

# SUSTAINABILITY REPORT 2024



Nature's  
Pride



# CONTENT

<b>FOREWORD</b>	<b>3</b>
-----------------	----------

<b>COMPANY PROFILE 2024</b>	<b>4</b>
-----------------------------	----------

<b>HIGHLIGHTS 2024</b>	<b>6</b>
------------------------	----------

<b>WORKING ON A BETTER WORLD FOR TOMORROW</b>	<b>8</b>
---	----------

Collaboration with our partners towards a sustainable value chain	9
---	---

Our People and Nature Strategy 2028	10
-------------------------------------	----

Preparing for the CSRD	11
------------------------	----

Governance	12
------------	----

Communication	12
---------------	----

<b>NATURE'S PRIDE FOUNDATION</b>	<b>14</b>
----------------------------------	-----------

Creating food forests	15
-----------------------	----

Collective action for responsible water use	15
---	----

<b>CARE FOR PEOPLE</b>	<b>18</b>
------------------------	-----------

Care for our growers	19
----------------------	----

Focus on WASH	20
---------------	----

Care for our colleagues	21
-------------------------	----

<b>CARE FOR NATURE</b>	<b>22</b>
------------------------	-----------

<b>WATER</b>	<b>23</b>
--------------	-----------

Water audits as a starting point	23
----------------------------------	----

Going beyond water audits	23
---------------------------	----

Making water a priority in our sector	24
---------------------------------------	----

<b>BIODIVERSITY</b>	<b>26</b>
---------------------	-----------

Our approach on biodiversity	26
------------------------------	----

Successful pilot BioDiversity add-on	26
--------------------------------------	----

Working on a value chain free of deforestation and land conversion	26
--	----

<b>CLIMATE</b>	<b>27</b>
----------------	-----------

Setting chainwide targets, validated by SBTi	27
--	----

Reducing CO2 emissions with our growers	28
---	----

Reducing CO2 emissions in our own processes	28
---	----

Reducing CO2 emissions from transport	29
---------------------------------------	----

Sustainable packaging	29
-----------------------	----

Reducing food waste by valorising	30
-----------------------------------	----

<b>SUMMARY RESULTS 2024</b>	<b>31</b>
-----------------------------	-----------



# FOREWORD

**As an industry pioneer, we aim to set the standard in sustainability, because we care for people and nature. That has been our conviction since the very beginning. In 2011, we were the first in our sector to conduct social audits. In 2012, we co-founded SIFAV, uniting our sector in the ambition for a more sustainable value chain. A few years later, we introduced water audits, again, as the first. These steps were never driven by obligation, but by intrinsic motivation to do better.**

In a commercial market, balancing short-term profits with long-term benefits for people and the planet is a daily challenge. Short-term wins can be tempting, but we know: without taking care of our world, there is no future. We believe that by stepping forward and inspiring others to join, we can create real impact. That is why we were proud to be part of the Dutch delegation at COP29 in Azerbaijan.

2024 marked a new chapter. About 99% of the emissions in our value chain happen outside of our own facilities, like in the field and transport. That is why we are stepping up efforts with our growers and partners to reduce emissions in the field. In 2018, we were the first in the sector to have our Scope 1 and 2 targets validated by the Science Based Targets initiative (SBTi). Last year, we expanded those efforts with chain-wide targets, validated by SBTi as well, making us again the first in our field to do so.

Water remains a priority. Responsible water management is a shared responsibility: multiple stakeholders depend on the same local sources. That is why we actively collaborate with growers, governments, NGOs, farmer organisations and universities to develop solutions. Access to safe and fresh water for everyone in our value chain is non-negotiable. We have now embedded WASH (Water, Sanitation and Hygiene) into our sustainability targets.

In 2024, we also made biodiversity a key pillar in our strategy. True to our pioneering spirit, we were the first in the industry to successfully pilot the GLOBALG.A.P. BioDiversity add-on outside Europe, together with two dedicated growers.

I am proud of the progress we have made. Of course, the journey is far from over. Our 2028 goals are ambitious, because they have to be. We want to challenge ourselves and inspire others to join us. Because only together can we ensure that everyone can enjoy healthy food, today and tomorrow.



*Adriëlle Dankier*  
*CEO Nature's Pride*

# COMPANY PROFILE 2024

## OUR VISION

Together, we let everyone  
enjoy our healthy products,  
today and tomorrow.

## OUR MISSION

We are the progressive partner with  
the tastiest exotic fruit and vegetables,  
making the value chain more efficient,  
fair and sustainable every day.

## TOP 10 PRODUCTS



Chilis

Pomegranates

Limes

Strawberries

Avocados

Ginger

Mangos

Blueberries

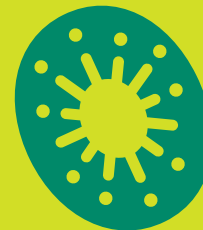
Green asparagus

Sweet Potatoes



# 235

HIGH QUALITY  
EXOTIC FRUIT  
AND VEGETABLES







Our core values

**TOGETHER**

**PIONEER**

**PASSION**

**RESPONSIBLE**



**462 GROWERS**  
IN 50 COUNTRIES



**NET REVENUE 2024**  
**397 MILLION EURO**



**389 CUSTOMERS**  
IN 33 COUNTRIES



**NUMBER OF EMPLOYEES**  
**442 EMPLOYEES /**  
**171 TEMPORARY**  
**EMPLOYEES**



**28,4 MILLION**  
**BOXES**  
EXOTIC FRUITS  
AND VEGETABLES



**FOOTPRINT**  
**206,045 TON CO2**  
**EQUIVALENT**



Our brand inspires  
consumers to eat our  
healthy exotic fruits  
and vegetables



Our sister  
company for all  
our soft fruit



With the Foundation  
we can offer concrete  
solutions with and for  
local communities

## CARE FOR PEOPLE AND NATURE

Improving the  
well-being of  
people in our  
value chain

Frontrunner in  
responsible water  
management

Pioneering in  
biodiversity

Climate  
action

**ONLY TOGETHER WE CAN LET  
EVERYBODY ENJOY HEALTHY FOOD,  
TODAY AND TOMORROW**

# HIGHLIGHTS



Since we were founded almost 25 years ago, we have been convinced that enjoying the tastiest fruit and vegetables today can contribute to a better world tomorrow. Therefore, we make all effort every day to make the value chain more efficient, fair, and sustainable, from grower to consumer. In 2024 we took new steps.





