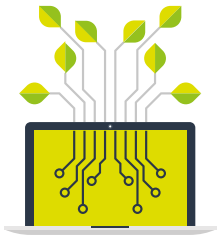


# The Blue Number Initiative

A Global Registry for Sustainable Farmers



## Purpose of the Blue Number Initiative

To make global food and agriculture systems more sustainable.  
To enable farmers and agribusinesses to think and operate sustainably.



## WHAT does the Blue Number Initiative do?

- Gives previously 'invisible' farmers and agribusinesses a visible online presence.
- Encourages them to showcase their contribution to food systems and to enhance their sustainability practices.
- Connects them to global buyers who prioritize sustainable sourcing.
- Allows them to assess compliance with national and international voluntary standards, as well as to chart a path to improve performance.



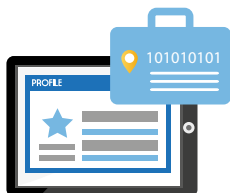
## HOW does the platform work?

Farmers and agribusinesses

- Can **register** and volunteer information about themselves.
- Can **create an online sustainability profile** on their products, services and capacity, including for trade or export.
- Decide how much information they want to include, and who they want to share it with (stakeholders, trading partners, etc.).

Upon registration, a **BLUE NUMBER** is assigned to the profile:

- It is a unique ID, a specific global location number (GLN) issued by GS1 that identifies a farm or SME in any part of a food and agriculture value chain.
- It is attached to a profile containing key information on the individual farmer or agribusiness.
- It is UN-sponsored and free to all value chain actors.



## WHO benefits from Blue Numbers and HOW?

### FARMERS AND AGRIBUSINESSES

#### Increased visibility in the value chain

- Who are you and what do you do in the food system?
- Link your products to traceability systems for market access.

#### Easier compliance

- Update your profile once – share with many.
- What codes do you really need? Compare with your current practice.

### BUYERS, RETAILERS

- Manage and communicate your sustainable supply chain commitments to your customers with confidence (supply chain management tool).

### GOVERNMENTS

- Access to data on numbers of farmers in particular locations and the method of production.
- Make decisions tailored to solving possible problems related to sustainability in the agri-food value chain.



## WHEN

- October 1 2015 – Beta launch of the global registry of farmers
- Q4 2015 – Finalization of IT system, on-boarding of additional partners
- Q1 2016 – Launch of Blue Number marketplace, where farmers can create their profiles, upload certifications, photos, and share information and network with trading partners.