

## **Eckes-Granini Group and Solidaridad implement smallholder project to promote sustainable orange cultivation in Brazil**

**Nieder-Olm, May 13, 2020:** "Smallholders, big opportunities" is the motto of the Brazilian farm project, which the Eckes-Granini Group is supporting financially and which is being implemented locally by the international non-profit organization Solidaridad. Over a period of three years, 480 small-scale orange farmers in Brazil's Citrus Belt will be trained in the application of more sustainable agricultural practices. "As a company, we have committed ourselves to making a visible contribution to making conventional fruit and vegetable cultivation more sustainable worldwide. Eckes-Granini has initiated a wide-ranging package of measures to achieve this goal. This includes working with our partners to familiarize small farmers with the practices and methods of sustainable agriculture," explains Thomas Hinderer, CEO of the Eckes-Granini Group.

### **Sustainability project helps protect natural resources and improve living conditions for small farmers**

By supporting the smallholder project, Europe's largest fruit beverage producer, together with Solidaridad, wants to contribute to improving the living conditions of smallholders and plantation workers in the long term – through sustainable cultivation and strengthening the entire value chain. The aim is to improve the protection of natural resources in the Brazilian growing region while at the same time maintaining the competitiveness of the small, family-run orange plantations.

### **Extensive training on cultivation methods and farm management**

About 75 percent of Brazilian oranges are grown in the "Citrus Belt" – the Brazilian states of São Paulo and Minas Gerais. Since 2015, the number of smallholders in the region has fallen sharply due to inefficient plantation management and the spread of Citrus Greening. Solidaridad and Eckes-Granini aim to counteract this development through extensive training in areas such as resource management, business administration and education on fair working conditions. Under the programme, smallholders are trained in the principles and techniques



of sustainable agriculture and assessed on the basis of the Farm Sustainability Assessment (FSA) of the Sustainable Agriculture Initiative Platform (SAI Platform). The aim of the project is to ensure that at least 50 percent of the trained smallholders achieve the FSA Performance Level "Bronze" and can pass on their knowledge to other producers in the region.

Further information on the Eckes-Granini Group's sustainability strategy is available at <https://www.eckes-granini.com/en/sustainability/>

About the Eckes-Granini Group:

Eckes-Granini is the leading supplier of fruit juices and fruit beverages in Europe. Headquartered in Nieder-Olm, Germany (Rhineland-Palatinate), the independent family enterprise focuses on committed and competent employees, strong brands in the juices, fruit beverages and smoothies segments, and a long-term strategic orientation with sustainable value creation. Today, Eckes-Granini operates primarily in Europe through its own national organizations and strategic partners. With a total of 1719 employees, the company generates annual turnover of 921 million euros. The internationally renowned premium brands granini and Pago together with the strong national and regional brands for juices and fruit beverages form the foundation of the company. Consumers in 80 countries worldwide and especially in Europe know and appreciate our fruit juices and the variety of fruit drinks.

About Solidaridad:

Solidaridad is an international not-for-profit organisation that is present in 43 countries and has partners on all continents. In Brazil, Solidaridad has been running projects for more than 10 years for the sustainable rural development of raw materials such as oranges, soya, cotton, sugar cane, cocoa, palm oil, coffee and livestock, working with influential partners in the value chain. Today, Solidaridad Brazil is developing a number of programs across the country, focused on promoting the continuous improvement of agricultural practices and strengthening the value chain.

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