## GROWER

Long-term partnerships and carefully selected growers

98,4% of the volume that we purchased in 2024 is socially compliant

Succesfull pilot GLOBALG.A.P. BioDiversity add-on as first outside of Europe at ZZ2 and Yukon

Water audits: 77% of our total volume from high water risk countries is compliant

Collective action on responsible water management in key sourcing areas in Peru, Chili and Spain



## PACKHOUSE

## TRANSPORT



95% of our total volume of fruits and vegetables comes in by ship or truck

Impact project on climate and WASH with our growers ACP and ZZ2

Launching our new People and Nature Strategy 2028

Nature's Pride

Part of Dutch delegation COP29 Azerbaijan and speaker at COP16 Colombia

## TRANSPORT



100% of our avocados is valorised

99% of our packaging materials are recyclable or reusable

First in our sector to have SBTi validated chainwide climate action targets (scope 3 and FLAG)

## CONSUMER



## WHOLESALE & RETAIL

We now also offer a carton packaging solution for our berries

Reaching CDP management-level (B-score)

Good collaboration and strong partnerships with our customers

Launch of avocado scanner in Norway, in partnership with BAMA

# WORKING ON A BETTER WORLD FOR TOMORROW

At Nature's Pride, we are convinced that our products are even tastier when you can enjoy them with a good feeling. Since we were founded in 2001, our starting point is that enjoying the tastiest fruits and vegetables today, can contribute to a better world tomorrow. As a frontrunner in the sector, we continuously raise the standard in the field of sustainability, for people and nature.





## COLLABORATION WITH OUR PARTNERS TOWARDS A SUSTAINABLE VALUE CHAIN

A better world for people and nature cannot be built alone. We believe collaboration is key. Working together with our partners in the value chain gives us the opportunity not only to deliver good quality products all year round, but also to work on an efficient, fair and sustainable value chain. That is why we invest in long-term relationships with all our partners. This starts with the cooperation with our growers. We see them as part of the Nature's Pride family, so the match has to be absolutely right. We only work with dedicated growers who grow with passion and, like us, want to continuously improve the quality, process and sustainability of our products. We also work together with a wide range of customers: from diverse retail formats to exporters and wholesalers who supply to specialist fruit and vegetable companies, caterers and hospitality. Good collaboration and strong partnerships with our customers are very important to keep improving ourselves.

**WORKING TOGETHER WITH OUR PARTNERS  
IN THE VALUE CHAIN GIVES US THE  
OPPORTUNITY NOT ONLY TO DELIVER GOOD  
QUALITY PRODUCTS ALL YEAR ROUND,  
BUT ALSO TO WORK ON AN EFFICIENT,  
FAIR AND SUSTAINABLE VALUE CHAIN.**

## We take position in several global and international partnerships and share our knowledge

We can only make our food chain sustainable when working together. That is why we take position in several international industry associations and regularly share our knowledge and exchange views at international fora.



### **COP29, Azerbaijan**

Part of the Dutch delegation to share our efforts on our Care for People and Nature

### **SIFAV**

Founding Member and Member of Steering Committee of Sustainability Initiative Fruits and Vegetables

### **COP16, Colombia**

Speaker at the UN Convention on Biological Diversity

### **International Fresh Produce Association**

Member of Board of Directors

### **GLOBALG.A.P.**

Member of Environmental Sustainability Standard Working Group

### **GroentenFruit Huis**

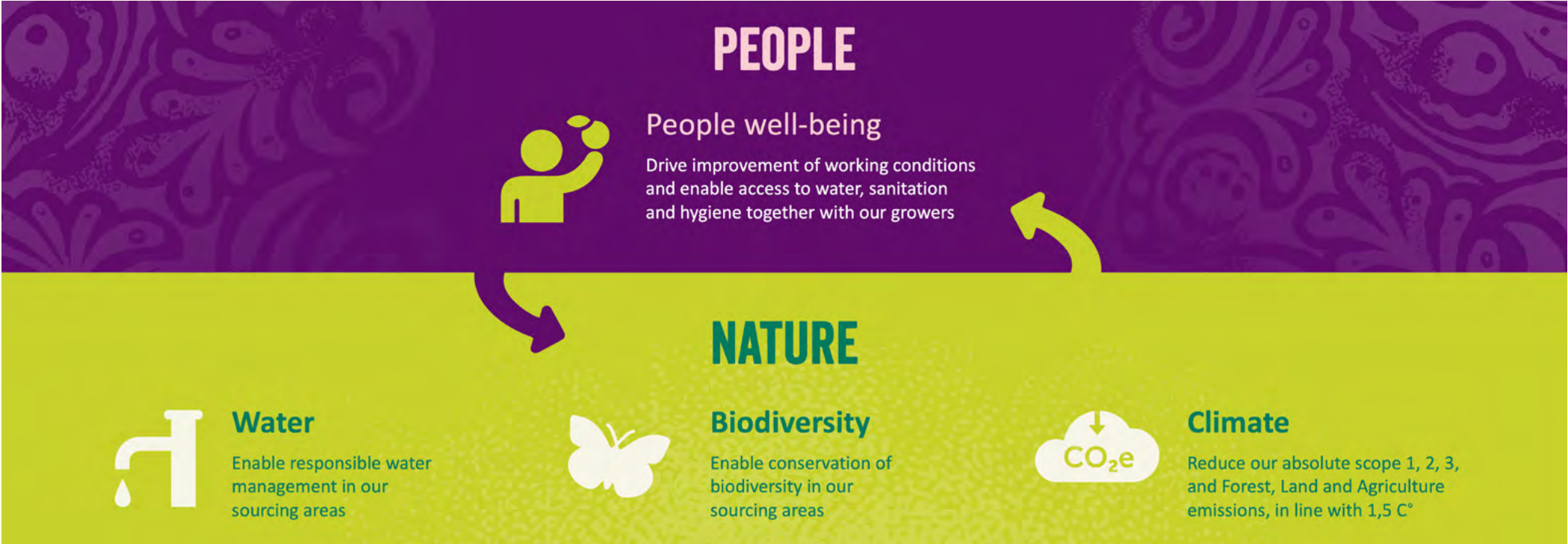
Member of Board of Directors, Member of Steering Committee Sustainability, Working Group Environmental Footprinting and Working Group Packaging

