



JAGUAR FRESH

SUSTAINABILITY  
NEWSLETTER JULY 2021

# ON OUR WAY TO 20 MEGAWATT!



Nicola Cencelli, Director of JNE.

**WITHIN ONLY ONE YEAR AFTER STARTING JAGUAR NEW ENERGIES WE HAVE ALREADY INSTALLED TWO SOLAR PROJECTS IN SOUTH AFRICA.**

Joining forces with New Southern Energies has enabled us to develop solar solutions for farms even faster. We have already installed 1,100 Kwh145 kWp / 234,000 kWh per year of solar energy solutions and signed a contract that will soon deliver 3,600 Kwh 3,600 kWp / 5.5 mil kWh per year. Another 13,40032,000 kWp of serious projects are in our pipeline during the coming months. In partnership with farmers, we will make the fresh produce industry cleaner and more sustainable!



## SOCIAL SUSTAINABILITY

**TO SHOW OUR FULL COMMITMENT TO SOCIAL SUSTAINABILITY, OUR CEO KEES RIJNHOUT RECENTLY VISITED THE DESIREE ELLIS OPERATIONS IN ATLANTIS, A RURAL, DISADVANTAGED COMMUNITY IN THE WESTERN CAPE OF SOUTH AFRICA.**

Together with community coaches Sharon Lombaard and Ricardo Kermis (who travelled 700 km to meet Kees) we did a massive food relief drive for the children of Atlantis. During the second half of 2021 we will intensify the partnership with the Desiree Ellis Foundation and Little Libraries, especially at farm level. Watch this space!

# GEEF KLEUR DOOR



2021 IS THE UNITED NATION'S  
INTERNATIONAL YEAR OF FRUIT AND  
VEGETABLES.

It is a year in which worldwide attention is paid to the role that fresh produce in our health. It makes the human being more resistant to viruses and fits into a sustainable diet. Creative food agency 'Food Cabinet' and the 'Nationaal Actieplan Groenten en Fruit' (National Action Plan Fruit and Vegetables) – in collaboration with several partners – launched an awareness campaign entitled 'GEEF KLEUR DOOR', meaning 'Let us play colour forward'. Jaguar created a playful take on this campaign, and our staff participated by using fresh produce in various recipes and posting it on social media. It was great fun!

## JAGUAR GOES NAKED

Always on the lookout for innovations in terms of sustainability (and to respond innovatively to retailers' demands for less plastic packaging) Jaguar recently introduced NAKED POMELOS. No plastic or metal is used in the packaging of this unique product. The pomelos are treated with a natural bio-wax, there is less moisture development, giving a better shelflife. Last but not least, we are creating a saving on plastic of 40kg per container.



## FAIRTRADE

Jaguar Fresh has introduced a special Fairtrade service for customers who do not have the necessary volumes in sales that are required to bring full containers from over overseas origins. In this newly developed system, we bundle the requirements from various customers, and provide direct access to Fairtrade fruit through our trusted Fairtrade supply chain. This provides an easy and effective way through which even more of our customers can fill the Fairtrade category for their retailers. Jaguar Fresh: adding value to your Fairtrade positioning!



## DEVELOPMENT OF SIFAV 2025

The development of the different elements of SIFAV 2025 is in full swing! The main goals on 'Environment' within SIFAV focus on priority products, therefore each SIFAV-participant had to deep dive into their own business figures. Everybody has been hard at work gathering data on product volumes, sourcing areas and potential environmental risks involving water and waste. Together with IDH we will decide which products we will focus on the coming years. We are excited to collaborate with other companies on topics such as water and living wage later this year.

We will certainly update you in our next newsletter.