

A glass bottle is tilted, pouring a thick stream of bright orange juice into a clear glass. The juice is captured mid-pour, creating a dynamic sense of movement. The background is plain white, making the vibrant color of the juice stand out.

KICK OFF SEMINAR FRUIT JUICE PLATFORM

The experience of Brazilian Orange Juice
companies with the **Rainforest Alliance**
certification

Brussels
October, 2013

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CITRUS
BR
ASSOCIAÇÃO
NACIONAL DOS
EXPORTADORES DE
SUCOS CÍTRICOS



About CitrusBR

- CitrusBR was founded in June 2009 by the biggest Brazilian producers and exporters of citrus juices and by-products:



citrosuco



CUTRALE

**Louis Dreyfus
Commodities**



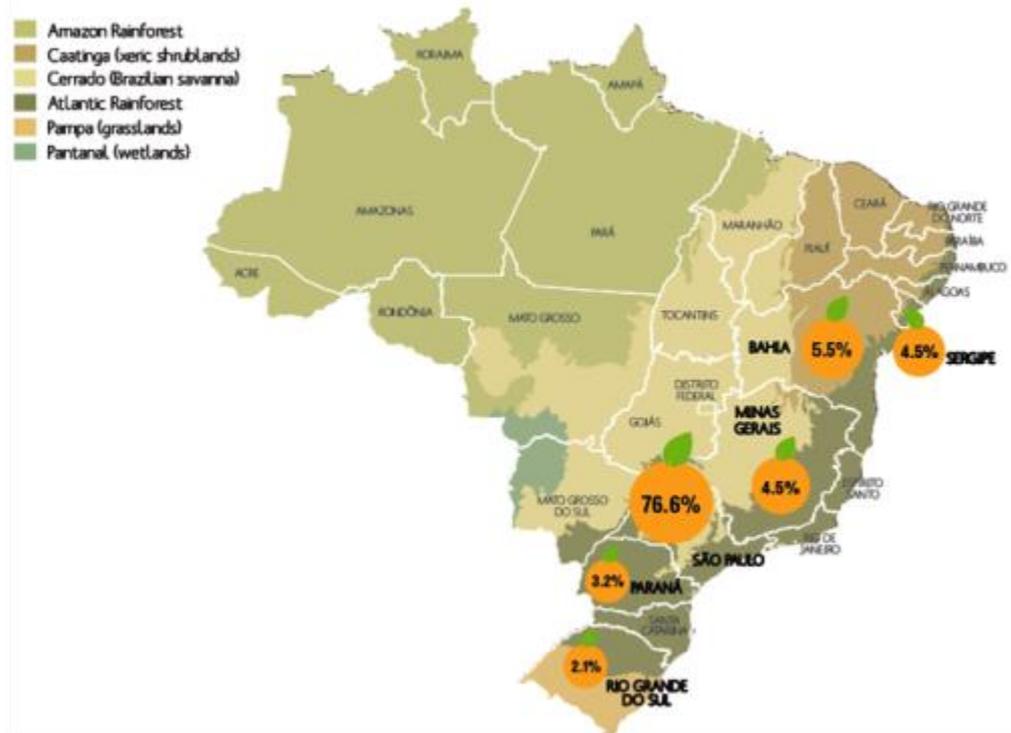
**CITRUS
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ASSOCIATION
OF CITRUS
EXPORTERS



The Sector

- More than 50% of the orange juice produced in the world is Brazilian
- More than 80% of the orange juice traded in the world comes from Brazil
- Brazil exports 98% of its orange juice production. And 98% of this volume is processed in the state of São Paulo

