-3% of total traded soy volume is certified deforestation/conversion free[8]. This is however higher in some regions, e.g. an exceptional 40 % of soy production is RTRS certified in the Cerrado states Maranhão and Piaui (Br). In Europe, sourcing of certified conversion free responsible soy amounts to 25 %[9] in part delivered as segregated supply, in part with "book and claim" certificates that support responsible production in the field. However, robust standard systems have been voluntary so far, require legal compliance as well as "above legal conservation"[10], which often implies a cost for supply chain actors, not sufficiently recovered by premiums, prices or guaranteed market access. This means that acceptance and uptake of standards can be limited, particularly to have effect in conversion frontiers and in less demanding markets. Mandatory Due Diligence may upscale this. Standards can best play their role in combinations. Robust standards can (a) serve as models for criteria to apply in government and company policies, and in Monitoring Verification and Reporting systems. Then, (b) they are tools to implement and monitor these criteria, serving as proof of responsible behavior as well as data providers on deforestation or conversion free and responsible production. Furthermore, (c) if with sufficient premium or other benefit, they can also serve as incentives for producers and traders to step on board the sustainability journey.

Segregated sustainable streams are often a demand from non-GM supply chains, where buyers want to know that non-GM beans or meal ends up on their or their livestock's plate. It is gaining traction among importing governments seeking to abolish especially deforestation from their trade chains, up to the level of an EU Regulation. However, "book and claim" and "mass balance" options certified by robust standards according to strong integrated criteria also (still) can play a role to support responsible production, e.g. the field level controlling on conversion, human and labor rights and other sustainability aspects of production; both in more established and conversion-risk areas. "Book and claim" may be a (temporary) solution where scaling up responsible production in an area is a challenge, but if done well, it is also a direct way of support from consumer goods companies/buyers to responsible producers in difficult areas.

The role of any standard system should be optimized by reaching out to those areas and those producers that can make a difference in sustainability impact. To have on-the-ground impact, new producers should be supported and (also positively) incentivized for responsible production to not convert land and to prevent human rights abuses, going from mere compliance with national forest laws or a "no deforestation/conversion" criterion by the market, to applying sustainable practice. To do this, standard systems can be combined with landscape-wide/jurisdictional measures to combat ecosystem conversion, restore vegetation and secure human rights on a larger scale.

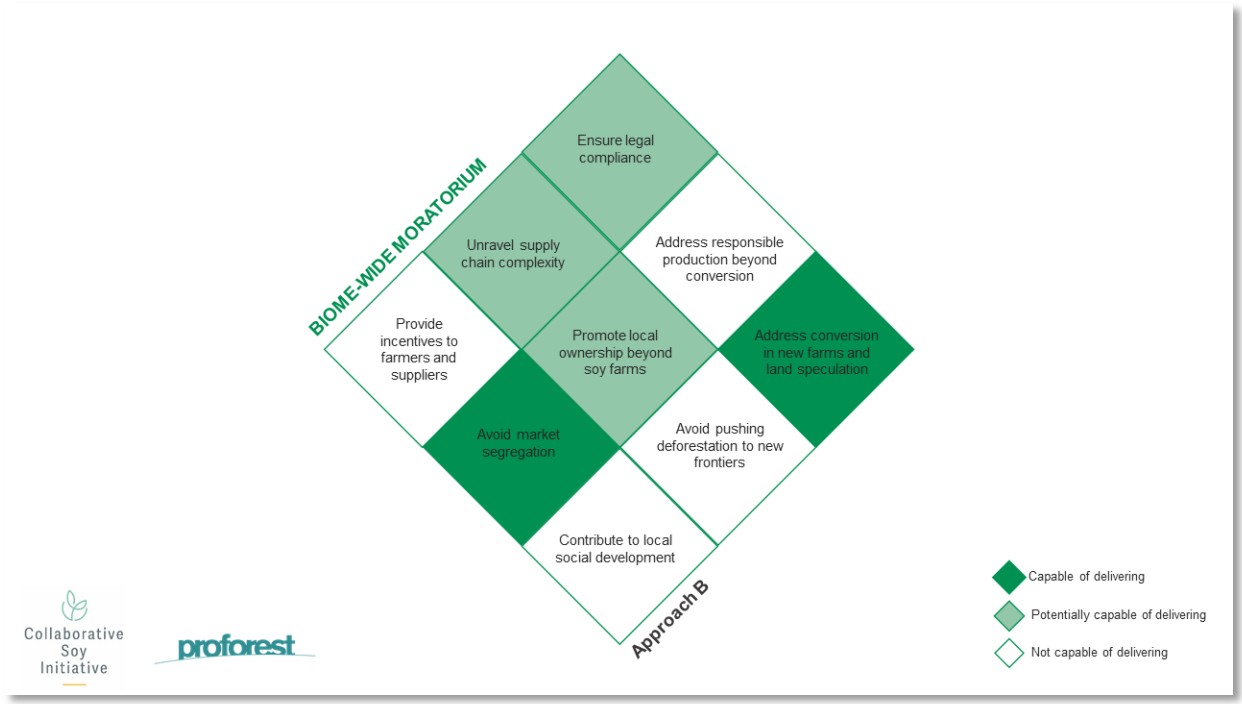
A smart mix. *Various approaches can be combined to achieve best effect with robust standards (A); the clean suppliers' engagement (C) and landscape approaches (D); where needed by means of a (biome-wide) moratorium (B). Broad pre-competitive agreements to follow a particular roadmap can then help support such measures to be applied (E). The carbon footprint framework (F)-can use robust standards and other measures to assure sustainability issues including and beyond conversion.*

