



The Sustainable Fruit Initiative (SFI)

David Farrell
Blue North Sustainability (Pty) Ltd



CGA CITRUS SUMMIT

Consumer Assurance

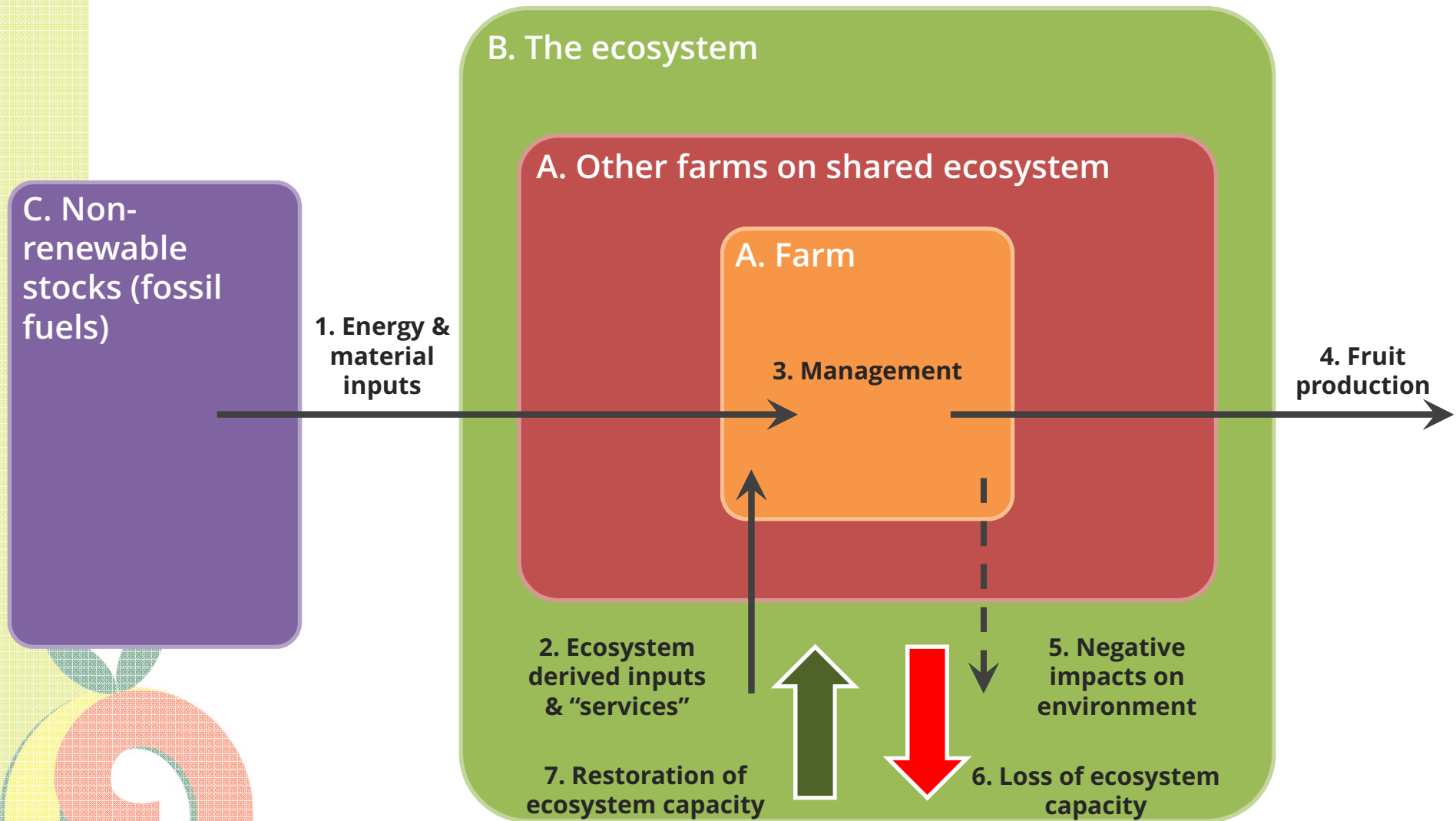
Approach

- Developed by WWF-SA, under MoU with FruitSA
- Focus on “Environmental” pillar
- Home-grown
- Bottom-up
 - Strategic & risk-management tool
 - Knowledge Resource
- Voluntary but Certifiable
- Audit focussed on “Environmental Management System”
- Alignment & Integration
 - SIZA
 - CCC
- Environmental Working Group
- Whole system



