

# SUSTAINABLE SPICES INITIATIVE - INDIA (SSI-I)

## Why Indian Spice Industry Needs Sustainability as the Driving Factor

India is the largest producer and consumer of spices in the world today. Of the total volume of spices produced in India, only 10% is exported; however, this 10% constitutes 40% of the global exports for all spices. As such, the spices industry has a unique position in the Indian economy. However, as a largely agrarian country, there are several areas for improvement to make the farming sector more sustainable.



### Excessive Use of Agrochemicals

A combination of factors has resulted in overuse of chemical pesticides and banned substances leading to high residue levels; lack of protective equipment leading to human health hazards; and improper disposal of chemicals resulting in water contamination.



### Insecure Farmer Livelihood

With high cost of production (requiring optimization of inputs), low and insecure farmer incomes, difficulties in accessing markets, limited access to health care and education and collective bargaining power has meant that increasing farming is not a sustainable livelihood alternative.



### Labour Issues

Some of the challenges faced with a migratory and large labour force in the small holder context has resulted in a number of social and labour challenges such as child labour, poor working conditions, proper wages and limited protection of workers' rights as a result of the informal nature of the worker agreements.

## HOW SSI-I IS MAKING A DIFFERENCE



Using the momentum and drive of the private sector and agencies such as the government, SSI-I pulls together different areas of convergence to scale the impact of smaller sustainable agriculture initiatives in the space. Funded by private and public players, SSI-I engages in scalable supply interventions based on the three pillars of sustainability - social, environmental, and economic, and a more wholesome approach to agriculture extension and education in India.

SSI-I initiatives target the broadest possible base of farmers - empowering them on sustainable agricultural practices. This way, economic return is multiplied for both the farmers and the companies investing in them.

The immediate priority for sustainable spices production is food safety. Sustainable spices must be compliant with Maximum Residue Level (MRL) requirements in relation to pesticide residues.



### SSI-I program principles:

- Responsible agrochemical management
- Water management
- Smallholder inclusion and profitability
- Gender empowerment
- Proper wages and improved working conditions



## BE A CHANGE DRIVER: GET INVOLVED!

Join the Sustainable Spice Initiative - India to have an active voice in bringing about a change in lives of thousands of spice farmers in the country and taking a concrete step in transforming business practices in the sector.

The project objectives are closely linked to the UN Sustainability Development Goals, aimed at promoting sustainable practices in spice farming, ensuring safe production and consumption and a more sustainable future for the farmers.

### WHY JOIN?

- Lead market transformation of Indian spice sector
- Collaborate on agenda to work on sustainable spice production
- Become a part of a pre-competitive platform of leading spice players
- Play an integral role in building farmer capacity and sustainable supply chain
- Get access to sustainably-grown spices
- Multiply impact through collaboration with like-minded organizations
- Shared attribution on impact made under the program
- Opportunity for shared learnings on the platform
- Increased visibility to global SSI program members
- Influence investment strategy for sustainable supply creation

### PARTNERSHIP FEES

CATEGORIES	TURNOVER IN CRORES			
	<50	51-100	100-200	>200
Exporters	1	1.5	2	3
Processors	0.75	1	1.5	2
Brands & Private Labels	1	1.5	2	3
Associates	0.25	0.25	0.25	0.25

\*Contribution made to SSI-I are exempted under section 80 G

### A WIN-WIN FOR EVERYBODY



By participating in SSI-I, farmers benefit from lower input costs, better managed farms, potential for higher incomes, health and safety, better working conditions and a more sustainable future.

Food manufacturers, buyers and retailers will benefit from a higher quality product, a more sustainable source of supply, greater supply chain transparency and a more cost-effective means of improving farming practices.

### DRIVING SUSTAINABILITY FROM NICHE TO NORM



Our approaches are designed to drive sustainability from niche to norm in mainstream markets, delivering impact on SDGs. That's what our program vision is all about, creating a long-term roadmap for working together with our members.

**By putting our resources together, we can combine our strength to promote sustainability across the value chain in the Indian spice industry.**

### SSI-I Partners



For more information on joining SSI-I, visit [ssi-india.org](http://ssi-india.org) or reach out to [info@ssi-india.org](mailto:info@ssi-india.org)