




JAGUAR FRESH

JULY NEWSLETTER 2022



# IT IS A PRIVILEGE TO SHARE THE SUMMER OF '22 NEWSLETTER WITH YOU.

In fresh produce it is never plain sailing and easy going. Challenges come at our industry from all angles: climate, logistics, material, labour. Yet fresh produce remains an unbelievably exciting industry that brings fresh and healthy food to people all over the world. To do our job properly, Jaguar focuses on managing the global sourcing and sales of fresh produce to perfection. Every day, our team members in The Netherlands, China, South Africa, Peru and Egypt commit themselves to being trusted supply partners of worldwide fruit to our customers all over the world. We do this exactly according to your specifications: every time, on time. That is our promise.

*See you in  
Madrid*

After the European summer holidays we will be gearing up to visit Fruit Attraction in Madrid. This year we will intensify our presence and availability of the commercial team. Together with the Greenfood Group we will give you all the reasons why we should be your NUMBER ONE fresh produce partner!

And if you want to be in line to attend the fresh party of the year, just leave your details here.

[CLICK TO JOIN](#)



Vincent van Kuijen, Managing Director

# BUSINESS DEVELOPMENT

Jaguar imports fruit direct from farms in many countries, so our commercial teams regularly visit overseas growers to build trust, get a better understanding local agricultural conditions, and to share ideas on how to optimize the supply chain. In the first half of 2022 we travelled extensively to Uruguay, Brazil, Peru, South Africa and Egypt. We invested lots of time in establishing control measures that enable us to meet and exceed the very strict food safety, phytosanitary and quality standards of retailers.

This is one of the advantages of being a global group with a local presence: not only do we understand the international retail game, we also have the specialists on the production field who ensure that the rules are followed.



## FOCUS ON EGYPT

Egypt is a land of myths, legends and ancient civilizations, with some of the most fascinating historical places on the planet. But Egypt is also a country that excels in the production of oranges in the desert and in the fertile valleys of the Nile Delta. In 2021 Egypt became the world leader in the exports of oranges and the main supplier of citrus to the European Union. This plays a big role in Jaguar's commercial strategy as it enables us to provide our customers all over the world access to large volumes of top-quality oranges across a longer export window. We even have our own nursery and new variety development program in the desert production areas!



## THE JAGUAR AND THE ELEPHANT

When Joost Antonissen (Jaguar's product manager for avocados) decided to pay a visit to our avocado growers in South Africa, he did not realise that this beautiful country is full of surprises. Not only did he experience world-class production of avocados, in just one day Joost spotted no less than 18 different types of wild animals: lions, zebras, elephants, crocodiles, snakes to name but a few. South Africa: a wonderful world of fruit, sunshine, wildlife and interesting people!



## **BIOGOLD AND JAGUAR JOIN FORCES**

Jaguar continued building expertise in citrus production by partnering with Biogold, a world leader in the management of plant breeders rights, and with Marei Nursery, a modern facility in Egypt where citrus plants are grown in a controlled environment. The focus of this cooperation is to develop new protected varieties in Egypt. Our mission is that growers must be happy with the returns given by new varieties, whilst the shelf-life and taste must satisfy the high demands of our retail customers.



## **JAGUAR AND THE GREENFOOD FAMILY**

We are pleased that our partnership with the amazing Greenfood Group is developing according to plan. By aligning the power of the two companies we are creating a much stronger position in the global fresh produce market. A combined customer base, and doing our job with full operational excellence means that we can now offer even stronger market entry strategies to our global growers.

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# **EXPOS, TRADE FAIRS AND CONGRESSES**



## **SPAR INTERNATIONAL**

In May we participated as sponsor in the 65th Spar International Congress in Amsterdam, during which we presented our year-round grapes, citrus, melons and blueberries as well as an exciting range of convenience concepts. The congress brought together more than 300 delegates from 42 countries all over the world. With 13.600 stores in 48 countries, employing 410.000 people who serve 14,5 million shoppers every day, Spar is an amazing retailer to be associated with.

### **THE COMPANY'S SLOGAN SAYS IT ALL:**

**BETTER TOGETHER!**

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## **LONDON CALLING!**

In February David von Laskowski (President & CEO of the Greenfood Group) and Jaguar's Group CEO Kees Rijnhout took to the stage at the London Produce Show and Conference. David presented Greenfood's vision on democratizing healthy and yummy food, while Kees spoke with great passion about the 'proud and powerful' history of Jaguar. Kees's plea for collaboration across the entire supply chain to enhance sustainability laid the basis for an insightful post-presentation discussion.