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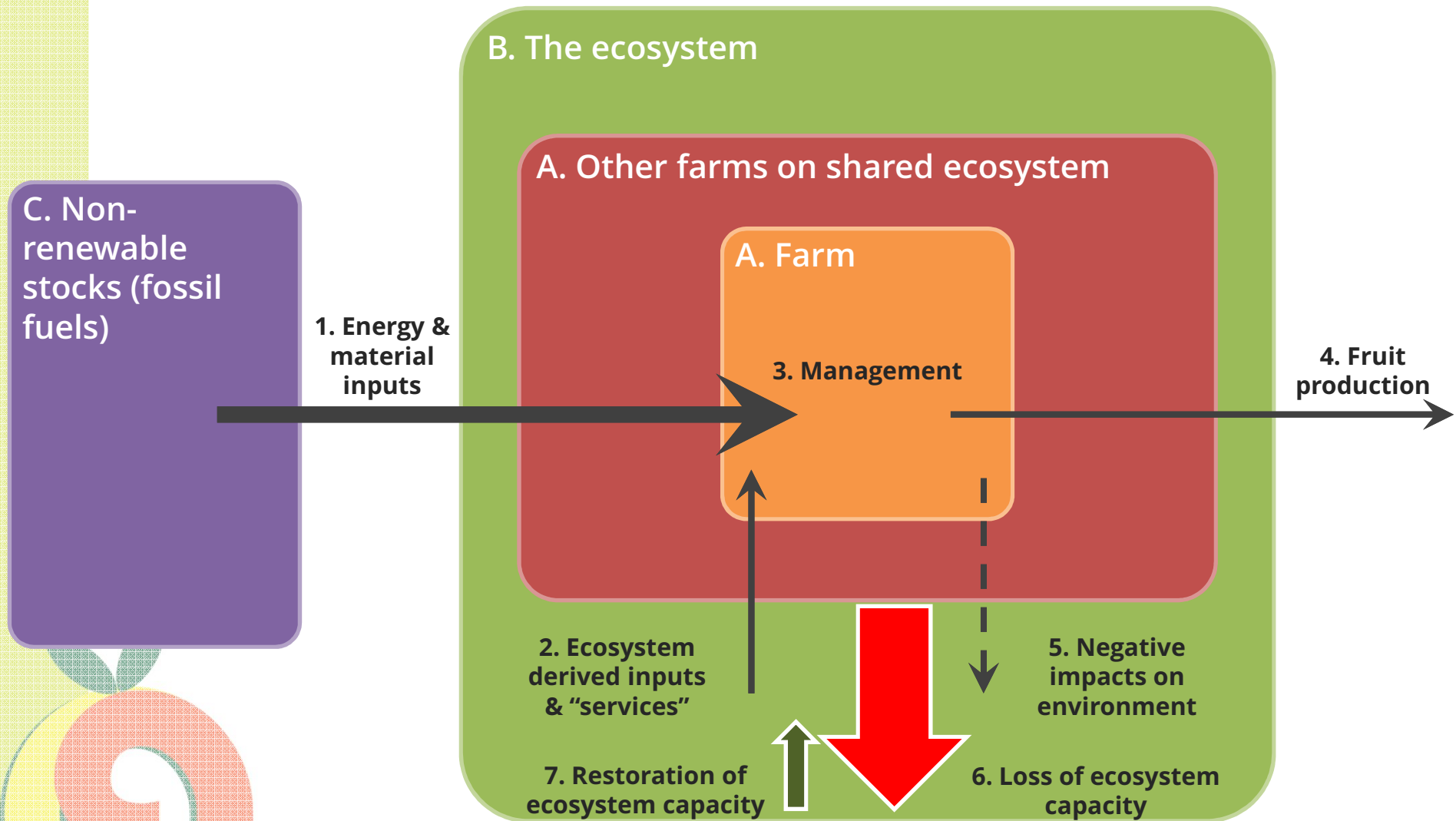
Content Overview



