

*Frequently Asked Questions*

**BONSUCRO:**  
FORMALLY KNOWN AS  
BETTER SUGAR CANE INITIATIVE  
VERSION 1.1 NOVEMBER 2010

# FAQ'S

**BONSUCRO™**  
BETTER SUGAR CANE INITIATIVE

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## General questions

### 1. What is Bonsucro?

Bonsucro was born out of the Better Sugarcane Initiative, a global multi-stakeholder non-profit organisation dedicated to reducing the environmental and social impacts of sugar cane production which links its name to a product, process or service that has been certified by an independent certification body as being in compliance with the Bonsucro standard. It is the first global metric standard for sugar cane.

### 2. What is the purpose of Bonsucro?

To transform the sugar cane industry.

### 3. What is the vision of Bonsucro?

To be a leader in driving the market demand for certified sugar cane produced against sustainable standards.

### 4. What is the mission of Bonsucro?

Bonsucro aims to improve the social, environmental, and economic sustainability of sugar cane by promoting the use of a global metric standard, with the aim of continuously improving sugar cane production and downstream processing in order to contribute to a more sustainable future.

- Bonsucro was set up to develop a Standard for sugar cane
- Bonsucro will also drive demand for the standard (by providing it to the marketplace and promoting it)
- Provides an industry forum - encouraging openness and discussion of the issues that need to be resolved in order to achieve transformation
- To motivate members to use and promote the standard and the intent behind it.

### 5. Why a sustainable initiative for the sugar cane industry?

Consumers, NGO's and governmental institutions expect more and more that the products they buy are responsibly produced. Like other agricultural sectors, the sugar cane sector is facing social and environmental challenges. The members of Bonsucro believe that an independent mainstream certification program is an important tool to address these challenges.

## **6. What is sustainability in the sugar cane industry?**

Better practices on farm field level and transparency in the supply chain will lead to a more sustainable sugar cane industry. The Bonsucro standard is a tool to address the five biggest social and environmental impacts from sugar cane: legal compliance, biodiversity and ecosystem impacts, human rights, production and processing, and continuous improvement.

## **7. What are the sustainability pillars of the Bonsucro standard?**

Bonsucro focuses on issues in the sugar cane production in five categories:

1. Legal compliance
2. Biodiversity and ecosystem impacts
3. Human rights
4. Production and processing
5. Continuous improvement

Key indicators for each of these categories have been identified to ensure that the Bonsucro standard addresses the most significant issues.

## **8. Bonsucro is a member of the ISEAL Alliance, what does that mean?**

The ISEAL Alliance is the global association for social and environmental standards. ISEAL builds an understanding of good practices for standards systems and sets internationally applicable good practice guidance for the implementation of credible standards systems. Bonsucro is an Associate Member of the ISEAL Alliance and is following the ISEAL Code of Good Practice for Setting Social and Environmental Standards and the Impacts Code.

## **9. What makes the Bonsucro standard a credible standard?**

Bonsucro is a collaboration of sugar retailers, end-users (companies who purchase sugar and derived products) investors, traders, producers and NGO's who are committed to sustainable sugar production by establishing principles and criteria that are applied in the sugar cane growing regions of the world.

By bringing numerous stakeholders together, all with differing perspectives, to develop and comment on the Standard, Bonsucro was able to develop a platform that offered a multi-sector perspective. In addition, Bonsucro was able to pilot the standard in a variety of places to ground truth that the better management practices drove transformational and measurable change on the ground.

To achieve this as many stakeholders as possible were encouraged to comment on the Standard and Bonsucro embarked on a series of global Stakeholder Outreach Meetings, engaging in face-to-face, field and factory meetings with producers and small-scale growers in: Australia, Brazil, Dominican Republic, East Africa, South Africa, India, the European Union and Switzerland. Over the same period, an auditor conducted pilot studies using the Standard in Australia, Brazil, Dominican Republic, South Africa and India. The results of these audits gave a representative view of typical mill and field indicator values. These values have been factored into the Standard.

The Bonsucro standard addresses the five biggest social and environmental impacts from sugar cane: legal compliance, biodiversity and ecosystem impacts, human rights, production and processing, and continuous improvement. Key indicators for each of these categories have been identified to ensure that the Bonsucro standard addresses the most significant issues.

