



Taste the SUN 

# DREAMS MAGAZINE

Taste in harmony with people and nature  
2022





# **DREAMS Magazine**

**Taste in harmony with people and nature**

**2022**

# Imprint

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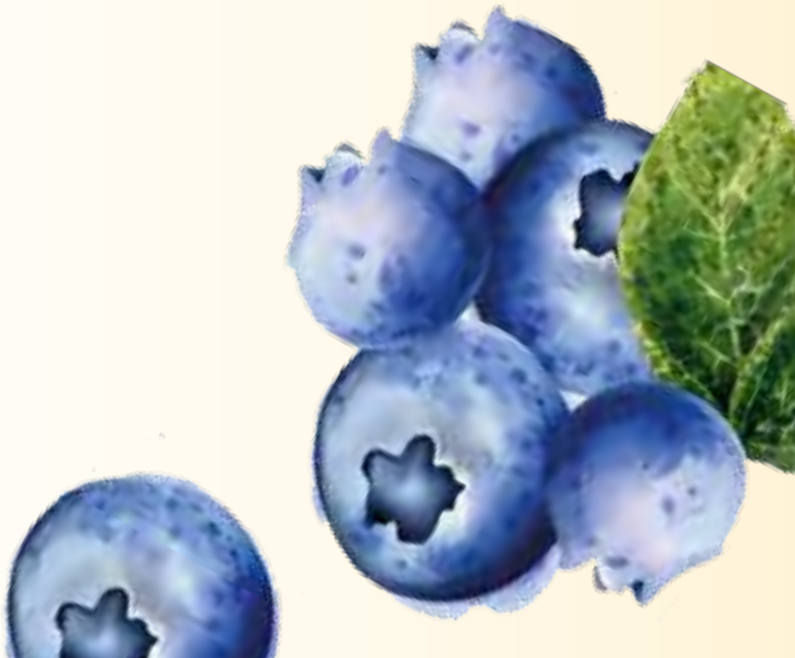
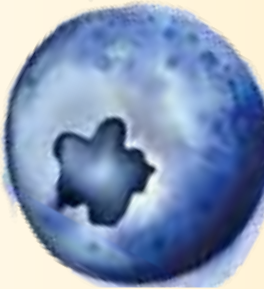
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## Dear friends of SanLucar,

We are happy that we can present you once again our DREAMS Magazine where you can find information about our social and environmental engagement. Our DREAMS programme is based on our company philosophy »Taste in harmony with people and nature«. Therefore, we seek to support our communities, because only with their commitment and passion, we are able to offer products of best taste and high quality. And nature is obviously our main partner, because you always reap what you sow. Under this philosophy and taking the Sustainable Development Goals as a reference, every year we carry out a series of initiatives in all the countries where we are active, in order to do our bit for society.

This is more important than ever, as we are facing global challenges such as increasing conflicts between countries, a worsening climate situation and a prolongation of the Covid pandemic. It is easy to feel overwhelmed, but there are things we can do that have an considerable impact on the society and nature, making a difference. And working tight together and support each other will make it a lot easier.

The strong impact of the pandemic has forced all of us to review our behaviors, values and principles, and this is especially significant in a sector such as ours, the agriculture, considering the crucial role it plays for the society as an essential activity. Reason why we worked in redefying our values, as a company committed to society through people and the environment: Act Respectfully; Welcome Change; Make Consumer Happy; Be Passionate; Honor our Master Growers.

Our DREAMS School Tutoring programme »Learning Together«, running since 2020, has already reaped its first fruits, as we have celebrated in Ecuador the first graduation of 11 students. They have been in the project since its inception. In the last years, they have managed to acquire the necessary knowledge and skills to be able to continue in the corresponding grades at school filling the gap of knowledge that was provoked by the lack of public school teaching for almost two years during the pandemic. They have been supported in mathematics, writing, and reading, but also in reinforcing their self-esteem, discipline, and encouragement to continue studying. We are very proud of them.

At our solidary kitchens »El Puchero«, we continue in collaboration with the »Fundación de la Comunidad Valenciana Solidaria« to ensure that people in difficult situations have access to nutritious food and hot meals. About 500 meals are served every day.

Regarding nature and our environment, we are implementing new technologies that provide data that will help us improve our decision making. We also continue to use traditional sustainable farming methods, which play a role in making our farms greener through nature itself. Part of our initiatives is to recycle our waste, vegetation cover, reduce CO2 emissions by harnessing solar energy. To top it all off we reduce or remove plastic when the quality standards of our products allow it.

We are very proud that our initiatives are for the well-being of people and nature and that they are awarded. Alone in 2022, we have received four awards: »Premio Ilustre« in Valencia, »Best Practices in sustainability« in Ecuador, »Partnership agricultural investment award« in Tunisia and »Social Enterprise« 2022 in Spain.

In our new DREAMS magazine you can find the latest information about our social and environmental projects. And we continue to work tirelessly on many projects to create together a world in which we all can achieve our dreams.

This would not be possibly without the support of our families, friends and partners and we would like to thank you for all the engagement and passion you show for the SanLucar community. Thank you so much and enjoy our DREAMS magazine 2022!

Your Stephan Rötzer  
Founder and owner of SanLucar





# I The world of SanLucar.

**Our highlights from the more exceptional and memorable projects.**

**2020  
September**

**Natural bowl**  
The innovative and sustainable packaging solution for berries.



**2020  
October**

**Progress report**  
We publish our report for the UN Global Compact.



**2020  
November**

**Catching up after the Coronavirus pandemic**  
Start of the tutoring project in Valencia to catch up on learning.



**2020  
December**

**Christmas**  
130 gifts go to our kids from »El Puchero«.



**2021  
February**

**DREAMS Magazine**  
All about our worldwide projects 2019/2020.



**2021  
March**

**Future opportunities**  
We sign agreements with the Agency for Agricultural Training and Swisscontact in Tunisia.



**2021  
April**

**On your rails, get set, go!**  
Our citrus fruits reach Germany for the first time by train.



**2021  
September**

**Innova&Action**  
We are committed to innovation and the promotion of young talent at the Hackathon event.



**2021  
April**

**Excellent!**  
We receive the »For Social Progress« award from the Tunisian President.



**2021  
November**

**WIN WIN**  
Our solidarity kitchen »El Puchero« receives an award for »Business and Sustainability« in the category »Social Responsibility«.



