

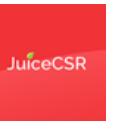







Sustainable Sourcing from a Corporate Perspective


Moderators:

- Raymond Pauwels (RP) FrieslandCampina
- Anke Kampschreur (AK) UTZ Certified
- Dave Boselie (DB) IDH

Total attended: 31 fruit juice stakeholders

<p>Agenda</p> <ol style="list-style-type: none"> 1. Introducing the Fruit Juice CSR Platform 2. Approaches to CSR and existing tools/initiatives <ul style="list-style-type: none"> • Corporate level CSR policy & management • Supply chain and risk mapping • Guidelines focusing on the supply chain 3. Sector Collaboration – way forward for the sector 		<p>By (AK) UTZ Certified</p>
<p>1. Introducing the Fruit Juice CSR Platform</p> <p>Benefits for juice companies and their suppliers:</p> <ol style="list-style-type: none"> 1. Gain insight in the newest trends for CSR 2. Train suppliers in the field of social and environmental sustainability 3. Increase company/sector visibility, sustainability image, and responsibility 4. Make a platform for future joint actions <p> This project has received funding from the European Union</p>	 <p>Consortium:</p>     	<p>By (AK) UTZ Certified</p>


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<p>Membership benefits JuiceCSR</p> <table border="1"> <thead> <tr> <th>FREE</th> <th>Participation fee</th> </tr> </thead> <tbody> <tr> <td> <ul style="list-style-type: none"> • Access to the website • Access to best practice case studies • Interaction with experts • Access to the newsletter • Update on activities • Invitation to Platform events • Final communication material </td> <td> <ul style="list-style-type: none"> • Featured best practice case(s) • Nomination of expert in Platform's expert network • Use of company logo in Platform communication • Presentation opportunities in Platform events • Role in steering the activities and deliverables of the Platform </td> </tr> </tbody> </table>	FREE	Participation fee	<ul style="list-style-type: none"> • Access to the website • Access to best practice case studies • Interaction with experts • Access to the newsletter • Update on activities • Invitation to Platform events • Final communication material 	<ul style="list-style-type: none"> • Featured best practice case(s) • Nomination of expert in Platform's expert network • Use of company logo in Platform communication • Presentation opportunities in Platform events • Role in steering the activities and deliverables of the Platform 	<p>By (AK) UTZ Certified</p> <p>Fruit Juice CSR Platform Members:</p> 																					
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<p>Schedule of platform events JuiceCSR</p> <table border="1"> <thead> <tr> <th>Date</th> <th>Title</th> <th>Location</th> </tr> </thead> <tbody> <tr> <td>March 27, 2014</td> <td>Webinar # 2: Assessment and Assurance at farm level</td> <td>online</td> </tr> <tr> <td rowspan="2">April 2014</td> <td>Juice Supplier CSR training</td> <td>Spain</td> </tr> <tr> <td>Juice Supplier CSR training</td> <td>Poland</td> </tr> <tr> <td rowspan="2">May 2014</td> <td>Best Practice Exchange workshop</td> <td>Poland</td> </tr> <tr> <td>Optional webinar # 3: Traceability (depending on interest)</td> <td>online</td> </tr> <tr> <td>June 2014</td> <td>Best Practice Exchange workshop</td> <td>Spain</td> </tr> <tr> <td>August 2014</td> <td>Presentation of the Fruit Juice CSR Platform</td> <td>Istanbul</td> </tr> <tr> <td>October 2014</td> <td>Fruit Juice CSR Platform Seminar # 2</td> <td>Brussels</td> </tr> </tbody> </table>	Date	Title	Location	March 27, 2014	Webinar # 2: Assessment and Assurance at farm level	online	April 2014	Juice Supplier CSR training	Spain	Juice Supplier CSR training	Poland	May 2014	Best Practice Exchange workshop	Poland	Optional webinar # 3: Traceability (depending on interest)	online	June 2014	Best Practice Exchange workshop	Spain	August 2014	Presentation of the Fruit Juice CSR Platform	Istanbul	October 2014	Fruit Juice CSR Platform Seminar # 2	Brussels	<p>By (AK) UTZ Certified</p>
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<p>2. Approaches to CSR JuiceCSR</p> <table border="1"> <thead> <tr> <th>Corporate Level</th> <th>CSR policy, reporting & management</th> </tr> </thead> <tbody> <tr> <th>Supply chain Level</th> <td>  </td> </tr> </tbody> </table>	Corporate Level	CSR policy, reporting & management	Supply chain Level		<p>By (AK) UTZ Certified</p> <p>The sector is already doing a lot of things.</p> <ul style="list-style-type: none"> • On the corporate level, activities mentioned were corporate sustainability goals and guidelines, reporting to the Carbon Disclosure project, sustainability strategy and reporting • On the supply chain level, some of you are already doing work on mapping and assessment, and applying supply chain guidelines – using different methods • It seems quite a lot is being done at supply chain level – though there are some challenges (will be addressed later on) 																					