[8] Information Schuttelaar and Partners to CSI

[9] European Soy Monitor, updates 2019 (confirmed) and 2020 (forthcoming,to be confirmed),

[10] Conservation practices on the ground which need to perform higher than the legal minimum in-country.

B. Biome-wide moratorium



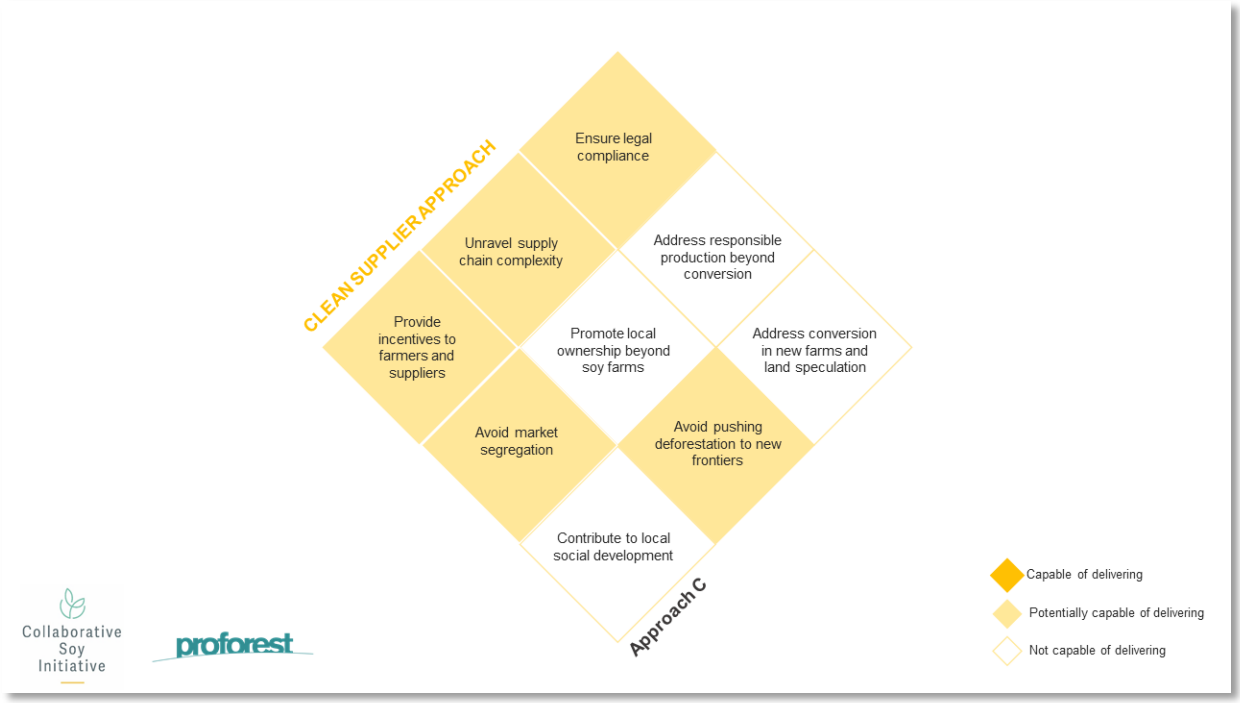
In 2006, after Greenpeace published a report identifying soy expansion in the Amazon biome as a major driver of deforestation, the soy sector in Brazil signed the Amazon Soy Moratorium (ASM). Under the ASM, companies took on the commitment not to buy soybeans grown on land cleared from forests after that date (later changed to 2008).
Other Brazilian NGOs joined ASM founders and formed the Soy Working Group (GTS) to monitor, evaluate and continuously improve the Moratorium.

