

# Ruchi Soya and RF Solutions take the lead on sustainable soy from India

**'s-Hertogenbosch, The Netherlands, November 19, 2013:** India's largest Soy processing Company, Ruchi Soya Industries Limited (Ruchi Soya) is proud to announce its Sustainability Verification Programme during the important and prestigious 2013 edition of the Food Ingredients Europe Exhibition. Ruchi Soya and its exclusive European marketing company RF Solutions, have teamed up with ProTerra Foundation and Solidaridad to engage in this initiative towards long term sustainability in Soy-

Mr. Sarvesh Shahra, Business Head, Food and Specialty Products Division said, "The market is clearly shifting towards sustainability and is demanding sustainably produced agricultural products. Ruchi Group is working closely with the farmers in India for the past three decades. This is the right time for Ruchi Soya to take the lead in developing India's first long term sustainability program and offer its customers a completely integrated solution. The European Union is a key and priority market for Non-GM Soy products.. Along with RF Solutions, Ruchi Soya will now provide its customers, the right solutions for sustainability and meet all the future demands from India. This initiative will help brighten the lives of millions of farmers across India and farmer livelihood development has always been at the core of Ruchi Soya's corporate philosophy. Ruchi Soya is proud to be a partner in this initiative, our commitment to Non-GM foods is reiterated with this global alliance."

With a proven track record on sustainability programmes in Brazil, Canada and France, The ProTerra Foundation is a valuable partner of the validation programme. Solidaridad has been working for many years in assisting farmers with sustainable practices and has been developing farmer programmes in India now for about 5 years.

The programme's starting point is the purchase of 12,000 RTRS credits followed in the near future through the purchase of 12,000 MT of certified beans. This will help over 10,000 certified farmers in the programme and additional 20,000 farmers who are improving their practices to become certified. The sale of certified non-GMO lecithin and soya meal shall gradually increase in the coming years under the programme. Meanwhile, Solidaridad plans to increase the farmer training programme to reach 70,000 farmers in the coming 2-3 years in India. The certification of groups of farmers and the verification work under the ProTerra Standard will be carried out by Cert ID, a company that has been in the Indian Non-GMO market for over 10 years.

The values estimated for buying the soya beans in India and for fostering the sustainability programme will be acquired and paid to the stakeholders in the programme through the sale of products under Chain of Custody Certificates in Europe. This will enable Ruchi Soya to buy the beans physically from the farmers who are participating in the programme, but most importantly, contribute to improving their livelihood and well being.

**About Ruchi Soya Industries Limited:**

Ruchi Soya is India's leading FMCG Company, India's number one cooking oil and soya food maker and marketer. Ruchi Soya has a turnover of over US\$ 5 Billion and is an integrated player, from farm to fork. Ruchi Soya has secured access to oil palm plantations in India and other key regions of the world. Ruchi Soya is also the highest exporter of soya meal, lecithin and other food ingredients from India. Ruchi Soya is committed to renewable energy and exploring suitable opportunities in the sector.

**About RF Solutions:**

Established in 2009, RF Solutions introduced the Ruchithin soya lecithin from the Indian company Ruchi Soya Industries Limited onto the European market. Incorporating the sales and marketing experience as well as the technical expertise of RF Solutions. RF Solutions has enabled Ruchi Soya to become the industry leader in full traceable Non-GMO soya lecithin. Other ingredients RF Solutions successfully markets today include Ruchi Soya's fatty acids, tocopherols, soy meal and guar gum split.

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