



# Sustainability Update 1/2021

JAGUAR THE FRESH COMPANY IS COMMITTED TO TAKING GOOD CARE OF THE WORLD WE LIVE IN: ENVIRONMENTALLY, SOCIALLY AND IN OUR COMMERCIAL BUSINESS ENVIRONMENT.

Dear Friends,

Within the chaos of 2020, we are truly thankful that our Jaguar Team remained resilient and healthy. We have much to be thankful for, and especially at the start of this new year our thoughts go out to those who lost loved ones during the 2020.

The effects of the Covid-19 pandemic caused Jaguar to develop a new sustainability-focused strategy that is also commercially powerful. We involved each and every one of our team members in a project that considered the role and position of Jaguar in the world, focusing strongly on aligning the aspirations of our employees with the strategic objectives of the company.

The result of the efforts of the Jaguar team means that also in 2021 we will:

- *Underpin our business strategy with strong ethical principles.*
- *Place quality, value and integrity at the heart of our operations.*
- *Acknowledge our wider social and environmental responsibilities, and base our commercial model on trust, loyalty, and a global value system.*
- *Add value to the world in which we live, socially and environmentally.*
- *Improve our sustainability footprint by collaborating with suppliers, customers, and service providers in projects that will make the world a better place.*

We have moved to our new office and warehouse facility. I truly hope that in the coming year we will be able to meet each other face to face in this great new building.

Our special thanks go to Pascalle van Bergenhenegouwen for compiling this newsletter. Her dedication to and passion for sustainability is a great asset to Jaguar.

I wish you a healthy, happy and successful 2021.



**KEES RIJNHOUT**  
CEO Jaguar The Fresh Company  
Ridderkerk, The Netherlands



# It is our passion to provide sustainable fresh produce solutions that exceed our customers' expectations all over the world.

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## FOR YEARS JAGUAR HAS BEEN WORKING HARD TO MAKE THE SUPPLY CHAIN MORE SUSTAINABLE.

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Together with growers, subsidiaries, customers, growers, and external advisers we have completed various projects to make our industry 'greener'.

One such example is the Sustainability Initiative Fruits & Vegetables (SIFAV), a covenant with which we and our fellow members aim to achieve 100% sustainable imports of fruits and vegetables from Africa, Asia and South America by 2020. In 2019, Jaguar already sourced 74% of our volumes from high-risk countries in a sustainable manner.

We recently also focused on a water risk analysis, a project to determine the degree of water scarcity in the production areas from which we source our fruit. In addition, Jaguar participated in a pilot of the GroentenFruithuis to test a new method for calculating our environmental footprint. We executed this pilot project with Agroland, our citrus partner in Egypt. The results of this interesting project will be shared with you in a future newsletter.

In 2021 we will focus our sustainability efforts on various existing projects and starting up new ones, such as:

- Working actively towards a sustainable supply chain with the new SIFAV covenant;
- Making packaging more sustainable;
- Empowering growers with sustainable energy through Jaguar New Energies; and
- Supporting local, rural communities in South Africa in partnership with the Desiree Ellis Foundation.

You can read more about Jaguar New Energies and Desiree Ellis in this sustainability newsletter. The other topics will be covered more closely in future editions. From now on, we will provide you with quarterly updates with the aim to inform and make you even more enthusiastic about Jaguar's sustainability efforts!



**PASCALLE  
VAN BERGENHENEGOUWEN**  
Quality & Sustainability  
Jaguar The Fresh Company  
Ridderkerk, The Netherlands



# JAGUAR NEW ENERGIES

## **JAGUAR NEW ENERGIES SUPPLIES SOLAR PLANTS TO SOUTH AFRICAN FRUIT FARMERS AT NO UPFRONT COST.**

Many farmers face economic challenges, including the erratic supply of electricity. This often leads to the use of 'dirty electricity' from diesel generators.

Jaguar has been involved in South Africa for decades, so we challenged ourselves to create a sustainable solution to this economic and environmental issue. We identified two experienced

partners with whom to manage such an ambitious project. We formed Jaguar New Energies with the Dutch Forest Effect Fund (an organisation with outstanding experience in sustainable agricultural value chains), and New Southern Energies, a key player in the Southern African solar energy market. Together we have excellent expertise on board to ensure that South African fruit farmers can extract solid value from this unique energy solution from Day #1.

Jaguar believes that solar energy can change the face of farming.

Everybody understands the benefits of clean energy, but for growers the upfront cost was always an issue. Our model enables a farmer to make an easy and clever transition to sustainable energy, with no upfront investment required. This provides an exceptionally reliable source of energy, no dependence on the erratic energy supply from the grid, and no operations or maintenance costs. Our model also leads to socio-economic benefits, with discounted electricity being made available to farming and rural communities.





