

20 May 2025



How can the transition to **sustainable agribusiness** be accelerated by adopting climate-smart and environmentally responsible practices from both the EU and Ghana?

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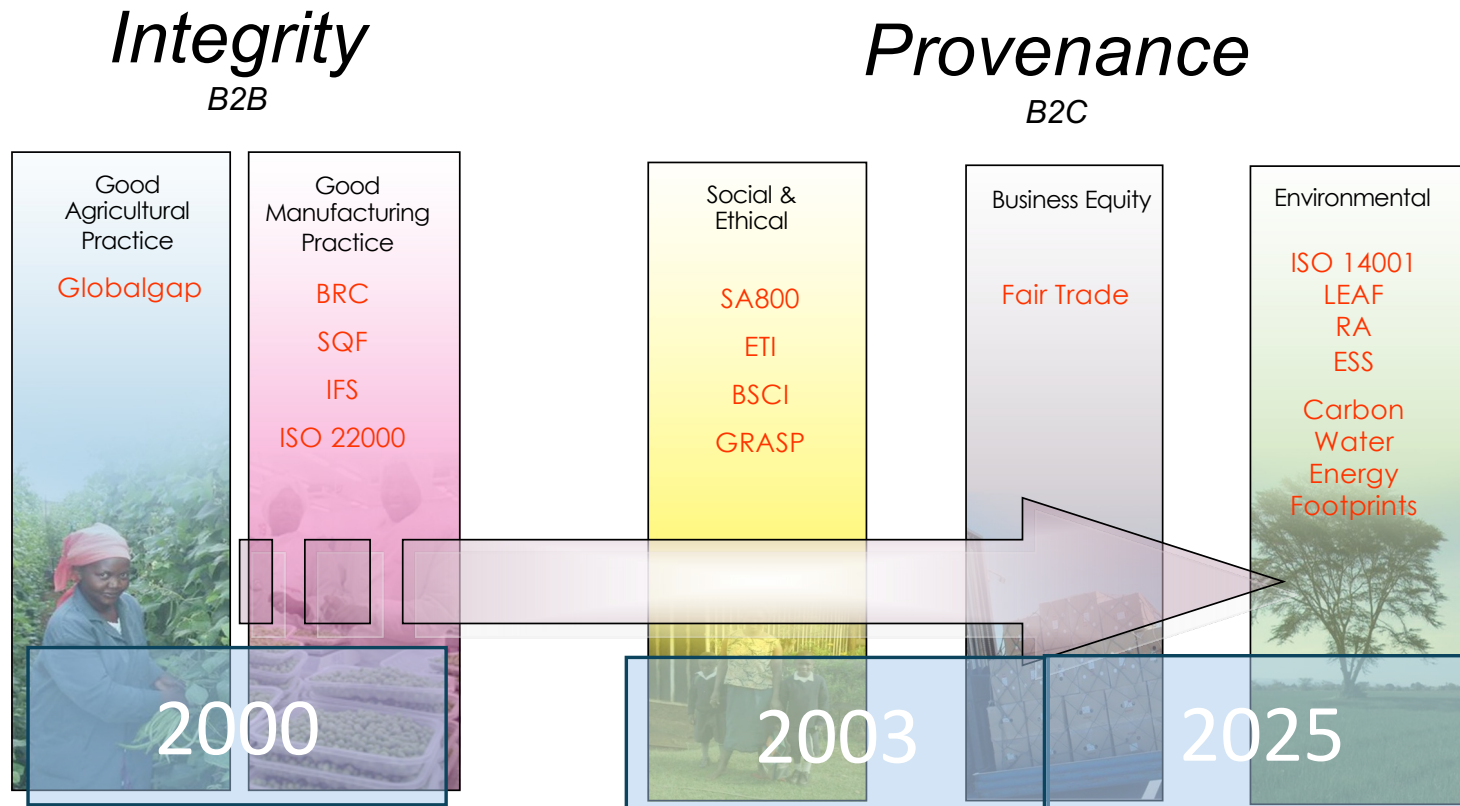
## The role of regulations & standards



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# 25 years of industry standards

