

The Sustainable Juice Covenant: Support Document

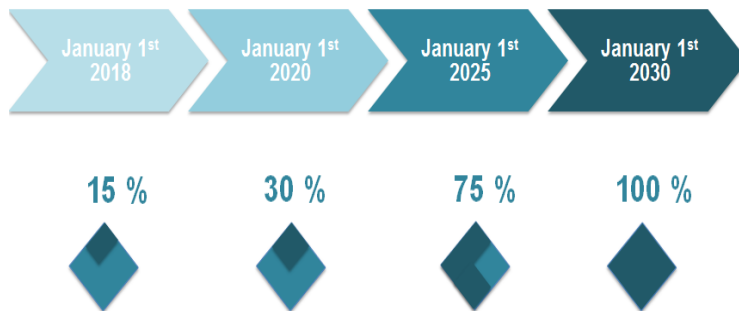
Across juice supply chains, social and environmental challenges are increasingly coming into focus, presenting potential business and reputational risks to players within the sector. In addition, juice supply chains can be complex and dynamic, with inputs that are largely commoditized – this can be a challenging setting in which to make progress. To increase sustainability across the supply chain, companies need to work together to build the demand for more sustainable production.

Sustainability certifications provide assurance of improved practices to the market. Companies can drive the demand for improved practices by committing to an increased uptake of social and environmental sustainability certifications.

The Sustainable Juice Covenant

Launched in 2017, the Sustainable Juice Covenant is centered on the target of 100% sustainable sourcing by 2030. Membership is open to players across the supply chain. By joining the Juice Covenant, members commit to collectively working towards this target. Progress against this target is evaluated annually through a third-party monitoring process.

The Sustainable Juice Covenant currently includes 16 member organizations (representing fruit growing, processing, blending, bottling, retail and civil society organizations). In 2018, 4.7 million MT of single-strength juice equivalent was traded under the Sustainable Juice Covenant.



Based on the 2018 monitoring: 20% of total volumes under the Juice Covenant are already sourced sustainably. We are on-track against our targets!

Under the Sustainable Juice Covenant, juice products are considered sustainable if they meet social and environmental certification criteria at the farm, processing and bottling levels of the supply chain.

What is *sustainable* at the farm-level?

At the farm level, we work with the [Farm Sustainability Assessment \(FSA\)](#) tool under the Sustainable Agriculture Initiative (SAI) platform. The FSA tool is a self-assessment tool covering social and environmental criteria, and includes three levels: bronze, silver and gold. For self-assessment results to be used in external engagements, third-party verification of results is required.



Other standards have also been evaluated (or benchmarked) against the different levels of the FSA tool. This is a global list of standards and includes independent standards (for example, Fairtrade, Rainforest Alliance, Global GAP, etc.), and brand/company-specific standards.



Under the Sustainable Juice Covenant, we recognize FSA bronze level, or higher, as sustainable at the farm-level, or other standards that have been benchmarked as equivalent to FSA bronze level or higher. In doing so, the Sustainable Juice Covenant supports increased demand for more sustainable practices at the farm-level, while helping to reduce the burden of multiple schemes and audits.

FSA Resource Center

The FSA Resource Center provides more information on how the FSA tool is structured and the process of verification. The Resource Center includes a series of support documents:

- **FSA Training Toolkit** – support materials for training farmers on sustainable agricultural practices to improve FSA performance.
- **Benchmark Equivalency Overview** – this is the full list of standards that have been benchmarked against FSA and their resulting equivalency level.
- **Farm Sustainability Questionnaire** – the self-assessment questionnaire for assessing your performance against the FSA criteria.
- **FSA Approved Verification Bodies** – a list of SAI platform-approved companies that can conduct FSA verification, together with contact details.

The FSA Resource Center can be found [HERE](#).

Which standards should I use?

To decide on which standards to use under the Sustainable Juice Covenant, the following should be considered:

- The market demand for products certified against a standard. This will be product-specific and will depend on regions and markets into which your products are supplied. A recommended starting point is to engage your clients on the most appropriate standards within your supply chain.
- The availability of support/training and audit services in your region of operation. This can be determined by contacting the standards organizations directly.
- The appropriateness of a standard to a production setting. For example, whether sourcing from own farms/estates, commercial contract farmers, or smallholder farmers.

What is sustainable at processing, blending and bottling?

At the processing, blending and bottling levels of the supply chain, production needs to meet the requirements of ETI/SMETA 4 Pillar or SA8000 social sustainability standards.

For ETI/SMETA 4 Pillar, an operation's status on the ETI web portal is leading. If non-conformities are not addressed within the timeframe of the auditor (i.e. red status on the web portal), the certification is not considered valid. The certification is considered valid for three years following an audit.

More information on SMETA can be found [HERE](#).



More information on SA8000 can be found [HERE](#).