BRAZILIAN NATIONAL ORANGE PLANTATION MAP

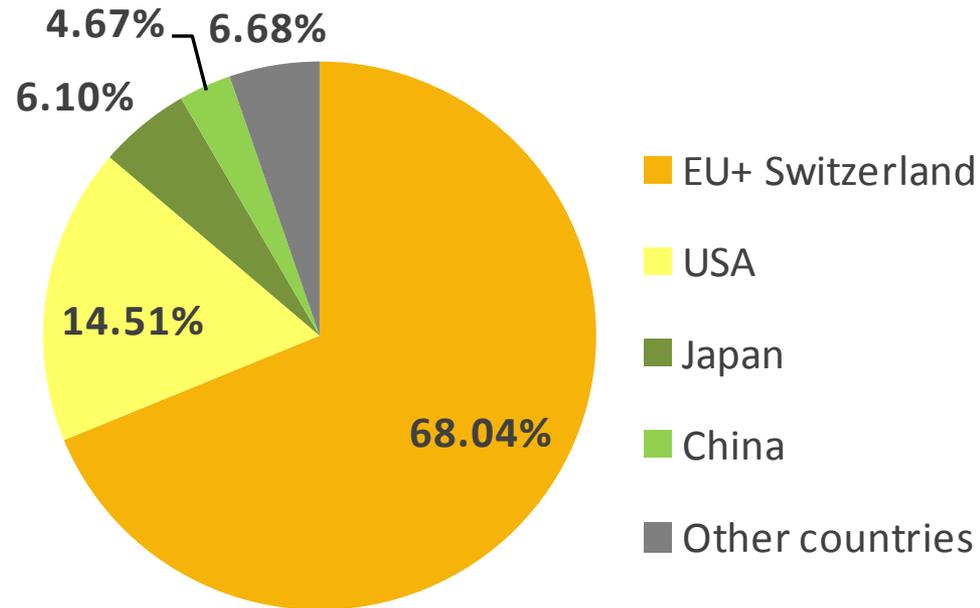


Brazilian Exports by Destination

Brazilian Exports of Orange Juice - Crop Year 2012/13

* In FCOJ Equivalent to 66° Brix

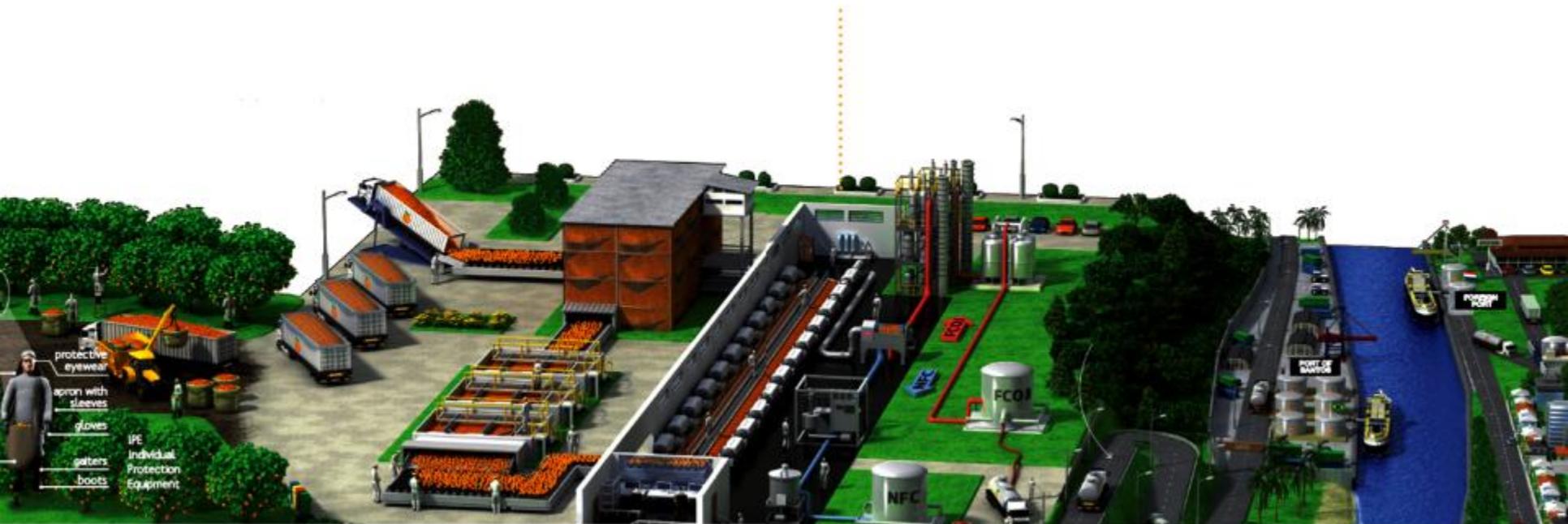
Total: 1,176 thousand tons of FCOJ equivalent



Source: Secex 2013

The Supply chain

HOW THE BRAZILIAN INDUSTRY OF ORANGE JUICE WORKS



Highlights about Economic Aspects

The Brazilian citrus chain includes:

- . More than 10,000 growers
- . 162 million trees in more than 600,000 hectares spread in over 300 cities and municipalities
- . Maintains around 230,000 direct and indirect jobs.