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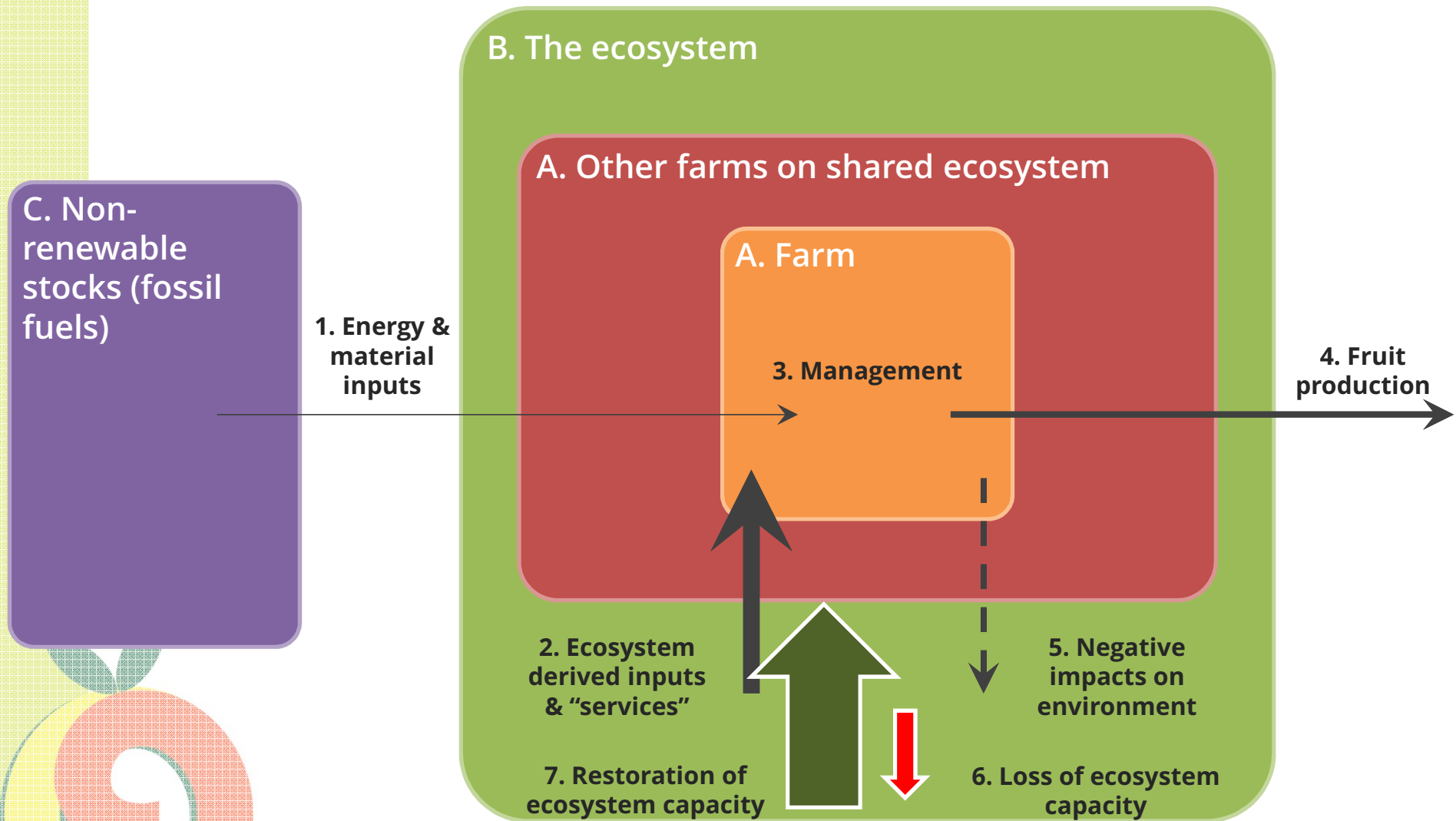
A move from this...