In addition, Bonsucro complies with ISEAL specifications. The ISEAL Alliance is the global association for social and environmental standards. ISEAL builds an understanding of good practices for standards systems and sets internationally applicable good practice guidance for the implementation of credible standards systems.

#### **10. How does this standard relate to other sustainability initiatives in agriculture?**

The Bonsucro standard is the first ever metric based standard developed for an agricultural feedstock. The continued development of the Standard will enable the provision of a clear set of principles, criteria, indicators and verifiers which collectively amount to set of metrically measurable targets which will enable sugar cane producers, processors and suppliers to improve their social and environmental operations. Bonsucro is a mainstream initiative using a demand driven approach and aims to be complementary to other sustainability initiatives in agriculture and specifically in sugar cane.

#### **11. How is Bonsucro a mainstream programme?**

The Bonsucro programme is a mainstream model, which means that it is compatible with the existing market structure and aims for improvement that is realistic to expect for a significant market share through a credible and meaningful standard.

#### **12. What is the impact of the Bonsucro program?**

By helping sugar cane producers implement good agricultural practices and farm management, they become better farmers. This results in increased yield, better quality, less impact on the environment, better social working circumstances and a more efficient way of production, leading to an increased income.

**13. When will Bonsucro certified sugar be available?**

Bonsucro anticipates that certified sugar will be available for purchase in April 2011.

**14. Why did the Better Sugar Cane Initiative change its name to Bonsucro?**

The Better Sugar Cane Initiative was a body set up to reduce the environmental and social impacts of sugar cane and design the best programme to transform the sugar industry. Initially established as an industry initiative, it has worked for the last five years to develop the platform, bring together all stakeholders and develop a way to transform the sugar business.

In November 2010, the Better Sugarcane Initiative has reached an important milestone in its development. The Initiative has done its work, and is ready to fully launch the organisation that will deliver the certification programme to the market as it sets out to transform the sugar cane sector.

To make its vision as accessible as possible to the marketplace and consumers, Bonsucro provides the organization with the strong, simple and globally usable brand identity required to secure a sustainable future for the sugar cane industry.

## THE BONUCRO CERTIFICATION SYSTEM

### 1. What does the Bonsucro Certification System consist of?

The Bonsucro Certification System consists of 3 main elements:

1. Standards: Bonsucro has developed 2 standards:

- The "Bonsucro Production Standard" contains principles and criteria for achieving sustainable production from sugar cane and all sugar cane derived products in respect of economic, social and environmental dimensions.
- The "Bonsucro Chain of Custody Standard" contains a set of technical and administrative requirements for enabling the tracking of claims on the sustainable production of Bonsucro sugar cane and all sugar cane derived products along the entire supply chain after the mill and its cane supply.

2. Audit Guidance: Bonsucro has developed guidance and clarification documents for members and auditors on how to become compliant with The Bonsucro Production Standard and/or Chain of Custody Standard. This includes: 1.) description of how to interpret the principles and criteria from Bonsucro standards, 2.) audit instructions to verify compliance through indicators and verifiers, 3.) information related to exceptional situations, 4.) objective criteria for critical limits, and 5.) Tools and calculations for audit

3. Certification Protocol: Bonsucro has developed a Certification Protocol for members and auditors that lists the process and procedures for certification against Bonsucro standards. This includes: 1.) rules and requirements for Certification Bodies to audit against Bonsucro standards, 2.) certification requirements for economic operators to demonstrate compliance to Bonsucro standards, and 3.) audit procedures for Certification Bodies to verify compliance with Bonsucro standards.

Together these 3 elements form the Bonsucro Certification System. As such, these individual documents can never be used as stand-alone documents and must always be used in relation to each other.

### 2. What is the Bonsucro Production Standard?

The Bonsucro Production Standard is a global standard for the sustainable production and processing of sugar cane and all sugar cane derived products. The Standard provides Principles and Criteria for environmental responsibility, social development, economic return, and good industry practices.

The Bonsucro standard consists of the following 5 Principles, each of which consists of a set of Criteria (e.g. conditions to be met in order to adhere to the Principle):

1. Obey the law
2. Respect human rights and labour standards
3. Manage input, production and processing efficiencies to enhance sustainability
4. Actively manage biodiversity and ecosystem services
5. Continuously improve key areas of the business

The Bonsucro standard is a metric standard. Each Criterion consists of measurable Indicators that allow quantifying performance and compliance to the Standard, and assesses continuous improvement throughout the years.

