

Evidences

Study #3960

Contributing Projects:

- P611 - Restoration of deforested/degraded areas in Colombia, Peru, Haiti and El Salvador

Part I: Public communications

Type: OICR: Outcome Impact Case Report

Status: On-going

Year: 2020

Title: WLE/Alliance leadership of a multi-stakeholder platform secretariat prompted dairy giants to join the zero-deforestation movement in Colombia

Short outcome/impact statement:

The Alliance was asked to lead the multi-stakeholder platform technical Secretariat for Colombia's zero-deforestation dairy value chain agreement. Alliance staff and partners went on an outreach blitz to encourage the sector's big players to sign the agreement. With active engagement and support provided by the Secretariat, Alpina, a large corporation, and Asoleche, the national association of milk processors, signed the agreement within a year.

Outcome story for communications use:

Enlisting the dairy industry to end Colombia's deforestation crisis

Colombia has seen rapidly increasing deforestation, especially in areas of the Amazon rainforest. This deforestation has had a profound ecological impact on this, the world's second most biologically diverse country, which has forest covering more than half of its territory and provides a home for 10% of the world's species. However, a big step against this trend has been facilitated by the CGIAR Program on Water Land and Ecosystems (WLE) and Alliance of Bioversity International and the International Center for Tropical Agriculture (CIAT), who have persuaded two giants of Colombia's dairy industry to join the country's zero-deforestation movement.

The dairy company Alpina and the national association of milk processors Asoleche have signed the landmark "zero-deforestation dairy value chain agreement" after an outreach blitz by WLE/Alliance staff and partners.

This successful campaign involved active engagement with the Colombian Ministry of Environment and Sustainable Development under the Sustainable Land Use Systems Project, with support from the multi-stakeholder platform Secretariat – which the Ministry invited WLE/Alliance to manage.

While the beef and dairy sector is one of Colombia's largest employers, it has traditionally also been a major contributor to deforestation. In 2019, the government aimed to change that when it signed the zero-deforestation agreement with companies in the sector. Initially, the agreement had very few major dairy sector signatories. Alpina in particular was hesitant to sign when first approached, unsure of what impact such a commitment may have on its supply chain operations. However, after the Secretariat explained the connection between the dairy supply chain and deforestation and Alpina's potential role in the zero-deforestation movement, Alpina agreed.

Alpina's involvement, in turn, contributed to Asoleche's decision to join the movement. The producer association's signature was of particular importance to the zero-deforestation movement. Asoleche has 28 affiliates producing about 1.5 million liters of raw milk annually. Working with Asoleche will enable the Secretariat to reach out to all association members, potentially bringing more players into action.

Contacting smaller producers through Asoleche has already proven productive. The Secretariat prompted dairy companies in the Department of Caquetá, which has one of the highest rates of deforestation in Colombia, to sign the agreement in March 2021.

The commitment by Alpina and Asoleche and many other signatories to the zero-deforestation dairy value chain agreement will support Colombia's efforts to reduce deforestation and greenhouse gas emissions by 50% by 2050.

Links to any communications materials relating to this outcome: <Not Defined>

Part II: CGIAR system level reporting

Link to Common Results Reporting Indicator of Policies : Yes

Policies contribution:

- 675 - Zero deforestation agreement in Colombia (<https://tinyurl.com/2pj4uhhu>)

Stage of maturity of change reported: Stage 1

Links to the Strategic Results Framework:

Sub-IDs:

- Reduced net greenhouse gas emissions from agriculture, forests and other forms of land-use (Mitigation and adaptation achieved)

Is this OICR linked to some SRF 2022/2030 target?: Too early to say

Description of activity / study: <Not Defined>

Geographic scope:

- National

Country(ies):

- Colombia

Comments: <Not Defined>

Key Contributors:

Contributing CRPs/Platforms:

- WLE - Water, Land and Ecosystems

Contributing Flagships:

- F1: Restoring Degraded Landscapes (RDL)

Contributing Regional programs: <Not Defined>

Contributing external partners:

