

BONSUCRO SEMINAR

13 June 2011 - 12.00 - 17:00

Hosted by - The Coca-Cola Company

Praia de botafogo, 374 - Botafogo, Rio de Janeiro, RJ

Bonsucro cordially invites you to hear at first-hand from important end-user and producer companies about their sustainability strategies and responsible sourcing policies. This seminar is a unique opportunity to provide you with insight into the business reasons to adopt more sustainable production and processing practices. Managing social and environmental risks is important for growers, processors, traders and food companies owing to regulatory pressures as well as shareholder and consumer expectations.

*THE COCA-COLA COMPANY, DENISE KNIGHT, DIRECTOR OF SUSTAINABLE AGRICULTURE AND
BONSUCRO BOARD DIRECTOR*

Coca-Cola is the world's largest producer of beverages and is the world's largest beverage company with more than 500 brands and 3,500 products, including sparkling beverages, juices and juice drinks and ready to drink teas and coffees. The Coca-Cola Company is in a key position to establish market leadership on sustainability issues and set an example on responsible sourcing.

KRAFT, NEIL LA CROIX, DIRECTOR OF SUSTAINABLE SUPPLY CHAINS

Agriculture is under increasing pressure from demographic trends, competition for land use, climatic changes and water availability among others. As the World's second biggest food company Kraft Foods is developing strategies to ensure long term supply of ingredients through working with farmers associations, NGOs, national and supranational organisations.

PEPSICO, GABRIEL GUZMAN, DIRECTOR OF INTERNATIONAL SWEETENERS

As the World's second largest food and Beverage Company, PepsiCo's Performance with Purpose is aligned with sustainability principles and its sourcing practices are designed to support responsible sourcing initiatives.

UNILEVER, ERNANI WOOD, AMERICAS COMMODITIES MANAGER

Unilever Sustainable Living Plan - Half our raw materials come from farms and forests. For Unilever, sustainable sourcing means meeting the needs of people today without compromising the ability of future generations to meet their needs. In practice this means working closely with our suppliers to help them improve their farming practices and minimise their environmental impacts.

SYNGENTA, ADRIANO BOAS, GLOBAL MARKETING HEAD SUGARCANE

Syngenta is the world's largest agricultural input company, investing more than USD 1billion in R&D to develop breakthrough technologies that will help address the Food Security challenges. We have recently launched an integrated technology that reduces costs and brings simplification and sustainability to sugarcane planting, showcasing our strong commitment to helping farmers grow more from less by increasing yields while efficiently using natural resources.

SGS, VANDA NUNES, MARKET DEVELOPMENT MANAGER

SGS will outline the technical aspects of the Bonsucro Certification System and requirements for certification.

RAÍZEN, DAVI ALENCAR DE ARAÚJO, CORPORATE HSSE MANAGER,

Raízen's commitment to Bonsucro and sustainability.