

Aide memoire

<i>Session</i>	<i>Opening session and setting the scene</i>
<i>Title of presentation</i>	The importance of national government policy for an enabling environment for sustainable agriculture
<i>Name of presenter</i>	Knut Røflo

Abstract

Felleskjøpet Fôrutvikling AS is a **r&D** company and a part of the two Felleskjøpet Co-operatives. Our main objective is product **D**evelopment, often supported by research. The Felleskjøpet cooperatives are a “one stop shop” for the Norwegian farms. One of the most important business segments is production sales and marketing of compound feed. Other business segments are sales of machinery, fertilizer, seeds and crop protection, horticulture as well as milling and baking. Both cooperatives are involved in retail business and do have about 120 stores across Norway, the stores are also popular among consumers not being farmers. Gardening and companion animals are of great importance to Felleskjøpet.

In my presentation, I will emphasize the industry approach regarding supply of soy meal to Norway. Today the feed industry import about 1 million mt of soya meal, for which feed for terrestrial animals accounts for approximately 20%. In 1996 the industry decided to ban GMO soya in Norwegian produced feed to both terrestrial and aquatic animals. Today there is an established supply chain of NON GMO soya from Brazil. The supply scheme enable Brazil to supply NON GMO soy to both Norway and other destinations.

The presentation will also focus on the how industry, government and organizations have worked in order to establish sourcing of NON GMO, zero deforestation soya.

Key considerations

- For Norway, self-sufficiency of grains and flour, meat, egg and dairy products is a political desire.
- A combination of various measures allows a certain preference for domestically produced bread, meat, egg and dairy products. The importance of the relation government- industry- and organizations is crucial.
- Felleskjøpet has a long-term business perspective. To reach a 120-year history would not be possible if sustainable business was recently developed and only sparsely implemented.
- A long-term perspective include short-term commercial success including profit and return on the invested capital.
- Hence, a key consideration is how to find good models for sustainability by being profitable today. Perhaps there are important aspects to discuss here: How can governments stimulate companies to be both profitable and sustainable. Is there a

contradiction? If so, what are efficient measures to apply in order to overcome or diminish those contradictions?

Key discussion points and conclusions

- Sustainability need to include profit.
- A sustainable future call for interaction between government, industry and organizations.
- Emotions manage the food sector. Emotions are contrary to facts and science. This is perhaps the challenge of our time. This is “food for thought”.

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