**2021  
October**

**»Water Scarcity«**  
We participate in the European Institute of Innovation and Technology (EIT) initiative on efficient water use.



**2022  
January**

**Together for Zero Waste**

We team up with Sanifruit to find new strategies to reduce food waste and, consequently, CO2 emissions.



**2022  
February**

**SA8000 recertification**

We achieve SA8000 recertification in Puzol, which encourages us to develop, maintain and apply socially-acceptable practices at the workplace.



**2022  
March**

**We join the challenge to help the Ukraine**

To show our solidarity, we ally with the UN Refugee Agency (UNHCR) and contribute to their humanitarian actions to help people in the Ukraine



**2022  
April**

**Care & Health**

180 families from »El Puchero« receive a care package and drugstore items for Easter



**2022  
May**

**Workvivo goes live!**

A communication app to connect all the SanLucarians worldwide



**2022  
June**

**Learning Together Ecuador**

This year, in collaboration with one of our clients, we not only expand our tutoring program but also improve conditions in the classroom with renewed furniture and structures. We have also received recognition several times this year for this initiative.



**2022  
July**

**Working on more sustainable solutions**

We are constantly exploring the potential of on-ground action to improve natural assets on farms.

**2022  
October**

**Hooray!**

We receive an award for agricultural and technology investment in Tunisia



**2022  
September**

**New packaging**

An environmentally friendly, plastic-free packaging to protect nature



**To be continued.**

Constant innovations will continue in 2023



**2022  
November**

**Sustainability awards**

We have received many awards for our commitment to sustainability. More details at the end

**2022  
December**

**Christmas in a shoe box**

Our new and creative campaign to celebrate X-mas to our kids in »El Puchero«

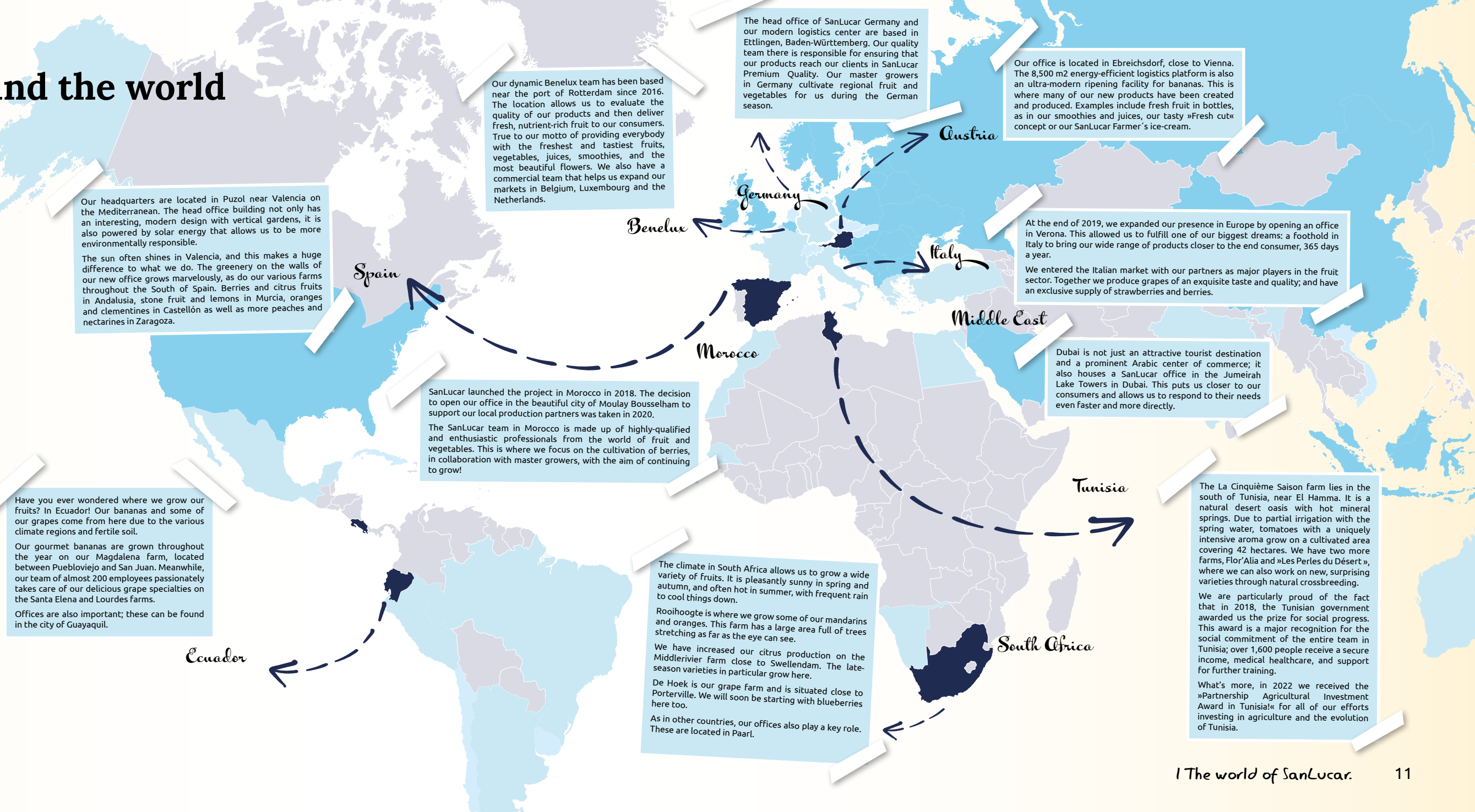




# Welcome to SanLucar around the world

## SanLucar is a multinational company.

All of our locations serve a different purpose, from being strategically placed to meet the needs of our consumers, to sites with good soil and sunshine that allow us to grow our variety of fruits. Get to know us better!



Our headquarters are located in Puzol near Valencia on the Mediterranean. The head office building not only has an interesting, modern design with vertical gardens, it is also powered by solar energy that allows us to be more environmentally responsible.