Moratoria are a relevant solution to tackle deforestation relating to soy. The ASM provides soy buyers with a credible verification mechanism, combined with robust purchase control systems, which have been adopted by most companies sourcing soy in the Amazon. The Soy Moratorium is a major Zero Deforestation corporate commitment and, combined with the strengthening of public policies, has contributed to the reduction of deforestation in the Amazon, even if challenges still exist.

The GTS has identified and worked on a series of improvements to the ASM. For example: the inclusion of legal compliance with forest regulations, the inclusion of indirect soy suppliers, as well as addressing soy expansion on native vegetation in the Cerrado biome, which is considered a leakage result of the neighboring ASM.

***A smart mix**: Replicating the success of the Amazon Moratorium is not simple and not enough. The political context, producers' positions, and available tools vary across geographies. Over time, effective farmer incentives to not deforest are required. Moreover, improving supply chain controls and implementing clear mechanisms to avoid unintended consequences is crucial, as well as promoting local benefits beyond the reduction of deforestation. In that sense, moratoria could be more effective if combined with landscape initiatives (there and in potential other frontier areas), which can offer benefits for farmers and complement the scope of deforestation moratoria.*

C. Clean supplier approach (focusing on no conversion)



To achieve *scale* with conversion-free *physical* soy sourcing, a clean supplier approach is meant to cover *all* supply, and not just the compliant volumes (e.g. according to A.) for specific markets. The objective is to have traders deliver conversion free soy from whatever region to whatever end market.

If a particular biome is prioritized, currently the Cerrado, it comes close to what B aims to do. This approach has been increasingly promoted in sectoral initiatives and relies on cascading downstream conversion-free commitments through supplier engagement, supply chain incentives and commercial responses to progress. In this, the principles and guidance of the Accountability Framework are often referred to[11].

Clean supplier approaches seem to benefit from a relatively simple theory of change: if suppliers are 100% compliant, there is no need for complex chain of custody models and certification; and as these suppliers are usually present in different producing regions and consuming markets, in the end there will be less concerns about market segregation and pushing deforestation frontiers to new areas.

In fact, however, the model is not easy to implement and verify.

