

Juice CSR Platform

Annual Report 2018

Introduction

In 2015, **Fair & Sustainable Consulting (F&S)** formed a consortium together with **Roland Waardenburg** of **Inclsve** and **Eric Hees** of the **Centre for Agriculture and Environment** to function as part of the management team for the **Juice CSR Platform**, together with **AIJN**.

Tasks and roles



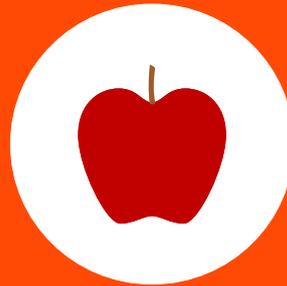
Coordination

Marjoleine Motz



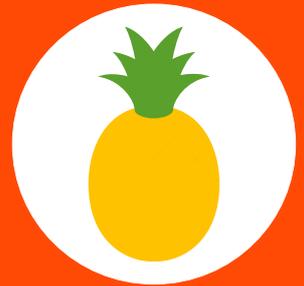
Working Group 1

Jochem Schneemann



Working Group 2

Gijs Kuneman
Eric Hees



Working Group 3

Roland Waardenburg
Lotte Amelink (supportive)

Workplan 2018

12

Membership growth

12 new members joined in 2018, far exceeding targets and bringing the total amount of members to 47.

5

Best practices shared

5 new best practices were shared in 2018. The sharing of best practices has grown into a good habit, with members continuing to share these with their communities.

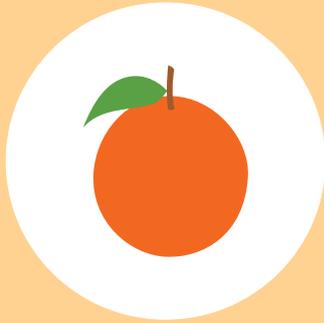
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Pilot project

Poland Farmer Training

Supporting Working Groups

Working group 1 *Brazil*



Tasks

1. Engage with Brazilian partners.
2. Hotspot identification, initiative analysis field trip and pilot project development.

Insights and results

- Discovered new focus areas (greening, water scarcity, labor conditions, security of income and living wage).
- Liaising with CI-Romero (Germany) regarding start of German Juice Platform and their intended field research into working conditions and wages.

Working group 2 *Poland*



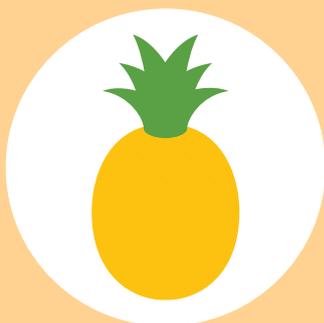
Tasks

1. Paper on Poland apple sector based on consultation, facts, and figures with CLM.
2. Identify CSR issues in the apple sector.
3. Field visits to Poland.

Insights and results

- 3 priorities based on paper: pesticide use, labour conditions, and governance in chain.
- Score card on pesticide usage and growth regulators is needed and being developed.
- 20-30 farmers received training on sustainable plant protection.

Working group 3 *Thailand*



Tasks

1. Research and analysis on labour issues both at processor and farm level.

Insights and results

- TPFA joined the platform, strengthening the local presence.
- Possibility of connecting with canned pineapple sector explored; although first results are positive, attempts were not yet successful.
- Exploring possibilities for trainings on good agricultural practices.

Knowledge & content management



During Plenary meetings part of the agenda was dedicated to knowledge exchange and learning. As much as possible interactive sessions were organized around CSR topics, risk management, et cetera.

A first webinar was organized on the strawberry project in Spain and additional information shared through the membership page. The offering of webinars will be increased in 2019 and a request to indicate topics of interest has gone out to members.

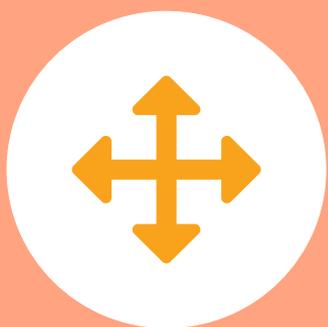
Communication & advocacy



During the year several newsletters were produced, work updates drafted for both the Steering Committee and the Platform Plenary, and an internal website for members to facilitate the exchange of information. This will be continued in 2019.

During 2017 a small communication committee worked on developing a guidance document for members. This resulted in several updates on the LinkedIn page during the year. This element will be further strengthened in 2019, as well as updating the information on the website and Juice CSR roadmap.

Administration & coordination of operations



Regarding recruitment of new members, potential new members were approached through the WGs, some also presented themselves at the CSR Juice Summit. This resulted in increased interest and more people participating in Platform meetings. This approach will be continued in 2019.

Coordination with AIJN and the Steering Committee went well and fluent. Working with skype preparation talks and few physical meetings turned out well and very efficient.

JuiceCSR



We want to thank AIJN and the Steering Committee for their trust and willingness to develop this work relationship into a fruitful one. We appreciate their openness to new approaches and communication and facilitation styles and are happy to continue this in 2019.

Utrecht, may 2019

Marjoleine Motz - Jochem Schneemann - Roland Waardenburg

Gijs Kuneman - Eric Hees - Stella Ling