The Sustainable Juice Covenant

About

Since several years, the juice industry has been discussing how to drive sustainability in the supply chain by mitigating supply chain risks and fulfilling market demand for sustainable juice. The sustainable juice covenant is the action plan by and for the juice industry to put its sustainability ambitions into action.

How to reach 100% Sustainability?

- Joint target setting – aiming for 100% Sustainable Juice and Puree by 2030
- Certification and verification of supply chain
- Independent monitoring of progress - Annual monitoring of percentage verifiably sustainable
- (optional) Issue mitigating projects - Opportunity to apply for co-funding from IDH addressing key sustainability issues in Africa, Asia and Latin America.

What do we count as sustainable?

Fruit and vegetables from farms which comply to the SAI FSA bronze criteria and are verified/certified accordingly, which are processed and packed in its supply chains by ETI/SMETA/SA-8000 certified industry partners.

SECTOR DRIVEN
OPEN TO ALL PLAYERS IN THE SUPPLY CHAIN
INDEPENDENT MONITORING ON PROGRESS
A MORAL OBLIGATION NOT LEGAL

AIMING FOR 100% SUSTAINABLE JUICE BY 2030

What is expected of you?

- Commit to aim to source 100% Sustainable Juice and puree in 2030
- Report progress annually and allow independent verification
- Promote the Juice Covenant
- Share knowledge on sustainability with covenant members

Benefits for companies

- Public expression of your sustainability ambition
- Proven, tpractical approach to sustainability
- Independent monitoring of your progress (co-funded by IDH)
- Opportunity to apply for IDH co-funding for issue mitigating projects
- Exploit market opportunities and reduce your risk exposure

Endorsed by

AIJN EUROPEAN FRUIT JUICE ASSOCIATION

DÖHLER · FRUTCO AG · Rainforest Alliance · SVZ · Riedel · Solidaridad · Verbruggen Juice Trading Sustainable Products B.V. · Firmenich · Refresco · BASA burke agro, s.a. · V & K Pineapple Canning Co., Ltd.

powered by IDH

AIMING TO SOURCE 100% SUSTAINABLE JUICE AND PUREE BY 2030

15% 2018 · 30% 2020 · 75% 2025 · 100% 2030

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The **Sustainable Juice** Covenant

100% sustainable juice by 2030

Covenant sustainably sourced, processed and traded fruit and vegetable derived juices, purees and their concentrates.

AIJN
EUROPEAN
FRUIT JUICE
ASSOCIATION

DÖHLER
NATURAL FOOD & BEVERAGE INGREDIENTS

Riedel

Verbruggen
Juice Trading
Sustainable Products B.V.

Refresco

Rainforest
Alliance

Firmenich

SVZ
FRUITS & VEGETABLES
CELEBRATING 150 YEARS
of fruit and vegetable passion

FRUTCO AG

BASA
burke agro, s.a.

Solidaridad

V & K
V&K Pineapple Canning Co., Ltd.

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