The sun often shines in Valencia, and this makes a huge difference to what we do. The greenery on the walls of our new office grows marvelously, as do our various farms throughout the South of Spain. Berries and citrus fruits in Andalusia, stone fruit and lemons in Murcia, oranges and clementines in Castellón as well as more peaches and nectarines in Zaragoza.

Our dynamic Benelux team has been based near the port of Rotterdam since 2016. The location allows us to evaluate the quality of our products and then deliver fresh, nutrient-rich fruit to our consumers. True to our motto of providing everybody with the freshest and tastiest fruits, vegetables, juices, smoothies, and the most beautiful flowers. We also have a commercial team that helps us expand our markets in Belgium, Luxembourg and the Netherlands.

The head office of SanLucar Germany and our modern logistics center are based in Ettlingen, Baden-Württemberg. Our quality team there is responsible for ensuring that our products reach our clients in SanLucar Premium Quality. Our master growers in Germany cultivate regional fruit and vegetables for us during the German season.

Our office is located in Ebreichsdorf, close to Vienna. The 8,500 m2 energy-efficient logistics platform is also an ultra-modern ripening facility for bananas. This is where many of our new products have been created and produced. Examples include fresh fruit in bottles, as in our smoothies and juices, our tasty »Fresh cut« concept or our SanLucar Farmer's ice-cream.

At the end of 2019, we expanded our presence in Europe by opening an office in Verona. This allowed us to fulfill one of our biggest dreams: a foothold in Italy to bring our wide range of products closer to the end consumer, 365 days a year.

We entered the Italian market with our partners as major players in the fruit sector. Together we produce grapes of an exquisite taste and quality; and have an exclusive supply of strawberries and berries.

Dubai is not just an attractive tourist destination and a prominent Arabic center of commerce; it also houses a SanLucar office in the Jumeirah Lake Towers in Dubai. This puts us closer to our consumers and allows us to respond to their needs even faster and more directly.

The La Cinquième Saison farm lies in the south of Tunisia, near El Hamma. It is a natural desert oasis with hot mineral springs. Due to partial irrigation with the spring water, tomatoes with a uniquely intensive aroma grow on a cultivated area covering 42 hectares. We have two more farms, Flor'Alia and »Les Perles du Désert«, where we can also work on new, surprising varieties through natural crossbreeding.

We are particularly proud of the fact that in 2018, the Tunisian government awarded us the prize for social progress. This award is a major recognition for the social commitment of the entire team in Tunisia; over 1,600 people receive a secure income, medical healthcare, and support for further training.

What's more, in 2022 we received the »Partnership Agricultural Investment Award in Tunisia!« for all of our efforts investing in agriculture and the evolution of Tunisia.

The climate in South Africa allows us to grow a wide variety of fruits. It is pleasantly sunny in spring and autumn, and often hot in summer, with frequent rain to cool things down.

Rooihoogete is where we grow some of our mandarins and oranges. This farm has a large area full of trees stretching as far as the eye can see.

We have increased our citrus production on the Middlerivier farm close to Swellendam. The late-season varieties in particular grow here.

De Hoek is our grape farm and is situated close to Porterville. We will soon be starting with blueberries here too.

As in other countries, our offices also play a key role. These are located in Paarl.

SanLucar launched the project in Morocco in 2018. The decision to open our office in the beautiful city of Moulay Bouselham to support our local production partners was taken in 2020.

The SanLucar team in Morocco is made up of highly-qualified and enthusiastic professionals from the world of fruit and vegetables. This is where we focus on the cultivation of berries, in collaboration with master growers, with the aim of continuing to grow!

Have you ever wondered where we grow our fruits? In Ecuador! Our bananas and some of our grapes come from here due to the various climate regions and fertile soil.

Our gourmet bananas are grown throughout the year on our Magdalena farm, located between Puebloviejo and San Juan. Meanwhile, our team of almost 200 employees passionately takes care of our delicious grape specialties on the Santa Elena and Lourdes farms.

Offices are also important; these can be found in the city of Guayaquil.





Germany



South Africa



Italy



Middle East



Austria



Ecuador



Tunisia






Spain



Benelux





## II In harmony with people.



## Learning Together in Ecuador:

### Celebrating the new multipurpose room!

Learning Together in Ecuador is a project that has been running since 2020. Its main objective is to provide school tutoring to children, especially after the educational backlog caused by the pandemic. The global situation forced the use of more technological methods that children had limited access to or could not afford.







One of our clients launched an initiative that raised approximately 3.200 euros. This was invested to convert two classrooms into a multipurpose room at the Miguel Suárez Seminario primary school. The retrofitting of these classrooms made a big change so that our little dreamers now have better learning conditions. The space can also be used for different educational activities. We are very grateful for these initiatives by our clients as they help us to fulfill dreams together even faster.



On behalf of SanLucar, we have always taken responsibility for the maintenance, the personnel trained to provide tutoring as well as all the details involved in the development and organization of the initiative. We have supported this activity through the restoration of furniture equipment.



One of the results is that this year we held the graduation ceremony for the first group of students who have attained the skills they need to continue learning at school.



These improvements help us to continue evolving. We started with thirty children, and over the years the interest and participation of the children has grown, so that eighty are currently benefiting from the program.





## More than just learning in Valencia.

In collaboration with the »Fundación Iniciativa Social«, we support students in their learning. The children from our solidarity kitchens in Valencia get help from a personal tutor who provides one hour of assistance with their homework and explaining the content of lessons twice a week. All children who have access to this program come from families who risk being marginalized or from immigrant backgrounds.



If you always study hard, you may also be rewarded. In order to motivate and find other ways of teaching, we also organize playful activities on special days to strengthen the sense of togetherness and the dynamics within the learning group.



### Valentine's Day and a gift for loved ones.

On February 14, we visited the children in Valencia and Ecuador for a Valentine's Day games and a craft activity. They strengthened their friendships and were taught the importance of teamwork as they solved the assigned tasks in pairs. As a reward, there were sweets for the kids and self-made cards for the parents and caregiver's.