OUR PEOPLE AND NATURE STRATEGY 2028

In 2024 we launched our sustainability strategy for the next five years. To define our new strategy and objectives, we conducted a comprehensive due diligence. Due diligence is a process designed to help companies efficiently identify, prevent, mitigate, and account for the negative impacts of their activities, including those of their partners in the value chain. Our due diligence process has contributed to setting up our new strategy. Before finalising and publishing the strategy, we engaged with partners, suppliers, customers, and NGOs to critically review our plan and provide feedback, ensuring that it is both comprehensive and impactful.

In our 'Care for People and Nature Strategy 2028' we have set targets on four focus areas:

- 1. improving the well-being of people
- 2. responsible water management in our sourcing areas
- 3. enabling conservation of biodiversity in our sourcing areas
- 4. reducing our absolute scope 1, 2, 3 and FLAG greenhouse gas emissions, in line with the Paris Agreement.





We build on our past achievements and continue our efforts in improving livelihoods, reducing environmental impact, sustainable packaging and reducing food waste. Besides setting ambitious targets we made a detailed roadmap to enable us to achieve our goals as defined for 2028.

### Working on due diligence in the value chain

In 2023, we started working on due diligence together with RVO (Rijksdienst voor Ondernemend Nederland, Netherlands Enterprise Agency). We have conducted a complete due diligence analysis for Nature's Pride operations on all relevant social and environmental topics, like labour conditions, water use, and Greenhouse Gas Emissions (GHG). We concluded this part of the project in 2024. For the next phase of the project, starting in 2025, we zoom in on avocado and blueberry cultivation. We work on concrete mitigation action plans to be implemented. We will focus on improving the well-being of workers and reducing the impact on nature in our value chain through WASH and on carbon reduction.

## PREPARING FOR THE CSRD

In preparation of the introduction of the CSRD we worked on a double materiality analysis together with 30 partners in our sector. This analysis showed that the biggest challenges and opportunities in our sector are in climate, water management, and people well-being. Those are subjects that are well-known for us, and we have been working on for years and are part of our strategy and actions towards 2028. After finalising the analysis, we worked on sharpening the analysis for our own organisation, together with PWC. The result will be the basis for our CSRD reporting.



## GOVERNANCE

For us, sustainability is an integral, inherent aspect of our business practices. By embedding sustainability into our vision, mission, strategy and organisational culture, we ensure that it becomes a natural and consistent part of our decision-making processes and leadership priorities. We have a sustainable business team to guide and advise the organisation on strategy, goals and activities. The team consists of four people, all experts on one or more of the main topics of our strategy. The department reports to the CEO, who is ultimately responsible for sustainability. We work according to our 'Care for People and Nature Strategy 2028', which describes our activities and goals. The fact that this strategy is integrated into our companies strategy shows that sustainability is deeply embedded into the decisions we make.

**BY EMBEDDING SUSTAINABILITY INTO OUR VISION, MISSION, STRATEGY AND ORGANISATIONAL CULTURE, WE ENSURE THAT IT BECOMES A NATURAL AND CONSISTENT PART OF OUR DECISION-MAKING PROCESSES AND LEADERSHIP PRIORITIES.**

## COMMUNICATION

Internally, we continuously keep our colleagues aligned and informed about our sustainable objectives and business activities through board, management and departmental meetings, in our training programs, and via our intranet (named Together). Objectives are defined together with the Managing Board and management, which ensures commitment and shared ownership and direct lines to all other colleagues. This way, we keep our sustainability strategy and activities alive and embedded in our daily work. New employees learn about our approach in their onboarding program. Our buyers are the main contact point to our suppliers and growers and are therefore an important group to keep close and updated. They follow regular courses on specific sustainable topics, such as on water management, so they are well equipped helping our partner growers to continuously improve on sustainability. Our colleagues in the sales department regularly communicate our sustainability efforts to our customers, informing them about our progress and discuss how to work together on improving our efforts. Sustainability is part of all our commercial agreements and plans. We report on our results in our annual sustainability report.









# NATURE'S PRIDE FOUNDATION ENABLES US TO FIND SOLUTIONS FOR SECTORWIDE CHALLENGES



In 2014 we established the Nature's Pride Foundation. The Foundation enables us to take an extra step in contributing to the well-being of communities in sourcing countries. With the Foundation we develop solutions for sector wide challenges. We currently focus on nutrition and responsible water management in sourcing countries. With the Foundation we can develop innovative methods and initiatives that we can scale up as Nature's Pride. This way, with the Foundation, we can contribute to deepening and accelerating sustainability in our sector.





