

# Sustainable Rice Platform (SRP) National Stakeholder Dialogue and Workshop

23 May 2017

Serena Hotel, Islamabad  
Pakistan

*Organized by*

World Wildlife Fund Pakistan  
Sustainable Rice Platform  
HELVETAS Swiss Intercooperation  
Rice Partners Pvt Ltd

*Sponsored by*

Mars Food

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## Introduction

WWF-Pakistan, in cooperation with the Sustainable Rice Platform, HELVETAS Swiss Intercooperation and Mars Food/Rice Partners Ltd, are convening the first Sustainable Rice Platform National Stakeholder Dialogue and Workshop in Islamabad, bringing together high-level stakeholders across the spectrum with the following objectives:

- **Highlight sustainability challenges** in Pakistan's rice sector, at both field and policy levels;
- **Understand the rice policy landscape**, trade and production environment;
- **Share progress and learnings** in implementing rice sustainability solutions in Pakistan through the SDC-funded Water Productivity Project in Pakistan (WAPRO);
- **Develop collaborative multi-stakeholder action plans** for four key areas (best practice implementation, assurance, policy and decent work/gender issues), including an institutional framework for multi-stakeholder action to incentivize adoption of sustainable best practice among Pakistan's rice smallholders.

Registration is free and open to SRP members and non-members. However, space is limited on a first-come, first-served basis. To register, please contact Arif Hamid Makhdom (Email: [amakhdom@wwf.org.pk](mailto:amakhdom@wwf.org.pk))

## Rice in Pakistan- overview and sustainability challenges

Rice carries significant economic importance for Pakistan; it is the nation's second most important food staple after wheat, and is the country's largest export crop (3.8 million MT pa). Rice is grown on an area of 2.5 million hectares, with an annual production of 5.54 million tones. Pakistan has more than 1,000 rice mills. This important crop accounts for 6.7% of the value added in the agricultural sector, and 1.6% of national GDP<sup>4</sup>. Pakistan enjoys a strong competitive advantage in the export sector due to consumer preference in destination markets for aromatic and long grain rice.

Despite its importance to the economy and to food and nutritional security, rice production comes at significant environmental cost. Rice is a thirsty crop; almost a third of the Earth's available fresh water is used for rice production. Excessive and widespread use of chemical fertilizers, herbicides and pesticides have led to significant human health and environmental impacts, including pollution of surface and underground water resources and threats to biodiversity. Rice also contributes up to 10% of the world's anthropogenic GHG emissions. In Pakistan, agriculture is the second highest contributor to GHG emissions (43%), with rice accounting for a large proportion.

At processing level, the majority of Pakistan's rice mills still use old, energy-inefficient machinery, working seasonally for 5 months per year during the paddy season. Machinery is typically outdated; processes are non-automated and operators are often unqualified. Rice processing generates air and noise pollution both on-site and in the surrounding locality, resulting in health hazards to employees and nuisance to local communities. Improper disposal of solid wastes, particularly rice husk and bran, as well as waste water used for soaking the paddy, all carry significant adverse environmental impacts.

This situation demands adoption of improved practices and techniques to promote sustainable rice production and consumption in Pakistan. There is great potential to reduce the environmental footprint of rice production and value chains through promotion of sustainable production practices both on-farm and in rice processing mills. There is also great potential for encouraging greater market demand for sustainably produced rice as leading food brands and rice consumer companies, such as Mars Food, Kellogg's and Ebro increasingly commit to sustainable sourcing of rice. In 2015 Mars Food recently announced its commitment to 100% sourcing of sustainable throughout its value chains by 2020, using the SRP Standard as its basis for compliance.

## Who should attend?

The event will bring together a maximum of 50 senior-level representatives from key stakeholder groups in the rice sector itself as well as the broader sustainability arena, including policymakers, practitioners, supply chain actors, civil society organizations, research institutions and the international development community.