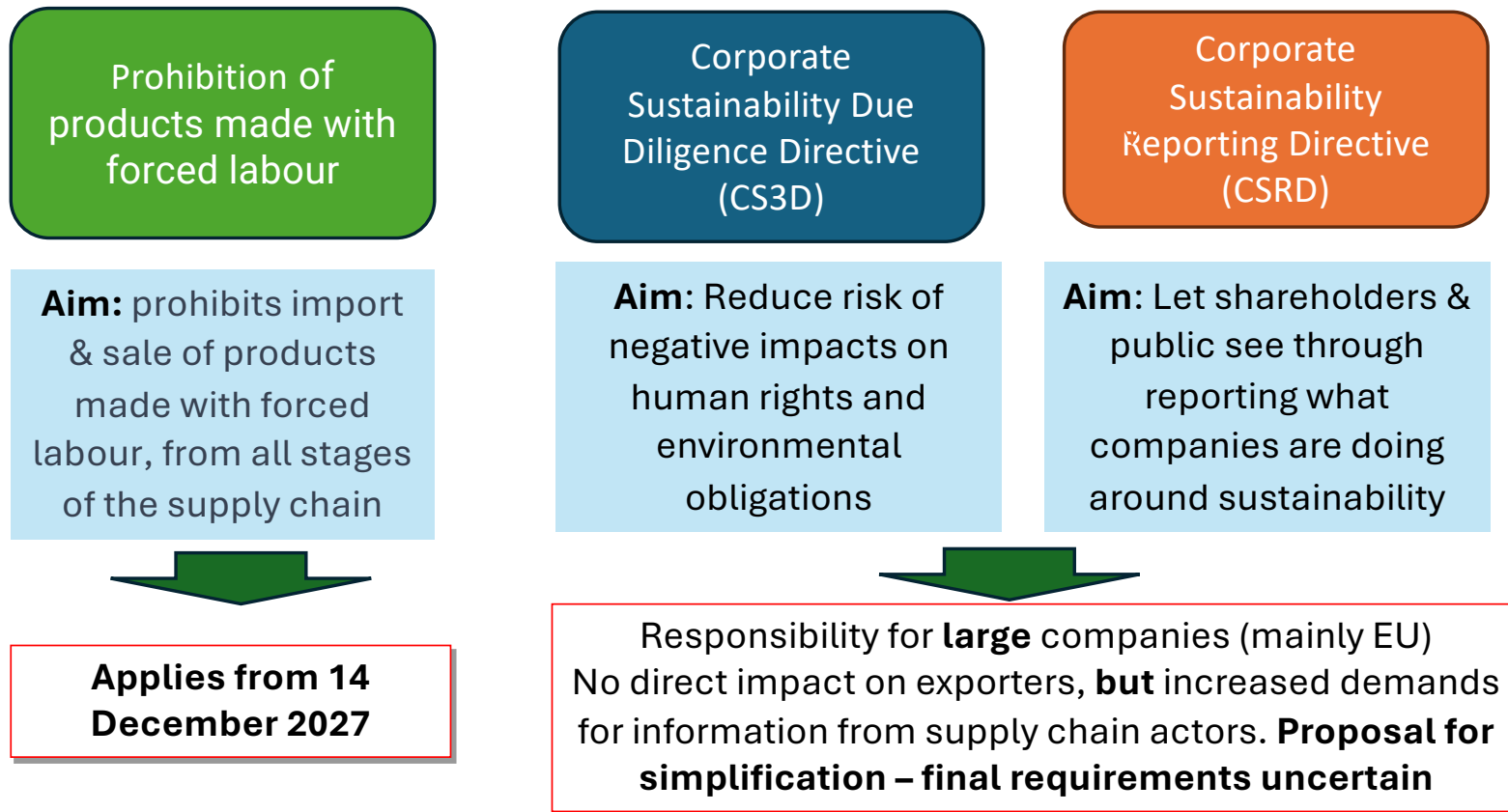
Driving food safety and sustainability



More than 300 sustainability standards + retailer private label schemes

# Evolving Regulatory Landscape

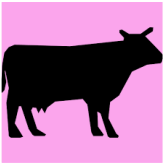
## EU Vision for Agriculture



# Evolving Regulatory Landscape

## EU Deforestation Regulation – applies from 30.12.2025

### Cattle



### Cocoa



### Coffee



No deforestation must have taken place after 31 December 2020  
on land on which commodities produced

### Information required from suppliers:

- geolocation of the plot of land where the products were grown using digital applications
- date/time range of production
- produced in line with the relevant laws of the country of production



EU Deforestation Regulation: publications and  
resources - AGRINFO Platform

### Soya



### Palm oil



### Rubber



### Wood



# Prerequisites to access markets

## Increasing Demand for Sustainability Information

- Sustainability is increasingly part of consumers purchasing decisions (but are they willing to cover the additional costs...)
- Investors & banks increasingly make sustainability requirements a condition to access finance
- Certification schemes are become more demanding, particularly in terms of environmental metrics
- Policymakers are bringing sustainability in scope of legislation
- Retailers and food companies set targets and demand sustainability information from their suppliers, over and above social and environmental certification

***All actors in the supply chain must be viable and competitive for it to be sustainable. If demands are not economically viable, they are not sustainable!***



Thank you

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