## CREATING FOOD FORESTS IN PERU

Since 2022, the Nature's Pride Foundation has been supporting the creation of food forests at public schools in Peru. We are working on this in collaboration with a local NGO, public authorities, and two of our growers: Agrícola Cerro Prieto, a partner grower of avocado and green asparagus, and Hortifrut, a partner partner grower of berries. With this initiative, we promote access to healthy food for local communities, raise awareness about the importance of a nutritious diet, and integrate care for nature into children's education. So far, we have created five food forests, reaching 2,583 students, parents, teachers, and school directors. In 2024, we explored ways to enable schools to take more ownership of their gardens. Ultimately, our goal is to make food forests a fully integrated educational tool, managed and maintained by the schools themselves. We also hope that this concept will grow and replicate naturally, inspiring more schools and communities to adopt it.

## COLLECTIVE ACTION FOR RESPONSIBLE WATER USE

Around the world, many important fruit producing regions are facing increased water stress. Retailers and importers like Nature's Pride are linked to the water situation in the countries of origin through the products they import. Responsible water use is a shared challenge, so we have to work together. In 2020, the Nature's Pride Foundation initiated collective action by bringing together the most important water users in priority regions. We do this together with many partners such as the Dutch government, local authorities, NGOs, and universities. The aim is to work together and understand the current water situation, and create a shared vision of how to achieve responsible water use in the area. We have initiated and driven collective action in Peru and Chile for many years, and we are closely involved in a similar initiative in Southern Spain. Our ultimate goal with these actions is to develop a scalable method for international value chain partners to support responsible water use in producing countries.







A school food forest is a thriving ecosystem rich in diverse plants, trees, and shrubs, many of which are edible. Hortifrut, one of our partner berry growers, has been collaborating with the Nature's Pride Foundation to establish food forests at public schools in Peru.

*'We have been part of this initiative since its inception in 2022 and have successfully created food forests in three schools so far. The entire school community, children, teachers, and parents, actively participates in caring for the gardens. This not only provides valuable learning experiences, but also offers access to fresh, healthy products. We are committed to expanding this project and hope to bring food forests to even more schools across Peru.'*



**Carla Sánchez,**

Head of Public Affairs and Community Development at Hortifrut Peru

## Strengthening collaboration with our growers and customers

In May last year we took Salling Group, one of our customers, to our Peruvian grower Agrícola Cerro Prieto (ACP). The main objective of the visit was to show Salling Group how Nature's Pride is working with ACP on our care for people and nature as part of our 2028 Plan. We believe that connecting our customers with our growers and have them experience the reality in the producing country can strengthen our collaboration. Salling Group participated in the field visit with commercial staff and colleagues from the sustainability department.

*'During our visit to ACP we personally experienced how the farm in their daily operations and in collaboration with Nature's Pride, actively worked with subjects such as responsible water use, biodiversity (biological pest control) and adaption to climate changes. In Salling Group, we strongly share the ambition to create resilient supply chains, and actions towards this are required immediately. We highly valued the visit to get a practical view on challenges and solutions upstream our supply chain. Nature's Pride is an appreciated business partner with a strong and inspiring engagement level, and we are looking forward to further develop initiatives that will benefit the environment and people.'*



**Malene Birck Lange,**

Responsible Sourcing Manager at Salling Group

## BERRIES PRIDE FOR OUR SOFT FRUITS BUSINESS

Packing and handling high-quality berries and soft fruit requires special attention. Therefore, we brought our soft fruits business to Berries Pride, which is our sister company. With 35 employees, Berries Pride supplies the highest quality strawberries, blueberries, raspberries, blackberries, red currants and speciality berries year-round from all over the world. The company is built on the same sustainability strategy and pillars as Nature's Pride, and works with the same safety, quality, and sustainability standards. Berries Pride and her partner growers are working on several sustainable projects and activities as well. For instance, Hortifrut, one of the partner growers of Berries Pride, is collaborating with the Nature's Pride Foundation and other partners to help schools in Peru create food forests. Berries Pride is also continuously working towards more sustainable packaging. In 2024, Berries Pride introduced new packaging for most of their berries. The berries are now also offered in cardboard packaging instead of plastic, with a minimum layer of plastic sealing (for strawberries it is cardboard packaging only). This step reduces the use of plastic by 94% and saves up to 49% in CO2 emissions.

**WITH 35 EMPLOYEES, BERRIES PRIDE SUPPLIES THE HIGHEST QUALITY STRAWBERRIES, BLUEBERRIES, RASPBERRIES, BLACKBERRIES, RED CURRANTS AND SPECIALITY BERRIES YEAR-ROUND FROM ALL OVER THE WORLD.**





# CARE FOR PEOPLE

We care for the well-being of people in and around our value chain. That is why we carefully select the partners we work with and make sure they share our values for people and nature. We focus on developing long-term partnerships with our partners. Together with them we strive to improve conditions for everybody in our value chain.





## CARE FOR OUR GROWERS

When we started in 2001, there were no international standards on the well-being of people working in the field. We knew we could add value there, so we developed our own guidelines (in 2006). Since 2011 we request independent social audits from our growers. At this point, 98,4% of the volume that we purchased in 2024 is socially certified with one of our approved international standards. Certification demands of all our suppliers to provide at least the minimum standards of working conditions and respect for human rights. However, as a company we also want to go beyond compliance with our growers.