## Preliminary Programme

Tuesday 23 May 2017

Time	Subject	Presenter/ Facilitator
08:30 - 09:00	Registration of participants	
09:00 - 09:10	<b>Welcome address</b>	Mr Hammad Naqi Khan (CEO, WWF-Pakistan)
09:10 - 09:30	<b>Opening remarks (VIP Panel)</b>	Mr Muhammad Abid Javed (Secretary of Agriculture, Ministry of National Food Security and Research) Mr Saeed Ahmad Mangnejo (Secretary of Agriculture, Government of Sindh) James Lomax (Chairman, Sustainable Rice Platform)
09:30 - 10:00	<b>Keynote address</b> Strategic importance and policy challenges for Pakistan's rice sector.	Mr Muhammad Mahmood (Secretary of Agriculture, Government of Punjab)
10:00 - 10:15	<b>Introduction to the Sustainable Rice Platform-</b> a global multi-stakeholder alliance to promote resource efficiency and sustainability in rice value chains.	Wyn Ellis (Coordinator, Sustainable Rice Platform)
10:15 - 10:45	<b>Coffee Break</b>	
10:45 - 11:00	<b>Overview of Pakistan's rice sector</b>	Arif H. Makhdum (Director, SFAP WWF-Pakistan)
11:00 - 12:00	<b>Panel discussion: Case studies in Pakistan's rice sector</b> <b>Panelists:</b> - Sustainability solutions for Pakistan's rice sector: The Water Productivity Project in Pakistan (WAPRO) - Reducing impacts of rice production: A private sector role - Key challenges in rice: A farmer's perspective - Sustainable rice: Role of the international development community	Moderator: TBD (HELVETAS Swiss Intercooperation) Dr. Riaz Mann (Rice Partners Ltd) (Rice grower) TBD
12:00 - 13:00	<b>Lunch Break</b>	
13:00 - 15:00	<b>Group work-Thematic Sessions</b>	
13:00 - 13:10	<b>Group Formation and Briefing</b> Participants will be divided into five thematic groups for development of practical recommendations for action.	Moderator: Wyn Ellis, SRP
13:10 - 15:00	<b>Theme-I: Challenges in field implementation of best practices</b> Identify key challenges and opportunities in implementing climate-smart best practices by rice smallholders.	Moderator: Arif H. Makhdum/Asad Imran, WWF-Pakistan
	<b>Theme-II: Supply chain assurance</b> What are the needs of (a) the export market and (b) domestic rice supply	Moderator: Luc Beerens, Mars Food

	chains, for supply chain assurance schemes?	
	<b>Theme-III: Policy issues</b> Identify key policy challenges; how can policy levers incentivize and finance wide-scale adoption of climate-smart best practice in Pakistan?	Moderator: Bilal Qureshi Manager, Program Development, WWF-Pakistan / Sami Rana
	<b>Theme-IV: Decent work and gender</b> Identify 'decent work' and gender issues in rice production, including trade-offs in technology adoption; propose action points to enhance gender equality and working conditions in the rice sector.	Moderator: Liaqat Ali Khan/Muhammad Abubakar
	<b>Theme-V: Collaborative multi-stakeholder action</b> Identify opportunities for collaborative action in Pakistan (public-private-civil-society-research) (a) at farm level, to upscale farmer outreach; and (b) at policy level, to incentivize adoption of sustainable best practice to support national climate change mitigation targets, conserve water and provide decent work for rice farming communities.	Moderator: Mehreen/Masood Akhtar
15:00 - 15:15	<b>Coffee Break</b>	
15:15 - 16:00	<b>Group presentations</b>	Moderator TBD
16:00 - 16:30	Questions and discussion	
16:30 - 16:45	<b>Conclusions and recommendations</b> Next steps: Building SRP in Pakistan to support national objectives.	Wyn Ellis SRP Coordinator
17:00	<b>Close / Vote of thanks</b>	Arif H. Makhadm Director SFAP WWF-Pakistan

### **The Sustainable Rice Platform**

The Sustainable Rice Platform is a global multi-stakeholder alliance co-convened by UN Environment and the International Rice Research Institute, with 70 institutional members including public and private sector agencies, supply chain actors and service providers, research institutions, international agencies and civil society organizations. SRP promotes resource use efficiency, improved smallholder livelihoods and climate change resilience in rice systems, and in 2015 launched the world's first Standard for Sustainable Rice Cultivation, together with a set of performance indicators to evaluate impact.

SRP and its members work towards market transformation through development of a private sector assurance scheme, as well as by engaging at policy level to boost wide-scale adoption of climate-smart sustainable best practice throughout rice value chains. The alliance's programmes are closely aligned with the UN Sustainable Development Goals, especially SDG 2 (Zero Hunger); SDG 8 (Decent work and economic growth); SDG 12 Responsible Consumption and Production; and SDG 13 (Climate Action).