- TFA 2020 - Tropical Forest Alliance 2020
- Alpina
- CIPAV - Centro para la Investigacion en sistemas sostenibles de produccion agropecuaria
- FEDEGAN - Fondo Nacional del Ganado
- Asoleche - Asociación Colombiana de Procesadores de la Leche
- Ministry of Agriculture and Rural development
- MADS - Ministerio de Ambiente y Desarrollo Sostenible (Colombia)
- BMU - Bundesministerium für Umwelt, Naturschutz, Bau und Reaktorsicherheit / Federal Ministry

for the Environment, Nature Conservation and Nuclear Safety

CGIAR innovation(s) or findings that have resulted in this outcome or impact:

No

Innovations: <Not Defined>

Elaboration of Outcome/Impact Statement:

Colombia is committed to achieving zero deforestation by clearing trees to make way for pastures. In 2019, a public–private agreement (Acuerdo de voluntades de actores público–privados) was signed between the Government of Colombia and the dairy industry, aimed at ending deforestation and destruction of the high plateau (páramos) (1, 2).

The beef and dairy sectors have traditionally been a major contributor to deforestation (3). However, as a result of the efforts of WLE/Alliance and its partners, 2020 saw a milestone in the efforts to reduce deforestation: Alpina, one of the largest dairy firms, signed the zero-deforestation dairy value chain agreement (4, 5, 6). Asoleche, the national association of milk processors, also signed the landmark pact (7).

This outcome resulted from the efforts of WLE/Alliance staff to build trust with local partners. Engaging with the Colombian Ministry of Environment and Sustainable Development under the Sustainable Land Use Systems Project was critical to success (8). The Ministry invited WLE/Alliance to lead the technical Secretariat of the multi-stakeholder platform (9). The Secretariat supported generation of operational guidelines (10) and the action plan (11) of the agreement that enable private actors to fulfill the agreed commitments to achieve a supply chain free from damage to natural ecosystems.

Previously, the signatories to the agreement included very few major dairy sector actors. WLE/Alliance supported the formulation of technical protocols for assessing zero deforestation and campaigned to reach out to the big dairy industry players, including Alpina, to encourage them to sign the agreement. At first, Alpina was hesitant to commit to the accord, noting that it did not know the implication of such a commitment to its supply chain operations. The Secretariat offered to help Alpina understand the connection between its supply chain and deforestation (or its absence) and its role in the zero-deforestation movement. A year later, both Alpina and, at its urging, Asoleche signed the accord (12). Alpina collects milk from about 3,500 farmers producing 1.1 million liters daily (13); Asoleche has 28 affiliates producing about 1.5 million liters of raw milk annually (14).

Asoleche's signing of the agreement could be a game-changer for the zero-deforestation movement in Colombia: It will enable the Secretariat to reach out to Asoleche members, potentially bringing more players into the movement (15). The Secretariat has convinced dairy companies in the Department of Caquetá, which has one of the highest rates of deforestation in Colombia, to sign the agreement in March 2021 (16).

References cited:

Evidence: journal articles, reports, emails, media coverage etc.:

1. Announcement on meat and milk chains signing zero-deforestation agreements that will protect forests and páramos in Colombia:

<https://www.minambiente.gov.co/index.php/noticias/4292-cadenas-de-carne-y-leche-firman-acuerdo-s-de-cero-deforestacion-que-protegeran-bosques-y-paramos-en-colombia>

2. Signed agreement between the Government of Colombia and the dairy supply chain companies:

https://www.minambiente.gov.co/images/BosquesBiodiversidadyServiciosEcosistemicos/pdf/Acuuerdo_cero_deforestacion/Acuuerdo_Leche_Cero_Deforestacion_y_p%C3%A1ramos_-_May6.pdf

González, J. J.; Etter, A. A.; Sarmiento, A. H.; Orrego, S. A.; Ramírez, C.; Cabrera, E.; Vargas, D.; Galindo, G.; García, M. C.; Ordoñez,

3. M. F. 2011. Análisis de tendencias y patrones espaciales de deforestación en Colombia. Bogotá, Colombia: Instituto de Hidrología, Meteorología y Estudios Ambientales. 64 p.