### **3. What is The Bonsucro Chain of Custody Standard?**

Where the Bonsucro Production Standard certifies that sugar cane was produced according to sustainable production criteria, the Bonsucro Chain of Custody Standard ensures buyers throughout the supply chain that the sugar cane and sugar cane derived products that they source have indeed originated from a certified Bonsucro producer and/or support sustainable production in origin. This enables buyers to make credible claims on the sustainable origin of their products.

The Bonsucro Chain of Custody Standard is a standard for enabling the tracing of claims on the sustainable production of Bonsucro sugar cane and sugar cane derived products throughout the entire supply chain. The Chain of Custody Standard contains a set of technical and administrative requirements for handling (e.g. separation and/or regulated mixing of Bonsucro certified and non-certified product) to enhance the guarantee that any claims relating to the production, procurement, and processing of Bonsucro certified sustainable sugar cane products valid.

### **MASS BALANCE METHODOLOGY**

The Bonsucro Chain of Custody Standard supports a Mass Balance (MB) methodology. This methodology is an administrative allocation of sustainability claims that allows for the mixing of certified and non-certified product at any stage in the supply chain as long as the balance between inputs and outputs is maintained.

#### **4. How has the Bonsucro standard been developed?**

Bonsucro is a collaboration of sugar retailers, end-users (buyers of sugar and derived products), investors, traders, producers and NGO's who are committed to sustainable sugar production by establishing principles and criteria that are applied in the sugar cane growing regions of the world. As many stakeholders as possible were encouraged to comment on the Standard through a series of public consultations via the dedicated website and Bonsucro embarked on a series of global Stakeholder Outreach Meetings, engaging in face-to-face, field and factory meetings with producers and small-scale growers in: Australia, Brazil, Dominican Republic, East Africa, South Africa, India, the European Union and Switzerland. Over the same period, an auditor conducted pilot studies using the Standard in Australia, Brazil, Dominican Republic, South Africa and India. The results of these audits give a representative view of typical mill and field indicator values. These values have been factored into the Standard.

#### **5. Can I demonstrate conformance with the EU RED legislative requirements through Bonsucro certification?**

Bonsucro is in the process of applying for recognition from the European Union as a voluntary standard to demonstrate compliance with the requirements from the EU Renewable Energy Directive (RED) and its similar provisions in the EU Fuel Quality Directive (FQD). In addition to its Production Standard and Chain of Custody Standard, Bonsucro has identified additional criteria to meet EU RED requirements. This additional EU scope extension is optional. Companies wishing to produce and/or trade bio fuels intended to be put onto the European Union market can demonstrate conformance with the EU RED legislative requirements through certification against Bonsucro Standard(s) PLUS\_ its additional EU RED criteria.

### **HOW TO BECOME A BONSUCCRO APPROVED CERTIFICATION BODY?**

#### **1. What are the requirements for becoming a Bonsucro approved Certification Body?**

In order to become recognised and approved by Bonsucro to audit and certify against the System, a Certification Body is required to hold accreditation to IS\_O IEC Guide 65/EN 45011 (1998) and operate at least one accredited scheme which is relevant to the sustainability criteria as required by the Bonsucro Production Standard and Chain of Custody Standard (including Bonsucro EU RED sustainability requirements). Additional accreditation against IS\_O 14065:\_2007 IDT and experience in carrying out audits in conformity with IS\_O 14064-3 is recommended but not mandatory. (For more information check "Better Sugarcane Initiative Certification Protocol", chapter 4.2 - 4.3).

## 2. How do I become a Bonsucro approved Certification Body?

1. A Certification Body wishing to become approved by Bonsucro to audit against the Bonsucro Certification System must be a registered with Bonsucro.
2. Certification Bodies can apply for approval with Bonsucro using the application form which is available with Bonsucro upon request. The CB sends the application form together with documentation to demonstrate its compliance to the approval criteria.
3. When the application and all required documentation have been received by Bonsucro, the documents are reviewed and verified by Bonsucro. If all requirements are met, a contractual agreement is sent to the CB.
4. Upon signing and returning the contractual agreement to Bonsucro, Bonsucro will issue an official approval statement to the Certification Body and list them on the Bonsucro website as an official Bonsucro approved Certification Body.

