



FACTSHEET

PAK

2014

## Market Transformation Initiative

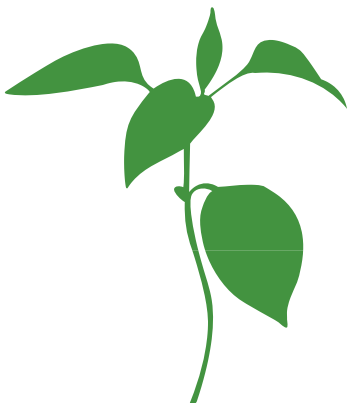
# Pakistan Sugarcane Improvement Programme



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**Donor:** Solidaridad

**Duration:** July 2009 –  
December 2015



Through its Market Transformation Initiative the WWF Network aims to make commodities' cultivation part of a sustainable industry, making their production environmentally friendly, and reducing its impacts on priority ecosystems.

WWF works with major companies and their supply chains to change the way key global commodities are produced, processed, consumed, and financed worldwide. The initiative includes crops with high footprints such as cotton, sugarcane, tuna, timber, etc.

As one of the world's thirstiest crops, sugarcane has a significant impact on the environment. Considering this, WWF-Pakistan launched the Farmer Support Programme (FSP) in collaboration with Solidaridad to introduce and implement several Better Management Practices (BMPs) regarding the application of drought resistant sugarcane varieties, best sowing techniques, improved irrigation practices, soil conditioning techniques, pest management and tillage operations.

The FSP adds value to the sugarcane supply chain by supporting small-scale farmers and farm workers, and preparing them for Bonsucro (Better Sugarcane Initiative) certification. The programme aims to consolidate efforts with existing stakeholders in the sugarcane sector to reach consensus on certifiable and sustainable sugar production. It also supports the implementation of metric indicators developed by Bonsucro for producers and processing companies involved.

### Specific Objectives

1. Approximately 10,000 small and 200 large-scale farmers involved in project activities apply BMPs.

2. Close to 20,000 hectares of sugarcane is brought under BMPs to produce 1,600,000 tons of sustainable sugarcane.
3. Capacity building of farmers and farm workers in the target area regarding Bonsucro Decent Work criteria in the overall sugarcane production system.
4. Uptake and widespread dissemination of Bonsucro production principles and Decent Work criteria, supported by a farmer self-assessment mechanism is facilitated and encouraged.
5. An enabling mechanism is in place for the procurement of Better Sugarcane supported by the local sugar industry creating a local and national enabling environment through public-private partnerships.

## Bonsucro

Bonsucro certification satisfies the purchasing policies of large-scale sugar buyers, seeking suppliers who support fair labour and environmental protection in sugar producing communities. The Bonsucro standards qualify sugarcane biofuel producers, mills and processors under the sustainability targets set by the European Union's Renewable Energy Directive (RED).

## Project Achievements

A sustainable mechanism was also devised to facilitate and encourage uptake and widespread dissemination of BMPs. As a result, in 2013 alone irrigation costs were reduced by 17 per cent, fertilizer costs by 31 per cent, and pesticides usage by 55 per cent, thereby resulting in an increase of 18 per cent in net profit.



## Project Goal

To devise a mechanism in which millers and the established farming communities will work together to improve the sugar supply chain, ultimately leading to financial and economic sustainability and improved livelihoods resources for poor communities.



## Beneficiaries

- 10,000 smallholder farming families (men, women and children).
- 200 large farm holder employers (with more than 20 ha/household).
- 2,000 rural worker families
- 1,000 temporary work families