

fruit on a
mission.



our fruit farm program.

we invite media, customers and
influencers in the public sphere to
join us on fruit farm trip. we do
this to tell our story and
communicate our belief in trade
not aid.



fruit farm trips

we visit fruit farms in developing countries to learn about the fruit and about the impact that trading with developing countries has on building prosperous communities.



malawi

guatemala

thailand

ecuador

ethiopia

peru

india

the campaign

nobody knows fruit like froosh



our political mission: trade not aid

- we believe that trading with the global south is absolutely vital in the fight against poverty.

- trade barriers imposed on developing countries, strangle their economies and arrest their development.

- we feel it is our responsibility to share stories from the local fruit farmers.

- fruit can and does change lives.



a little on aid

"aid creates outcomes of such magnitude that the 'harm' done outweighs any evidence we might have of aid 'working'." ("does foreign aid really work?" riddell 2014)

The Telegraph

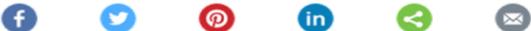
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British aid billions 'subsidising' third world defence budgets

Research by the House of Commons Library found that defence spending has increased in some of the biggest recipients of British taxpayers' aid cash



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A country so corrupt it would be better to burn our aid money

By MICHAEL BURLEIGH FOR THE DAILY MAIL

PUBLISHED: 23:14 GMT, 8 August 2013 | UPDATED: 23:41 GMT, 8 August 2013

TOP STORIES / WORLD

WORLD

Aid millions for Ethiopia may have been used for arms purchases

Allegations implicating the Ethiopian government say that aid money intended to help the starving, including funds from the 1985 Live Aid Concert, was used to buy weapons and finance an attempted coup in the 1980s.

and what about trade?



we believe trade is an engine for development; on our fruit farm trips we have seen how trade benefits the local community.

more jobs. a lot more jobs...

higher levels of education (e.g. management and technical training)

building schools and developing educational programs up to university level

improved infrastructure

engine for better CSR programs & organic production

bottom-line - no country in history has lifted itself out of poverty without trade.

will the real 'csr'
please stand up

no not you volkswagen...



social washing and green-
washing have ruined the
real meaning of csr.

our CSR activities

our CSR program
is so close to
our heart that
it is embedded
in our business
and employee DNA



university lectures
& conference talks

political
events and
debates

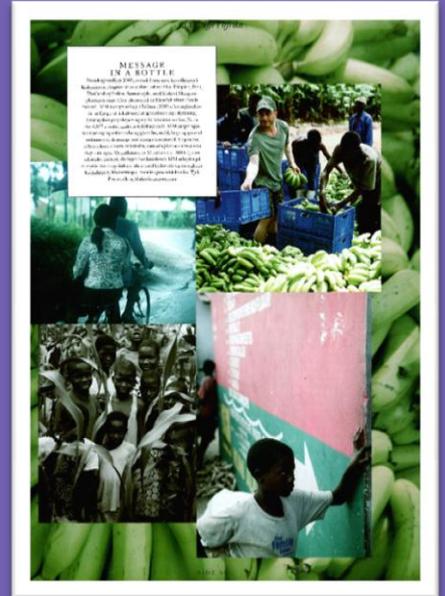
coffee table book

fruit farm
trips
media & Pr

social media

ambassadors

media attention 2015



+1 million viewers



combined media reach of 2,235,557.

join us!