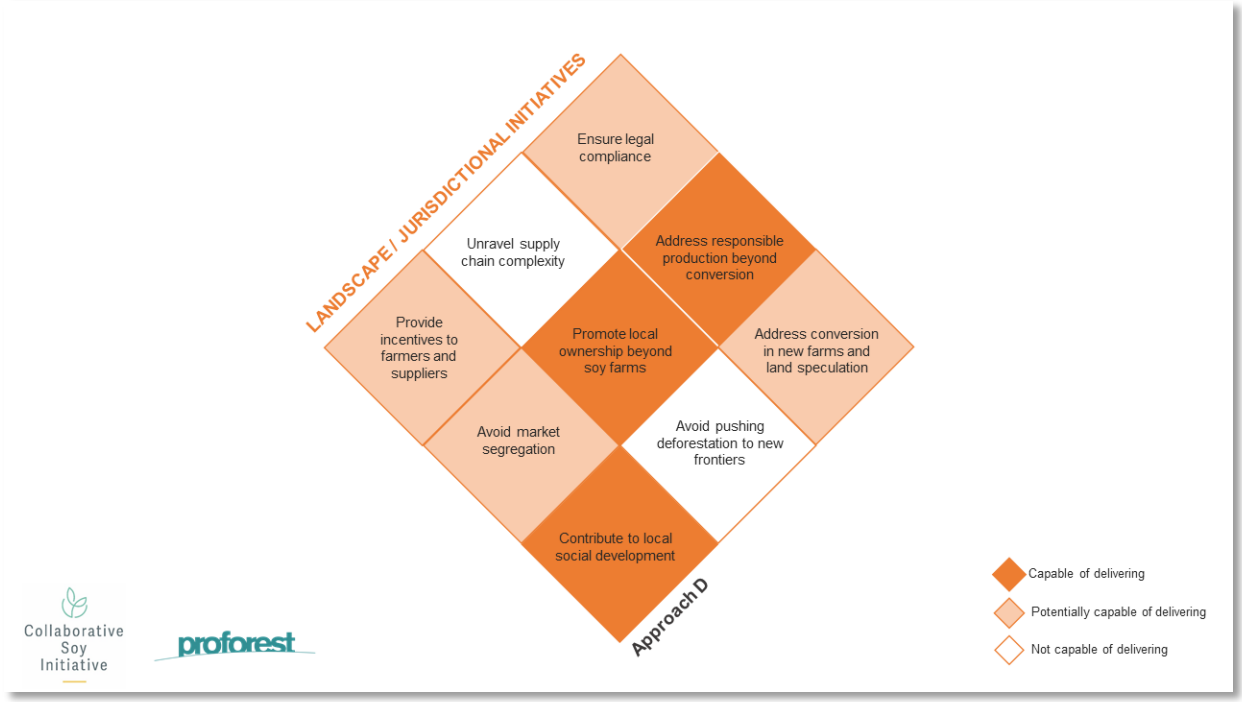
Even when working pre-competitively, companies committed to clean suppliers usually (currently) represent only a small portion of the total volume produced or traded by large suppliers, so their supply chain incentives are not enough to create instant market transformation. Most likely, suppliers (will) agree with a journey of continuous improvement, but the monitoring of -and responding to- this progress adds complexity to the process.

[11] AF also seeks to include human rights in company policies. However, in commitments this is often not seen back yet (JANE CHECK), and it may require other ways of field level control than for conversion. Guidance is in development.

Also, according to the CSI vision, creating scale with deforestation & conversion free production should be matched with other important environmental and social criteria. After all, community relations, human rights and labor issues, safe pesticide handling and soil and water management are all essential to achieve sustainable soy. It seems important to make such combinations "from the start" if clean supplier approaches are applied.

A smart mix: *Clean supplier approaches, whilst aiming for conversion free soy at scale, benefit from combining with/building in robust standard systems (A) in their ambitions and Monitoring Verification and Reporting systems. Robust standard/ certification systems provide a framework to measure performance including and beyond DCF soy, and could deliver a gradual increase of volumes certified (through mass balance) to achieve a physical supply chain of conversion free and sustainable soy. For example, companies could commit to reaching 50% volume certified or verified in the total physical mix by 2022, 70% by 2023 and 100% by 2025. Such practical roadmaps may be a contentious issue in the current debate of how to best achieve conversion free soy, but could deliver stepping stones between current and desired realities*. Clean supplier engagement can also be combined with landscape improvement programs as explained under D

D. Landscape/Jurisdictional initiatives



A landscape approach, also known as a jurisdictional or integrated landscape approach, is a framework for inclusive and multi-sectoral land use management and territorial development. In principle, local or state government, private companies, civil society, producers, smallholders, NGOs, and any relevant stakeholders for a given area can be integrated into a governance structure for that area. Landscape/jurisdictional approaches are diverse in nature and it depends on the criteria set, the types of measures included, if an initiative can meet some of the nine goals identified. The platform Source Up promotes jurisdictional initiatives including Produce Conserve and Include (PCI) Compacts with clear KPIs, but also may include jurisdictional initiatives at very initial levels of commitments.