# DESIREE ELLIS FOUNDATION

**IN PARTNERSHIP WITH THE DESIREE ELLIS FOUNDATION IN SOUTH AFRICA JAGUAR TRAINS, EMPOWERS AND SUPPORTS RURAL WOMEN TO DEVELOP THEIR COMMUNITIES.**

Jaguar has been involved in environmental sustainability and ethical trading for many years. To live out our company purpose to the full we are now also actively pursuing social sustainability projects in the countries and in farming regions where we have commercial operations.

Together with Desiree's foundation we are rolling out a plan of action in South Africa that will enable rural women to play a leading role in developing their communities. This is done through motivational talks, sport events and life skills training that enables individuals to develop themselves and their communities. We often also provide food relief to the poorest of the poor.

In the coming year we intend to engage and cooperate with growers, local authorities, supply chain partners and non-profit organisations so that we can create wide-spread benefits for all our stakeholders, from tree to table.

- Desiree Ellis is a sports icon in South Africa. She is the current coach of Banyana Banyana, the South Africa women's national football team.

- She has coached her team a high ranking in the Africa Women Cup of Nations. In 2019 Desiree also her team to qualify for the World Cup for the first time in history.

- She received the Confederation of African Football Women's Coach of the Year Award in 2018 and 2019, and also received the Presidential Silver Sports Award in 2000.

- She was a FIFA Ambassador during the 2010 World Cup and is still an ambassador of the prestigious Laureus Foundation.

- In December 2020 Desiree received the Sports Lifetime Community Award at the Hollard Sport Industry Awards.

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**ACTIVELY PURSUING  
SOCIAL SUSTAINABILITY  
PROJECTS**  
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# MOVING AHEAD!

*On 4 January 2021 Jaguar moved to new, state of the art premises.*

*This building of 20 000 square meters was designed by our logistics partner Kivits Goes to provide specialized cold storage space for 18 000 pallets of fruit. We now have access to a full-service retail packing unit, as well as the best possible handling and logistics facilities in the business.*

*During the design process we paid much attention to the ergonomic aspects of the offices. Every detail was considered so that we can provide a professional working environment that is also safe, pleasant, and – most importantly – healthy for our team members. Sunlight, fresh air and open spaces have all been included in the final design. Outstanding technical facilities enable us to communicate professionally with our customers and growers via secure digital platforms. This amazing fresh facility provides a wonderful working environment for our team and leads to even better interaction between the different companies in our group. Serving our clients according to their needs through professional teamwork remains our core focus.*

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**THIS BUILDING OF 20 000 SQUARE METERS WAS DESIGNED BY OUR LOGISTICS PARTNER KIVITS GOES TO PROVIDE SPECIALIZED COLD STORAGE SPACE FOR 18 000 PALLETES OF FRUIT. WE WILL ALSO HAVE ACCESS TO A FULL-SERVICE RETAIL PACKING UNIT, AS WELL AS THE BEST POSSIBLE HANDLING AND LOGISTICS FACILITIES IN THE BUSINESS.**

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**Selderijweg 90D, 2988DG, Ridderkerk, The Netherlands**



# CARING & SHARING



## CHRISTMAS MEAL

On Wednesday 16 December we supported the Desiree Ellis Foundation to cook and serve a Christmas meal to 500 children and adults in poor communities in South Africa.

## SANTA'S HELPERS

Ricardo Phillips (community coach in Houtbaai), Sharon Lombard (community coach in Atlantis) and Avril Adams (food angel in Hanover Park) executed the project, as Desiree was diagnosed with Covid-19 and ill at home.

## HAPPY PEOPLE

It was very rewarding to see how much our humble donation was appreciated.

**PLEASE WATCH THE VIDEO OF THE EVENT [HERE](#).**



# FAIRTRADE

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JAGUAR IS FAIRTRADE CERTIFIED. THIS MEANS THAT FOR ALL THE FAIRTRADE PRODUCTS WE SELL, WE GENERATE A PREMIUM THAT IS PAID TO OUR GROWERS. THESE FUNDS ARE INVESTED IN THE WELLBEING OF WORKERS, AND WE WORK CLOSELY WITH OUR GROWERS TO IDENTIFY THE BEST POSSIBLE USE OF THE PREMIUM.

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- Our Egyptian Fairtrade supplier is currently identifying the best possible destination for the 2020 premium that we generated. The focus is on enhancing the wellbeing of workers.
- Our South African Fairtrade supplier has been a certified partner for many years. With the Fairtrade premium they run various projects to the benefit of workers:
  - School or study fees are paid for several young children.
  - An afterschool care centre for primary school children has been set up. Here children can participate in structured activities, receive help with their school curriculum, and study in a safe environment while their parents are at work.
  - An eyecare project where every community member has access to an eye test. The fund covers the cost of spectacles for workers, children of workers and elderly community member. Considering that this grower has more than 140 households on their farms that is quite a lot of spectacles!
  - Using the Fairtrade premium, a minibus was purchased for transporting children to the afterschool care centre. The bus is also used for community services.



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**And as we let our own  
light shine, we  
unconsciously give other  
people permission to do  
the same**

Nelson Mandela

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