(For more information check "The Better Sugarcane Initiative Certification Protocol", chapter 4.1).

## 3. Is Bonsucro giving auditor training?

Yes, Bonsucro has developed an auditor training programme. The aim of this training is to educate and train people in the specific procedures, guidelines and requirements of the Bonsucro Certification System. The auditor training is intended for Certification Bodies, (independent) auditors, consultants and other interested parties who like to gain a deeper understanding of the Certification System. The training course is a mandatory requirement for Certification Bodies and/or auditors wishing to become approved to certify against the Bonsucro Initiative Certification System.

The training includes amongst others; implementation of Bonsucro standards, requirements and qualification for Certification Bodies and auditors, audit procedures, and tools and calculations for assessment. The training is structured into two parts: a theoretical part and field training. Only after successful completion of the theoretical part are participants allowed to proceed to the field training.

For more information on the dates of the auditor trainings contact Bonsucro.

IS\_O 14065:2007 IDT:\_ "Greenhouse gases- Requirements for greenhouse gas validation and verification bodies for use in accreditation or other forms of recognition"

## HOW TO BECOME BONSUCRO CERTIFIED?

### 1. Who can become Bonsucro certified?

Everyone wishing to demonstrate their commitment to sustainable sugar cane through trading, and by tracing the Bonsucro certified sustainable sugar cane and/or sugar cane derived products, must be certified against the Bonsucro Certification System. Certification enables you to make credible claims on the sustainable origin of your products.

### 2. What are the benefits of certification?

- Certification helps producers to improve their quality, increase their productivity, and reduce costs, which enables producers to directly increase their income. In addition, certification enables producers to distinguish themselves from conventional growers, and strengthen long-term relationships with their buyers.
- Sourcing certified sustainable sugar cane and sugar cane derived products allows buyers to demonstrate their commitment to sustainability and make responsible claims in the market place.

### 3. What are the requirements for becoming certified?

In order to become certified against the Bonsucro Certification System you must: 1.) be a registered member of the Bonsucro program, 2.) comply with the relevant requirements of the Bonsucro Production Standard (as a producer) and/or The Bonsucro Chain of Custody Standard (as a supply chain actor), and 3.) operate a quality management system to ensure and demonstrate the correct implementation and maintenance of Bonsucro Standard(s).

### 4. How does Bonsucro ensure compliance against its Certification System?

Bonsucro works with accredited Certification Bodies for the independent certification of its members against the Bonsucro Certification System. Only accredited Certification Bodies that have been approved by Bonsucro are allowed to audit against the Production Standard and Chain of Custody Standard.

### 5. How do I know as a producer that I am ready to become certified?

When you meet the requirements of the Production Standard you are ready to become certified. In order to get a feel for your level of compliance, you can self-score your compliance by using the Bonsucro Self-Assessment tool. This Self-Assessment tool is available online in the Bonsucro System and allows you to compare your current situation to the criteria of the Standard. The outcome of the self-assessment will give you an idea of the efforts and resources needed to comply with the Standard, or provide you with the assurance that you are ready to become certified.

IS\_O 14065:\_2007 IDT:\_ "Greenhouse gases- Requirements for greenhouse gas validation and verification bodies for use in accreditation or other forms of recognition"

## **6. Are there support programs for producers?**

Yes, Bonsucro is developing a Farmer Network support programme. For further information, please contact Bonsucro directly.

## **7. When I am ready to become certified, how do I arrange for an audit?**

When you have implemented the requirements of Bonsucro Standard(s) and feel that you are ready to become certified, you can contact a Certification Body to schedule for a mutually acceptable date for an audit. Only independent Certification Bodies who have been approved by Bonsucro to certify against the Certification System may be used for the audit. A list of approved- CBs will soon be available on the Bonsucro website. You can apply for an audit with a Bonsucro approved CB by contacting the CB directly and entering into an agreement with them. Bonsucro is not involved in this. It is Bonsucro's aim to ensure that members wishing to become certified against Standard(s) can choose from a number of credible and reliable world-wide Certification Bodies.