In one year it:

- . Pays around US\$ 378 million in salaries/wages
- . Collects US\$ 189 million in taxes
- . Exports around US\$ 2 billion, equivalent to 2.9% of Brazilian Agribusiness exports



The orange > 100% usable

There is practically no solid waste from the fruit

- 0.5% Aqueous phase
- 0.1% Oil phase
- 2.7% Pulp
- 0.9% D-limonene
- 1.8% Essential oils
- 44.8% Orange juice
- 49.2% Peel, seeds and pith



About the Fruit Juice CSR Platform

- **Background**

Corporate Social Responsibility is defined as the responsibility of enterprises for their impacts on society.

Enterprises should have in place a process to integrate social, environmental, ethical human rights and consumer concerns into their business operations and core strategy in close collaboration with their stakeholders.

- **The Platform**

Its objective is to inspire and support the European fruit juice industry to integrate CSR in their business and core strategy

It will facilitate strategies on how to address social, environmental, ethical and human rights concerns throughout fruit juice supply chains



The questions to be addressed

- **What is the business case for CSR?**
- **Why is it important to implement CSR strategically in company operations?**
- **What are the benefits and opportunities for engaging with stakeholders throughout the supply chain?**
- **What successful practices and cases can we identify where companies have created value by addressing social, environmental, ethical and human rights concerns?**



Best Practice Fruit Juice Case Study

I – Fact Box

Company & product(s): CitrusBR / Orange Juice

CSR area: Social/Environmental

Supply chain level: Production of the fruit (orange)

Scope: Implemented on part of the production area

Partner(s): Rainforest Alliance

Key success factors: Inclusion of sustainability principles in a more organized way on the farming activity, including the community education and nature conservation



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II - Background

Sao Paulo citrus industry, affiliated to CitrusBR, processes own and third-part fruit. The companies already have sustainability standards applied on their processing and decided to start (2011/2012) applying these principles at the farms, but considering a certifiable standard as a model.



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III – Issues Addressed

Management system
Ecosystem conservation
Wild life protection
Water conservation
Working conditions
Occupational health
Community relations
Integrated crop management
Soil conservation
Integrated waste management.



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IV - Motivation

Motivation came from two sources:

- the internal policy of the companies
- customer requests.



The idea now is to enlarge the proportion of fruit produced from certified sustainable farms. This is now part of the companies sustainability strategy.

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V – Benefits

Benefits are efficiency, social impact, employee and customer satisfaction among others.

For the society the direct benefit is to include the community where the certified farm is located, in an educational project related to the environment and other initiatives covering social and cultural aspects.

We can mention outputs such as improved work conditions and environmental learning for the Employee, their family and the community.



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VI – Preconditions

The farm has to be operating following all the laws and regulations, especially on the social and environmental areas.

Managers, supervisors and operational workers have to be aware of the purpose of the farming activity that, besides producing fruit at a high efficiency, care about the soil, water, animals, etc. has to be taken.

So, training is essential. Some special work such as Environmental plans and Biodiversity evaluation is also necessary and costly.



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VII - Challenges

There is a cultural challenge when we have to consider a farm not only as a fruit producer, but a living environment for animals, especially the ones under extinction risk.

Making all workers aware of the new way and be prepared to teach the children from the community on environmental subjects are also challenges. Anyway, after implementation and successful certification we can say there were many lessons learned.



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VII – Advice

Our experience showed us that it is very nice and motivating to work in sustainable organized environment such as a farm. So, we understand the workers will work better.

Anyway, we have to have a cultural change at a company willing to consider sustainability agriculture practices, because some aspects, not directly linked to the business of producing a fruit or grain, etc., has to be considered and investments made.

After that, looking for help is necessary as there are many specific aspects that have to be taking into account, mostly because of the additional items out from the normal crop production.



