

The Fruit Juice CSR Platform

Activities and lessons learned



Why the Fruit Juice CSR Platform?

- In October 2011 the European Commission published a new policy on Corporate Social Responsibility (CSR) translated in an agenda for action 2011-2014.
- This agenda covers a.o. enhancing visibility of CSR and disseminating good practices, including establishment of sector-based platforms for enterprises and stakeholders to make commitments.
- The Commission thus published in 2012 a call for proposals for projects developing industry sector platforms on CSR.



Why the Fruit Juice CSR Platform?

The Fruit Juice CSR Platform was one of the few project proposals that the European Commission decided to co-fund for 18 months:

*“The fruit juice sector is one of three sectors that we support in building multi-stakeholder CSR platforms. This sector submitted **the best proposal based on potential for best practice sharing and supply chain approach, and will serve as a role model for other sectors.**”* - Sophie Mueller, Policy Officer, Corporate Social Responsibility, **DG ENTR, European Commission**



This project has received funding from the European Union



Why the Fruit Juice CSR Platform?



- Create a **common understanding** and agreement on CSR in the fruit juice industry, which areas to collaborate on and how to track progress.



- **Enhance performance** on addressing social, environmental and economic concerns and creating shared value throughout the supply chain



- **Visibility** and harmonization of CSR and sustainability efforts and documentation of the progress made

Applicant Team/Consortium

JuiceCSR



Member companies of the Fruit Juice CSR Platform

JuiceCSR



Fruit Juice CSR Platform participating companies:

SOPURA Group, Processed Fruit Suppliers, Citrus World, JUNA GmbH, Hero, Fairtrade Benelux, Directus, Bramhults, TARGID, SVZ Int., GCATRANS, SGF, Uren Food Group, Food Partners, Malawi Mangoes, Indulleida, Mainfrucht, FTA, ASYA Fruit Juice, Solidaridad, Citrosuco GmbH, SGF International, Global Gap, and others.



Activities overview

- **October 2013 - Kick-off seminar, Brussels**
- Overview of company case studies, online
- 4 Supply chain studies performed (apple, orange, strawberry)
- 2 webinars on CSR and responsible sourcing
- Supplier Trainings - apple juice sector (Poland) and orange juice sector (Spain)
- Best Practice Exchange workshops in Poland and Spain
- Working groups on Sector Roadmap
- **October 2014 - Fruit Juice CSR Platform Seminar, Brussels**



Some CSR challenges identified so far

Environmental:

- Agro-chemical use and erosion contributing to poor soils at farm level
- Need for resource efficiency
- Water use and waste reduction: lack of research and collaboration between businesses, cooperatives and research institutes
- Dealing with floods and droughts: lack of knowledge and best practice sharing at farm level



Some CSR challenges identified so far

Social:

- Poor labor conditions and low wages at farm level (esp. for migrant workers)
- Lack of education and qualified workers at farm level (esp. for small farmers)
- Health and safety issues at farm level, such as unsafe storage of chemicals and machinery accidents



Some CSR challenges identified so far

Economic:

- Lack of transparency all the way down to farm level
- Lack of co-operation amongst smallholder farmers, leading to fragmented market
- Need for clear agreements between buyers - suppliers – farmers
- Price fluctuations and low profitability versus high costs at farm level
- Increasingly concentrated retail/ distribution



Platform deliverables

Get Involved! and join the Platform.



Platform participants

SOPURA Group, Processed Fruit Suppliers, Citrus World, JUNA GmbH, Hero, Fairtrade, Directus, Bramhults, TARGID, SVZ International, GCATRANS, SGF, Uren Food Group, Food Partners, Malawi Mangoes, Indulleida, Mainfrucht, FTA, ASYA Fruit Juice, Solidaridad, Eckes-Granini, Citrosuco GmbH, SGF International, Global Gap



Want to get



A strategic approach to CSR is increasingly important to the competitiveness of enterprises, in terms of risk management, cost savings, access to capital, customer relationships, human resource management, and innovation capacity.

Supporting this, the platform will offer a wide range of benefits for participating companies:

- Increase **company visibility** and enhance brand image by sharing and developing good practices in corporate social responsibility (CSR)
- Gain insight into the **newest trends**, expectations, guidelines and -not least- opportunities for corporate social responsibility and Shared Value Creation.
- Profit from endorsement of a **EU commission** funded project and make use of the communication tools, logo, commitments and reports generated by the Platform
- Benefit from a **selected network** of experts, research institutes and technical support organisations on strategic



Platform deliverables

- A draft Sector CSR Roadmap is developed, containing:
 - **A set of CSR principles** which provides the CSR framework for the juice sector, **accompanied by selected 'hotspots'** or priority issues which the sector needs to collaborate on **and specific guidance** on how to start working on these issues.
 - **Joint targets** to enable monitoring of progress regarding collaborative action within the sector.
 - **An overview of existing tools and initiatives**, which filters those initiatives that are relevant for juice and can be used as instruments for demonstrating commitment to the CSR Principles throughout the supply chain.



Why become a member?

- 1)** Participate in all key platform activities and actively contribute to the selection, design and implementation of joint programs
- 2)** Enhance visibility of CSR commitment (through publications, website, seminars) and take up a frontrunner-role
- 3)** Improve supplier relations; involve key suppliers by providing them access to (Platform) training and workshops in the field of social and environmental sustainability and compliance.
- 4)** Make use of practical guidelines and monitoring of Juice-specific CSR principles, established in a neutral, pre-competitive and collaborative environment.
- 5)** Contribute to the long-term success of the juice sector, by ensuring that CSR issues are tackled together and competition is on fair terms

