



POTENTIAL APPLICANTS

IFFO RS 2017 SURVEY REPORT

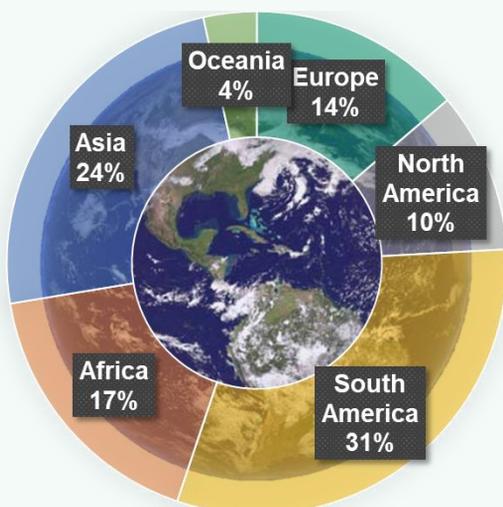
Driving responsible behaviour for a sustainable future

As part of IFFO RS' Monitoring, Evaluation and Learning (MEL) system and in order to facilitate the collection of stakeholder opinions and feedback, IFFO RS have released a number of surveys. Data from these surveys will be used as part of the annual IFFO RS MEL system report to provide up-to-date information to stakeholders and other interested parties. This also allows annual changes to be highlighted as well as providing an opportunity for improvements to be implemented.

Survey 5 was sent to potential applicants to IFFO RS. The motivation for this survey is **to gain a better understanding of what might influence them to apply in the future** as well as their **general awareness of the IFFO RS Programme**.

Of the **29 responders** that completed the survey, **59%** were interested in IFFO RS certification, **17%** were interested in the IFFO RS Improver Programme and **3%** interested in IFFO RS Chain of Custody certification. Of those who responded, **97%** were aware of the IFFO RS standard, but only **55%** were aware of the IFFO RS Chain of Custody standard and the IFFO RS Improver Programme.

The global distribution of responders can be seen in the chart below, with the highest proportion from South America (**31%**), followed by Asia (**24%**).



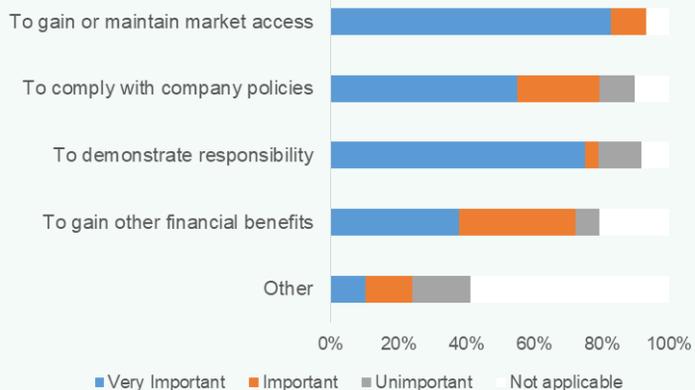
Factors that encourage application to IFFO RS

All factors put forward to responders related to application were deemed important by the majority. The following were deemed very important or important:

- *gaining or maintaining market access - 93%*
- *complying with company policies - 79%*
- *demonstrating responsibility - 79%*
- *other financial benefits - 72%*

Other factors that responders found important were:

- *to help with technical developments*
- *securing food safety and quality*
- *to improve the product*
- *to help progress towards another standard*

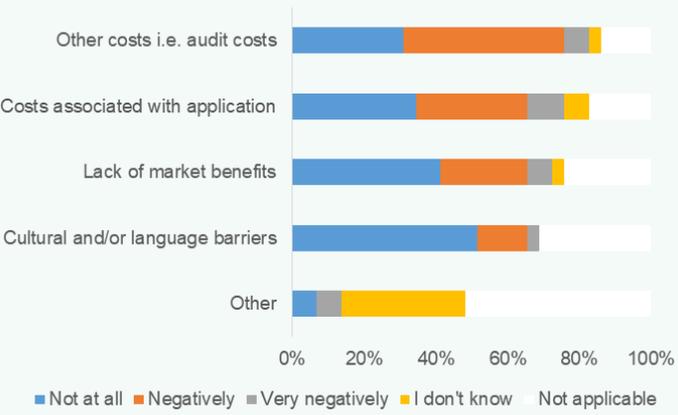


Factors that affect IFFO RS application

Responders felt the following would have a negative impact on application to IFFO RS:

- *costs associated with IFFO RS application - 41%*
- *other costs i.e. audit costs - 52%*
- *lack of market benefits - 31%*
- *cultural and/or language barriers - 17%*

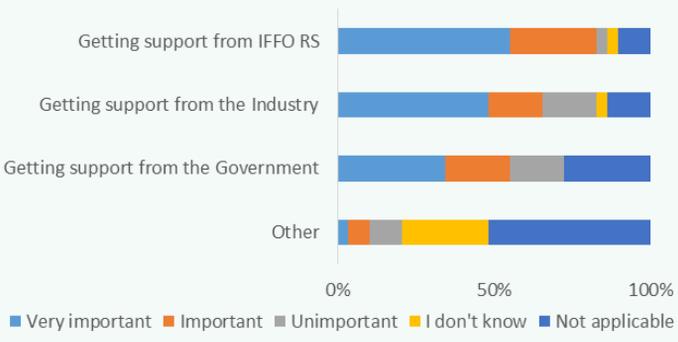
If you have any comments, questions or suggestions please contact us using one of the following methods:



Important factors during application to IFFO RS

Responders felt that the following factors would be very important or important during their application:

- *getting support from IFFO RS - 83%*
- *getting support from industry - 66%*
- *getting support from the government - 55%*



Other comments and conclusions

Additional comments left by responders also note that the changes made in V2.0 of the IFFO RS standard to not require GMP+ reduce the financial burden on companies, and further development to maintain a responsible standard is important. Comments also mention possible accessibility issues in certain regions where the industry infrastructure is not as comprehensive, making application more challenging.

Gaining and maintaining market access as well as **demonstrating responsibility** are shown to be integral to potential applicants. This justifies the current IFFO RS Theory of Change which hinges on market access being the main driver for application. It also aligns with the results from other surveys sent to those currently certified and new applicants ([found in the download section here](#)). We will continue to monitor this in future surveys and communication with relevant stakeholders.

Future targets

Awareness of the IFFO RS standard by potential applicants who responded to the survey is currently good, however there is scope to:

- *Improve awareness of the IFFO RS Chain of Custody (CoC) standard and the IFFO RS Improver Programme* as these are currently less visible.
- *Increase advocacy of IFFO RS CoC* in specific regions including Asia.

Responders indicated that costs would contribute to difficulties with their application should they apply to IFFO RS. We endeavour to ensure costs are appropriate to the service provided while maintaining a **robust and credible standard**. The costs are regularly reviewed to this end.

IFFO RS is open to, and welcome any ideas and suggestions. Please contact the IFFO RS Monitoring, Evaluation and Learning Coordinator at nclark@iffors.com.