



# Q2

## Sustainability Newsletter



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IN 2012 JAGUAR THE FRESH COMPANY SIGNED A COVENANT TO EMPOWER, IMPROVE AND PROMOTE SUSTAINABLE BUSINESS. TOGETHER WITH A GROUP OF FRESH PRODUCE IMPORTERS AND RETAILERS FROM DIFFERENT COUNTRIES, WE AGREED TO SOURCE 100% SUSTAINABLE FRUITS AND VEGETABLES BY 2020. AT THAT TIME, JAGUAR WAS ONE OF THE FIRST SIGNATORIES.

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AS 2020 CAME TO AN END, IDH STARTED COLLECTING AND COLLATING THE RESULTS. THE RESULT OF THE COLLECTIVE EFFORTS WILL BE PUBLISHED SOON. IDH SUBSEQUENTLY PROPOSED A NEW COVENANT WITH AN AMBITIOUS SUSTAINABILITY STRATEGY. ON 9 MARCH 2021, THE PARTICIPANTS IN THE SUSTAINABILITY INITIATIVE FRUITS & VEGETABLES LAUNCHED THEIR NEW COLLABORATIVE SUSTAINABILITY STRATEGY FOR 2025, FOCUSING ON:

#### ENVIRONMENTAL:

To work together with supply chain partners to measure and reduce the environmental footprint of priority products by 2025, amongst others:

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

#### SOCIAL:

- Implementation of jointly approved social third-party verification, to at least 90% of the volume coming from high risk and medium risk countries by 2025.
- Taking a first step in improving living wages or living income. This will be achieved by analysing the gaps in at least of the supply chains of each participant and if possible, making a commitment towards reducing these gaps.

#### DUE DILIGENCE:

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

In the coming months Jaguar will start with the implementation of the actions required to reach these goals. We will keep you posted in our next newsletter.

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THIS COVENANT:**

# Fairtrade Premiums Paid Out In Egypt

IN OUR PREVIOUS NEWSLETTER WE REFERRED TO THE PAYMENT OF FAIRTRADE PREMIUMS. FOR ALL THE FAIRTRADE CERTIFIED PRODUCTS WE SELL WE GENERATE A PREMIUM THAT IS SUBSEQUENTLY PAID TO OUR GROWERS.



Fairtrade decided that due to the Covid-19 pandemic producers may use these premiums as a bonus for their workers.

Our Egyptian partner and their worker representative committee found this a great opportunity to show appreciation to workers and support their families in this pandemic.

In January all the workers received a bonus.





# HORTIFOOTPRINT

**IN 2020 JAGUAR JOINED A HORTIFOOTPRINT PROJECT, COMMISSIONED BY GROENTENFRUIT HUIS. HORTIFOOTPRINT REFERS TO THE RULES FOR CALCULATING AN ENVIRONMENTAL FOOTPRINT OF HORTICULTURAL PRODUCTS FOR BOTH FLORICULTURE AND FRUIT AND VEGETABLES.**

During this specific project we wanted to calculate the environmental footprint of Jaguar's oranges sourced from Egypt, identify the biggest improvement opportunities to reduce impact, get acquainted with the HortiFootprint Category Rules (HFCR) methodology, and test the applicability of the HFCR outside Europe.

The Hortifootprint Category Rules are life-cycle based rules that complement general methodological guidance for Product Environmental Footprints, especially for horticultural product categories.

This method of calculating the environmental footprint was new to Jaguar and brought challenges and interesting new insights. We learned that water use, climate change in CO<sub>2</sub>-equivalent and the use of resources such as minerals and metals and fossils (for energy use) generate the highest impact.

Our supply chain has multiple options to lower the environmental impact. First, in the Netherlands and Egypt we can lower the contribution to carbon emissions

by reducing and/or improving energy use, e.g. through the use of solar energy instead of fossil energy. It is also valuable to research other options for packaging. The use of recycled cardboard to produce boxes or even the possibility of reusable crates might be the next step to reduce the environmental footprint of oranges from Egypt. Another important point of attention is soil and water management at the farm. Both can influence the use of chemical crop protection and fertilizers.

The goals of SIFAV 2025 are in line with the potential next steps for the improvement of the footprint of the Egyptian oranges. During the coming months we will decide what first step(s) we will take to make our oranges more sustainable!



# CARING & SHARING

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**CARING ABOUT WHAT HAPPENS IN THE WORLD - EVEN WHEN IT IS NOT ON ONE'S DOORSTEP - IS A WONDERFUL THING. AND SHARING SOMETHING THAT WE OFTEN TAKE FOR GRANTED CAN MAKE A BIG DIFFERENCE IN OTHER PEOPLE'S LIVES.**

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In our modern world access to books is something that we take for granted, but the same cannot be said for children in rural areas in Africa. Recently Jaguar collaborated with 9 other companies in a project to promote literacy amongst rural, disadvantaged children in South Africa.

Our project partner was the nonprofit organisation Little Libraries. Since 2013 Camille Quine and her team of 'Mamas' have been installing bookcases filled with books in disadvantaged villages and communities. The complete transparency of this project inspired Jaguar to participate and now our Little Libraries are now bringing reading pleasure to many children in care centres in South Africa.

Not many people know that just a few kilometers from the highway between Cape Town and Namibia lies a beautiful but forgotten region called Namakwaland. For this project we deliberately chose to go to this area where few people come and where few social projects are carried out.



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**THE CHILDREN OF  
NAMAKWALAND ARE  
INCREDIBLY HAPPY  
WITH THEIR NEW LITTLE  
LIBRARIES!**

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