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<div data-bbox="240 331 836 451" data-label="Section-Header"> <h2>Challenge mentioned: lack of supply chain transparency</h2> </div> <div data-bbox="836 331 954 451" data-label="Image"> </div> <div data-bbox="277 474 669 499" data-label="Text"> <p>Questionnaire and interview outcomes show:</p> </div> <div data-bbox="277 533 889 581" data-label="Text"> <p>Transparency and contact/influence in the supply chain all the way until the farmers is an issue for the sector</p> </div> <div data-bbox="311 583 786 638" data-label="List-Group"> <ul style="list-style-type: none"> → no direct contacts between manufacturers and farmers → this is also seen as a challenge by retailers </div>	<div data-bbox="1003 304 1242 331" data-label="Text"> <p>By (AK) UTZ Certified</p> </div> <div data-bbox="1003 380 1443 630" data-label="Text"> <p>FrieslandCampina, and several companies who have provided input to this webinar, confirmed that the fruit juice supply chain is not transparent and the relationship with farmers is not based on contractual agreements and trust.</p> </div>
<div data-bbox="272 730 386 779" data-label="Image"> </div> <div data-bbox="678 747 922 783" data-label="Section-Header"> <h2>Why sustainability?</h2> </div> <div data-bbox="282 806 836 831" data-label="Text"> <p>FrieslandCampina: a dairy cooperative, with sustainability in its DNA</p> </div> <div data-bbox="282 863 704 888" data-label="Text"> <p>Corporate CSR main focus on Dairy and arable crops</p> </div> <div data-bbox="282 890 763 915" data-label="Text"> <p>FrieslandCampina Riedel focus on Fruit for our Juice Brands</p> </div> <div data-bbox="334 947 555 1104" data-label="Image"> </div> <div data-bbox="634 984 878 1031" data-label="Section-Header"> <h2>Solidaridad</h2> </div> <div data-bbox="282 1115 812 1169" data-label="Text"> <p>In the past we did not manage sustainability beyond our suppliers. Therefore, we started our sustainability journey with Solidaridad</p> </div>	<div data-bbox="1003 684 1294 711" data-label="Text"> <p>By (RP) FrieslandCampina</p> </div> <div data-bbox="1003 753 1417 856" data-label="Text"> <p>Sector analyses in 7 countries, 4 different crops Research on farmer & processor level</p> </div> <div data-bbox="1003 903 1395 968" data-label="Text"> <p>Strategy and action plans are being put into place,</p> </div> <div data-bbox="1003 976 1343 1005" data-label="Text"> <p>based on some starting points:</p> </div> <div data-bbox="1003 1012 1409 1190" data-label="List-Group"> <ul style="list-style-type: none"> • Riedel is too small to change the world by itself: collaboration is key! • Not reinvent the wheel, join existing initiatives if relevant </div> <div data-bbox="1003 1199 1395 1302" data-label="Text"> <p>Bottom up approach is needed, combined with the right conditions created by the entire chain</p> </div>
<div data-bbox="240 1346 836 1465" data-label="Section-Header"> <h2>Supply chain and risk mapping: SAFA</h2> </div> <div data-bbox="836 1346 954 1465" data-label="Image"> </div> <div data-bbox="248 1480 768 1505" data-label="Text"> <p>Sustainable Assessment for Food and Agriculture Systems</p> </div> <div data-bbox="248 1516 941 1772" data-label="List-Group"> <ul style="list-style-type: none"> - For agricultural value chain companies - Software to assess sustainability in agricultural supply chain - Based on the SAFA Guidelines for fair practices in food & agriculture production and trade - Helps to <ul style="list-style-type: none"> o map your supply chain o place in context o indicate risks o report on performance </div> <div data-bbox="703 1623 964 1885" data-label="Diagram"> </div>	<div data-bbox="1003 1318 1242 1346" data-label="Text"> <p>By (AK) UTZ Certified</p> </div> <div data-bbox="1003 1388 1443 1824" data-label="Text"> <p>SAFA is intended primarily for self-evaluation and internal communication about sustainability goals and performance. It is possible to use the SAFA report for communication with other businesses to establish a common understanding of sustainability aspects. SAFA results can be used for internal management, as well as learning and communication purposes → use the freely downloadable IT tool</p> </div>