SRP's goal is to minimize environmental impacts of rice production and consumption, whilst enhancing smallholder incomes and contributing to food security. By 2021 the Sustainable Rice Platform hopes to drive adoption of sustainable best practice by over 1 million rice smallholders.

Given the many actors participating in rice value chains, an integrated approach is essential to promote sustainable consumption and production. SRP therefore focuses on enhancing capacities to adopt sustainable practices at the farm as well as downstream, aiming to galvanize market push-pull mechanisms to stimulate supply and demand of sustainably produced rice. The ultimate aim is to create a sustainable rice supply chain that contributes to the economy and also to social and environmental sustainability.

### **WWF-Pakistan**

WWF-Pakistan is a member of the WWF International Network, one of the world's largest and most experienced independent conservation organizations, with almost four million supporters, 6,200 staff members and a global network active in more than 100 countries. WWF-Pakistan works from its HQ in Lahore, with 20 offices nationwide and a team of close to 250 staff. WWF-Pakistan carries out conservation work according to the Global Programme Framework, including biodiversity and human footprint meta-goals, and currently implements approximately 30 projects in the field. WWF-Pakistan is a full member of the Sustainable Rice Platform and is represented on the organization's Advisory Committee.

### **HELVETAS Swiss Intercooperation**

HELVETAS is a development organization based in Switzerland, with a vision of a just world in which all men and women determine the course of their lives in dignity and security, using environmental resources in a sustainable manner. Organizationally, HELVETAS operates as an international network of independent affiliate member organizations working in the field of development cooperation and emergency response. The HELVETAS network builds upon six decades of development experience. With 1400 collaborators, it is engaged in more than 30 countries. The affiliated members share a common



vision and mission and subscribe to common working principles and policies. The members implement joint development programmes and adhere to a common strategy including defined working approaches and thematic areas of intervention.

### **Mars Food**

Headquartered in Brussels, Belgium, Mars Food is a fast-growing global business dedicated to providing better food today and a better world tomorrow. We seek to make everyday meals tastier, healthier and easier and to serve more communities responsibly. Our 12 leading food brands are available in more than 28 countries, and include the following brands: UNCLE BEN'S®, DOLMIO®, MASTERFOODS®, MIRACOLI®, SUZI WAN®, KAN TONG®, SEEDS OF CHANGE®, ROYCO®, EBLY®, ABU SIOUF®, RARIS® and PAMESELLO®.

MARS Food works with HELVETAS, the Sustainable Rice Platform, and Rice Partners Ltd in the implementation of the SDC-funded Water Productivity Project in Pakistan and is represented on the Advisory Committee of the Sustainable Rice Platform.

### **Better Grain / Rice Partners Pvt Ltd**

Better Grain/Rice Partners Ltd works with users of agricultural inputs to build and operate sustainable supply chains. Its operations focus mainly on increasing farmer livelihoods, women in agriculture, improving water efficiency, technology in agriculture and ensuring food safety. RPL is a key implementing partner in the SDC-funded Water-Productivity Project in Pakistan.

### **Contact/registration:**

Arif Hamid Makhdum

WWF-Pakistan

Email: [amakhdum@wwf.org.pk](mailto:amakhdum@wwf.org.pk)

**Registration Form**  
Sustainable Rice Platform National Dialogue and Workshop  
23 May 2017  
Venue: Serena Hotel, Islamabad, Pakistan

**Organization**

Organization	
Country	
Website	

**Participant**

Full name	
Job Title	
Email address	

**Interests**

Areas of interests	What types of training does your organization require?
Expected outputs	What do you hope to achieve in attending this workshop?
Possible contributions	What can you contribute to this activity (e.g. presentation on implementation results, key findings, materials, etc.)

For further queries regarding the workshop or to confirm your participation, kindly submit your completed registration form to Arif Hamid Makhdum (Email: [amakhdum@wwf.org.pk](mailto:amakhdum@wwf.org.pk)) by 15 May 2017.

To learn more about the Sustainable Rice Platform and membership opportunities, please visit [www.sustainablerice.org](http://www.sustainablerice.org) or contact Wyn Ellis, SRP Coordinator at [Secretariat@sustainablerice.org](mailto:Secretariat@sustainablerice.org)

Thank you and we're looking forward to seeing you in Islamabad!