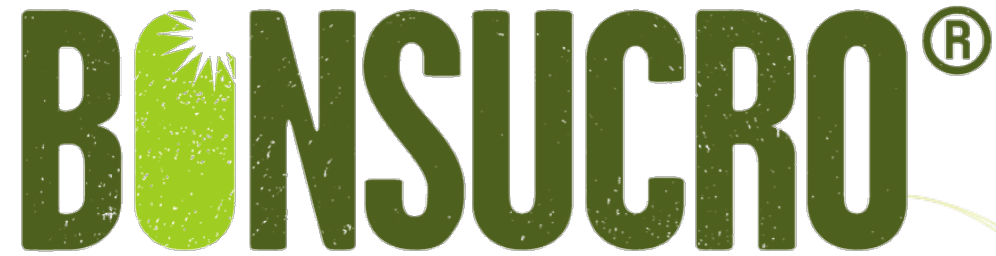




BONSUCRO®

Unlocking sustainable value
through sugarcane

2nd June 2015 Milan
Simon Usher, CEO
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The Sustainable Development Challenge

Feeding 7bn + 2bn = 9bn people

Same agricultural land - - less water, less carbon

Economic development reaching rural poor



Cane and Sustainable Development

Feeding 7bn + 2bn = 9bn people

Same **agricultural land** - - less **water**, less **carbon**

Economic development reaching rural poor

Benefit of a *single* metricated commodities standard

Metricated performance framework

Objective standard

Peer Benchmarking

Performance Management

Transparency



Performance Improvement

Multi-stakeholder organisation

Credible, trusted standard

Whole sector relevance

Supply-chain collaboration

Issue based collaboration



Issue resolution

Innovation

Single global platform

