**STRATEGIES**

- Better Supply Standards & Training
- Better Demand Market Propositions & Incentives
- Better Policies Influence Sector Agenda

**OUTPUTS**

- Meaningful & practical UTZ standards
- Guidance & training for trainers, farmer groups, auditors
- Effective, efficient & transparent certification & auditing & traceability
- Communication with companies about UTZ to create demand
- Sustainability programs with companies
- Collaboration in the supply chain for more impact
- Support to CSOs & sector platforms on sustainability
- Communication & advocacy on sustainability

**OUTCOMES**

- **Farmers & Workers**
  - Better farming methods
  - Better working conditions
  - Better care for nature
  - Better care for next generations

- **Farmer Groups**
  - Better organized farmers
  - Better group management
  - Better services to farmers & workers

- **Supply Chain Actors**
  - Increased commitment to sustainable production
  - Increased trust & transparency

- **Sector Level**
  - Increased sustainability of the sector

- **Consumers**
  - Can enjoy & trust the products they buy

**Vision**

- Sustainable Farming is the norm

- Increased profitability & productivity of farms
- Increased social, environmental & economic resilience of farms

- Better Crop
- Better Income
- Better Environment
- Better Life