## **8. What are the steps in the certification process?**

After you have entered into an agreement (contract) with a Bonsucro approved Certification Body, the CB will commence the certification process. Generally, the certification process consists of the following steps:

1. Audit plan: The CB will start by establishing an audit plan. This plan specifies the scope of the certification and the audit activities and timeline involved. Based on this plan the CB will conduct the audit.
2. Preliminary review: A preliminary review is optional, but strongly recommended for complex organisations. The CB will review your processes and quality management system to get a general understanding of your operations and management in relation to the audit process and evaluate the state of readiness for the main audit.
3. Certification audit: The CB will conduct the main audit in order to confirm that you have effectively implemented the requirements of Bonsucro Standard(s) and your processes and systems conform to the requirements of the Certification System. As such, the certification audit will consist of 2 stages: 1.) an audit of your documented management system, and 2.) an implementation audit.
4. Audit summary report: The CB will prepare a summary report on the results of the certification process. This report will be shared with you and form the basis for the certification decision.
5. Certification decision: Upon successful completion of the certification process the CB will make a positive certification decision and issue a 'certificate of conformity'.
6. Registration in the Bonsucro Platform: The CB will upload the audit summary report and the certificate into the Bonsucro System within two weeks of the certificate being issued. Upon registration and approval of the certificate in the Bonsucro System you will receive the status 'certified' in the Bonsucro member list and are ready to start trading and tracing Bonsucro certified sugar cane and sugar cane derived products.

(For more information check "Bonsucro Certification Protocol", chapter 5.4).

### **9. What is the validity of a certification?**

The validity of a certificate is three years. Throughout the three year validity, annual surveillance audits must be conducted. After the initial audit, two surveillance audits will need to be scheduled within the next two (harvest) years.

Only when you have a valid certificate are you allowed to sell your sugar cane and sugar cane derived products as Bonsucro certified sustainable. After the expiry date of your certificate, Bonsucro can no longer guarantee that you meet the requirements of its Standard(s).

### **10. What is considered the unit-of-certification?**

For certification against the Production Standard the unit-of-certification is considered to be the sugar mill, and certification will be based on audits of the mill and its cane supply area. Verification of compliance against the Production Standard of the sugar cane in the cane supply area will be done through sampling. In this, multi-site and/or group certification is permitted.

For certification against the Chain of Custody Standard the unit-of-certification is considered to be any supply chain actor who takes legal ownership or physical control of Bonsucro certified sugar cane and/or sugar cane derived products for one or several steps in the supply chain from producer to end-product manufacturer. Subcontractors fall under the responsibility of their contractors. In this, multi-site certification is permitted.

### **11. What are the costs of certification and who pays for these?**

It is difficult to give an exact figure of how much the costs of certification will be because these costs depend on the unique situation of each company. However, we can give you an indication as to what these costs will include:

1. Investment costs: The costs that are needed to implement and comply with the requirements of the Standard(s). These costs will greatly vary between companies, depending on their current level of compliance to the Standard(s) before certification and the investments needed to meet these.
2. Audit costs: The costs of the initial- and annual surveillance audits to ensure that a company is in compliance with Bonsucro Standard(s) and Certification System. The level of these costs will depend on the scope, size and complexity of the audit, and vary between Certification Bodies and countries.

The costs of certification are at the expense of the unit-of-certification itself. However, the benefits of certification outweigh the costs of certification.

The agricultural improvements that certification brings the sugar cane producers often results in quality improvement, higher productivity and cost reductions. This leads to a larger difference between cost price and sales price, hence profit. The producer can use this profit to finance his certification costs and invest in his own business. In addition, certification enables producers and buyers to distinguish themselves from conventional actors and make credible claims on the sustainable origin of your products. This creates added value to your products and access to new (sustainable) markets.