### The role of certifications

The implementation of standards and certifications through third party verification is a way to check, report and further improve labour and climate conditions in our value chain. All our suppliers need to comply to one of the standards as gathered in the 'Basket of Water Standards' and the 'Basket of Social Standards'. The baskets are developed in collaboration with our industry partnership SIFAV (Sustainability Initiative Fruits and Vegetables) and are used by all companies that are a member of SIFAV. As a company, we find it important to go beyond compliance. In certain cases a long-term approach, beyond audits and certification, is needed to address specific issues and make an enduring positive contribution to local communities. In those cases we collaborate with our suppliers and encourage them to open a dialogue and improve themselves and go beyond compliance.





## FOCUS ON WASH TO IMPROVE THE WELL-BEING OF WORKERS IN OUR VALUE CHAIN

We found that WASH is an important theme to mitigate risks and to improve the well-being of people in our value chain. WASH refers to Access to Water, Hygiene and Sanitation, which are human rights. But it relates to many more human rights, such as the right to health, decency and gender equality. By focussing on WASH we want to take a practical approach to improve working and living conditions in and around our value chain. To do this, we have started projects with RVO, and two of our growers: Agrícola Cerro Prieto in Peru and ZZ2 in South Africa. Next year we aim to use the first insights from the projects to develop our WASH strategy for the whole value chain.

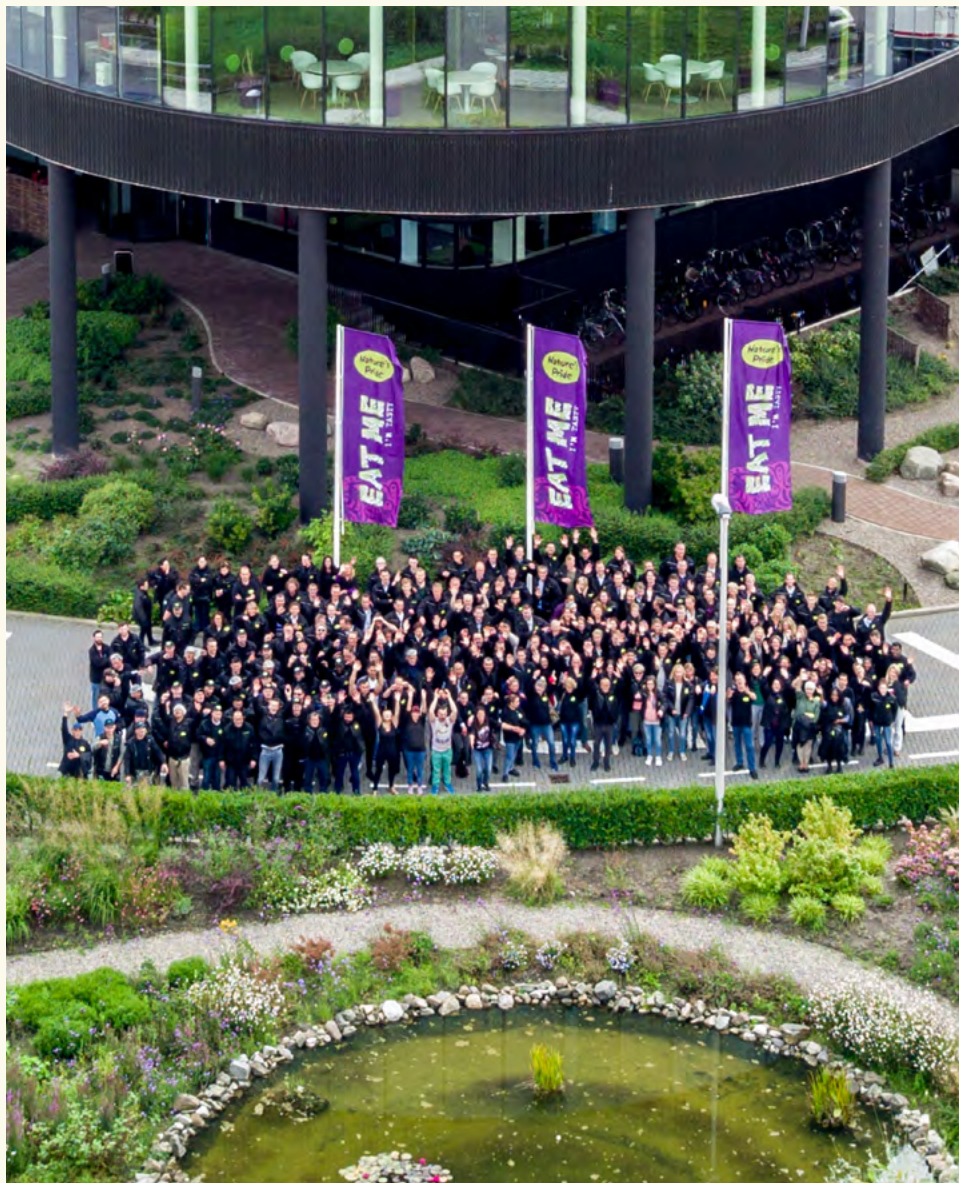
*'Our vision and mission share the same values as Nature's Pride. The joint project not only contributes to the objectives of our sustainability plan, but also provides deeper insights into the environmental footprint. With the first results now in hand, we are implementing an action plan to further reduce this impact and take our WASH initiatives to the next level. The collaboration with our client is seamlessly integrated into ACPs sustainability strategy and we are committed to driving significant improvements in the long term.'*



**Pamela Gomez**  
Superintendent of Resource Management  
and Sustainability at Agrícola Cerro Prieto







## CARE FOR OUR COLLEAGUES

We have more than 440 people working at our office and in our operations in Maasdijk. We find it important that our colleagues feel seen, heard, and appreciated and work with pleasure and pride. In 2024 we updated our People Plan and integrated the targets in our company goals. Our leadership team has regular meetings with their colleagues to align on working activities, goals, and personal needs. For personal development we have more than 230 training programs and courses available in our Nature's Pride Academy. In our leadership program we focus on how own behaviour influences the behaviour of others. We measure engagement and satisfaction of our employees every year and discuss the results and improvement areas per department with all managers and colleagues.