Kees Rijnhout



David von Laskowski

# SUSTAINABILITY

Jaguar has been involved in sustainability for many years, and our focus on 'making a difference' is firmly embedded in the company's DNA. From social projects in disadvantaged communities, to solar energy for farmers, to initiatives with trade associations: we contribute wherever we can!

Our philosophy is contained in four words: Respect & Protect, Care & Share. Also during the past six months we have been active at various fronts of sustainability.



## FAIRTRADE

In 2022 Jaguar was again recertified according to the Fairtrade standard, designed to support the sustainable development of small producer organizations and agricultural workers in developing countries. As a trader in fresh produce Jaguar's certification is also covered by Fairtrade. This underscores our commitment to contribute to sustainability in the supply chains and operations.



## JAGUAR NEW ENERGIES

Joining forces with our partner 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 in South Africa cleaner and more sustainable!



## NAVIGATING SUSTAINABILITY

In January 2022 César Luzes and Ahmed Salem – two students of the HAS University of Applied Sciences – started working on a project to reinforce Jaguar's sustainability processes. We wanted the 'new thinking' of these bright young minds to enable the further alignment of our sustainability vision with that of our partner Greenfood. The final result is a powerful sustainability dashboard that allows Jaguar to record, track and interpret the performance of our worldwide growers in a simple, smart, efficient and accurate manner. The Jaguar Sustainability Dashboard is not a generic 'one size fits all' model, on the contrary: it was developed with the specifics of our company, our growers and our playing field in mind.



Ahmed Salem



César Luzes

### AHMED AND CÉSAR:

*Thank You for a great result!*



## GOING NAKED!

In 2021 we respond to retailers' demands for less plastic packaging by introducing 'Naked Pomelos', a product that we pack using no plastic or metal. Also in the 2022 season our beautiful pomelos are treated with a natural bio-wax, there is less moisture development, giving a better shelf life. And it works, because we are creating a saving on plastic of 40kg per container!

## SWEATING FOR CHARITY



On Saturday 18 June, Jaguar's energetic cycling team participated in a spinning marathon to raise funds for the Thorax Centre of the Sophia Children's Hospital in Rotterdam, a special unit that treats children with severe ailments of the heart, lungs, airways, esophagus and/or diaphragm. The event raised €234,566 intended for the construction of a tailor-made 'Fit & Fun Sports Centre' where sick children can exercise in a controlled, yet playful environment. We are proud of our entire team's effort, but especially of Joost Antonissen and Anita Meijering who received a special award for raising the highest individual sponsorship funds. Well done!!



## JAGUAR'S KIDS

In November 2021 we delivered three Little Libraries to creches in fragile communities, and we regularly receive updates from 'our creches'. This photograph was received from 'Mama Sharon Lombard' a powerful community leader in Atlantis, a village on the Western Cape's West Coast. As the saying goes: a picture tells a thousand words. 'Literacy is a bridge from misery to hope'.  
—Kofi Annan



## THE POWER OF SPORT

During May we extended our social engagement to youth sports by partnering with tech company Roamlr. We sponsored the Under 14 division of a prestigious football event that for 27 years has been enabling young players to compete at the highest possible level. The 2022 event featured youth teams from top clubs such as AFC Ajax, PSV, FC Bayern München, RB Leipzig, FC Copenhagen and Club Brugge. Our sincere thanks go to the organisers for hosting a professional, fun-filled event where good sportsmanship was the real winner!



## TEAM DEVELOPMENT

BEFORE, DURING AND AFTER FRUIT LOGISTICA 2022 OUR TEAMS CAME TOGETHER AT OUR HEAD OFFICE IN THE NETHERLANDS TO FORMULATE STRATEGY FOR THE COMING YEARS. IT WAS AN AMAZING TIME FILLED WITH BOTH LAUGHTER AND SERIOUS DISCUSSIONS. WE REINFORCED OUR TEAMS' COMMITMENT: IN ALL OF THE COUNTRIES WHERE JAGUAR HAS A FOOTPRINT WE WILL FOCUS ON PROVIDING SUSTAINABLE FRESH PRODUCE SOLUTIONS TO OUR CUSTOMERS AND GROWERS. 'COMING TOGETHER IS A BEGINNING, STAYING TOGETHER IS PROGRESS AND WORKING TOGETHER IS SUCCESS.'

**INTERESTED TO KNOW MORE ABOUT HOW OUR AMAZING TEAM, BRAND AND OFFERING CAN ADD VALUE TO YOUR BUSINESS?**

CONNECT WITH US!

JAGUAR THE FRESH COMPANY

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JAGUAR FRESH

*Global Group  
Worldwide Fruit*



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• FRESH •  
(PERU)



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