The Sustainable Agriculture Network and Rainforest Alliance

- The Sustainable Agriculture Network (SAN) is a coalition of independent non-profit conservation organizations that promote the social and environmental sustainability of agricultural activities by developing standards
- Since 1992, certified more than 60,000 farms - including small family farms of cooperatives, as well as plantations - in over 25 countries have met the SAN standards on more than 500,000 ha for more than 20 crops including coffee, cocoa, banana, tea, pineapple, flowers and foliage, and citrus. Other crops include aloe vera, apple, avocado, cherry, grapes, heart of palm, kiwi, macadamia, mango, pear, rubber and vanilla



The Sustainable Agriculture Network and Rainforest Alliance

SAN pursues its mission by:

- Integrating sustainable production of crops and livestock into local and regional strategies that favor biodiversity conservation and safeguard social and environmental well-being.
- Raising awareness among farmers, traders, consumers and business leaders about the interdependencies among healthy ecosystems, sustainable agriculture and social responsibility.
- Impressing upon business leaders and consumers the importance of choosing products grown on environmentally sustainable and socially responsible farms.
- Stimulating dialog among environmental, social and economic groups, North and South, about the benefits of sustainable agriculture.



The Sustainable Agriculture Network and Rainforest Alliance

Standard structure with ten principles:

1. **Social and Environmental Management System**
2. **Ecosystem Conservation**
3. **Wildlife Protection**
4. **Water Conservation**
5. **Fair Treatment and Good Working Conditions for Workers**
6. **Occupational Health and Safety**
7. **Community Relations**
8. **Integrated Crop Management**
9. **Soil Management and Conservation**
10. **Integrated Waste Management**

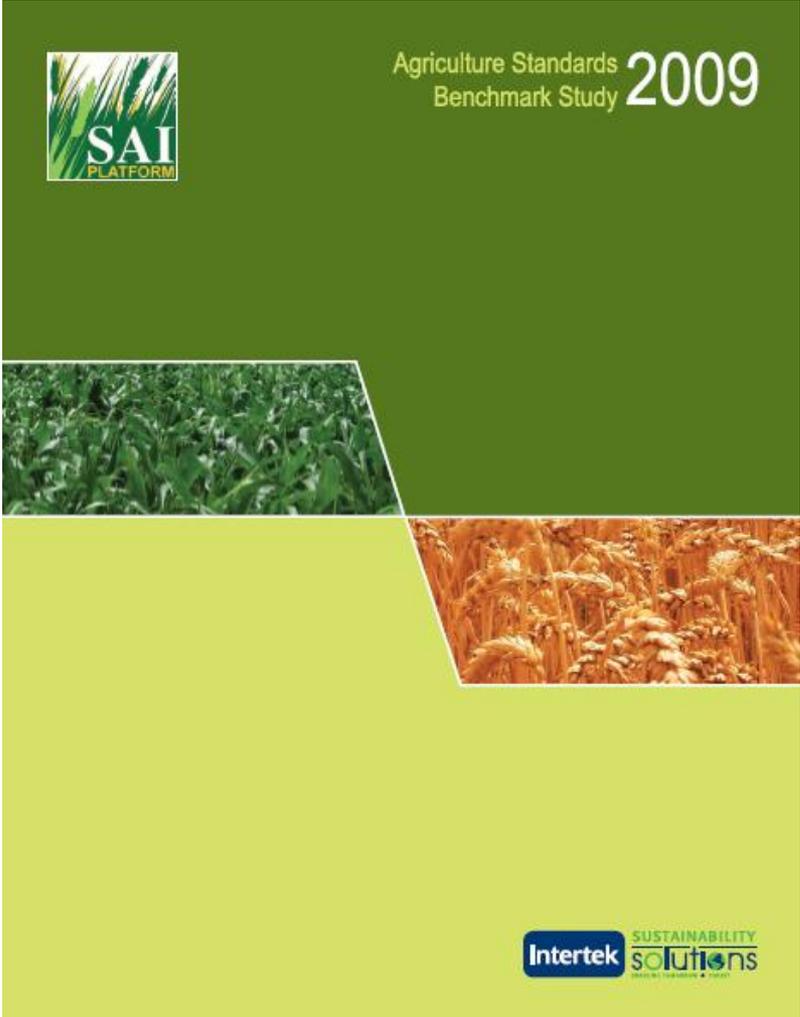


The Sustainable Agriculture Network and Rainforest Alliance



SAI Report

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Thank you!

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