Globally credible

Global knowledge sharing

Whole supply-chain relevance

Global collaboration



Buyer Confidence

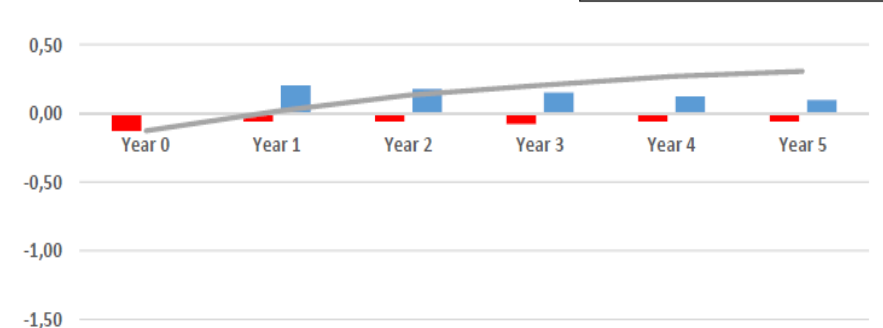
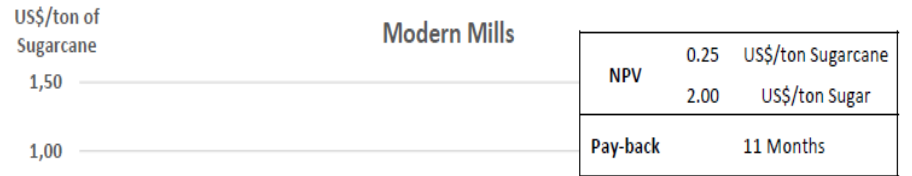
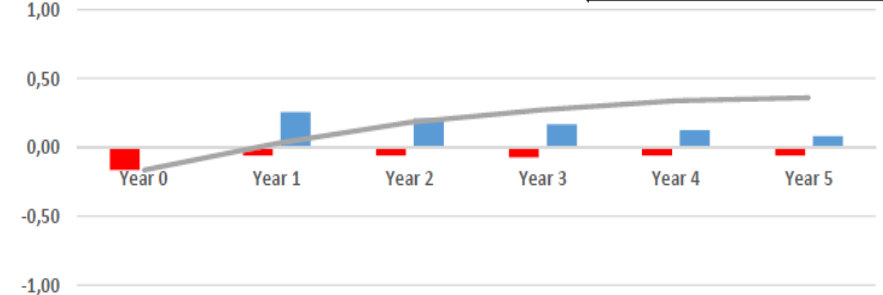
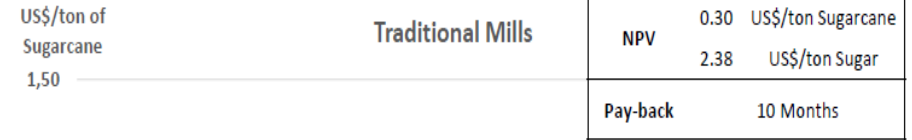
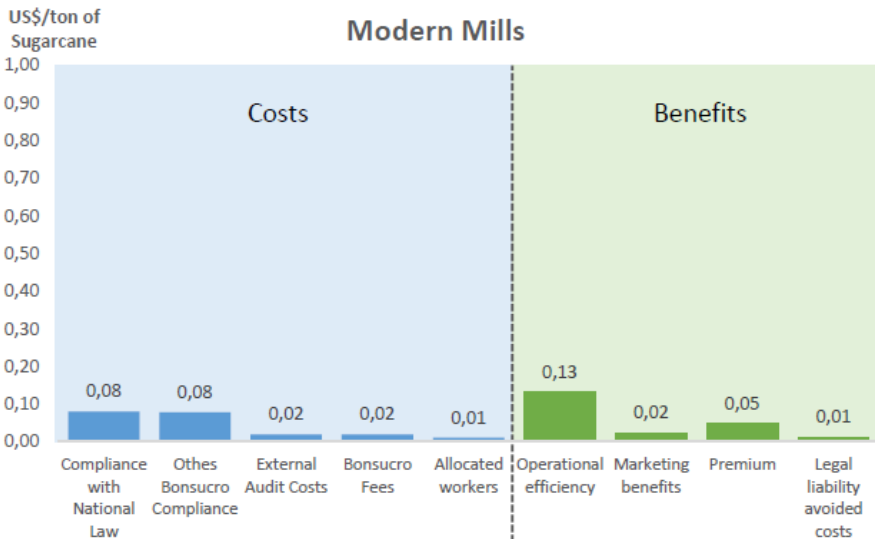
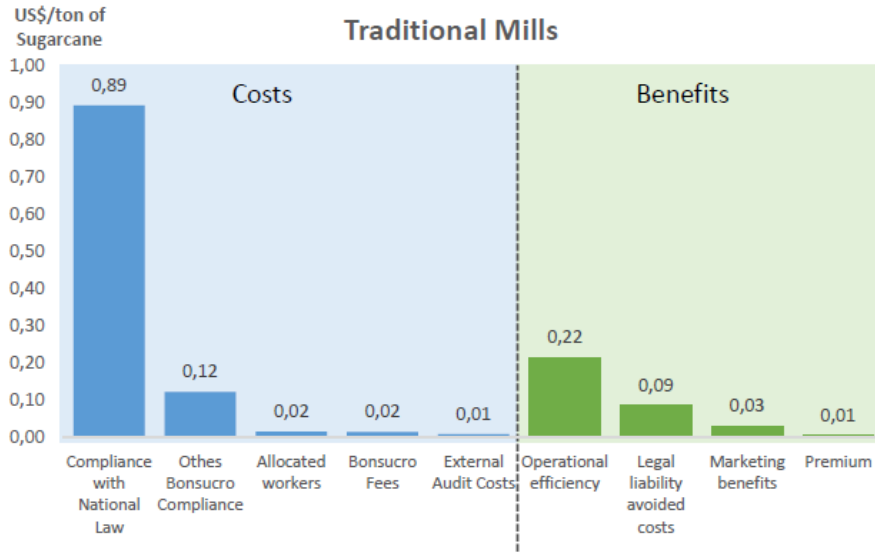
Investor Confidence

Value for

People | Businesses | Communities | Economies | Ecosystems

Cost / benefit

Payback assuming legal compliance as outside cost



BONSUCRO®

Sugarcane is an extraordinary plant with the potential to create significant sustainable value for the people, businesses, communities, economies and ecosystem

Bonsucro is **the** global reference framework for all the conversations and measures that matter about sustainable value creation and sugarcane

Thank you

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