



The  
**Sustainable Juice**  
Covenant

# A STRONG INTERNATIONAL PLATFORM FOR SUSTAINABLE JUICE

ACCELERATING ACTION:

AIMING FOR 100%

SUSTAINABLE JUICE VOLUMES

BY 2030

JANUARY 1<sup>st</sup>  
2018



JANUARY 1<sup>st</sup>  
2020



JANUARY 1<sup>st</sup>  
2025



JANUARY 1<sup>st</sup>  
2030



OPEN TO ALL PLAYERS  
IN THE SUPPLY CHAIN



SECTOR  
DRIVEN



A MORAL COMMITMENT, NOT  
A LEGAL OBLIGATION



INDEPENDENT MONITORING  
OF PROGRESS

## WHO WE ARE

The Sustainable Juice Covenant (SJC) is a strong international platform **uniting forward-thinking companies and frontrunners across the juice value chain** – from producers, processors and bottlers to brands, retailers, and civil society organisations – all committed to producing and sourcing 100% sustainable juice by 2030.

Founded in 2017, the SJC is a results- and action-driven coalition with a proven track record of accelerating sustainable juice production and sourcing through **collaboration, innovation, and accountability**.

## WHAT WE DO

The SJC provides clear definitions for sustainability at every step of the supply chain and a roadmap with milestones to success. By working together, exchanging knowledge, and sharing learnings, the SJC members can build trust across the supply chain, and collectively raise the bar for sustainable production and sourcing in the global juice sector.

The SJC has a benchmarked **Basket of Sustainability Standards**, in line with sustainability standards recognized by the European Fruit Juice Association (AIJN), ensuring a structured and aligned approach that prepares members for the future and decreases the administrative burden in global supply chains.

## PROVEN IMPACT

- **Clear track record** of growing sustainable juice production and sourcing and reporting on progress
- Members collaborate on **feasible and scalable solutions**
- **Benchmarking** of sustainability standards
  - ensures alignment
  - reduces administrative work
  - offers a clear framework for monitoring and verifying sustainability progress

## SUSTAINABILITY ACROSS THE WHOLE SUPPLY CHAIN



## CURRENT MEMBERS



### WHY JOIN? BENEFITS AT A GLANCE

- **Showcase** your sustainability ambition
- Benefit from applying an already **established and recognized sustainability approach**
- **Independent verification** of your sustainable volumes allows for credible communication towards clients and stakeholders
- Access to an **exchange platform** of forward-looking companies and to knowledge, insights and tools from IDH
- **Efficiency and cost savings** through co-developing of sustainability solutions
- Opportunity to team up for **joint** sustainability projects

### WHAT'S EXPECTED FROM OUR MEMBERS?

- **New members:** Start by committing to at least 5% sustainable volume per year, reaching a minimum of 25% by 2030, and aiming for 100% within 10 years
- **Current members:** Work towards 100% sustainable juice by 2030
- **Supporting members** (retailers, foodservice, NGOs): Align with and support the SJC objective without mandatory target setting or reporting

### NOW IS THE TIME TO JOIN!

With strategic shifts ahead and members taking ownership of the organisation, your participation helps secure the platform's long-term impact — while positioning your company at the forefront of sustainable development in the global juice sector.

**Join the SJC and help us shape a 100% sustainable juice future – let's raise the bar together!**



GET IN TOUCH!

**MORE INFO**  
<https://sjc2030.com/>

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