

SIFAV

The Sustainability Initiative Fruits and Vegetables (SIFAV), aims to make imports of fruits and vegetables from Africa, Asia and South America 100% sustainable in 2020. Started in 2012 with Dutch companies, today SIFAV has become a pan-European initiative with retailers, brands, traders and civil society organizations in seven European countries.

The fruit and vegetables sector faces a number of sustainability issues, like poor livelihoods of farmers, scarce awareness of good social and environmental practices, low yield and limited exposure to commercial farming and international market requirements.



Overall objective

Make imports of fruits and vegetables from Africa, Asia and South America 100% sustainable in 2020.

Main sustainability issues targeted

- Small holder farmer inclusion
- Health and safety
- Food safety
- Water sustainability

Focus countries

Argentina, Brazil, Colombia, Costa Rica, Ecuador, Egypt, Ethiopia, Ghana, India, Ivory Coast, Kenya, Morocco, Nigeria, Peru, Senegal and South Africa.

Private partners

Agrofair, Albert Heijn, Bakker Barendrecht, C1000, Camposol Fresh, Chiquita, Coop Switzerland, Del Monte (Holland), Dole, Don Limón, Eosta, Exsa Europe, Fairfields, Fairfruit, Fairtrasa, FV Seleqt, Fyffes, Georges Heifer SA, Giovanelli

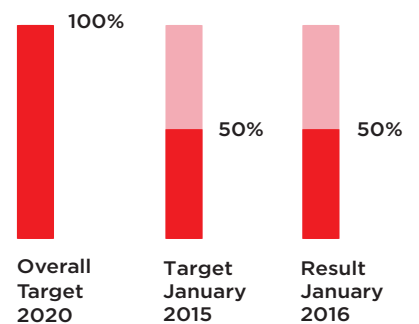
Fruchtimport AG, Grøn Fokus, Hillfresh, HPW AG, ICA, Jaguar the fresh company, Jumbo, Levhart, Lidl Nederland, Mara Fresh, Marks & Spencer, Nature's Pride, Olympic Fruit, Organic Trade Company Holland, PPO Services AG, Safarifresh, Special Fruit, Staay Food Group, Superunie, The Greenery, TimerFruit, Total Produce, Univeg, Van Oers United, Verbruggen Juice Trading Sustainable Products, Yex.

Other partners

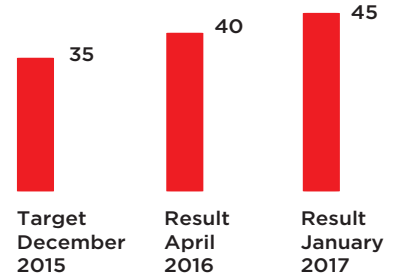
BSCI, Bio Suisse, ETI/SMETA, EU Organic, Fairtrade FLO-Cert, Forum for the Future, Frugi Venta, GlobalG.A.P., GSCP, ICCO, IMO (Fair) for Life, Leaf, PwC, Rainforest Alliance, SA8000, Sedex, SIZA South Africa, Solidaridad, Sustainably Grown, US Organic.

Imports of all fruit and vegetables from Africa, Asia and South America 100% sustainable in 2020

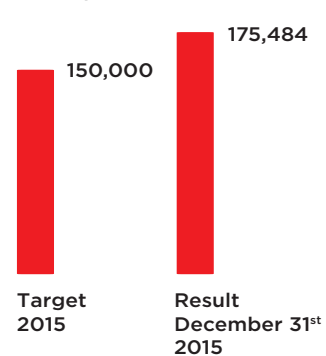
Percentage of certified/audited fruits & vegetables, sourced by covenant members



Number of partners and signatories in the covenant



Number of smallholder farmers/workers trained in improved agricultural, environmental and social practices (GAP, GEP, GSP)



“ We are very pleased that SIFAV is an international effort. We believe and hope that more retailers across Europe will be incentivized to follow in the footsteps of our partners and increase their sustainability practices.”

Tony Bruggink, Program Director

Context

The fruit and vegetables sector faces a number of sustainability issues along the supply chains. The issues at farmer level include poor livelihoods of farmers, scarce awareness of good social and environmental practices, low yield and limited exposure to commercial farming and international market requirements. At processing/ packaging level, working conditions require attention and continuous improvements.

Theory of change

SIFAV aims to leverage market demand of sustainable fruit and vegetables and to support producers and smallholder farmers to improve working conditions for their workers, to increase productivity and product quality and to promote good environmental practices. The sustainable production of fruit and vegetables provides farmers and producers access to established local and international markets, which reduces the risk associated with the volatility of demand for producers. This may ultimately result in increased income, better working conditions and good quality of life for producers, farmers and their workers.

Private partners members of SIFAV work towards establishing transparent supply chains. They report on the progress of their supply chain towards the ultimate goal of having 100% sustainable imported products. A third party company is annually monitoring their progress. SIFAV also consider the importance of addressing overarching issues identified in the supply chains, like smallholder farmers inclusion, health and safety, food safety and water sustainability. IDH co-funds projects that target smallholder farmers inclusion into global supply chains, and that aim to promote good agricultural practices and best social practices in sustainable production.

Objectives

The fruit and vegetable program is built on three work streams:

1. Market transformation: setting the minimum program requirements for social and environmental sustainability and building a broad sector commitment for a transition agreement for 100% sustainable sourcing.

2. Global Standard Equivalency: Working with eight existing social, environmental and organic and in cooperation with Global Social Compliance Program (GSCP), to promote harmonization of standards with market recognition.
3. Producer support program: Co-funding partners to set up projects in producer countries that aim to address and solve major hurdles towards sustainability.

Progress

- From a Dutch initiative with 13 private partners in 2012, SIFAV broadened its scope and is now an pan-European coalition including 48 international partners in Belgium, Denmark, Germany, Sweden, Switzerland and the UK.
- Currently, 11 Producer Support Projects are being implemented in multiple sourcing countries.
- With more companies and therefore more volume joining in 2015, by January 1st 2016 the percentage sustainable sourced volume is decreased by 16%. More efforts need to be done to reach the 2020 target of 100%.
- On April 25th 2016, SIFAV launched the Sustainable Grapes Initiative - India (SGI-I). The initiative focuses on smallholder inclusion as well as social and environmental compliance to local and international markets requirements, among which reducing the use of agrochemicals and improving working conditions.
- SIFAV is collaborating with the Grow Africa Partnership. Currently two producer support projects are being implemented in Benin and Nigeria.
- Sustainability Initiative Fruits and Vegetables – Processed was launched in May 2015. Seven companies have become signatories while ten other companies have demonstrated interest to join.

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