### How we stimulate vitality amongst our colleagues

- Freshly prepared food at our company restaurant
- Free fresh smoothies and fruit available every morning
- Free bootcamp training three times a week for colleagues and family members at our own bootcamp facility
- Discount on a membership to the gym
- Mindfulness and work-life balance courses in our Academy
- Physiotherapist available
- Buying a new bike with tax advantages with our Nature's Pride Bicycle Plan



# CARE FOR NATURE

We care for nature. It gives us the fruits and vegetables we love and need for a healthy lifestyle and we want to protect it the best we can. We are actively working on responsible water management, protection of biodiversity, and reduction of our emissions. We do this in collaboration with stakeholders in our entire value chain, from our growers to consumers and from private to public parties.



# WATER

Through the products we buy, we are connected to water resources in producing countries. We see that important regions for the supply of fresh fruits and vegetables to Europe are increasingly out-of-balance from a water perspective. In these areas more water is being used by all users than there is available. This causes water stress. Since 2018, we have been working on collaborative value chain-based solutions for responsible water management. Over time, we developed a deeper understanding of water and have finetuned our approach to drive responsible water use in our value chain.

## WATER AUDITS AS A STARTING POINT

Water audits are a good starting point to ensure legal and responsible water use in our value chain. Nature's Pride was the first to introduce them to our sector, back in 2019. In 2024, we reaffirmed our leading position in this field in our sector by achieving compliance of 77% of total volume from high water risk countries. In our 2028 People and Nature Strategy we further raised the bar on our water targets: we will report water compliance on volume instead of field level, which is a more meaningful indicator and we broadened the scope of water compliance from high water risk countries to all sourcing countries.



Waste water treatment plant from our partner Agrokasa in Peru

## GOING BEYOND WATER AUDITS

We realise that, beyond audits, more needs to be done in order to truly balance water demand with water availability. Therefore, we continue to drive sector and value chain collaboration for responsible water use. As co-founders and Steering Committee member of our sector covenant SIFAV and through partnerships with WRAP (Waste and Resources Action Programme), we continue to drive action on water compliance KPIs and collective action in Peru, Chile, and Spain. In these countries, we have made the first steps to foster sustainable water management practices that not only help conserve water, but also support local communities and ecosystems. For example in Peru, we constructed 68 kilometres of infiltration trenches, partnered with native communities, and planted thousands of trees.



## MAKING WATER A PRIORITY IN OUR SECTOR

We want to make water audits the business standard in our sector, like social audits already are. We are motivated to make water, including access to water and sanitation, a priority in our sector. To achieve this we are intensifying the training of our commercial colleagues and the outreach in our value chain. We are gearing up our buyers and our sales department to have deeper dialogues with our growers and customers around this essential topic and take action together. We also actively advocate for more value chain collaboration and share our knowledge through interviews, papers, and articles.

**WE ARE MOTIVATED TO MAKE WATER, INCLUDING ACCESS TO WATER AND SANITATION, A PRIORITY IN OUR SECTOR.**



### Making Water Pivotal in the Design of Food Systems

Water Economics and Policy, December 24, 2024, Wageningen University, International Water Management Institute (IWMI), The World Bank, Nature's Pride

## Call to Action

Last year, Nature's Pride, together with many partners, published an article that calls for more action on responsible water use in international value chains. This is a follow-up of our participation at the UN Water Conference in New York in 2023. The article observes that water is still insufficiently recognised as an organising principle in food production and trade. There is still considerable 'water blindness' in food system design and therefore, in the article we advocate for a stronger and more integrated approach to achieve 'water-responsible food systems'. The article outlines current bottlenecks for each actor in the food system (producers, exporters, importers, retailers, and financial sector) and action pathways for each one of them.

This article is part of Nature's Pride's ongoing commitment to engage with multiple stakeholders around the topic of water and advocate for more action in international value chains.





The lessons we have learned through our collective action on responsible water use over the years together with other implementing partners have been published in several other papers and articles:

**COLLECTIVE ACTION WATER STEWARDSHIP IN ICA, PERU**  
Mid-term reflection on results and next steps

**Collective action Water Stewardship in Ica, Peru**  
Mid-term reflection on results and next steps

**Responsible Water Management in Ica, Peru: Results of the Multi-stakeholder Working Session**

**Responsible Water Management in Ica, Peru**  
Results of the Multi-stakeholder Working Session

**UNPACKING COLLECTIVE ACTION IN WATER STEWARDSHIP**  
SHARED SOLUTIONS FOR SHARED WATER CHALLENGES

**Unpacking Collective Action in Water Stewardship**  
Shared solutions for shared water challenges

**Nature's Pride activates the fresh produce value chain for responsible water use**

**Nature's Pride activates the fresh produce value chain for responsible water use**  
Interview: how Nature's Pride addresses water challenges in collaboration with growers and clients





# BIODIVERSITY



Biodiversity are all the plants, animals and micro-organisms around us. Together they form the web of life. Protecting and restoring biodiversity is key to be able to supply people around the world with enough healthy fruits and vegetables. In the risk analysis we conducted in our due diligence, we identified biodiversity as critical area for our organisation and sector, therefore we added this topic as focus area to our new strategy.

## OUR APPROACH ON BIODIVERSITY

Biodiversity is a new focus area for us and we are pioneering on it. We align with legislation like Corporate Sustainability Reporting Directive (CSRD), but we want to go further. In 2025 we will start by reviewing our product portfolio to understand how they impact biodiversity and how our business is dependent on biodiversity, both in water and on land.

