

Concrete actions

2021

THE GROWERS

> Certification of best practices:



> GLOBAL GAP GRASP

> Indicator of agro-ecological infrastructures

THE PACKING STATIONS

> Indicators of water and energy consumption

> Use of plastic-free packaging solutions

THE NETWORK

Feedback on value sharing

2025

THE GROWERS

Progress monitoring for:

> Biocontrol techniques

> Agro-ecological infrastructures

> The protection of pollinators

THE PACKING STATIONS

Social focus with the SMETA 4P Audit

THE NETWORK

Implementation of a traceability system

2030

Pink Lady® Europe,
carbon-neutral network

MEANS IMPLEMENTED BY PINK LADY® EUROPE

- Creation of indicators, practice guides, tools and training modules
- Support and development of innovative and sustainable techniques
- Development of partnerships and collaboration with the best experts in the sector
- Onsite support with a new production function within Pink Lady® Europe
- Real-time provision of information on the network's extranet platform
- Improvement of the relationship with our community

**IF YOU HAVE ANY QUESTIONS,
please contact Julia SAVIN**

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So much more than an apple

Pink Lady® COMMITMENT CHARTER

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One key value has been at the heart of Pink Lady® since its inception : **the notion of progress and responsibility**. This charter gets it down on paper. With this in mind, we collaborated **with the board of directors** to build a programme which aims to **reassure, federate and to progress** in this direction. To reassure consumers, bring together and develop the network thanks to a commitment charter that is consistent with societal expectations and production potential, **without forgetting quality**. We want to make this commitment charter the basis for a positive impulse for our global Pink Lady® project.

This is how it all started for Pink Lady® in Europe : **a strong desire to do better for the lasting interest of growers and the pleasure of consumers.**

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So much more than an apple

Our model of commitment **to the future**



ENVIRONMENT

1 Developing agro-ecological practices by 2021

- Growers that are all committed to sustainable and environmentally-friendly practices via certification:



- The development of a charter of best production practices for all nursery owners.
- A new edition of the production guide for the development of biological control techniques.
- Setting up a tool for the inventory of agro-ecological infrastructure.
- Access to regular training for the protection of pollinators.

2 Preserving natural resources

- Technical guide for the standardization of Decision Support Tools concerning orchard irrigation.
- Creation of energy and water consumption indicators in packing stations.
- Support energy diagnostics and proposals of new techniques adapted to each station in partnership with experts with a view to reduce consumption.

3 Eliminating single-use plastics

- New cardboard and/or compostable solutions for the alveoli, plastic films, flow-pack bags, labels and fruit stickers used in Pink Lady® packaging.



4 Aiming for a carbon neutral European production sector by 2030

- Collaboration with carbon experts in order to adapt our practices.



PROGRESS FOR GROWERS

1 Maintaining a fair income for the stakeholders of the network

- Co-development of a value-sharing barometer within the network.

2 Helping to improve the working conditions of the network's employees

- Creation and distribution of a welcome charter for seasonal workers and an orchard and packing station safety guide.
- 100% of growers committed to professional safety, health and ethics procedures. Standards : Global Gap GRASP.
- Supporting stations in SMETA 4P audits by 2025, which certify procedures working towards well-being at work, health and safety, ethics and the environment.

3 Supporting innovation towards an increasingly sustainable form of production

- Development of forums and work groups at an international level.
- Support for 10 research or development projects by PinkLAB.

4 Fighting against waste

- Developing new high value partnerships with the food processing sector (juice, compote...).
- Developing new prospects for apples unfit for human consumption (renewable energy, compost...).



LOCAL ECONOMIC AND SOCIAL APPROACHES



1 Preserving employment within our historical growing areas

- Promotion of the network and brand to support a > 5% / year growth by 2025.

2 Assisting the renewal of generations

- Creating a programme to make sure young growers may:
 - plant new orchards
 - have access to the network's governance
 And support their integration.



3 Facilitating the relationships between growers and local residents

- Creation of a charter of mutual understanding.



TRUST AND SHARING WITH CONSUMERS

1 Guaranteeing a healthy, natural and quality product

- Developing our quality control tools via the implementation of an indicator of agricultural best practices.

2 Optimizing and making accessible the information concerning traceability

- Implementation of an instantaneous traceability system of Pink Lady® apples by 2025.
- Consumer access to information concerning product origin.



3 Increasing the number of grower/consumer meeting points

- Participation in general public events and development of relationship marketing (SIA, Pink Lady® Day, Consumer Club, etc.).

