



Juice CSR Platform - What is happening on the ground ?

Dear colleague,

The Juice CSR Platform membership base is growing every month, and we are very pleased to announce four new members that joined our cause recently. These are: Beckers Bester, Stute, Edeka and the Thai Food Processors Association. Everyone is sincerely looking forward to their active involvement in Platform activities.



So the Juice CSR Platform is gaining ground – but is also, driven by its members, investigating what is actually happening on the ground. While you are reading this, the delegation of our Orange-Brazil working group is in Brazil, visiting a number of orange plantations, farmer association Fundecitrus, several processing facilities, cooperatives, local industry experts and researchers. Key objectives of this field trip are to:

- Get better and broader understanding of the sector, the Brazilian and the European perspectives on sustainability, and in particular of existing CSR initiatives that can be further promoted;
- Establish a dialogue between stakeholders who are committed to working together to drive the sustainability agenda;
- Walk away with an aligned vision for a partnership approach.



The working group Apple-Poland is also heading for a field trip, from 8 to 10 October 2018 to Grojec, with the aim to further investigate:

- Housing of workers (state of the art examples, monitoring the effects of possible labour shortage, impact of the Juice CSR Platform interventions), and
- Plant protection in fresh fruit orchards versus industry fruit orchards (key problems and proposed Juice CSR Platform Tool Cards).

So action is in place, and don't forget that you can be part of it. Start by following us via the [Platform LinkedIn](#) page, connecting juice CSR experts from around the world. You can also visit our website www.juicecsr.eu featuring interesting news and cases of good practice. Finally, write to us at hello@juicecsr.eu to become member of the Platform or simply share your ideas on how to further improve CSR performance of our sector!

Sincerely,
The Juice CSR Platform Management Team