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<div data-bbox="240 331 847 457" style="border: 1px solid red; padding: 5px;"> <p>What is the sector looking for? <i>Your input through questionnaires or interviews</i></p> </div> <div data-bbox="847 331 974 457" style="background-color: red; color: white; text-align: center; padding: 5px;">JuiceCSR</div> <p><u>Sector collaboration / platform:</u></p> <ul style="list-style-type: none"> - Sharing of resources/research towards sustainability in supply chains - Sharing of ideas and experience; sharing of best practices - One platform (no segmentation of various actions) - Joint <u>action</u>: start ASAP with concrete joint project <p><u>Development of tools / systems / guidelines:</u></p> <ul style="list-style-type: none"> - Endorse or develop an industry standard / guidelines (e.g. for both Industrial fruit and fresh market fruit, link with SAI guidelines) - Joint principles for CSR - Develop / endorse certification system - Development of tools e.g. joint (self-) assessment tool  <p><u>Joint commitments:</u></p> <ul style="list-style-type: none"> - Joint commitment to reach a specific goal - Long term commitment to work together in the platform 	<p>By (AK) UTZ Certified</p> <p><u>Voting outcome:</u></p> <ol style="list-style-type: none"> 1. 50% tools/systems/ guidelines 2. 33% Sector collaboration/ platform 3. 17% joint commitment <p>From (RP) FrieslandCampina: "It is not a long supply chain, but a scattered one, in which a one size fits all approach is not possible"</p> <p>From Solidaridad: "Work together with suppliers -> bottom up approach-> self-assessment at farm level and not so much at standard level"</p>
<div data-bbox="240 940 847 1066" style="border: 1px solid red; padding: 5px;"> <p>How can we work together on this?</p> </div> <div data-bbox="847 940 974 1066" style="background-color: red; color: white; text-align: center; padding: 5px;">JuiceCSR</div> <p><i>"Who would be interested in jointly working on the top desired outcomes discussed?"</i></p> <p style="text-align: center;"><u>Please raise hands if you are!</u></p>	<p>By (AK) UTZ Certified</p> <p><u>Workgroup on desired outcomes of the fruit Juice CSR Platform</u></p> <ol style="list-style-type: none"> 1. Solidaridad 2. Coca Cola 3. Tetra Pack International 4. Malawi Mangoes 5. AZTI 6. Water Footprint Network

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<div data-bbox="240 331 852 457"> <h3>3. Sector Collaboration – some examples</h3> </div> <div data-bbox="852 331 974 457">  </div> <div data-bbox="240 493 613 562">  </div> <div data-bbox="617 493 906 546"> <p>Inspire collaboration; sharing and adoption of best practices</p> </div> <div data-bbox="240 583 613 655">  </div> <div data-bbox="617 583 889 636"> <p>Sector goal of 100% sustainable cocoa by 2020</p> </div> <div data-bbox="240 667 613 745">  </div> <div data-bbox="617 672 971 724"> <p>Sector standard and certification scheme for sustainable Palm Oil</p> </div> <div data-bbox="240 751 613 850">  </div> <div data-bbox="617 760 958 835"> <p>Supermarkets and trading companies commit to 100% sustainable fresh fruits and vegetables by 2020</p> </div>	<p>By (AK) UTZ Certified</p> <p>To IDH: “What to expect from collaboration with others?”</p> <ul style="list-style-type: none"> - Combining resources, knowledge, tools to share, network and outreach. <p>“What can you offer in terms of tools?”</p> <ul style="list-style-type: none"> - We create collaboration agreements, mobilization -> program management for proposals and IDH co-funds
<div data-bbox="240 919 852 1045"> <h3>Example</h3> </div> <div data-bbox="852 919 974 1045">  </div> <div data-bbox="641 934 812 1029">  </div> <ol style="list-style-type: none"> 1. <i>Ambitious targets for 2014, 2015, 2020 – towards 100% sustainable sourcing from L.America, Africa and Asia. Formalized in covenant;</i> 2. <i>Pragmatic approach to sustainability and continuous improvement with voluntary standards and GSCP benchmarking;</i> 3. <i>Field level support for transformation, compliance and addressing cross-sector hot spots</i> <div data-bbox="771 1417 966 1480">  </div>	<p>By (DB) IDH</p> <ol style="list-style-type: none"> 1. Sector “readiness” to work with standards; 2. Logic link between fresh and processed (banana, mango, grape, apple); 3. Strategic fit via cross sector issues (hot spots) such as hired (seasonal) labor and environmental issues such as water; <p>Clarity on competitive and pre-competitive arena for collaboration and role of a platform</p>

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Thank you

JuiceCSR

Next steps:

- Recorded webinar will be available on Fruit Juice CSR Website; slides will be shared with participants
 - Contact AJN / Milica for questions around membership:
hello@juicecsr.eu
 - For feedback & follow up discussion: CSRplatform@utzcertified.org
-
- More information on the CSR Platform www.juicecsr.eu
 - Global Reporting Initiative: <https://www.globalreporting.org/>
 - Global Compact and Agricultural Business principles:
 - <http://www.unglobalcompact.org>
 - http://www.unglobalcompact.org/Issues/partnerships/sustainable_agriculture_business_principles.html
 - SAFA: <http://www.fao.org/nr/sustainability/sustainability-assessments-safa>
 - SAI Platform: <http://www.saiplatform.org/sustainable-sourcing-guide>
 - SGF: <http://www.sgf.org/en/home/>
 - BSCI: <http://www.bsci-intl.org/>
 - UTZ Certified: www.utzcertified.org
 - FrieslandCampina: <http://www.frieslandcampina.com/english>
 - IDH: <http://www.idhsustainabletrade.com/netherlands>

By (AK) UTZ Certified

Save the Date: next webinar on "Assessment and Assurance of CSR at farm level" on **March 27th 2014, 14.00-15.30 CET**