



JAGUAR FRESH

4<sup>TH</sup> NEWSLETTER DECEMBER 2021

# INTRODUCTION

*'Time is free, but it's priceless. You can't own it, but you can use it. You can't keep it, but you can spend it. Once you've lost it you can never get it back.'*

2021 IS NEARLY OVER, SO IT IS A GOOD TIME TO REFLECT ON THE PAST YEAR.

## LEADERSHIP

We are excited to welcome Vincent van Kuijen as Managing Director from 1 January 2022. Vincent is a seasoned food specialist who has an innovative view of fresh produce, who will focus on expanding Jaguar's market position mainly by intensifying relationships with our international retail customers. Vincent will also use his experience to further improve Jaguar's service provision with new ways of working in the supply chain.



Vincent van Kuijen, Managing Director



## COMMERCIAL

A definite highlight was our team's attendance at Fruit Attraction in Madrid. We had great discussions and made our first public appearance as part of the Greenfood family. During the past quarter our commercial staff visited customers in Austria, France, Germany, Netherlands, Hungary and Sweden. Many retailers also visited the Jaguar Headquarters. Our approach of being a transparent, honest, and no-nonsense supplier to international retailers is paying off! We also visited Jaguar's growers in South Africa, Peru, and Egypt. Our technical manager was delighted to report the progress that we are making in the new variety breeding program in Egypt.



## SOCIAL SUSTAINABILITY HIGHLIGHTS

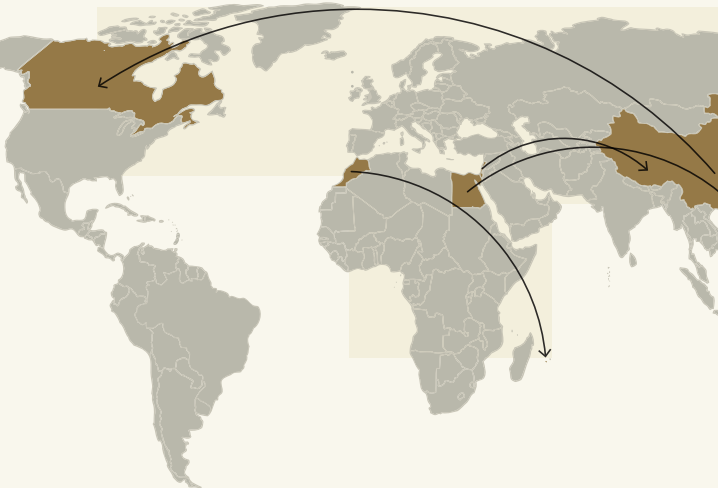
Jaguar is a people-centric organisation, and we just love working with like-minded people to make a difference.

- Our special friend and international sports icon Desiree Ellis (national coach of Banyana Banyana, South Africa's women's football team) was selected to serve on the FIFA Technical Advisory Board that will focus on helping to promote football among women, increasing the quality of play and increasing access to sports opportunities for women.
- Ricardo Kermis, one of our great South African community coaches spent a week in Cape Town, where he received training on how to set up a community garden in his village in the dry region where he lives. This project will see a large school growing sufficient vegetables year-round. Ricardo and the teachers hope to make a substantial contribution to the nutritional intake of more than 200 children.
- In November our literacy partner Little Libraries installed another 15 small libraries in disadvantaged villages all along South Africa's west coast, and at the Kruger Park. Our CEO (Kees Rijnhout) recently also received a surprise visit from Camille Dobrin, the founder of Little Libraries.
- We were requested to assist with raising funds with which to purchase a new community ambulance/emergency response vehicle in Drakenstein, one of the most important grape production areas of South Africa. Our appeal to our network of friends all over the world paid off, and within a week sufficient funds were raised to purchase and commission this much-needed vehicle.

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## UNIQUE SALES MOVEMENTS

Jaguar's corporate slogan is 'Global Group, Worldwide Fruit'. During the past months we shipped pomelos from China to Canada, mandarins from Morocco to Reunion, lemons from Egypt to Hong Kong, and grapefruit from Israel to China. All of this in addition to the daily sales that our Dutch team is creating to countries all over Europe, the team in Peru to countries in Latin America, the South African team to countries all over Africa, and Leopard in China is making major inroads into the Chinese retail markets. Direct from market to customer means supply chain savings!





## ENVIRONMENTAL

JAGUAR'S ONGOING EMISSION- AND WATER SAVING PROJECTS ARE UNDERPINNED BY THE MULTI-YEAR PLAN OF SIFAV, THE SUSTAINABILITY INITIATIVE FRUIT AND VEGETABLES. WE ARE NOW ALSO LOCKING INTO OUR SHAREHOLDER GREENFOOD'S ENVIRONMENTAL ACTIVITIES. FOR A GREAT READ ON HOW SUSTAINABILITY HAS BECOME A MAIN DRIVER IN GREENFOOD, PLEASE TAKE TIME TO READ THE LATEST SUSTAINABILITY REPORT [HERE](#):

[READ HERE](#)

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## A NEW LOOK ON FRESH

We have always believed in the powerful injections of knowledge that young people can bring into our business. For the next three months we will have three students from the Avans University of Applied Sciences doing a research and study project at Jaguar. Furthermore, our Young Talent Team (consisting of four employees who are under 30) is receiving intensive guidance from an external personal development coach.

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As we move into the final stretch of 2021 the Jaguar Team wants to thank all our suppliers, customers and service providers for your continued support. It is much appreciated! From our side we want to reiterate our mission:

**IT IS OUR PASSION TO PROVIDE SUSTAINABLE FRESH PRODUCE SOLUTIONS THAT EXCEED OUR CUSTOMERS' EXPECTATIONS ALL OVER THE WORLD.**

Best regards,  
The Jaguar Team

JAGUAR FRESH

*Guaranteed Goodness.*