



JAGUAR FRESH

OCTOBER NEWSLETTER 2022

IT IS OUR PASSION TO DELIVER SUSTAINABLE FRESH PRODUCE SOLUTIONS THAT EXCEED THE EXPECTATIONS OF OUR CUSTOMERS ALL OVER THE WORLD.



Jaguar is a sustainable fruit specialist with offices in South Africa, Egypt, Latin America, China and the Netherlands. We maintain a transparent supply chain that delivers a wide range of fruits to global retail, food service, wholesale and food processing customers.

To ensure a 360 degree approach to sustainability we cover all aspects of adding value to the world we live in, environmentally and socially:

- A registered partner for Fairtrade.
- One of the first signatories of the Sustainability Initiative Fruits & Vegetables (SIFAV).
- Transparent supply chain down to farm level.
- Social compliance through GlobalGAP/GRASP certification.
- Jaguar New Energies: Renewable, lower cost energy for fruit farms.
- Grassroots social sustainability projects in sport, leadership training and literacy, such as Little Libraries Early Learning and Education and Stars in their Eyes Leadership Development.

In our social sustainability activities we focus on creating positive impact in the countries from where we source our top class fruit. We specifically develop social projects in rural communities. South Africa is one of our most important sourcing countries for citrus, grapes, avocados, berries and topfruit. Limpopo Province (in the north of South Africa) is home to large volumes of citrus and avocado, and it is in the northernmost part of this province that we recently implemented the 'EXTRA MILE' educational project.

The custodian of this rural area is the Kruger Park, part of South African National Parks (SANParks). This is one of the largest wildlife areas in the world, spanning nearly 2 million hectares.

In collaboration with Kruger Park and the nonprofit organisation Little Libraries we delivered 10 libraries to care centres and primary schools in the rural areas on the border of Zimbabwe. It was a complicated logistics operation to source books in the local language (South Africa has 11 official languages!), build bookcases, deliver the libraries across an area of 600 square kilometers, train the caregivers and teachers in how to properly install a love for books amongst children who have no or very little prior exposure to reading books, and give the children a first introduction to the love of reading.

Our sustainability team travelled to the villages of Mahlati, Mutele, Dovho, Tshikuyu, Denzhe, Ndindani, Madavhila, Nghumbeni, Hlomela and Bende Mutale, where we were received with much enthusiasm. It was a heartwarming operation that gave us much insight into the challenges of living in rural areas where there is low economic activities and conditions are harsh. But, we firmly believe that with the delivery of our educational books we have planted a seed amongst rural children that will sprout into a love for reading, and provide them with a benefit as they move into higher levels of school.

Last but not least, as we moved around in these beautiful but remote areas we also investigated how we could play a role in improving food security for rural children by developing community gardens that will provide healthy vegetables for the children's daily meal.

"And as we let our own light shine, we unconsciously give others permission to do the same"

– NELSON MANDELA



Vincent van Kuijen, Managing Director

MUTELE PRIMARY SCHOOL

The more that you read, the more things you will know. The more you learn, the more places you'll go.

- Dr. Seuss -



MUTELE COMMUNITY CRECHE

A good head and good heart are always a formidable combination. But when you add to that a literate tongue or pen, then you have something very special.

- Nelson Mandela



TSHIKUYU PRIMARY SCHOOL

You can find magic wherever you look. Sit back and relax, all you need is a book!

- Dr. Seuss -



DOVHO PRIMARY SCHOOL

Today a reader, tomorrow a leader.

- Margaret Fuller



DOVHO PRE-SCHOOL

Reading is the gateway for children that makes all other learning possible.

- Barack Obama



DENZHE PRE-SCHOOL

Once you learn to read, you will be forever free.

- Frederick Douglass

NDINDANI NURSERY SCHOOL

Education is a human right with immense power to transform. On its foundation rest the cornerstones of freedom, democracy, and sustainable human development.

- Kofi Annan



MADAVHILA PRIMARY SCHOOL

Education is the most powerful weapon which you can use to change the world.

- Nelson Mandela



HLOMELA EARLY LEARNING CENTRE

One book, one pen, one child, and one teacher can change the world.

- Malala Yousafzai



NGHUMBHENI DAY CARE

Knowledge is like a garden. If it is not cultivated, it cannot be harvested.

- Anonymous

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

SELDERIJWEG 90D, 2988 DG RIDDERKERK, THE NETHERLANDS

+31 (0)180 750 500, INFO@JAGUARTFC.NL, WWW.JAGUARTHEFRESHCOMPANY.COM



Worldwide Fruit - Global Group



JAGUAR
• EUROPE •



OTORONGO
• LATAM •



LEOPARD
• CHINA •



PANTERA
• EGYPT •



CARACAL
• SOUTH AFRICA •

Part of  GREENFOOD