## SUCCESSFULL PILOT BIODIVERSITY ADD-ON

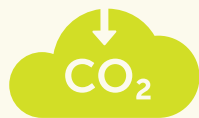
GLOBALG.A.P. is a worldwide standard in our sector about food safety, quality and sustainability. It has a special new chapter for biodiversity: the GLOBALG.A.P. BioDiversity add-on. This add-on is an audit that monitors, improves, and protects key biodiversity aspects in the fields, raises awareness and provides guidance to the grower in the development of a comprehensive biodiversity action plan. In 2024, ZZ2 and Yukon, two of our South-African growers, did the pilot and succeeded. With that, we were the first in the industry to successfully pilot the new GLOBALG.A.P. BioDiversity add-on outside Europe.

## WORKING ON A VALUE CHAIN FREE OF DEFORESTATION AND LAND CONVERSION

We want to be certain that the products we source do not contribute to deforestation or conversion of ecosystems. Therefore, we engage with our suppliers to assess their practices. We are looking into technology to track both deforestation and land conversion. In case deforestation is identified, we will work with our suppliers to ensure that it does not continue and, wherever possible, support restoration efforts. With these continuous efforts we work towards a deforestation-free supply chain.



# CLIMATE



Climate is one of our main focus areas in our sustainable strategy for many years. Since 2017 we have been implementing carbon reduction strategies to mitigate our impact. We conduct a yearly CO2 footprint analysis, and focus on reduction of emissions in our own processes and in the rest of our value chain.

## SETTING CHAINWIDE TARGETS, VALIDATED BY SBTi

In 2018 we were the first in the sector to have our scope 1 and 2 targets validated by the SBTi, these are targets that consider the emissions in our own facilities. However, about 99% of the emissions take place not in our own facilities of processes, but elsewhere in our supply chain. That is why in 2024 we also calculated our scope 3 climate targets, including targets for FLAG (Forest, Land and Agriculture) and let them validate by the Science Based Targets initiative (SBTi). Again, we were first in the sector to do that. This validation by SBTi shows that we are serious about reducing our carbon footprint and addressing climate change throughout our entire value chain. Our commitment to reducing emissions is also in line with reaching the target of the Paris Agreement: maximum global heating of 1,5 degrees. We made roadmaps for each of these targets, detailing the actions needed in each year to reach our 2028 targets.

**WE CONDUCT A YEARLY CO2 FOOTPRINT ANALYSIS, AND FOCUS ON REDUCTION OF EMISSIONS IN OUR OWN PROCESSES AND IN THE REST OF OUR VALUE CHAIN.**





## REDUCING CO2 EMISSIONS WITH OUR GROWERS

The agricultural sector, which relies on land for farming and other activities, is heavily impacted by climate change, but also contributes to emissions. To help reduce these emissions and make the sector more sustainable, it is important to work with our growers. As part of the project with RVO, we work with our growers ACP and ZZ2 to track their emissions and create a plan to reduce them, for instance by installing solar panels, improving fertilizer use, and upgrading transport. We also pilot technology that allows growers to measure and showcase their carbon reduction efforts. This technology helps them see the impact of their actions and makes their achievements visible to others. By sharing the successes we not only motivate them to keep improving but also encourage other growers to adopt similar practices.

### CDP management level for our climate actions

The CDP score is a rating that companies receive for their environmental transparency and commitment to climate change. The CDP scoring scale has levels ranging from disclosure, awareness, management and leadership. Over 2024, we are proud to have reached management level (B-score) for our actions and contributions to minimize impact on climate change. This level shows that we have taken coordinated proactive measures on environmental issues.

## REDUCING CO2 EMISSIONS IN OUR OWN PROCESSES

We want to continuously reduce the emissions from our own processes. In the last few years we made our facilities more energy-efficient. We use green energy from renewable sources like hydro, wind, solar, and biomass. We use the more than 2,000 solar panels on our roof, to generate some of the energy we use. Additionally, we reuse heat from our warehouse to warm the building, which reduces our reliance on gas. Currently, 95% of our vehicle fleet is electric. In 2026 we aim to have our entire lease fleet electrical, replacing all lease cars with an electric version. Our building in Maasdijk has a BREEAM-NL Excellent level. In 2024 we have finalised the installation of LED-lights throughout our facilities. All our ripening cells, our warehouse, packaging, ripening aisles and offices now have LED-lights. Every four years we perform an energy audit, where the National Environmental Services checks our performance on energy efficiency. The last audit was conducted in 2023.



## REDUCING CO2 EMISSIONS FROM TRANSPORT

Transport is responsible for approximately 30% of our emissions. Bringing in our products by ship instead of by plane is an effective way to reduce our transport emissions. Therefore, we prioritise sea transport where possible. Around 95% of our total volume of fruits and vegetables comes in by ship or truck. For our key product avocado 98% of the total volume comes in by ship, and our key product mango is always transported by sea. For some products in some parts of the season we do use air freight, in case the product will not remain fresh for long enough to use other forms of transport. We regularly test whether products can be transported by ship or truck, instead of by plane. In 2024, for instance, we tested whether air freight could be avoided for pomegranate seeds. The test was successful. Therefore, this will become the new standard for pomegranate seeds from now on.

## SUSTAINABLE PACKAGING

We are constantly developing new sustainable packaging for our products. Over the last years, we took a big step redesigning our EAT ME packaging for avocados, mangoes, kiwis, and passion fruit. We switched from multi packaging materials, to singular mono material (cardboard), from sustainable sources and 100% recyclable. In 2024, we further improved our packaging. For instance, for our chilis, like cayenne, habanero, jalapeno, and rawit, we switched to thinner foil. This led to a reduction of 410 kilo plastic per year.

