



Approach

Fresh & Ingredients

Why participate?

1 — Global Covenants & Coalitions



2 — Benchmarking standards

By benchmarking relevant standards and formulating a common understanding of sustainability we use a selection (basket) of responsible sourcing standards to 'safely' choose from. This transparent benchmarking encourages standards to improve so they will reach a higher level. The transparency also offers efficiencies in auditing and trainings.



3 — Collective monitoring

In order to be successful and effective we carefully monitor and evaluate our instruments and mechanisms. We monitor and measure volume of responsible products (against covenant commitments), and will create one method of monitoring leading to economies of scale for the industry.



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Common issues



Targeted investments



Shared solutions

Together we will develop a common approach on existing but also new issues such as living wages. By sharing our learnings and creating shared solutions we can for instance improve impact on farmers livelihood.



CONTINUOUS GROWTH OF SUPPLY AND AVAILABILITY OF SUSTAINABLE PRODUCTS



MITIGATE REPUTATIONAL RISK ISSUES



BE A FRONT-RUNNER IN THE SUSTAINABLE MARKET



ASSURE PRODUCT QUALITY AND FOOD SAFETY



SYNERGIES IN BEST PRACTICES AND LEARNING ACROSS SUPPLY CHAINS



PROVEN CONCEPT OF PLATFORMS, PROJECTS AND SECTOR INVESTMENTS

Direct link to whole supply chain



RETAILER



MANUFACTURER



TRADER



PROCESSOR/PACKER



FARMER

How?

What will we achieve?

Where?

The Fresh & Ingredients program brings together six sectors:

Fruit & Vegetables (fresh and processed), Flowers & Plants, Nuts, Spices, and Vanilla.



€10M PUBLIC INVEST.



+100 PARTNERS



+100 PROJECTS

+25%

SUSTAINABLE SOURCED PRODUCTS BY PARTNERS BY 2020



SUSTAINABILITY TARGETS SET BY SUPPLY CHAIN PARTNERS



CROSS-CATEGORY SOLUTIONS THROUGH SUSTAINABLE BUSINESS CASES



WEST AFRICA
EAST AFRICA
SOUTHERN AFRICA
CENTRAL AMERICA
LATIN AMERICA
INDIA
SOUTH-EAST ASIA