



美国可持续大豆厂商宣传参考资料

SUSTAINABLE U. S. SOY / USER'S PROMOTION KIT

网站完整版样本



用于客户网站的版本样本

在（插入公司名称），我们一直非常严肃地承担可持续发展的企业社会责任。对我们而言，可持续发展不仅仅是一个趋势或流行词，它是我们所知道的减少环境和社会负面影响的最佳方式。换句话说，它有益于我们每一个人！

最近，（公司名称）进一步向各位客户承诺，我们确保所采购的是可持续性的产品和原材料。原材料中就包括已获得认证的可持续的大豆。

但是，我们如何才能证明我们采购的大豆是可持续的？

美国大豆产业已为此创立了一种认证方法。美国大豆可持续保障计划（SSAP）提供了第三方的可持续性认证，它有助于企业满足并书面证明其对可持续性的需求。

美国大豆出口协会（USSEC）和行业合作伙伴共同促成了美国大豆可持续保障计划的制定和实施，同时也创建了基于美国水土保持法和超过 275,000 个美国大豆农场最佳实践的可持续第三方认证体系，以证明其满足了对可持续性的要求。

美国大豆可持续保障计划（SSAP）增加了美国大豆种植的透明性，主要集中在四个关键指导原则：生物多样性；生产方式；公共和劳动卫生福利控制措施及法规和生产方式的不断改进；环境保护控制措施和法规。

自美国大豆可持续保障计划（SSAP）三年前创建以来，近 400 万吨美国大豆已得到认证并有世界各地的买家所购买。这项活动有助于保持国际市场的开放，同时给整个大豆价值链提供了财务收益。另外，美国大豆可持续保障计划（SSAP）已被欧洲饲料生产商联合会（FEFAC）认可，通过独立的国际贸易中心（ITC）特定的基准管理工具，定为其大豆产品采购指南的基本标准。

我们知道，要在养活 90 多亿人口的同时又不牺牲子孙后代的资源，可持续农业是必不可少的。对美国大豆农民而言，不断改进可持续性的耕作方式不仅仅是一个持续 80 年努力的成果，而是他们对既要养活不断增长的人口又要最大限度地减少环境影响的愿景。自 1980 年以来，美国农民在提高产量 96% 的同时减少了 8% 的能源的使用。大豆单产的提高和翻耕的减少有助于大幅减少温室气体排放量，自 1980 年以来，每生产 1,000 公斤大豆，温室气体排放量从 200 吨减少到 100 吨。

可持续性的美国大豆不仅是对一个对环境负责的选择，也是精明的财务选择。通过提供优质的、经过认证的可持续产品，美国大豆保持了国际市场的开放度，增加了企业的合作和商业活动开展。

简而言之，（公司名称）与美国大豆农民一道，致力于确保我们采购的大豆能满足消费者对可持续方式生产出来的产品日益增长的需求，大豆是以一种有助于提高生产力又同时能减少温室气体排放的方式种植的。美国大豆产业对可持续性的承诺意味着我们可以向您保证，经认证的、安全和健康的美国大豆的供应是可靠的、一致的、长期的、可持续的。

网站简约版样本



用于客户网站的版本样本

（公司名称）我们一直非常严肃地承担可持续发展的企业责任。最近，我们进一步向各位客户承诺，我们确保所采购原料是美国大豆产业提供的经认证的、可持续性的大豆产品。美国大豆可持续保障计划（SSAP）提供第三方可持续性认证，这有助于企业满足并书面证明其对可持续性的需求。美国大豆出口协会（USSEC）和行业合作伙伴共同促成了美国大豆可持续保障计划的制定和实施，同时也创建了基于美国水土保持法和超过 275,000 个美国大豆农场最佳实践的可持续性第三方认证体系，以证明满足了其对可持续性的要求。

新闻稿样本



媒体发布的新闻稿样本

(公司名称) 宣布购买经认证的可持续的美国大豆

圣路易斯 (2016 年 3 月 29 日) - (公司名称) 首席执行官 (姓名) 今天宣布, 该公司将增加经认证的可持续美国大豆的采购量。

“(公司名称) 一直坚定地致力于环境改善,” 史密斯说。 “购买认证的可持续的美国大豆进一步巩固我们的承诺, 为我们的客户和最终用户提供他们需要的安全和健康的产品。”

美国大豆产业通过美国大豆可持续保障计划 (SSAP) 来满足商业需求和书面证明可持续的需要。美国大豆出口协会 (USSEC) 和行业合作伙伴共同促成了美国大豆可持续保障计划的制定与实施, 同时也创建了基于美国水土保持法和超过 275,000 个美国大豆农场最佳实践的可持续第三方认证体系, 以证明其满足了对可持续性的要求。

美国大豆可持续保障计划 (SSAP) 增加了美国大豆种植的透明性, 主要集中在四个关键指导原则, 包括生物多样性; 生产方式; 公共和劳动卫生福利控制措施及法规和生产方式的不断改进和环境保护控制措施和规定。

自美国大豆可持续保障计划 (SSAP) 三年前创建以来, 近 400 万吨美国大豆已得到认证并由世界各地的买家所购买。这项活动有助于保持国际市场的开放, 同时给整个大豆价值链提供了财务收益。美国大豆可持续保障计划 (SSAP) 已被欧洲饲料生产商联合会 (FEFAC) 认可, 通过独立的国际贸易中心 (ITC) 特定的基准管理工具, 定为其大豆产品采购指南的基本标准。

“采购认证的可持续的大豆对我们来说是有意义的。这不仅是一个社会责任的选择, 也是精明的财政决策,” (姓名) 说。 “(公司名称) 以参与减少对我们地球环境的影响和对我们人类社会的影响而感到自豪。

欲知更多详细信息, 请联系 (姓名)。

SAMPLE WEBITE COPY(LONG)



SAMPLE COPY FOR USE ON A CUSTOMER WEBSITE

Here at (insert company name), we've always taken our corporate responsibility to sustainability very seriously.

