



MAKING SURE YOUR CITRUS BENEFITS ALL

A TRANSPARENT STORY ABOUT SOCIAL IMPACT

A partnership between Dole Europe B.V. and the Dutch NGO Fairfood takes a part of Dole's Europe B.V.'s margin on citrus from the South-African Sunday's River Valley, and brings it back to local pickers' and producers' communities. Traceability helps share a transparent story of the social impact.



THE TRAVELLING TEACHER

Dole Europe B.V.'s is redistributing part of their margin towards community projects focused on education and economic diversification. To date, €15,026.14 was sent back into the citrus community. The local organisation Sundays River Valley Collaborative (SRVC) provides context and helps select the most impactful projects. One project that made the selection is the Travelling Teacher project, that increases agricultural skills and knowledge in the community by engaging highly skilled educators to deliver classes across participating schools in the Valley. Some numbers:

3

schools participated, running the Citrus Academy's NQF level 2 programme for plant production

30

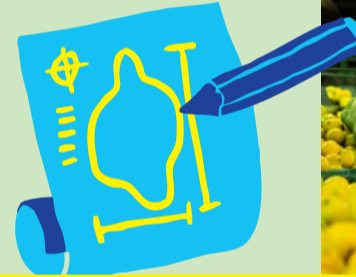
students followed the programme in 2023

75

new students (approximately) are expected to complete the course in 2024

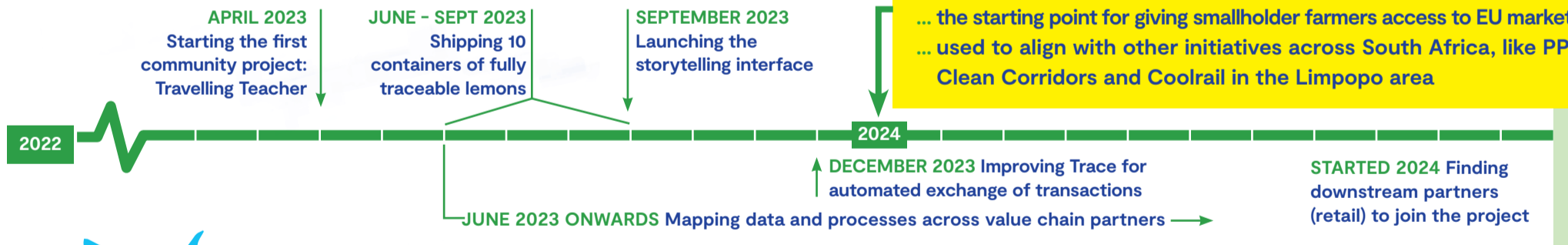
FROM FIELD TO FORK

Using Fairfood's traceability platform Trace, Dole Europe B.V. is moving from storytelling to story-proofing. The platform allowed them to fully map the citrus supply chain. Through Trace's storytelling interface, consumers can now explore the journey of their fruit—discovering who grew and picked it, along with verifiable evidence to support the promises that Dole Europe B.V. makes about the fruit.



Started 2024 Use the project platform in the formulation of a BLUEPRINT that can be...
 ... scaled to other suppliers, products and countries in the coming years, and applied to themes like water management and carbon
 ... the starting point for giving smallholder farmers access to EU markets
 ... used to align with other initiatives across South Africa, like PPS Clean Corridors and Coolrail in the Limpopo area

PROJECT EVOLUTION



WHAT'S IN IT FOR...

CITRUS PICKERS & PACKERS Improving skills and therewith job opportunities and income security



FARMERS Being included in and getting a better understanding of the value chain, plus a better connection to the EU market



DOLE EUROPE B.V. Securing future supply by improving business relations, plus meeting consumer and legislation demands regarding sustainability



CONSUMERS Full transparency! A better understanding of the citrus' provenance, plus directly contributing to the citrus community



The citrus industry is one of the biggest employers in the Sundays River Valley, although mostly when fruit needs to be picked and packed. A poor educational system, high level of seasonality, and little economic diversification amplifies the effects on the community, with high unemployment as a consequence. This project helps fill the gap between skill set and job opportunities.

THIS PROJECT MATTERS BECAUSE

The export of citrus from South Africa to the EU is under pressure. Competition from other markets is high - not only on pricing, but also because the EU has high importing standards when it comes to certification and phytosanitary regulations. This project provides a platform for real-time traceability and helps build stronger business relations, thus securing the citrus supply to the EU.



SOME TECHNICAL CHARACTERISTICS

- Automated and secure exchange of transactional information thanks to blockchain
- Real-time exchange of data among value chain partners
- Proactive disclosure and verification of highly valuable data to create higher product value and awareness on CSR topics



- 324,849 kilograms of fully traceable oranges
- 100+ students trained in plant production programme
- €15,026 redistributed to citrus communities

Lennart Visser
Marketing and Sustainability Manager
at Dole Europe B.V.

“I see a future for doing business where economic success is interlinked with social and ecological success. Commerce and a positive impact need to go hand in hand. This project helps shape our business approach towards social impact, which in the context of the Sundays River Valley is about social uplifting.”

WANT TO KNOW MORE about this project, or discover ways to JOIN?

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