## The entire family is included

While the children are busy in the tutoring program in Valencia, their parents have the opportunity to further their education in informative workshops. In February, for example, we organized a workshop about self-love and self-esteem, and in June, there was a lecture on emotions in child-rearing. These workshops are led by psychologists or teachers with the intention of educating our students' parents so they can understand the importance of good family support. This holds true in both their studies and in their personal life.



*11 In harmony with people.*



## Treasure hunt for little pirates

As an end-of-course celebration, our hard-working students in Valencia and Ecuador went on a treasure hunt. They got closer to the big prize through a variety of games.



They solved word puzzles in groups and got plenty of exercise running around the playground. The reward at the end: a pencil case with sweets and school supplies for a great new school year.



## Well-deserved summer break.

Our summer school, which is now in its second year, ended with a lovely surprise for the children. On the last day of the program, they received a gift box with SanLucar fruits for the whole family.



Our thanks to »Fundación Iniciativa Social« for the organization and to »Fundación Crecer Jugando« for the donation of toys. These alliances have a very positive effect because they reinforce our commitment to the SDGs 17, the partnerships to achieve the objectives, and allow us to reach more children.



*11 In harmony with people.*



## Christmas in a shoe box!

Christmas in a shoe box is our new campaign, which we are carrying out this year with the aim of celebrating Christmas for our users of »El Puchero«. It is a more creative way to give a gift, it consists of a shoe box full of gifts, these can be toys, school materials, clothes and all kinds of objects that may be of interest and necessary for a child under 14 years old.



Afterwards, we organized a Christmas party with a Christmas atmosphere, accompanied by hot chocolate, croissants, panettone and playful activities by our entertainers. And as expected, the highlight of the evening was the big gift giving.



All the children had a smile on their faces and their parents were very happy to see their little ones so happy. All this was possible thanks to the collaboration of all the SanLucarians involved in the donation of the little boxes, which were made with a lot of love and commitment, thinking of the joy of the little ones.



## Donations of health-care products for our »El Puchero« visitors.

Thanks to the big heart of one of our loyal partners, we were able to give visitors to our two solidarity kitchens »El Puchero« and »El Puchero Portuario« a carefree Easter. This great donation initiative allowed us to surprise 180 people with drugstore items. Families with children received an additional care package with wet wipes, baby cream and diapers.

Everybody was absolutely delighted with the donation. Learn more about their thoughts on the campaign.



### María Carmen:

- This is a great help. I have got six children and I really appreciate the additional support. I can really use the toothbrushes and I also urgently need the diapers. The sanitary napkins and wet wipes are also very useful. We live in difficult times and have no other help.



### Juana:

- I am always happy about any help. Even if it is just once in a while. Anything helps.



### Esperanza:

- This is a very big help because our financial situation does not allow us much. It's very challenging for us, in terms of both food and toiletries.

### Vicente:

- This is a great help. Hygiene is important. Looking well-groomed and clean is also the basic prerequisite when you have to go for a job. Thank you very much.





# A day with Ramon at »El Puchero«

Spain  
Headquarters: Puzol  
Employees: 411  
Cultivation: stone fruits



Spain

We launched El Puchero, a project in cooperation with »Fundación de la Comunidad Valenciana Solidaria del Puerto de Valencia« nine years ago in Valencia. We now have two solidarity kitchens »El Puchero« and »El Puchero Portuario«, where visitors receive freshly made food and a food basket that we collect through donations. In this way we try to help people in situations where they are marginalized.

In addition, social workers provide counselling for our users and various courses are on offer that can help them find a job that improves their current conditions. None of this would be possible without the people who work at El Puchero, which is why we asked Ramon to tell us a little more.



Name: Ramon Fores  
Function: Cook of our  
Solidarity Kitchen »El Puchero«  
Place: El Puchero in Orrriols, Valencia.

## How long have you been working as a cook at El Puchero?

- In a few days' time I will be coming to the end of my 5th year here.

## Describe your day-to-day work?

- Having worked at El Puchero for five years, I know the procedures by heart. We start at 8:00 am and prepare the food for the menu to have it ready on time for our visitors. I then collect and wait for the donations with my colleagues. A large part of these are transported in our van; we unload, organize, clean up so that everything is ready and we are able to distribute the food to the people of the Puchero.

If we get more donations than expected, we have to re-organize, but this is a good thing; we are grateful for any contribution.«



## What is your favorite recipe?

- Everything! I love cooking and can make any recipe; but paella is my favorite. I've been cooking paella since I was fourteen years old and now, at 54, I'm such an expert that I don't even need to measure out the water. That's the kind of experience you gain over the years.



**Apart from the food donations, people are also given a freshly made lunch. This is one of your daily tasks, as you mentioned before. How do you draw up the weekly menu?**

- We prepare the menus according to what we have in the fridge and the donations we receive every day. The menus are prepared every Thursday, but sometimes we have to change things because of unexpected donations.

We always prioritize and are careful that the products are of good quality and meet food safety requirements.



**What do you like the most about your job?**

- The personal contact and being able to help people.

**If you had to describe El Puchero in three words, what would they be?**

- Support, solidarity, temporary. We help people who have fallen on hard times until they can find a job and improve their lives.

**By being in constant contact with the people who use the services of El Puchero, how do you think this initiative contributes to their life?**

- It benefits them a lot because people are very short of money. Some people only have enough money to pay for basic needs... by providing them with food we offer them a bit of relief so that they can concentrate on improving their situation.

**And finally, what is your motto?**

- There are so many quotes that it is very difficult to choose one, but I would say "you have to improve as a person, employee and in every aspect of life, you always have to try to give the best of yourself".

## A great alliance to improve the future of youth

We started our journey in Tunisia in 2008 by opening our first farm »La Cinquième Saison«, dedicated to the cultivation of tomatoes. This was followed by »Flor'Alia«, where we grow the best varieties of berries, and »Les Perles du Désert«, focusing on the cultivation of grapes.

In addition to fruit production, we are also committed to environmental and social initiatives, something that has been recognized in the country throughout our history. One of these is »Agricultural Vocational Training«, which was created from a public-private partnership between SanLucar, the »Tunisia Agency for Extension«, »Agricultural Training (AVFA)« and »Swisscontact Tunisia«. Its main objective is to improve the employability of young people and the attractiveness of vocational training in agricultural activities. Our colleague Faycel Ghandri, our Country HR and CR Director for Tunisia, goes into further details:



Name: Faycel Ghandri  
Function: Human Resources Manager  
SanLucar Tunisia  
Place / Country: Tunis, Tunisia.

