

About

Since several years, the juice industry has been discussing how to drive sustainability in the supply chain by mitigating supply chain risks and fulfilling market demand for sustainable juice. The sustainable juice covenant is the action plan by and for the juice industry to put its sustainability ambitions into action.

How to reach 100% Sustainability?

- ▶ Joint target setting – aiming for 100% Sustainable Juice and Puree by 2030
- ▶ Certification and verification of supply chain
- ▶ Independent monitoring of progress - Annual monitoring of percentage verifiably sustainable
- ▶ (optional) Issue mitigating projects - Opportunity to apply for co-funding from IDH addressing key sustainability issues in Africa, Asia and Latin America.

What do we count as sustainable?

Fruit and vegetables from farms which comply to the SAI FSA bronze criteria and are verified/certified accordingly, which are processed and packed in its supply chains by ETI/SMETA/SA-8000 certified industry partners.



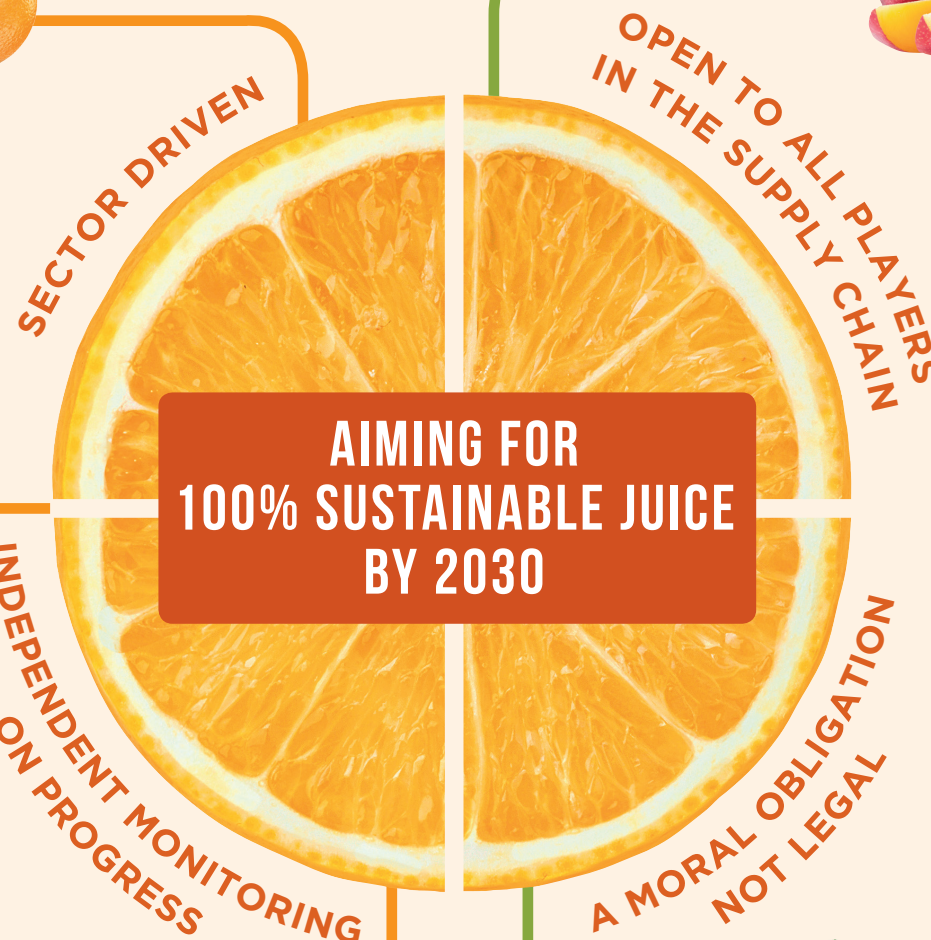
The Sustainable Juice Covenant

What is expected of you?

- ▶ Commit to aim to source 100% Sustainable Juice and puree in 2030
- ▶ Report progress annually and allow independent verification
- ▶ Promote the Juice Covenant
- ▶ Share knowledge on sustainability with covenant members

Benefits for companies

- Public expression of your sustainability ambition
- Proven, practical approach to sustainability
- Independent monitoring of your progress (co-funded by IDH)
- Opportunity to apply for IDH co-funding for issue mitigating projects
- Exploit market opportunities and reduce your risk exposure



Endorsed by



Verbruggen
Juice Trading
Sustainable Products B.V.



Firminich



Refresco



AIMING TO SOURCE 100% SUSTAINABLE JUICE AND PUREE BY 2030

15% 2018

30% 2020

75% 2025

100% 2030

CONTACT

Milica Jevtic milica.jevtic@aijn.org
Bernd Isenberg Isenberg@idhtrade.org



The
Sustainable Juice
100% sustainable juice by 2030 Covenant

**Covenant sustainably sourced, processed
and traded fruit and vegetable derived juices,
purees and their concentrates.**