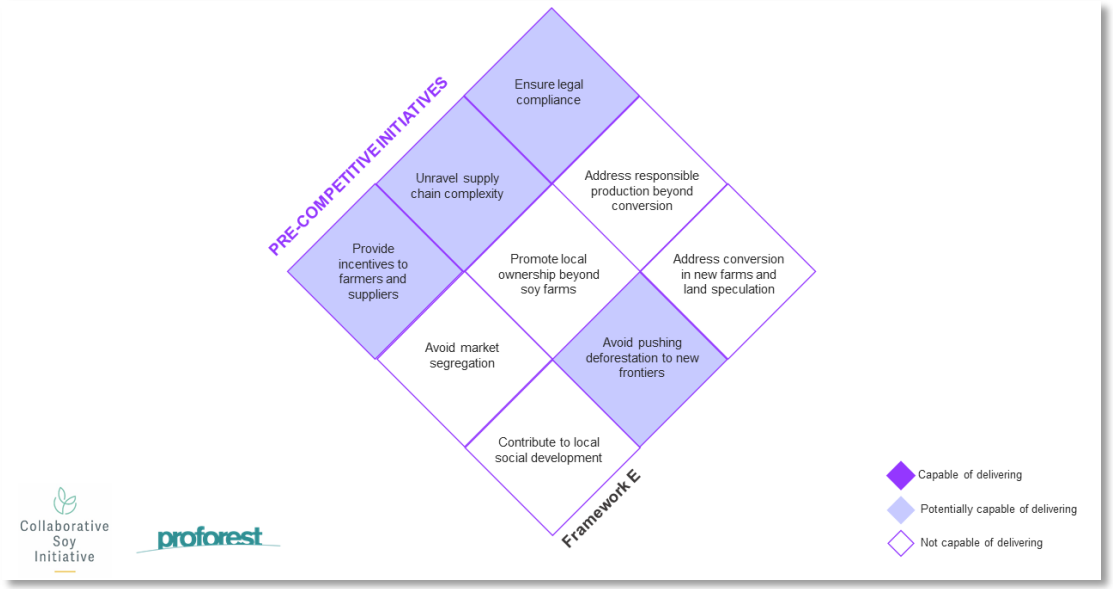
The most important contribution to the CSI vision is that these approaches go for solutions at the local level. They will probably face different types of farmers/land users at different levels of compliance with conversion-free and sustainability criteria, which requires, in principle, different types of interventions and incentives. As an example, we refer to the jurisdictional approach in Sorriso (Brazil), where a PCI Compact works with RTRS producers that have higher standards of compliance with the law and sustainability criteria, alongside with farmers that are still lagging behind and are struggling to comply with the national Forest Code. Another example is the "direct trade" of RTRS certificates as part of local landscape program with producers in Maranhão (Br), where also other interventions are key to address social concerns, and to combat deforestation and conversion.

If done well, both company-wide policies and landscape programs are important vehicles for the *combination* of approaches to achieve best effect. Under D, the combination of solutions take place within a landscape's boundary in one way or another. As producers are often at different levels of compliance and may need other incentives, landscape approaches present a strong framework.

A smart mix: *From a biome wide conservation perspective or clean supplier perspective (B and C), progress may be too slow and compliance too low, given current pressing climate and biodiversity crises. Then, from a perspective of robust standard systems (A), the bar of criteria and control in landscape wide initiatives may be too limited. However, without landscape level effort, the transitional work towards conversion free sustainable soy will probably miss the local ownership and long term governance effect. Furthermore, ambitious landscape programs can build in essential issues such as landscape connectivity between farmers' natural "set asides", and build in restoration of vegetative cover and biological corridors, from a landscape conservation perspective. This needs extra investment, but it gives potential to build good governance of natural resources beyond legal compliance. Again, it depends on the level of ambition of such initiatives, and their ability to take producers along, if such conservation targets can be met.*

Approaches E and F that follow are of a somewhat different nature: in practice they offer potential settings/frameworks for working with the approaches above.