Sustainability is more than a trend or a buzzword to us—it's the best way we know to reduce environmental and social impacts on our planet and its people. In other words, it's good for all of us!

(Company name) has recently furthered its commitment to our customers' needs by ensuring that we are purchasing sustainable products and raw materials. One of these raw materials is certified, sustainable soy.

But how can we certify that the soy that we source is sustainable?

The U.S. Soy industry has developed a way to do just that. The U.S. Soy Sustainability Assurance Protocol (SSAP) provides third-party sustainability verification that helps businesses meet and document sustainability demand.

The U.S. Soybean Export Council (USSEC) and its industry partners developed the SSAP to create a third-party sustainability certification based on U.S. conservation laws and best practices of more than 275,000 U.S. soybean farms and help demonstrate that sustainability demands are being met.

The SSAP increases transparency about how U.S. Soy is grown and focuses on four key directives: biodiversity; production practices; public and labor health and welfare control measures and regulations and continuous improvement of production practices; and environmental protection control measures and regulations.

Since the SSAP was formed three years ago, nearly 4 million metric tons of U.S. soybeans have been certified and purchased by buyers around the world. This activity helps keep international markets open while providing financial benefits across the soy value chain. Plus, the SSAP has been positively benchmarked against the European Feed Manufacturers' Federation's (FEFAC) Soy Sourcing Guidelines through the independent International Trade Centre (ITC) customized benchmarking tool.

We know that sustainable agriculture is imperative to feed more than 9 billion people without compromising the resources of future generations. For U.S. soybean farmers, continuously improving upon sustainable practices is not just an 80-year heritage; it's a vision for feeding a growing population while minimizing impacts on the environment. Since 1980, U.S. farmers have increased soybean production by 96 percent while using 8 percent less energy. Higher soybean yields and reduced tillage have contributed to a drastic reduction in greenhouse gas emissions – from 200 metric tons to 100 metric tons (per 1,000 kg soybeans) since 1980.

Sustainable U.S. Soy is not just the environmentally responsible choice, it's also a financially prudent one. By delivering a superior, certified-sustainable product, U.S. Soy keeps international markets open and increases corporate collaboration and commerce.

Simply put, (Company name) works with U.S. soy farmers to ensure that the soy we source meets growing consumer demand for sustainably-produced products and is grown in a way that helps increase productivity while reducing greenhouse gas emissions. U.S. Soy's vow to sustainability means that we can promise you a reliable, consistent, longterm and sustainable supply of certified, safe and healthy U.S. Soy.



SAMPLE WEBITE COPY (SHORT)



SAMPLE COPY FOR USE ON A CUSTOMER WEBSITE

(Company name) has always taken our corporate responsibility to sustainability very seriously.

We've recently furthered our commitment to our customers by ensuring that we are purchasing certified, sustainable soy from the U.S. Soy industry.

The U.S. Soy Sustainability Assurance Protocol (SSAP) provides third-party sustainability verification that helps businesses meet and document sustainability demand. The U.S. Soybean Export Council (USSEC) and its industry partners developed the SSAP to create a third-party sustainability certification based on U.S. conservation laws and best practices of more than 275,000 U.S. soybean farms and help demonstrate that sustainability demands are being met.

SAMPLE MEDIA RELEASE



SAMPLE RELEASE FOR MEDIA DISTRIBUTION

(COMPANY NAME) ANNOUNCES PURCHASES OF CERTIFIED SUSTAINABLE U.S. SOY

ST. LOUIS (March 29, 2016) – (Company name) CEO (name) announced today that the company would increase its purchases of certified sustainable U.S. Soy.

“(Company name) has always been firmly dedicated to the environment,” Smith stated. “Purchasing certified sustainable U.S. Soy further strengthens our commitment to providing our customers and end users with the safe and healthy product they need.”

The U.S. Soy industry helps businesses meet and document sustainability demand through the U.S. Soybean Sustainability Assurance Protocol (SSAP). The U.S. Soybean Export Council (USSEC) and industry partners developed the SSAP, which creates a third-party sustainability certification based on U.S. conservation laws and best practices of more than 275,000 U.S. soybean farms and helps demonstrate that sustainability demands are being met.

The SSAP increases transparency about how U.S. Soy is grown and focuses on four key directives, including biodiversity; production practices; public and labor health and welfare control measures and regulations; and continuous improvement of production practices and environmental protection control measures and regulations.

Since the SSAP was created three years ago, nearly 4 million metric tons of U.S. soybeans have been certified and purchased by buyers around the world. This activity helps keep international markets open while providing financial benefits across the soy value chain. The SSAP has been positively benchmarked against the European Feed Manufacturers’ Federation’s (FEFAC) Soy Sourcing Guidelines through the independent International Trade Centre (ITC) customized benchmarking tool.

“Purchasing sustainable certified soy just makes sense for us. Not only is this a socially responsible choice, it’s a financially prudent one as well,” said (name). “(Company name) prides itself on reducing the environmental and social impacts on this planet and our people.”

For additional information, please contact (name).

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