



# Jaguar the fresh company sustainability update 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.

Within the chaos of 2020, we are truly thankful that our Jaguar Team remained resilient and healthy.

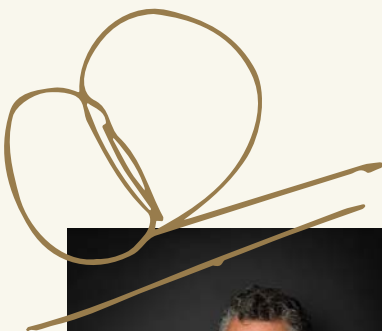
Our thoughts go out to those who lost loved ones during the past year. The effects of the Covid-19 pandemic caused us to develop a new sustainability-focused strategy that is also commercially powerful.

## 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.*

In keeping with the spirit of caring and sharing, this year we will not be sending out Christmas cards or handing out corporate gifts. Instead, we have hosted a Christmas meal for 500 underprivileged people in South Africa.

I trust that you will enjoy reading this newsletter. Our special thanks go to Pascalle van Bergenhenegouwen for compiling it. Her dedication to and passion for sustainability is a great asset to Jaguar.



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



JAGUAR THE FRESH COMPANY® 2020  
[WWW.JAGUARTHEFRESHCOMPANY.NL](http://WWW.JAGUARTHEFRESHCOMPANY.NL)

**It is our passion to  
provide sustainable  
fresh produce  
solutions that exceed  
our customer's  
expectations all over  
the world.**

OUR CORE VALUES REVOLVE AROUND:

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- *Constant improvement*
  - *Customer service excellence*
  - *Integrity, honesty and fairness*
  - *Sustainability*
  - *Embracing people*
  - *Passion for fresh*
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# 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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# CLEAN CITRUS

Jaguar started some years ago with identifying the most effective way of producing, processing, packing and exporting oranges in a more sustainable way. 'Clean Citrus' refers to fruit which undergoes an alternative post-harvest treatment based on a natural wax, produce from (amongst others) Carnauba, a completely natural wax.

In Egypt our involvement in 'clean citrus' has become a key focus of our sustainability strategy. There are many

advantages for people and the environment when using this treatment instead of the traditional post-harvest treatment. Far less chemicals are used during the production and packing process. In addition, with the Clean Citrus technology water is saved, and there is no need to use hot water for cleaning the oranges.

This saves a lot of energy!

Consumers are increasingly aware of the food they eat. Especially in the post-Covid global scenario millions of consumers seem to be making choices for food products that really promote good health. This is in line with the philosophy behind Clean Citrus.

Our first major exports in 2019 received positive results, and this year we improved even further. Today our 'Clean Citrus' oranges have a beautiful appearance! We are proud to be the first movers in this regard and are happy that retailers are responding positively.

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**We started this project in Egypt, and the involvement in 'clean citrus' has now become part of our sustainability strategy. There are many advantages for people and the environment when using this alternative treatment instead of the traditional post-harvest treatment. Less chemicals are added to the water that is used during the post-harvest treatment phase. This means that there is also less pollution in the wastewater. Also, in the traditional post-harvest method water must be heated. With the 'Clean Citrus' treatment, there is no need for to use hot water.**

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**95L**  
**1000 TONS**  


**WITH CLEAN CITRUS WE SAVE UP TO  
95 L OF CROP PROTECTION PRODUCTS  
PER 1000 TONS OF ORANGES!**





# MOVING AHEAD!

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**ON 4 JANUARY 2021  
JAGUAR WILL TAKE  
A MAJOR STEP BY  
MOVING TO NEW,  
STATE OF THE  
ART PREMISES.**

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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 PALLETS 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.

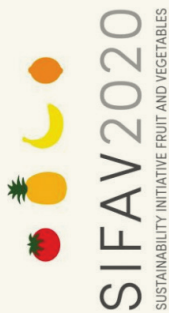
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*During the design process we paid much attention to the ergonomic aspects of the offices. Every detail was considered so that we could provide a professional working environment that is also safe, pleasant, and – most importantly – healthy for our team members. Sunlight, fresh air and open spaces have all been included in the final design. Outstanding technical facilities will enable us to communicate professionally*

*with our customers and growers via secure digital platforms. We are confident that this amazing fresh facility will provide a wonderful working environment for our team, leading 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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Selderijweg 90D, 2988DG, Ridderkerk, The Netherlands



# SUSTAINABILITY INITIATIVE FRUIT & VEGETABLES

IN 2012 JAGUAR WAS ONE OF THE FIRST 12 SIGNATORIES OF THE SIFAV COVENANT. TODAY, SIFAV IS A PAN-EUROPEAN INITIATIVE WITH OVER 40 PARTNERS, INCLUDING RETAILERS, TRADERS, AND CIVIL SOCIETY ORGANIZATIONS FROM THE NETHERLANDS, BELGIUM, DENMARK, GERMANY, SWEDEN, SWITZERLAND, AND THE UNITED KINGDOM.

