



## SMART backers

SMART was developed by sustainability experts at FiBL. The tool is continually adjusted to the latest scientific findings and refined in line with FAO-SAFA criteria.

SMART's independence from commercial interests is ensured by a Stakeholder Board. The Board comprises representatives of United Nations bodies, universities and FiBL.

The limited liability company Sustainable Food Systems Society GmbH has been founded in order to provide SMART as a service to companies. The Sustainable Food Systems Society GmbH owns SMART. Its founders are FiBL Switzerland, FiBL Germany and FiBL Austria.

## Contact

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## SMART sustainability assessment:

credible, transparent,  
 comparable

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## SMART – a paradigm shift in sustainability assessment

Current usage of the term ‘sustainability’ is inflationary and lacks uniformity. Companies and associations are finding it difficult to assess their sustainability performance in a comparable manner. As a result, confusion is rife among consumers and other purchasers, who find themselves unable to judge how sustainable a given agriculture commodity or food product really is.

**SMART** – Sustainability Monitoring and Assessment RouTine – resolves this dilemma. The tool developed by FiBL makes it possible to record and evaluate the sustainability performance of food companies and agricultural producers.

**SMART** builds upon the SAFA Guidelines first published in 2012 by FAO, the Food and Agriculture Organization of the United Nations. SAFA stands for Sustainability Assessment of Food and Agriculture Systems.

Companies and associations that have already participated in the SMART pilot project include:

**Allos:** Producer of cereals, honey, snacks and spreads to artisanal quality, amaranth specialist in Germany.

## SMART works

**SMART** is not a new label. It is rather a tool which companies can use to assess their sustainability performance in accordance with the FAO-SAFA Guidelines.

We offer our clients two options:

### 1. Full SMART analysis of a company

A **SMART** company analysis is performed by FiBL experts following a clearly defined six-stage procedure. This can integrate the findings of existing analyses such as carbon footprint calculations, life-cycle assessments (LCAs) and social audits.

### 2. SMART supplier monitoring

**SMART** supplier monitoring for agricultural enterprises involves measuring up to 200 indicators. The time needed on-farm to apply the SMART Farm Tool ranges from one to three hours.

**Pico Bio:** Organic wholesaler near Zurich, Switzerland, offering full range for retailers and caterers.

**Citrex:** Located in Mexico, producer of sustainable tropical fruit and finished products.

## SMART benefits

**Credibility:** SMART permits sustainability reporting consistent with the international FAO-SAFA Guidelines.

**Corporate development:** SMART delivers comprehensive information for optimising a company’s operations.

**Image:** SMART helps a company assert its credentials in sustainability reporting as an environmental frontrunner.

**Competitiveness:** SMART establishes a common frame of reference among companies, thus not only revealing where a company has a competitive edge, but also where scope for optimisation remains.

**Holistic perspective:** SMART gives a full picture of the scope of influence of a company (including raw material production) by identifying hotspots.

Examples of supplier analyses using the SMART Farm Tool:

Milk producers supplying **Miba**, the dairy association of Basel, Switzerland, representative and buyer for 2000 dairy farmers.

Apple producers supplying **Fenaco**, Switzerland’s largest agricultural cooperative.