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MENU

Mars announces new sustainable sourcing goals for beef, pulp and paper, and soy

posted by Martha Harris
in *Procurement*
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Food manufacturer *Mars* has announced three new sustainable policies for its beef, soy, and paper and pulp sourcing in an effort to reduce their effects on global deforestation.

The policies have been produced to meet *a commitment made in the company's March 2014 deforestation policy*, focusing on raw materials which offer the biggest opportunity to reduce Mars' impact on sensitive forest lands.

The company's beef and soy policies highlight Brazil as a key source of both materials, with cattle farming and soy cultivation seen as major threats to the country's Amazonian rainforest.

"Mars is committed to sustainably sourcing the key raw materials that are driving deforestation" said Barry Parkin, chief sustainability officer at Mars. "By setting sustainable standards like these across our supply chain, Mars is working to bring real solutions to the complex problem of deforestation."

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These policies join Mars' existing sustainability commitments to ensure a 100 per cent certified supply chain on cocoa and fish by 2020, and coffee and tea by 2015.

Mars' commitments are:

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Beef:

- 100 per cent of Brazilian beef purchases to be from suppliers who are in compliance with the Brazil Forest Code (by end of 2017)
- To map their beef supply chain to understand where suppliers are obtaining raw material (by mid-2016)
- To only source from suppliers who can demonstrate that beef from the Amazon biome is not associated with primary forest clearance

Soy:

- 100 per cent of Brazilian soy purchases to be from suppliers who are in compliance with the Brazil Forest Code (by end of 2017)
- To only source material from Brazil that has been certified by a third party verification system, such as *Round Table for Responsible Soy* or *ProTerra* (from 2018)

Paper and pulp:

- 100 per cent of virgin pulp and paper-based packaging traceable to at least country of origin (by the end of 2016)
- 100 per cent of pulp and paper-based packaging from certified, verified or recycled sources (by the end of 2020)
- To develop a further target, prioritising high deforestation risk areas, once full supply chain traceability is achieved (by the end of 2016)

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