Tunisia

Farms: 3 (Flor'Alia,  
La Cinquième Saison,  
Les Perles du Désert)

Office: Tunis Employees: 1688  
Cultivation: tomatoes,  
Berries and grapes

Tunisia





## How was the partnership formed and what is the objective of agricultural vocational training?

- SanLucar has been committed to the education of young people in Tunisia for many years now. In order to further expand its educational training program, we signed an agreement to support young talents in the Tunisian agricultural sector.

The training system enables students to master the processes and production methods of fruit and vegetable companies from the very beginning. In this way, future professionals are assured of being hired after completing their training, while SanLucar has a qualified workforce that adapts to their needs.



## What are the difficulties faced by young professionals at the end of their studies?

- Up to 70 percent of graduates in Tunisia have trouble finding a job. At the same time, it is becoming increasingly important for companies to recruit well-trained professionals.



## How long does the program last and what topics/practices are taught?

- The program runs for a total of six months, which is divided into modules with current topics related to agriculture.
  - Communication and information techniques in professional life
  - Installation of an irrigation system
  - Installation of a growing medium and drainage system
  - Management and maintenance of soils
  - Harvesting and packaging
  - Application of good practices that respect the environment and safety practices at the workplace.



## How many of the graduates have joined SanLucar as employees?

- In the last two years we have supported more than 124 students, 72 of which have joined the SanLucar workforce.



## How will the program evolve in the next few years?

- In 2022, we renewed the agreements we have established with universities and training centers to attract young talents and offer professional opportunities within our SanLucar family.

So as to be prepared for the potential development of the group's activity in Tunisia, we have opted for the preparation of the teams who will carry the torch of our activity in the future.

## Now that we know about Agricultural Vocational Training, tell us more about the other educational initiatives that SanLucar has in Tunisia?

- Education lays the foundation for a self-determined life. Education helps to create a social, fair and productive society. We impart knowledge, education and training and support children and adults in developing skills to help them live an independent and future-oriented life.

### Donation in Fête de Savoir:

- La Cinquième Saison» organized a ceremony known as the »Day of Knowledge« to honor the children of our SanLucarians who shone in their studies for the academic year 2021-2022. The number of prize-winners at this ceremony reached 270 from all different school levels.

The event was an opportunity to celebrate the start of the new 2022-2023 season and to involve the entire SanLucar family in Tunisia in our new challenges.



## Improvement of a school in El Hamma to be carried out in December 2021.

In order to support the development of Tunisia, we work closely with the government. In this way, we can identify the most pressing needs. The Ministry of Education asked us to restore the schoolyard of the Sombat primary school in Hamma, Gabes, Tunisia. We carried out the restoration so that children have a safe space for sports and extracurricular activities.





## We join the challenge for Ukraine

Since February 2022, more than 14 million people have had to flee their homes. This number is increasing day by day and has turned this emergency into the largest forced displacement crisis in the world. We joined forces with UNHCR, the UN Refugee Agency, by contributing to its humanitarian actions in the face of this global problem.

One type of collaboration was the delivery of fruits and vegetables to the Polish-Ukrainian border. Then we launched a campaign for donations; any amount donated by a SanLucarian was doubled by the SanLucar company.



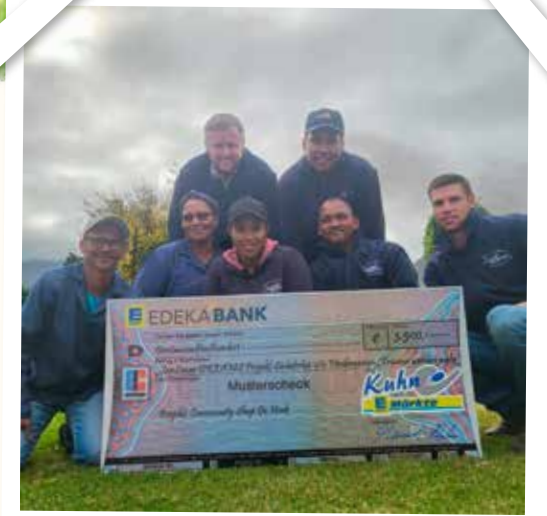
With the total contribution, we have been able to provide protection and humanitarian aid to refugees in neighboring countries through the following activities: supplying hygiene kits (one toothbrush with toothpaste, one towel and one bar of soap) to 81 people, distributing thermal blankets to 65 people and providing sleeping bags for 65 people.

## For the welfare of the community

Thanks to a contribution by one of our clients, we were able to raise 3.500 euros towards improving the community shop on our De Hoek farm nearby Porterville in South Africa. This community shop exists primarily for the benefit of our SanLucarians, providing them with vital local services such as food, tools and household essentials

With the money raised, it was possible to improve conditions by adapting them to the needs of the people in the community. For example, electrical appliances were installed so that users could heat their foods.

They also started to manage their own loan fund with this money. This allows families who have a financial emergency to borrow money from the Community Shop.





## Charity Golf

It has become a long-standing tradition for us: together with Österreichische Sporthilfe (Austrian Sports Aid), we welcomed athletes to the prominent golf charity tournament in Brunn am Gebirge in Austria for the 14th time. The tournament is played on behalf of the Austrian Sports Aid, which supports top athletes as well as young talents.



It has become a long-standing tradition for us: together with Österreichische Sporthilfe (Austrian Sports Aid), we welcomed athletes to the prominent golf charity tournament in Brunn am Gebirge in Austria for the 14th time. The tournament is played on behalf of the Austrian Sports Aid, which supports top athletes as well as young talents.

We support the work of Sporthilfe because a healthy lifestyle with sports and vitamin-rich nutrition is important to us, and we have a vision: to provide the world with a natural love of life and health.

In addition to all the nutritional value that we provide, through our delicious fruits, we also raised €30,000 to support the athletes. Thanks a million, to all the charity golfers!