The global fruit and vegetables sector faces a number of key sustainability challenges – poor farmer and farm worker livelihoods and working conditions, gender inequality, low productivity, insufficient knowledge of good social, environmental and agricultural practices, limited access to affordable finance, and poor knowledge of international market requirements.



Together we aimed to source 100% sustainable fruits and vegetables from high-risk countries in 2020. Now, at the end of 2020, we are close to the finish line. We all learned that the last mile is the longest, as we have not reached quite 100% of our target yet. In the spring of 2021 we expect to present the final results of our collective efforts.

The end of this covenant is not the end of SIFAV. Last year we worked together to build a new covenant. All signatories of the SIFAV agreement believe that our work is not finished with certification, and we will all continue to strive for a better and more sustainable production of fruits and vegetables.

In the new covenant the members agreed on several goals. Certification will remain an important objective, but we will also consider numerical data. For example, information on water use, pesticide use and food waste will be considered. In the new covenant everyone will work towards the same type of footprint for different products. In addition, every member will be expected to support social projects on, amongst others, living wage and migrant labour.

Through our membership of SIFAV we are also able to address supply chain challenges such as smallholder farmer inclusion, worker health and safety, human rights, and the sustainable use of water resources. By promoting good agricultural practices and best social practices in sustainable production, we can collectively drive impact.

## DID YOU KNOW ?

74% OF OUR VOLUME FROM HIGH-RISK COUNTRIES (IN KG) WAS IN LINE WITH THE SIFAV GUIDELINES. THIS MEANS THAT PRODUCTION STANDARDS ARE IN LINE WITH GLOBALGAP STANDARDS, AND HUMAN RIGHTS AND LABOUR CONDITIONS ARE CERTIFIED AS SOCIALLY COMPLIANT BY FAIRTRADE, RAINFOREST ALLIANCE, SMETA, SIZA OR BSCI.



# 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](#).**



# HORTI- FOOTPRINT

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*In 2017 a broad consortium of companies, amongst others Royal FloraHolland, the Dutch Fresh Produce Center and the Wageningen Economic Research faculty initiated the methodology development of an environmental footprint for horticulture. It was aptly named 'Hortifootprint'.*

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**WATER USE DURING  
CULTIVATION SEEMS  
TO HAVE THE BIGGEST  
IMPACT ON THE  
ENVIRONMENTAL  
FOOTPRINT OF  
EGYPTIAN ORANGES.**

The reason for starting this project is the increasing demand for sustainable produce, and a reliable method to measure sustainability in a scientific, objective and standardized way. The aim of Hortifootprint is to establish a uniform supply chain standard for the environmental footprints of horticultural products, based on European PEF guidelines. In addition, the aim is to achieve European recognition for the method. Hortifootprint has been tested on several product groups such as flowers, onions and tomatoes. The method for flowers has been approved by the European Union.

Jaguar joined a pilot of the Hortifootprint to test the calculation method for oranges from Egypt. With this method we can determine exactly which parts of the process steps (from cultivation to consumption) have the biggest impact on the environment. The research gives us interesting insights and a good base for future projects.

**With the information obtained from the research we can identify exactly on what part of the process we should focus to become more sustainable in our operations.**





# 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. In 2020 we paid USD 8000 to Agroland, our Egyptian Fairtrade supplier. This money will be invested for the purpose and wellbeing of workers, and we are now working closely with Agroland to identify the best possible project.*

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- The premium that we paid to our Egyptian Fairtrade supplier Agroland will be invested for the purpose and wellbeing of workers. We are working closely with Agroland to identify the best possible project.
- Our South African Fairtrade supplier ALG Boerdery has been a certified partner for many years. With the Fairtrade premium ALG runs 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.
  - ALG runs 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 ALG has more than 140 households on their farms that is quite a lot of spectacles!
  - The ALG fund purchased a minibus 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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