E. Pre-competitive initiatives (sectoral/soy platforms)

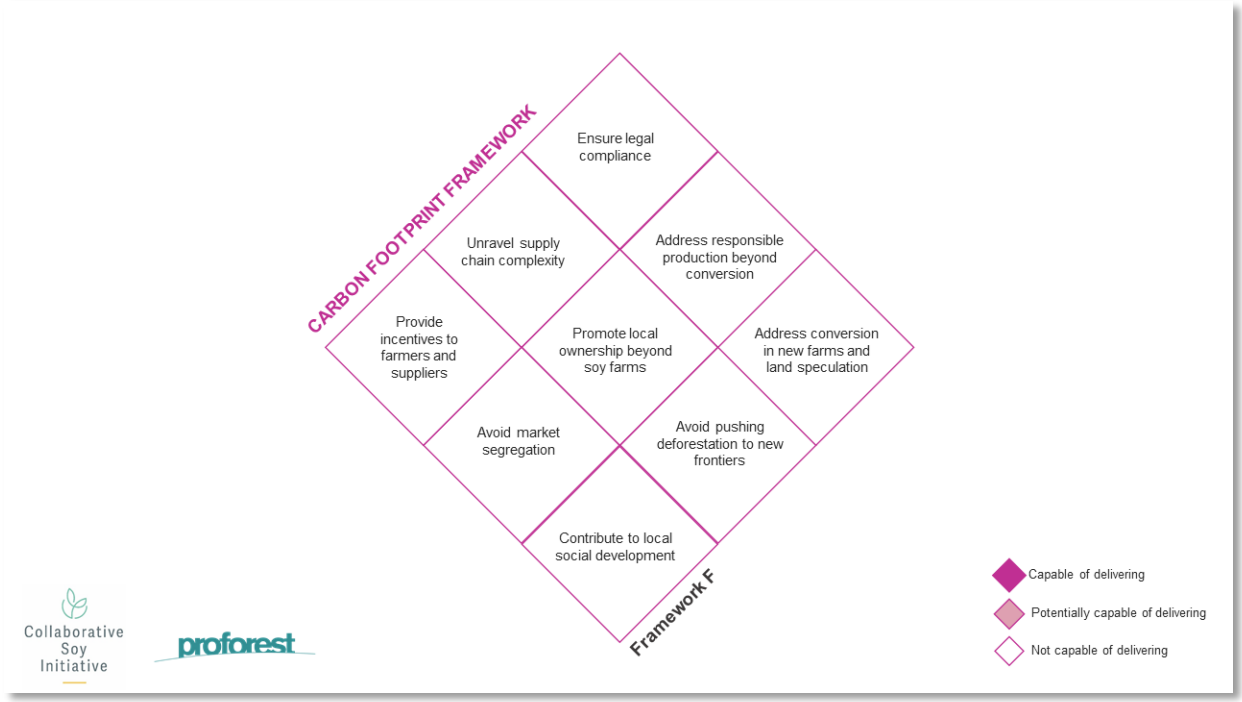


To address systemic issues and support long-term sectoral transformation, companies have been working collaboratively in sectoral initiatives. The institutions that run the certification schemes mentioned earlier, have often provided the platform for sectoral discussions between supply chain actors and other stakeholders over the last decade.

Recently, other sectoral initiatives have also emerged to bring companies together to work on particular issues. This is the case of for example the WBCSD and the Soft Commodities Forum, the Consumer Goods Forum (CGF) Forest Positive Coalition, and the UK Roundtable on Sustainable Soya, plus likeminded ones in other European countries. These pre-competitive initiatives have different participants and governance models but in general objectives and strategies are similar. They focus on alignment and creating scale through collective action, whether to create critical mass when engaging shared suppliers, or to achieve greater impact when investing in landscape interventions.