## Fruit workshops in the ba-BASIC Lectures

We hold around 30 training sessions at vocational schools in Austria. The aim of these workshops is to make young people more aware of our brand by showing them some of our selected exotic fruit varieties.



Students could use their creativity at each station to style our fruits in different dishes. They were allowed to lay out berry plates, cut pineapples, arrange lemons with brown sugar, cut out melons and prepare an avocado spread. And of course, all of these delicious dishes were tasted after their presentation.





# Blood donations saves lives

Donating blood has become something of a tradition. For many years, we have been organizing sessions for our Sanlucarians to donate blood in Germany and Spain. Approximately 200 people can be helped with the more than 30 liters of blood donated in Valencia.



It is important to take into consideration the following facts:

1. Donating once can help three to four people.
2. Blood expires in approximately 45 days, so it is necessary to donate constantly.
3. Generally, group O- is the most needed group



# III

## In harmony with nature.

### Digital transformation also in agriculture

Agriculture and technology have been following parallel paths for many years. Both industries have supported each other to develop new, innovative and sustainable solutions for the coming challenges. Today, SanLucar trusts in digitalization by developing and implementing new data collection tools that simplify and improve field tasks and crop production. This progress lets us improve our analyses, monitor growth and quality and maintain better fields so that we can deal with environmental impacts more responsibly.

Our team of experts from the production department, Fernando Bañón, José María Guillot and Leyre Teré, together coordinate the digital transformation process toward premium agriculture under the leadership of Fernando.



Fernando Bañón: Production Director  
José María Guillot: Program PMO Production  
Leyre Teré: Agro Project Coordinator



## When we talk about technology, the first thing that comes to mind is the future. How is this implemented in agriculture, a sector that is characterized for being more rural?

Global agriculture today is affected by climate change, creating a very uncertain environment with a higher probability of extreme weather events. More extreme temperature and precipitation can prevent crops from growing. Extreme events, especially floods and droughts, can harm crops and reduce yields. On the other hand, materials like fertilizers, gas, fuels, and electricity have increased.

This means that we have no other option but to trust in best practices and rely on the technological advances we have at our disposal to become better at what we do. Change management and adaptability is a key factor, so we work hand in hand with our growers, listening carefully to their feedback.

## What innovative methods or examples of digital transformation is SanLucar implementing in the fields?

- All transformation processes are orientated to the same goals: more taste, better quality, efficiency, and sustainability. Which is why we combine digitalization with agronomy.

Our team is following technological advances closely and implementing these in our farms wherever feasible. These include:

- Sensors in the Field to gather agriculturally relevant data (e.g humidity sensors for irrigation planning)
- Precision agriculture (Sensors in Equipment): tractors equipped with GPS to visualize the speed of pulverization in a map.
- Satellites and drones: obtaining real-time, wide-surface data to predict growth, weather damage or planting patterns.
- Decision Support Systems (DSS): remote access to real-time data and dashboards. (e.g. we are implementing a Farm Management System Software in all farms)
- Artificial intelligence and machine learning to forecast diseases during harvesting

## How can technological advances help with our sustainability performance?

- Given that our DREAMS program is focused on people and nature, our sustainability strategy is focused on optimizing our water footprint, energy, fertilizers and phytosanitary. For example, installing humidity sensors in our farms provided us with an irrigation forecast platform, which helps us save water on our farms.



## What is the goal we want to achieve with these changes?

- Our mission is to produce the fruits our consumers enjoy efficiently and sustainably, by using the best technology and practices. With these changes, we aim to achieve maximum productivity with minimum wasted effort, whilst always remaining respectful of people and nature.



## A path for a more sustainable packaging

One of our first steps towards a more environmentally responsible product is to reduce our packaging waste, so we are constantly looking for new alternatives that meet the high demands of quality in food safety, a good presentation at the point of sale and packaging sustainability. To this end, our Packaging Innovation Manager, María Plasencia will expand on the matter:



Name: María Plasencia  
Function: Packaging Innovation Manager  
Place: Puzol, Valencia

## What things have been changed in the last few years?

- Last few years have been very challenging for the packaging sector. Issues such as the European Union goals, the approval of new legislations for example: Waste Law in France and new Plastic Taxes have been the driver to understand that »we have to treat our world with respect«.

Our retailers have also given a big boost with initiatives such as the substitution of cardboard boxes to pool systems, returnable and re-usable plastic boxes. And our consumers are more sensitive to the materials used in packaging.

Our packaging at SanLucar has also undergone a considerable evolution. The raw materials used in paper have a better anti-humidity support and mechanical performance, in addition to the requirement of a seal that guarantees the chain of custody to our forests. We are constantly thinking about the substitution of new packaging and materials that will better protect our fruit and our future.



## What is SanLucar doing to improve our packaging?

- At SanLucar, we did our homework. We studied three years ago with the main experts in recyclability how our packaging range could be improved, we tested compostable materials with our own technology to understand our capability and fruit shelf-life, we supplied to the market different compositions of compostable stickers for the next future.

We were the first to replace plastic packaging in berries with heat-sealed paper packaging, and our future is to be able to reduce the small plastic content of these packs to zero for better recyclability.

We are involved in numerous initiatives in which we have made a commitment to re-circulation and innovation in new formats that serve to respond to new consumer demands.





## Just how much are consumers driving the need for greater sustainability and transparency in your view? And with that, what are some of the packaging design challenges?

- Market research carried out last year in more than 10 countries (CapGemini and Simon-Kucher & Partners of more than 10.000 respondents) shows that 44 percent of respondents believe in the need for sustainable packaging, even if this means a higher price tag. It is also a trend at major packaging trade fairs as seen this year at AllforPack (Paris) and FachPack (Nuremberg).

At the same time, we must be sensitive to the economic times and provide premium, quality, sustainable solutions at a good price. The positioning of big brands versus private label will be crucial.

The great challenge of good packaging design is to be able to give value to the whole chain, to our producers in formats that are adapted to their production and filling centers, in terms of transportation to make it easy to reduce the amount of pallets, to retailers who can have attractive packaging at their points of sale and, above all, to our consumers, who see our brand reflected in its functionality and recycling, always guaranteeing care for our fresh fruit.