### **Trading Bonsucro certified sustainable sugar cane products**

#### **1. What do I have to do in order to be able to trade Bonsucro certified sugar cane?**

All members wishing to trade Bonsucro certified sustainable sugar cane and sugar cane derived products and make a claim on this in the market must:

1. Be a member of Bonsucro
2. Be certified against Bonsucro Standard(s) and Certification System:
  - Growers and millers: Implement the requirements of The Bonsucro Production Standard and contact a Bonsucro approved Certification Body to schedule an audit. Upon successful completion of the audit, the CB will issue a certificate which will allow you to sell your products as "certified sustainable".
  - Supply chain actors: Implement the requirements of The Bonsucro Chain of Custody and contact a Bonsucro approved Certification Body to schedule an audit. Upon successful completion of the audit, the CB will issue a certificate which allows you to trade and trace certified sustainable products.
  - Subcontractors and Service Providers: Subcontractors fall under the responsibility of their contractor. In case you outsource activities to independent third parties (e.g. subcontractors for storage, transport or other outsourced activities), you will have to ensure that the independent third party complies with the intent and requirements of Bonsucro Standard(s) and Certification System.

#### **2. What trading models does Bonsucro support?**

At the moment Bonsucro supports a Mass Balance (MB) methodology for the trading of Bonsucro certified sugar cane and sugar cane derived products. This methodology is an administrative allocation of sustainability claims that allows for the mixing of certified and non-certified product at any stage in the supply chain, as long as the balance between inputs and outputs is maintained.

(For more information check "The Bonsucro Mass Balance Chain of Custody Standard").

In addition to its Mass Balance methodology, Bonsucro is in the process of developing a Segregation and Certificate Trading model as an alternative way to market and claim Bonsucro certified sustainable sugar cane and sugar cane derived products.

- Segregation: This methodology keeps the certified sustainable product flow segregated from non-certified product flows in order to assure that the certified product delivered to the next supply chain actor is fully sustainable and only comes from certified sources. The chain of custody requirements permit the mixing of certified sustainable product from a variety of sources at any stage in the supply chain, as long as these are kept separated from non-certified products.
- Certificate Trading: This methodology is an administrative system that provides tradable (virtual) credits for the production of certified sustainable sugar cane. It allows for the transfer of certified sustainable volume credits from the producer directly to the end user, independent of the physical supply chain (think of Carbon emission trade between countries).

### **3. When can I start trading?**

At the AGM in Puerto Rico, November 9, 10 Bonsucro will officially launch its Certification System. Both the Production Standard and Chain of Custody Standard are ready to be implemented. The first Certification Bodies are being trained by Bonsucro to audit against its Certification System. The first producers are expected to become certified in March 2011. From this moment onwards Bonsucro certified sustainable sugar cane products are available on the market. So, as soon as you are certified you can start trading and making claims and use the label.

### **4. Will Bonsucro sugar cane be traceable back to the individual producer?**

Not at the moment, Bonsucro operates a Mass Balance model for the trading of certified sugar cane and sugar cane products. This model allows for the mixing of certified and non-certified product at any stage in the supply chain, without the preservation of origin. Because this Mass Balance model is an administrative allocation of sustainability claims whereby the balance between inputs and outputs is maintained, you are not able to link or trace a product back to its producing origin. However, you are able to demonstrate your support to sustainable production in general.

Traceability is a continuous process of improvement. That is why Bonsucro has designed the Mass Balance traceability model as an intermediate step towards fully segregated supply chains. Bonsucro believes that making traceability more accessible to industry, and allowing companies to gradually develop towards making all their products sustainable, is what mainstream sustainability is all about and the organisation is working towards this and hopes to have this system operational in 2011.

### **5. How will the price of Bonsucro certified sugar cane be determined?**

The price of Bonsucro certified sugar cane and sugar cane derived products will be determined by the market. Bonsucro certified sugar cane has extra value; it has been produced according to criteria for sustainable production and processing. Bonsucro is not involved in price negotiations.

### **6. Will there be a price premium?**

Not necessarily, this will be a matter for negotiation. However, Bonsucro believes the value of certification to be much more than the payment of a price premium. The agricultural improvements that certification brings to the sugar cane producers often results in quality improvement, higher productivity and cost reductions. This leads to a larger difference between cost price and sales price, hence profit. In addition, certification enables producers to distinguish themselves from conventional growers, a way of facilitating trade and strengthen long-term relationships with their buyers.

## **COMMUNICATION, CLAIMS, LABELLING**

### **1. Will there be a label on the product?**

For consumer products containing a pre-determined percentage of Bonsucro certified sugar cane, it will be possible to display the Bonsucro logo and related claim on the packaging (on-product).

