

# SUSTAINABLY SOURCED SUGAR IN DEMAND

By Kate Gowdie  
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What motivates growers to participate in Smartcane BMP and become accredited is different for every business. Accreditation is a badge of honour for some, an alternate pathway to reef compliance for others and an avenue to productivity improvements for many. While accreditation will continue to deliver these outcomes into the future, the benefits of accreditation may soon be found most profoundly in market access as demand for Environmental, Social, Governance (ESG) and sustainably sourced commodities increases.



End users are listening to their consumers who want products that are ethically and sustainably sourced. Demand for investment in ESG is also increasing exponentially.

*The Financial Times* defines ESG as “a subset of non-financial performance indicators which include sustainable, ethical and corporate governance issues such as managing a company’s carbon footprint and ensuring there are systems in place to ensure accountability.”

While Australian sugar is ahead of its competitors in terms of quality and has held good market share for many years because of this, there is a risk that we may lose that advantage and market access if we do not heed the call of our consumers.

Andrew Phipps from QSL was the keynote speaker at the recent Tableland CANEGROWERS productivity Awards night where he was clear with the audience that the market is no longer just talking about sustainably sourced sugar but is now demanding it.

Just knowing that our sugar products are good is not enough. We need a system that verifies on-farm management practices and satisfies the requirements of stakeholders throughout the value chain.

Smartcane BMP accreditation is a recognised system to demonstrate these credentials.

The core modules of Smartcane BMP satisfy the sustainability requirements for some of the largest end users, including Coca-Cola. This means that sugar from a Smartcane BMP accredited business can be purchased by Coke as a sustainable product.

With 35% of all Queensland cane area accredited under Smartcane BMP, Queensland is producing a significant volume of sustainable sugar into the market.

In the Tully district, where there is over 80% of all cane land accredited, the volume of sustainable sugar is greatest. The question is – will Queensland’s supply of sustainably sourced sugar continue to meet demand?

If you are keen to remain ahead of the competition when it comes to supplying sustainable sugar, and you want to maintain market share and market access, Smartcane BMP certification delivers the sustainability credentials you require.

Talk to your local facilitator today about Smartcane BMP accreditation for your business. ■

**“At the recent Tableland CANEGROWERS Productivity Awards night, Smartcane accredited growers were the bulk of the award recipients.”**

*Pictured: (above left) Andrew Phipps from QSL speaks at the CANEGROWERS Tableland Productivity Awards; (above right) Smartcane BMP accredited growers, John and Niela Myteza of Echobrief took out three awards.*