



THE FRUITS AND VEGETABLES INDUSTRY SERIES

10 June 2025

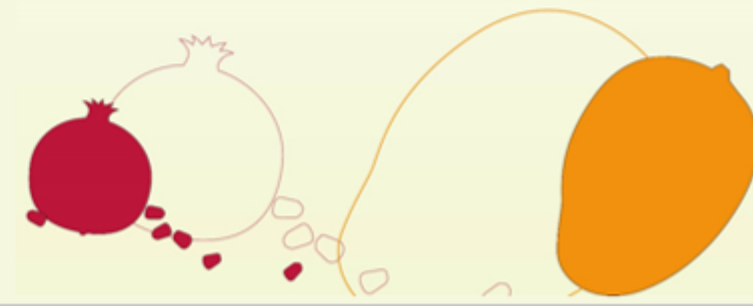


Session n°10

The rise of convenience: How ready-to-eat foods are reshaping the Fruits and Vegetables sector



FRUIT AND VEGETABLES SCHEME





COLEAD
Rise of Convenience
19/06

Blue Skies:
An entrepreneurial journey of resilience

For the
LOVE of
FRESH



BLUEPRINT

The Blue Skies products

HERE FOR GOOD

Processing pineapple, mango, pomegranate, melon, passion fruit, coconut, orange, grapefruit and more...



A NETWORK OF FACILITIES





We believe in **'Adding Value at Source'** This means we aim to make the finished product in the country or region where the fruit is grown

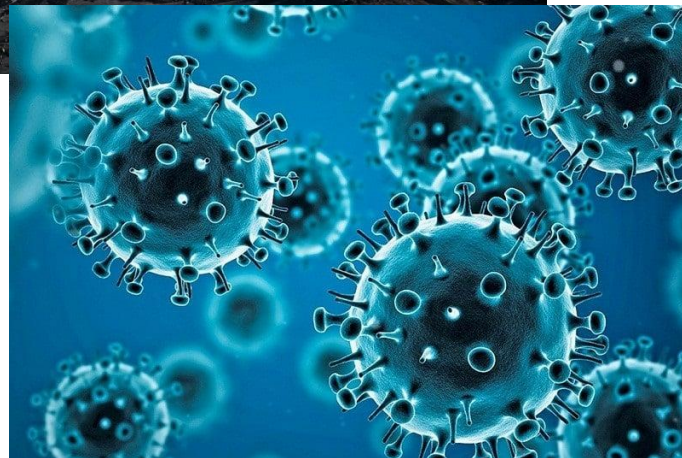


By doing this we return more value to the communities that produce our fruit, and we can deliver products that are **Fresh from Harvest.**



Then and now – 28 years

The journey doesn't come without challenges



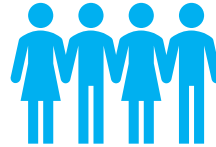
The Blue Skies
way, since
started 28
years ago



BLUEPRINT

Our identity

1



We are
strengthened
by our **Diversity**

2



Bound by our
culture of
Respect

3



Driven by
generating a
Positive Return



Respect for
People



Respect for
Communities



Respect for the
Environment



How our Blueprint is structured



ZERO POVERTY

Happy People



100% permanent staff receiving development review by 2030



90% Tier 1 suppliers screened social & envir. impact by 2030



ZERO BIODIVERSITY LOSS

In Harmony With Nature



Zero deforestation



150,000 trees planted by 2030



ZERO WASTE

Conserving Our Resources



Zero food waste to landfill by 2030



30% normalized reduction in water use by 2030



NET ZERO EMISSIONS

Protecting the Climate



50% energy from renewable sources, at all sites by 2030



SBTi Net Zero by 2050

How do we build resilience with **farmers**?

Building relationship of trust and support

- Agronomy support
- Soft loans
- R&D investment
- Training
- Group certification



How do we build resilience with **the community**?

The Blue Skies foundation

- Collectively with Waitrose and Albert Heijn
- Project selection
- Education, health, water



How do we build resilience at **our facilities**?

Blue Skies people are the centre

- How we look after people
- Local expertise
- Quick decision making
- Teamwork



THANK YOU





THE FRUITS AND VEGETABLES INDUSTRY SERIES

Thank you



FRUIT AND VEGETABLES SCHEME



The OECD-COLEAD Fruits and Vegetables Industry Series focuses on market access conditions and opportunities for the fruit and vegetable sector, especially for fruit and vegetables producers and exporters from ACP-countries. This activity is supported by the Fit For Market Plus programme, implemented by COLEAD within the Framework of Development Cooperation between the Organisation of African, Caribbean and Pacific States (OACPS) and the European Union.