<http://www.ideam.gov.co/documents/11769/44688974/Analisis+de+tendencias+y+patrones+espaciales+de+deforestacion+en+Colombia/06030c14-c433-485a-8541-8367e78038aa?version=1.0>

4. External blog published by Alpina:

<https://www.alpina.com/corporativo/somos-alpina/noticias/por-un-mundo-delicioso-los-compromisos-de-alpina-por-ser-cada-vez-mas-sostenible>

5. External blog citing the collaboration of the Alliance with Alpina in relation to the latter's signing of the agreement: <https://noticiascolombianas.blogspot.com/2020/07/alpina-firma-el-acuerdo-cero.html>

6. Retweet by Alpina of a post by the Alliance welcoming the company's announcement that it signed the agreement: https://twitter.com/BioIntCIAT_esp/status/1286783211255865345

7. Retweet by Asoleche of a post by the Alliance welcoming the association's announcement that it signed the agreement: https://twitter.com/BioIntCIAT_esp/status/1286783070071390209

8. Alliance blog post on the SLUS Project:

<https://blog.ciat.cgiar.org/sustainable-land-use-systems-a-way-to-help-achieve-colombias-climate-change-mitigation-and-peacebuilding-goals>

9. Invitation from the Ministry of Environment and Sustainable Development to lead the technical Secretariat: <https://drive.google.com/file/d/164OxFn5k2zk1buWj9pC147T6QnJfWHLR>

10. Government structure and internal regulations for the zero-deforestation agreement: https://drive.google.com/file/d/1pSs2JvTW9TE_ct9IKk2Iv5OHQRt8bVUI

11. Action plan for the zero-deforestation agreement:

https://drive.google.com/file/d/1eoxfM61uVB1JhZppLf_OWtKbT7EWNBg6

12. Minutes from the zero-deforestation agreement plenary meeting – approval of binding to the Alpina and Asoleche agreement:

https://drive.google.com/file/d/1eoxfM61uVB1JhZppLf_OWtKbT7EWNBg6

13. Alpina Sustainability Report 2019:

<https://sostenibilidadalpina2019.com/03-ganaderos-agricultores-y-proveedores>

14. Asoleche website: <https://asoleche.org/acerca>

15. Tweet by Asoleche inviting its members to sign the agreement:

<https://twitter.com/asoleche/status/1319663084861067264>

16. Proceedings of workshop with dairy industries in Caquetá, Colombia:

<https://drive.google.com/file/d/1VzD0R-ecWQnnhSqXJyrodAGy87G-tip>

Promotional products: blogs, outreach materials (cannot be used as evidence but useful for promotion):

- Meat and milk chains sign zero deforestation agreements that will protect forests and páramos in

Colombia. Minambiente [in Spanish].

<https://www.minambiente.gov.co/index.php/noticias/4292-cadenas-de-carne-y-leche-firman-acuerdo-s-de-cero-deforestacion-que-protegeran-bosques-y-paramos-en-colombia>

- For a delicious world: Alpina's commitments to be increasingly sustainable. Alpina [in Spanish].

<https://www.alpina.com/corporativo/somos-alpina/noticias/por-un-mundo-delicioso-los-compromiso-s-de-alpina-por-ser-cada-vez-mas-sostenible>

- Ranchers sign agreements to curb deforestation in Colombia. Semana [in Spanish].

<https://www.semana.com/impacto/articulo/gremios-y-empresas-ganaderas-de-colombia-firman-acuerdos-para-no-deforestar-los-bosques/47417>

- MinAmbiente and Fedegán signed zero deforestation agreement for the meat and dairy sector.

Presidencia de la República [in Spanish].

<https://id.presidencia.gov.co/Paginas/prensa/2019/MinAmbiente-y-Fedegan-firmaron-acuerdo-de-cero-deforestacion-para-el-sector-carnico-y-de-lacteos-191101.aspx>

Quantification: <Not Defined>

Gender, Youth, Capacity Development and Climate Change:

Gender relevance: N/A - Not applicable

Youth relevance: N/A - Not applicable

CapDev relevance: N/A - Not applicable

Climate Change relevance: 2 - Principal

Describe main achievements with specific **Climate Change** relevance: This outcome contributes to the achievement of new Colombian

Nationally Determined Contributions (NDCs) that target a reduction of greenhouse gas emissions by 50% by 2030, which includes reduction of emissions from deforestation (1).

Other cross-cutting dimensions: <Not Defined>

Other cross-cutting dimensions description: <Not Defined>

Outcome Impact Case Report link: [Study #3960](#)

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