From minimizing single use plastic to guaranteeing less carbon footprint, we need to be sure that the next step goes forward, not sideways. Tell us more about the next steps:

New steps at SanLucar will be backed by the professionalism and guarantee of knowing that we are doing things right. Not only in terms of recyclability, through specialised audits, but also through life cycle and carbon footprint analysis by recognised technological institutes. A measure we apply to all our new packaging.

We will replace plastic wherever possible under the highest quality standards. We will promote recyclability through mono-material packaging. We will look for formats that are suitable for households and new purchasing habits.



## What other strategies does SanLucar have in relation to this topic?

- There are a lot of strategies that will see the light of day in the near future. This campaign we will start with the first plastic citrus packaging without paper labels. The packaging itself will already have the legal information printed on it. The non-adhesion of different materials will help the recyclability of our girfilms.

From overseas we will work on the same material for the grapes, which works both for the protection of their journey and their preservation. This will be re-circulated in our Ettlingen facility back to the supplier who will re-use it in new bags for further consumption.





## We believe in other sustainable agriculture methods

In addition, we also use more traditional methods, although they are not as technological. They play their part in making our farms more sustainable through nature.

We have a countless number of trees on our farms, and instead of clearing the space between the rows of trees with herbicides, we plant a mixture of plants, better known as mulch. These help the soil absorb water and produce the nutrients the plants need to reduce the need for fertilizer.

We usually plant types of flowers that tend to be more attractive to bugs. In this way, they are more attracted to the flower than to the fruit, which is a natural solution for pest control. We must see nature as an integrated system, in which there are numerous interrelated processes and components that contribute to its overall functioning.



Highly efficient use of water: we divide up our plots and adapt them depending on the following: weather station data (temperature, wind, solar radiation and relative humidity), the number of leaves on the trees (fewer leaves, less evaporation, as well as different numbers of leaves depending on the tree variety and age), two soil moisture probes and a visual inspection of each plot for trouble spots. By combining this with vegetation cover, we can now save between 10-15% of water compared to other farms in the area.



Sexual confusion coils: they emit pheromones that prevent males from finding females and reduce the reproduction of one of the pests.



Fly traps: we use these as one alternative to the classic pesticides normally sprayed in the air.





## Post-harvest solutions with 0 residue

We joined »SANIFRUIT« to provide our consumers with a quality product, guaranteeing a very low use of pesticides. This is an innovative biotechnology development of natural chem-free, post-harvest treatments for fruits to create a healthier and more sustainable planet.

Thanks to this agreement, we have taken another step. We joined SANIFRUIT to provide our consumers with a quality product, guaranteeing a very low use of pesticides. This is an innovative biotechnology development of natural chem-free, post-harvest treatments for fruits to create a healthier and more sustainable planet.

Thanks to this agreement, we have taken another step within our Corporate Responsibility Program DREAMS. We are working together to reduce chemical waste and thus CO2 emissions.



## Veganuary!

It's time to celebrate, even in January! Because we'll be back with our Veganuary campaign, now for the second consecutive year. From 1 to 31 January, SanLucar offers extra-sweet, low-fibre mangoes, creamy avocados, pitted lemons with edible peel, sun-drenched pineapples and fruity olive oil - all in a delicious presentation on the isles of German supermarkets. With these ingredients and the tasty recipes downloadable from the Kitchen Stories app, customers can cook vegan and enjoy a tasty vegan meals for the rest of the month.





## EcoFood: research and development and innovation

We are participating in the «Proyecto Tractor del Sector Agroalimentario», ECOFOOD2023. This project was set up by a consortium of companies from different sectors and of different sizes and in various locations. It includes actions related to competitiveness, sustainability and traceability for food safety in the agri-food sector.

By participating in this project, we seek to address R&D&I in our value chain so as to be able to improve our IT projects, production, packaging, crops and corporate responsibility.



ECOFOOD

## Mercancías al tren

We collaborate with the campaign «Mercancías al tren» to encourage the transport of goods by train as a more sustainable method. This is an initiative promoted in Spain by our logistics partner Transfesa, together with other public and private organizations, and with our support as a collaborating company.

Trains take the pressure off roads, protect the environment and reduce CO2 emissions. The campaign aims to raise awareness of all these benefits.

But there is also another reason why we decided to transport our fruits from Spain to Germany by rail: to improve our commitment to provide the most natural, fresh and tasteful fruits and vegetables.





# IV Sustainability awards.



## 2022: "Premio Ilustre"

Fundación de la Comunidad Valenciana Solidaria del Puerto de Valencia was awarded by the Transits Municipal board of the Valencia city council. An award that was conferred for all the work done at El Puchero, which involves counseling by social workers, food distribution and courses for work reintegration.



## 2022: "Best practices in sustainability" Award

We are among the winners in the 14th CR/Global sustainability week with our school tutoring program »Learning Together« en Ecuador» shaping the future of corporate responsibility and sustainability.



## 2022: "Partnership Agricultural Investment Award in Tunisia!"

This award is a tribute to all the efforts of our company in the country, and our contribution to the evolution of the Tunisian agricultural landscape.





## 2022: "Social Enterprise 2022" Award

The award recognizes our social responsibility in our Learning Together program in the following two categories: best project in the field of child protection and best social action for inclusive education. It was given in Valencia, Spain for our program in Ecuador.



## 2021: "Business and Sustainability" Award

Awarded by Banco Sabadell and the Levante-EMV newspaper, based on the ESG criteria of environment, social and governance in the Valencia region. We won the prize in the »Social Responsibility« category from among the 30 applications submitted.



## 2021: Award "For Social Progress" (Tunisia)

In Tunisia we receive a recognition of our good working conditions and culture, and for our efforts towards and development of a constructive approach to shaping employer and employee relations. In 2018, we won the same award ahead of the 3.500 nominated companies.