A smart mix: *Sectoral initiatives have the potential to unravel supply chain complexity and promote supply chain incentives by bringing together supply chain actors to make collective decisions. Collaborative spaces face the challenge of moving beyond dialogue and really unlocking action, which is highly dependent on their combination with other types of solutions, be it uptake of certified soy, promotion of clean supplier approaches or investment in landscape interventions.*

F. Carbon Footprint Framework



Carbon footprint calculations are gaining importance in animal feed. As feed accounts for much of the carbon footprint of livestock (especially pork and chicken) the demand for low carbon footprint feed has risen.

No one can deny that reducing carbon footprint is important, but how do we achieve impact in company policies and on the ground?

With the Carbon Footprint Framework we refer particularly to the 20 year "cutoff date" for conversion required in low carbon footprint (CFP) sourcing (cf FAO/ PAS 2050 standard). Land Use Change younger than 20 years in this standard should be fully accounted as carbon footprint of a product. Carbon credits have played a role to compensate for such a footprint, but the call for a physical coupling with supply chains, by means of "area MB", MB or segregated streams increases, by both markets and (EU) governments.

What does that mean for the mission of conversion free sustainable soy? The Meta Meeting participants were particularly critical of this side of the Magicube.

Over time, the 20 year cutoff date may stimulate producers to keep on conserving for a longer period. However, at present we talk of a cutoff date of 2001 or 2002- this 20 year conversion-free requirement is far beyond any other cut-off date known in the market. It is even far beyond cutoff dates of the most robust standard systems, let alone the clean supplier (or EU regulatory) approach(es), which have a proposed a cutoff date for deforestation/conversion set to 2020.

A cutoff date of 2001/2002 may therefore risk shutting out many conversion frontier areas for sourcing, without offering incentives for non-conversion and sustainability there. There are no 5-10-15 year thresholds that could incentivize conservation in those risk areas, and the chance for companies to shift to allegedly conversion risk-free areas without solving on-the ground problems is highest of all in this approach[12]. The Framework needs strong data and full traceability to work well, while there actually are few data available from 2001/2002.

The Framework may serve to estimate an *overall* footprint of a company, but it is currently hard to use at an individual supply chain level. One should rather look at carbon from a policy angle instead of a limited Life Cycle Analysis framework. Avoidance of conversion *now* (and restoration in the very near future) is the most important in soy to reduce its carbon footprint as a commodity. The current Carbon Footprint Framework is a snapshot of a specific moment in time (for example a year ago), instead of a continuous driver for change. It is an additional driver for getting transparency or certified soy, but it is not the solution by itself.

