

THE SUSTAINABILITY INITIATIVE FRUIT AND VEGETABLES



The Sustainability Initiative Fruit and Vegetables (SIFAV), coordinated by IDH, The Sustainable Trade Initiative, aims to actively contribute to more sustainable fresh fruit and vegetable supply chains globally, with regards to economic, environmental, and social aspects. Its purpose is to create impact at scale by aligning policies, targets, and collaborative action within the fresh fruit and vegetable sector.

Strategy SIFAV 2025

The focus of SIFAV's 2025 agenda is on:

- Reducing the environmental footprint across the supply chain
- Improving working conditions, wages and incomes
- Strengthening due diligence reporting and transparency

The joint ambitions include a collective action plan that is in line with the UN Sustainable Development Goals and supports the aims of the EU Farm to Fork Strategy to accelerate the transition to a fair, healthy and environmentally friendly food system.

ALL SIFAV MEMBERS COMMIT TO COMMON SUSTAINABILITY GOALS ON THREE PILLARS:

I. ENVIRONMENTAL PROGRAM



Objective

Measure and reduce the environmental footprint of priority products

Focus area

Climate change, water and food loss

- 25% carbon footprint reduction in three priority products
- 25% food loss and waste reduction in three priority products
- Implementation of water standards (third-party verification) for 70% of volume from high water risk regions
- Reduction of water use to best practice levels in 3 jointly selected catchments

II. SOCIAL PROGRAM



Objective

Generate positive impact on salient issues with regards to working conditions and Living Wages

Focus area

Decent and equal wages

- Implementation of jointly approved social third-party verification, to at least 90% of volume coming from high- and medium-risk countries by 2025
- Taking a first step in improving Living Wages or Living Income, by analysing living wage and living income gaps in one of their supply chains and if possible, also making a commitment towards reducing these gaps

III. DUE DILLIGENCE PROGRAM



Objective

Accelerate transparency and continuous improvement

Focus area

Smart risk rating and joint leverage

- Jointly and individually reporting on risks and progress on an annual basis from 2022 onward
- Implementing robust human rights and environmental supply chain due diligence policies and processes according to OECD and UN Guidelines

How do we work?

SIFAV drives collaborative action by creating a level playing field through joint targets and by developing credible tools, policies and approaches in working groups and with the support of experts. This helps the SIFAV partners to drive sustainability in their supply chain.



Ambitious & Feasible goals

Measurable 2025 targets that drive progress on the roadmap to a sustainable fresh produce sector



Cooperation & Partnerships

Joining forces to drive impact



Tools & Policies

Practical support through joint sustainability policies, approaches, and tools

IDH supports innovative and inclusive projects that results in improving jobs, livelihoods and the environment through co-funding.

Interested in joining?

SIFAV has been growing steadily over the past few years and almost counts 40 partners* ranging from retailers and traders to civil society organizations and associate partners. The initiative is open to all organizations and companies active within the global fruit and vegetable sector. Becoming a SIFAV partner essentially means:

- Aligning with the SIFAV 2025 strategy
- Committing to the common objectives
- Paying an annual membership fee

* in 2021

Get in touch!

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What's in it for you? Benefits of becoming a SIFAV partner

By joining SIFAV, you will scale up your sustainable engagement with regards to fresh fruit and vegetable supply chains through collaboration with like-minded ambitious companies within the sector – thus generating positive impact and value for your business. The benefits at a glance:



Driving action in supply chain

Keeping momentum through joint targets, annual reporting and enhanced sourcing requirements, while also engaging suppliers, capacitating companies and helping them develop their sustainability strategy



Setting sector-wide approach

Driving industry change through leadership and pre-competitive alignment through joint approach setting



Clear and positive communication

Showing that you are making a difference by proving progress on sustainability targets to stakeholders



Learning, expertise, and international cooperation

Gathering knowledge through a platform of forward-looking companies with shared objectives and through expert support from IDH



Effectively mitigating risks through research and tools

Mitigating risks for your own company by contributing to and benefitting from quality research and jointly developed tools, joint policies, action and communication



Cost savings

Monetary benefits based on joint sustainability tools, trainings, expert support and knowledge, as well as shared project costs and funding by IDH