### **2. What are the requirements to claim on-product?**

You are allowed to communicate on-product if you, as a company, are using sugar cane as

1. Single product OR
2. Hidden ingredient of your products and:
  - a. These products only contain sugar made of cane AND/OR
  - b. Sugar cane is in the top 3 of ingredients used in these products

In other cases only off-product communication is allowed.

### **3. What can I claim on-product?**

If you comply with the above mentioned requirements you may claim on-product:

- a. In case the product contains at least 90% of certified sugar cane (segregation):

The sugar in this product is responsibly produced

- b. In case the product contains at least 30% of certified sugar cane (mass balance of segregation): X% of the sugar in this product comes from mixed responsible sources and we are committed to Y% in [year]

#### **4. I am not certified yet, what can I claim?**

If you don't yet buy certified sugar/certificates, but are committed to doing so in the near future and you are a Bonsucro member, you can claim off-product: We are a member of Bonsucro.

#### **5. What can I communicate as a certified producer?**

Bonsucro certified producers can claim off-product: We are a certified member of Bonsucro.

#### **6. Do we have to pay for logo use?**

A fee for logo use consists of two elements:

1. Members will pay a volume based trading fee (to be determined by the Supervisory Board).
2. Members will pay an administration fee for approving member's packaging design, based on actual spent hours.

#### **7. Why are the rules and requirements around communication so strict?**

Guidelines have been developed to protect the value and integrity of the Bonsucro program. Proper use of the Bonsucro logo and claims will benefit both the Bonsucro organisation and its members.

The logo use requirements can soon be downloaded from the website [www.bonsucro.com](http://www.bonsucro.com)

## **Membership**

### **1. What are the main benefits of being a Bonsucro member?**

Being a Bonsucro member gives your organisation the opportunity of integral involvement in setting a global precedent around corporate social responsibility and global sustainability. By being a member you can show your commitment to sustainability in the sugar cane industry to your clients and employees.

Looking for more reasons to become a member?

Please visit [http://www.bonsucro.com/benefits\\_of\\_membership.html](http://www.bonsucro.com/benefits_of_membership.html)

## 2. Who can become a Bonsucro member?

You can become a Bonsucro member if:

- Your company or the company you work for is a sugar retailer, investor, trader, producer end-user (buyer of sugar and sugar derived products) or NGO that is committed to sustainable sugar production by establishing principles and criteria that are applied in the sugar cane growing regions of the world.
- You sign a Code of Conduct.
- You pay a membership fee.

The Code of Conduct and more information about Bonsucro Membership can be downloaded from [www.bonsucro.com](http://www.bonsucro.com)

## 3. How do I apply?

The application process consists of 4 main steps:

1. Completion of the application form and signed the Code of Conduct.
2. Personal contact with a member of the board or Bonsucro executive.
3. The application form is made public for comments.
4. Membership fees need to be paid on time.

For the complete application process, visit: [http://www.bonsucro.com/application\\_process.html](http://www.bonsucro.com/application_process.html)

## 4. What is the membership fee?

Member fees are annual and payable as determined by the Board.

## 5. Which meetings can I attend as a member?

Bonsucro general membership meetings will be open to all Bonsucro members and shall be held at least annually as notified to members by the Bonsucro Executive.

## GOVERNANCE

### 1. What is the governance structure of Bonsucro?

In November 2010, an election took place and members elected a Board. The governance structure is currently being revised and whilst this is occurring the following main principles are in place:

- Bonsucro is an association with paid membership
- The Board consists of a combination of members representing multi-stakeholders
- There are strict, clear and transparent procedures about balanced representation, remuneration, selection of board members, complaints and grievance procedures and the decision making process.

### 2. Who funds Bonsucro?

Bonsucro is funded by members, among who are consumer companies (e.g. Bacardi, Tate & Lyle, Coca Cola, Cadbury Schweppes), commodity traders (e.g. ED & F Man, Cargill), NGOs (e.g. WWF, Solidaridad, Reef Catchments), national and local producers (e.g. UNICA, EID Parry) and oil companies (e.g. Shell, BP, North Sea Petroleum). All members have signed the Code of Conduct.

A full list of members is on [www.bonsucro.com](http://www.bonsucro.com)

Bonsucro also receives funding for specific projects from Packard and Rabobank.