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The SME point of view

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WHO ARE WE?

- Dedicated to the production and sale of **NFC orange and clementine juices**
  ByProducts: **Cells, Essential oils, and Pellets**
- Powered by the **leading Spanish citrus producers and exporters**
- Team with an **extensive background in the field of juices**
- Located on the **Spanish east coast (Sagunto, Valencia),** a few kilometers of the citrus production and major packinghouses

HIGH QUALITY JUICE

If we have the best fruit, why we can't make the best juice

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- **Best location,** close to Raw Material and Customers
- Main Customers in **Spain, France, Germany and UK**
- 70% Export
- 30% Domestic

ZUVAMESA

Main Customers

Main location of citrus production

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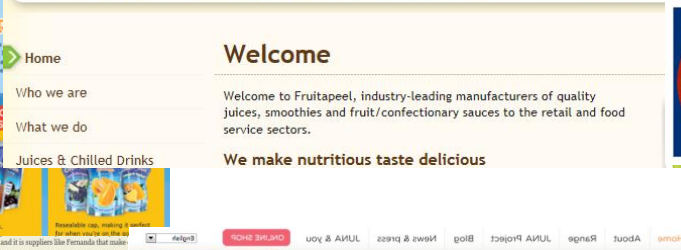

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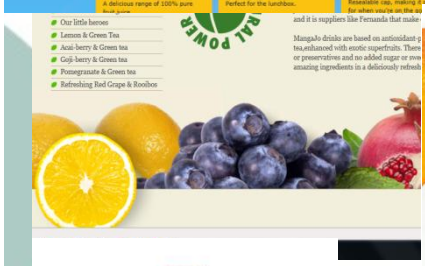

BRAZIL

Dia %

MERCADONA
SUPERMERCADOS DE CONFIANZA

Tropicana
PURE PREMIUM

DON SIMON

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Hard work!: to become the NFC icon

Main Drivers to think in CSR:

- Private Label Business & Own Brands -our customers- are moving to **sustainability**. Icon also means leader.
- Not confortable in an only short – term vision.
- Real compromise with environmental & social aspects of our business. CSR is simply IMPORTANT for us all.
- Conscious consumers (Req. local products)

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ZVM - TOTAL QUALITY PLAN

CUSTOMERS	Customer's sastisfaction
SUPPLIERS	Guarantee of best Raw Material
ENVIRONMENT	Total respect for the Environment
SOCIETY	Support small Farmers
SHAREHOLDERS	Experience and Financial support

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Juice CSR Principles:

1. Aim for safe food, health and nutrition.

2. Environmentally responsible - protect and enhance the environment.

3. Economic viability and shared value.

4. Full respect with human rights, create decent work conditions and help communities to thrive.

5. Encourage good governance and accountability.

6. Promote access and transfer of knowledge, skills and technology.

Difficulties:

- SMEs sometimes have difficult access to EU Programs.
- Smaller players in the sector.

- Dealing with all three dimensions of CSR (economic, social and environmental) is challenging and complex, not least for SME companies and small producers.

Tools:

- SENSE is a collaborative project with the aim of delivering a harmonized system for the EIA of food & drink products.

- Fruit juice is one of the sectors in which the new harmonized system is tested. At the end of the project (2015) there will be a list of standard key environmental performance indicators (KEPI), a methodology for environmental impact assessment and a tool for environmental data collection.

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Conclussions:

Today, is a must for European SME´s to develop in CSR.

Access to networking.

Keep an eye on new trends, initiatives, VOC…

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THANK YOU

Questions?

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