Also, our full range of chilis is now packed in a mono plastic bag instead of a tray with flowpack. We changed our pitahaya package to just a paper hanger instead of using flowpack foil, tray and labels. The hanger is plastic free and saves up to 35% packaging waste. For our ginger and bio ginger products we moved from paper tray, 2 labels and foil to only foil. Besides, we also lowered the box in which the ginger products are transported. These steps lead to a reduction of 65% CO2 emissions and save up to 6,000 kilo packaging waste per year.

### How we work towards more sustainable packaging

- We aim for the best shelf life for our products, because this will reduce food waste and we can assure the best product quality
- To reduce packaging waste, we choose for mono packaging where possible for the best recyclability
- We only use high quality materials from sustainable sources
- We reuse our packaging where we can

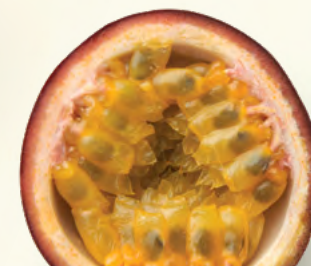










## REDUCING FOOD WASTE BY VALORISING

We have implemented several measures to reduce food waste in our value chain to a minimum. Products that do not meet the requirements are processed into puree, juice, guacamole or oil. 100% of our avocados is valorised this way. At least once a week we donate fruits and vegetables to the Food Bank. In 2024, we donated 72,869 kilo in total. All of our remaining waste is processed into bio gas. In collaboration with the Dutch Foundation Against Food Waste, we organise an annual 'Week against Food Waste' at Nature's Pride to create more awareness about the topic amongst our colleagues. In 2024, in partnership with our Norwegian partner BAMA, we launched the avocado scanner as a pilot in Norway. This innovative technology - provided by OneThird - helps consumers choose the perfect avocado at the right time. That way, the scanner can contribute to reduce food waste.



# SUMMARY RESULTS 2024

GOAL 2028	SDG	RESULTS 2024
<b>PEOPLE WELL-BEING</b> <ul style="list-style-type: none"> <li>100% volume of products socially audited annually</li> <li>WASH at work goals achieved, support for WASH in the communities</li> </ul>		<ul style="list-style-type: none"> <li>98,4% of volume of products is audited and compliant with our sector benchmark (SIFAV Basket of Social Standards)</li> <li>WASH project is running, on target</li> </ul>
<b>WATER AND BIODIVERSITY</b> <ul style="list-style-type: none"> <li>100% volume of focus products audited annually</li> <li>100% of focus products in high-risk areas audited</li> <li>Collective action in priority regions of Chile and Peru</li> <li>Setting Targets for Nature in priority regions</li> </ul>	 	<ul style="list-style-type: none"> <li>In 2024 67% of our volume of focus products from all countries, and 77% of total volume from high water risk countries, was audited and compliant with our sector benchmark for water (SIFAV Basket of Water Standards)</li> <li>GLOBAL.G.A.P. BioDiversity Add-on will become part of its Environmental Sustainability Solution (ESS), which wasn't yet available in 2024; we have to work out what this means for our target on auditing our focus products in high-risk areas</li> <li>In Peru, phase 1 of collective action was finalised; results so far are summarised in a progress report and a multi-stakeholder working session</li> <li>In Chile, the <u>Aconcagua Network</u> was created; the network carried out water footprint measurements and released a series of short documentaries that show the work in the Aconcagua valley to its members. In addition, the International Coalition of Buyers for collective action in Chile was created</li> <li>As preparation for setting Nature Targets, we executed a due diligence gap assessment for nature, we were part of the biodiversity pilot of our sector organisation SIFAV and participated and presented at COP16, the UN Convention on Biological Diversity, in Colombia</li> </ul>
<b>CLIMATE</b> <ul style="list-style-type: none"> <li>35% absolute reduction of scope 1 &amp; 2 GHG emissions</li> <li>29% absolute reduction of scope 3 GHG emissions</li> <li>18% absolute reduction of FLAG, GHG emissions</li> <li>100% volume of focus products in high-risk areas free of deforestation</li> <li>Fully electrical fleet (2026)</li> </ul>		<ul style="list-style-type: none"> <li>Footprint scope 1 &amp; 2; 132 ton CO2 equivalent</li> <li>Footprint scope 3 (excl FLAG); 74.825 ton CO2 equivalent</li> <li>Footprint FLAG; 131.088 ton CO2 equivalent</li> <li>We conducted a high level risk assessment on deforestation and will give a follow-up in 2025</li> <li>95% of our vehicle fleet is electric</li> </ul>
<b>SUSTAINABLE PACKAGING</b> <ul style="list-style-type: none"> <li>100% recyclable and reusable packaging materials (2025)</li> <li>80% of all our EAT ME and Nature's Pride packaging made of 1 material (mono-packaging)</li> <li>35% plastic reduction (0-year 2022)</li> </ul>		<ul style="list-style-type: none"> <li>99% of our packaging materials are recyclable or reusable; 100% is not (yet) achievable because some materials remain necessary for handling our products including rubber bands for asparagus and copper clips for nets</li> <li>&gt;80% of our packaging is mono-packaging</li> <li>&gt;35% plastic reduction</li> </ul>
<b>GENERAL</b> <ul style="list-style-type: none"> <li>Selection of scalable solutions for People &amp; Nature arising from collaboration with the Dutch government and a selection of growers</li> </ul>		<ul style="list-style-type: none"> <li>Pilot project for scalable solutions for People and Nature developed through partnership with RVO and selection of growers</li> </ul>





# Nature's Pride