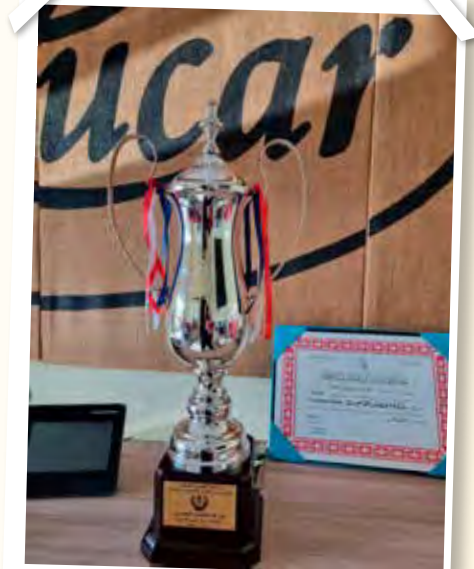
## 2021: Human Rights Award during COVID

We were recognized for our commitment during quarantine, which included: maintaining jobs during a difficult economic crisis in Tunisia and a high level of ensuring hygiene measures on the tomato farm.



## 2019: "Hannon" Award

An award aimed at the promotion of co-development through responsible investment and our contribution to social and economic development in region »El Hamma-Gabès«.





# V Let's be SanLucarians!



## Dual training in Germany and Spain.

This is now the third consecutive year that SanLucar has offered dual training for technical managers in foreign and wholesale trade in collaboration with FEDA Madrid German Business School. The dual training prepares young people to enter the working world, and it is important to note that SanLucar has taken on almost 80 percent of students after they have completed the course.

Dual training is a system that combines theory with internships in external companies. Theoretical modules comprise 35 percent of the course, with 800 teaching hours provided by FEDA Madrid and several active professionals from the SanLucar Academy. Once the theoretical part has been completed, students start their internship, which will cover the remaining 65 percent of the training period. The 2.300 hours of paid internships are carried out at SanLucar or at one of the five other companies that have joined the initiative: EDEKA Fruchtkontor, Landgard, Primafrío, TEDI and Transfesa.





Dual training has been very successful from the outset. A total of 22 students are currently studying, twelve of whom will pursue their internships at SanLucar. Once they complete training, they will obtain a qualification recognized in Germany and Spain, as it is certified by the German Chamber of Commerce for Spain, AHK, and the theory course bears the seal of the German School of Dual Education FEDA Madrid.

For more details, our colleague Mandy Zwahlen, Sales Training Manager, and the person responsible for dual vocational training at SanLucar, gives us more information.



Name: Mandy Zwahlen  
Function: Sales Training Manager  
Place: Puzol, Valencia

### What is dual training?

- Dual training is an important apprenticeship format in Germany. Training is provided in blocks, alternating theory (35 percent) and practice (65 percent), which takes place in the participating companies. After two years of dual training, students obtain a diploma recognized by the German Chamber of Commerce (AHK) and the Spanish FEDA (Madrid German Business School) »Technical managers in foreign and wholesale trade«.

### How did the idea arise in SanLucar, and how long has the company offered dual training?

- It is extremely difficult to find suitable and well-trained staff in our sector. SanLucar has been committed to training its own employees from very early on. With this dual training model, we have now found a formula to enable us to create our own talent pool. With the collaboration of more companies in the sector, in a few years we'll gain in terms of the quality of employable workers in the sector. The first to graduate with this qualification was the class of 2019 and more graduates have passed in 2021.



## What kind of training course is offered at SanLucar and how many students are there in the programme?

- FEDA Madrid offers a wide range of training courses. In the Valencia office we run the course for technical managers in foreign and wholesale trade. We have five students for the 2020/22 class, and six for 2021/23. We have employed four trainees at SanLucar in different departments (Sales, Purchasing, Logistics, HR) from the first class of 2019/20.



## What is the benefit of dual training for both students and employers?

- The interns are paid for their training from the first day and experience the real life of the worker from day one. The dual education and training programme makes the students more employable in the labor market and is also an official German qualification. Their curriculum includes three languages (German, Spanish and English). This represents an important future investment for SanLucar. This gives us the opportunity to provide instruction to our future employees who, after two years of training, have seen a large part of the all the various departments in the company, and have a much broader overview all the different departments than any other employee who joins a specific department.

These employees will have an inter-disciplinary and, above all, specialized knowledge of our company SanLucar.

## Redefining our values

In times of transcendental changes, such as the pandemic we lived through, it is essential to communicate our values in everything we do; this contributes to social welfare.

The huge impact of the pandemic has forced all of us to review our behaviour, values and principles. This is especially true in a sector such as ours, agriculture, considering the crucial role it plays for society as an essential activity.

Our new values reflect our reality as a company committed to society through people and the environment. These new values can be summarized as follows:

- Act respectfully: It's all about creating a positive work environment that contributes to a culture built on consistent relationships based on trust and respect, embracing differences and allowing others to express their point of view. This inspires us to achieve common goals.



- Welcome change: Our constant growth relies on evolving and improving as we strive to be the revolution in the Fruit and Vegetables World. That's why we are always open-minded and never shy away from positive change and new opportunities, since we can only maintain our high levels of excellence by being proactive, creative and willing to embrace the new. At the same time, we never forget our traditions and the history of SanLucar as fundamental pillars of our culture.





- Make consumers happy: Passion is the engine behind everything we do and how we act, and we are proud of the way we do this in harmony with people and nature. Living this passion helps us to sustain the vision and mission of our company.



- Be passionate: In order to be the leading premium brand and commercial partner in our markets, we need to be able to respond to our consumers' needs and wishes, adapting our product range to changing tastes and lifestyles. We are on top of innovations within the fruit and vegetable sector, always providing our expertise and offering unique consumer experiences. We listen closely and connect fully with our customers to understand and implement actions, services and developments that best cater for those needs.



- Honor our master growers: We see our Master Growers as part of our SanLucar family. We are all in this together! Working together as a team with our growers ensures the long-term success of all of us. We value and respect them for being the foundation of our value chain. Building on consistent relationships based on partnership, mutual responsibility and trust allows us to achieve common goals.



## Connected via Workvivo

As a multinational company located in different parts of the world and with a great cultural diversity, both in terms of locations and employees, we have implemented a communication tool that serves as a meeting point for all SanLucar employees. This allows our SanLucarians to create a personalized activity feed through Workvivo to engage with the company and their colleagues.. These employees will have an inter-disciplinary and, above all, specialized knowledge of our company SanLucar.