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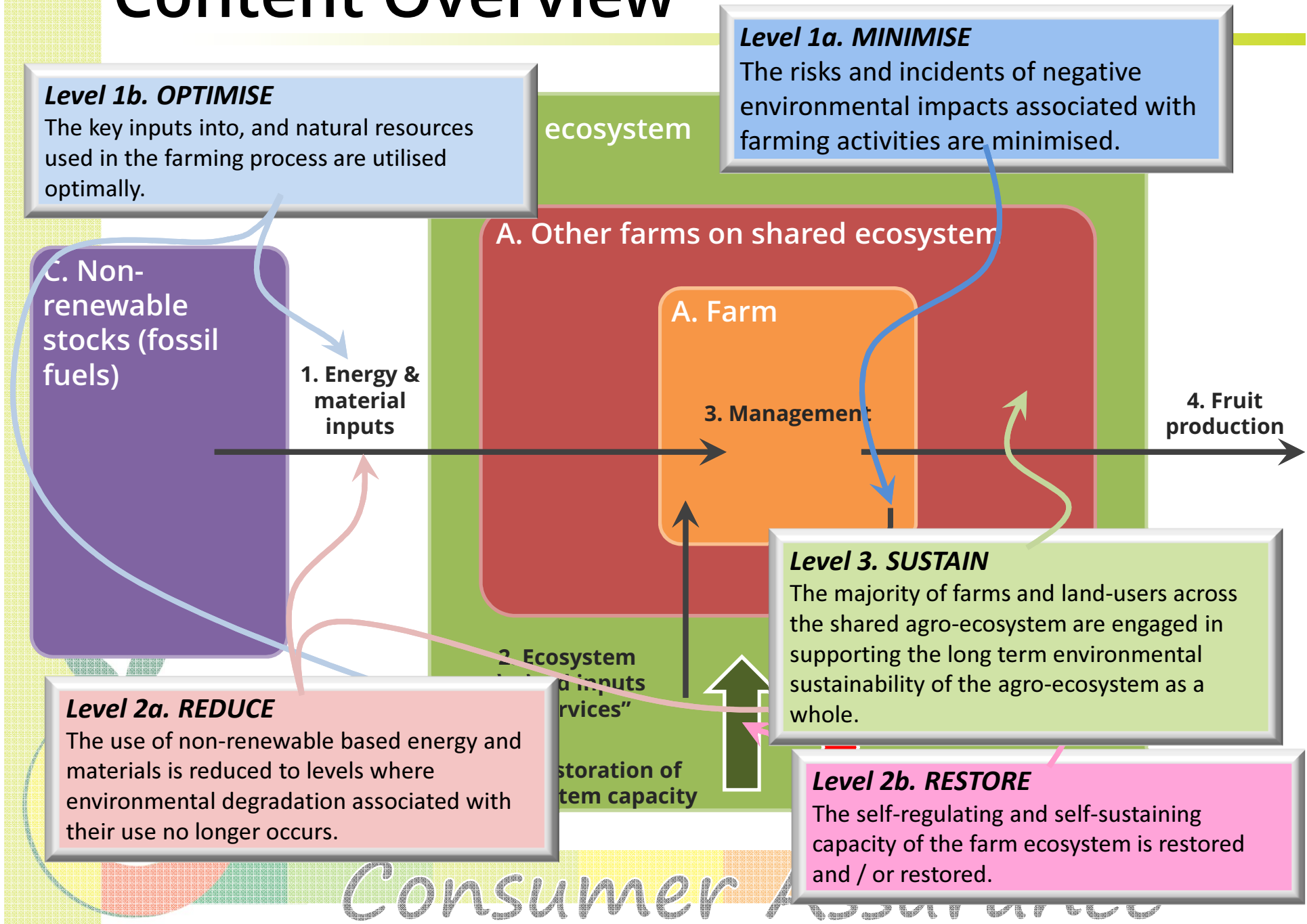
Content Overview

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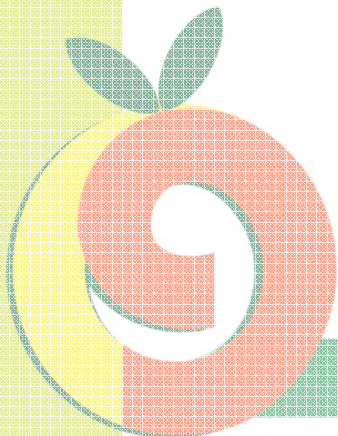
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Next Steps

- GSCP benchmarking
- On-going field testing
- Resource development
 - Legal compliance guide



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Thank you

David Farrell

Blue North Sustainability (Pty) Ltd

david@bluenorth.co.za | 083-653-3618

www.bluenorth.co.za



Shelly Fuller

WWF-SA

sfuller@wwf.org.za | 084-555-6068



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