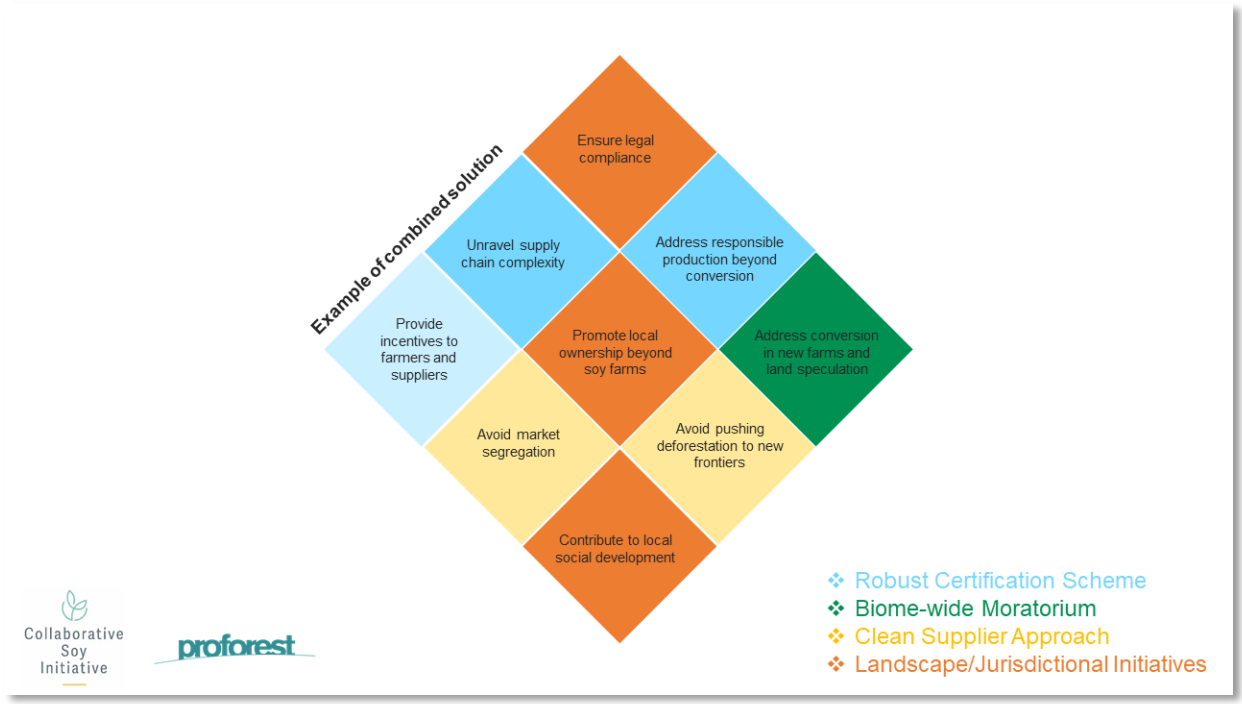
A smart mix: *The fact that this Magicube side is currently set on blank because of this, does not mean that carbon is not extremely relevant. Rather, we should consider how to make this side work and give low carbon policies genuine effect in the field. From the CSI complementarity point of view it is important for a company that seeks to have field impact, to combine low carbon footprint ambitions with A, B, C, D and/or E, as synergetic elements within their policies. In addition, overall sustainability policies have to take into account the scale of production and consumption, and related pressure on land use, including the role for healthy, balanced animal/ plant protein diets of a growing world population.*

Incentives *We are speaking of performance beyond national law in many of the discussed approaches. That has a maximum in each country and each area. Adding the value of conversion free sustainable production in current market realities, where environmental costs are not taken into account, often requires a higher price for the soy and special incentives for producers/suppliers. Incentives, both carrots and sticks, are key to tackle the challenge*

[12] The Magicube draft indicates currently indicates just one block but this is open for dialogue.

To conclude

The multiple routes to responsible sourcing can work together to reach a shared goal. There is a key role for guidance on how governments and companies can require and support *combined* measures, to achieve progress with buyers, traders and producers and to have conservation effect in the field. With that aim in mind we have produced this "bridge building" document and the Soy Magicube as tools for dialogue and inspiration for policies, to be translated in guidance for specific target groups. Together we can come further and combine the necessary scale *and* the quality criteria and measures to have a positive impact on markets and landscapes.



Attached to this narrative is the current Soy Magicube as PDF. These are living documents and we welcome your feedback.

Contact: coordinator@thecollaborativesoyinitiative.info

A short last note on EU legislation

We've been asked about the role of demand-side legislation in the Magicube. EU demand-side legislation on deforestation, due diligence and sustainable finance in agro commodity production and trade still has to be defined and its effects are to be seen. The role and field effect of demand-side due diligence and finance legislation totally depends on the measures chosen and the way they are verified. This also applies to the policies of some individual European countries.

When defined, and over time, we can hold the EU legislation against the "Magicube" to see what aspects it can cover and what not, and where combinations with voluntary initiatives have to play their roles. As we predict: the mentioned approaches probably still have to play important roles in combination, adding up to hybrid models of good governance in combined demand and supply side action to achieve our vision of 100 % conversion free sustainable soy.

Reference: CSI and Proforest (2021) The multiple routes to responsible sourcing; combining the best of approaches for conversion free sustainable soy. A narrative and "Soy Magicube" tool. The Collaborative Soy Initiative with Proforest, version 1.0