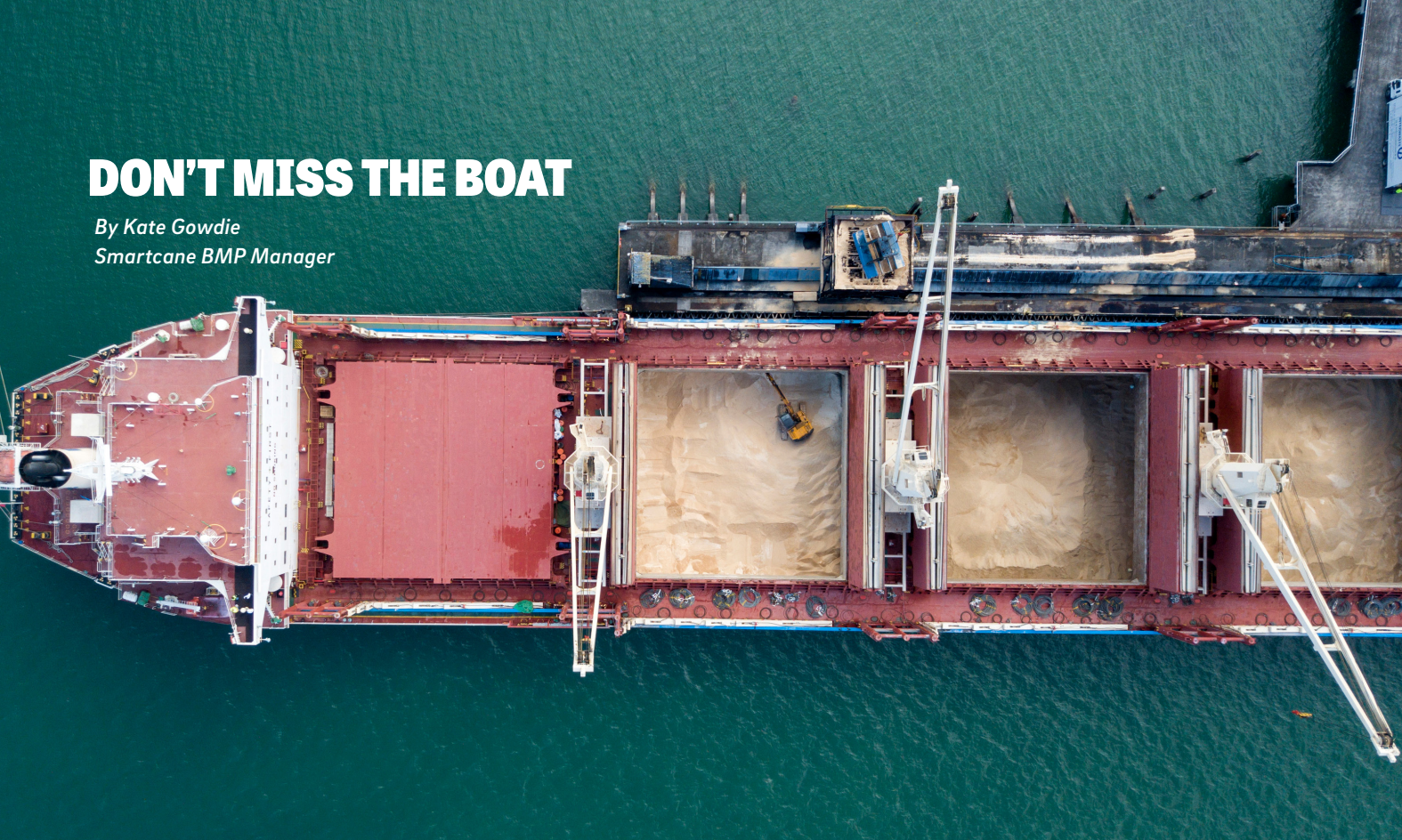


DON'T MISS THE BOAT

By Kate Gowdie
Smartcane BMP Manager



If you are yet to be accredited in the Smartcane BMP program, act now! Smartcane BMP accreditation is your ticket to ride.

With almost 40% of Queensland's cane area producing sugar that is recognised as a sustainable product by marketers, investors, financial institutions, end users, and consumers alike - Queensland's sustainable sugar is in hot demand.

Buzz words and phrases like Sustainable, Responsibly Sourced, Ethical, and Environmental, Social, and Governance (ESG) are terms that have been present in the agriculture space for some time. Over the past 18 months these terms have become part of the Queensland Sugar Industry's everyday lexicon, and for good reason.

Smartcane BMP accredited growers are producing sugarcane to industry-best standards, or above. And what's more, they're being recognized for it. The resulting sugar and associated by-products are deemed to be 'Sustainable Products' across a range of markets and applications.

By meeting the industry-best standards for chemical use, record keeping, nutrient applications, and irrigation management

- to name but a few - the sugar produced from your farming enterprise is being sought out by end users on behalf of discerning consumers.

Smartcane BMP's standards are underpinned by peer reviewed science, assessed independently, and evaluated for currency on a regular basis.

The rigour and integrity that underpins the Smartcane BMP program aligns with and satisfies the strict criteria for many of our stakeholders throughout the sugar value chain.

As the Smartcane BMP program continues to evolve and mature, so too does the correlation between our program and the requirements of our stakeholders.

Consumers want to buy products that have known provenance and meet their ethical standards.

I visited Taronga Zoo in Sydney recently. The highlight was the seal show, which is engaging, entertaining and educational.

Each seal's history is a reminder of the impact of seals and humans sharing our

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habitats and recreational spaces. There are seals who have been injured on boat propellers, caught in fishing nets or found malnourished.

The audience is left with a very clear take-home message – buy seafood that is certified by The Marine Stewardship Council (MSC Certified) to preserve seals (and the marine environment in general) into the future.

MSC's website states -For all types of seafood caught in the wild, the MSC blue fish tick ensures your seafood has been caught sustainably and there's plenty left for tomorrow.

Since MSC was founded in 1997, fisheries responsible for nearly 15% of global wild marine catch have been certified to the MSC Fisheries Standard.

MSC certified products can be found in our local supermarkets and on our pantry shelves. The presence of the MSC tick on products allows consumers to make a choice.

Consumers make choices, will your sugar be their choice?

Our program was born, in part, in response to a requirement to demonstrate that the Queensland sugar industry meets or exceeds the

governments requirements for Reef Regulations. Most growers do this regardless of their Smartcane BMP accreditation status.

If you are not participating in Smartcane BMP because you believe its only purpose is to satisfy the Queensland Reef Regulations, then you may be missing a much bigger boat.

For more information about Smartcane BMP and the accreditation process, please contact your local Smartcane BMP facilitator. ■

"Consumers make choices, will your sugar be their choice?"

Pictured right: The MSC logo on a tin of tuna and Taronga Zoo's Murphy the seal, pictured below, sits above the MSC certified logo.

