

PlanetProof Citrus from South Africa

A few years ago, Jaguar the fresh company and SMK jointly invested in an On the Way to PlanetProof standard for the cultivation of Citrus in South Africa. A standard which is focused on sustainable and environmental friendly farming.

Together with growers we strive for an efficient and more sustainable way of growing fruit that complies with the On the way to PlanetProof standard. Environmental aspects like less usage of pesticides, water usage and more biodiversity are important topics.

Since almost all Dutch retailers require all Dutch produce to comply with 'On the way to PlanetProof', Jaguar also noted an increased demand for international PlanetProof products. Therefore, Jaguar decided to join forces with SMK again and focus on further internationalisation. Together with independent consultants the PlanetProof standard for South African Citrus will be updated.

Benefits for the grower:

- Differentiation for your products
- Access to fast-growing market for PlanetProof products
- Professional marketing support
- Your guideline to a sustainable way of farming

For more information:

Pascalle van Bergenhenegouwen

Jaguar

Email: pascalle.vanbergenhenegouwen@jaguartfc.nl

Stefanie de Kool

SMK

Email: sdekool@smk.nl

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