



**BUILDING RESPONSIBLE
GLOBAL VALUE CHAINS
FOR SUSTAINABLE
TROPICAL FRUITS**

Making avocado and pineapple supply chains more sustainable and resilient

**Concerned about business risk in your avocado or pineapple supply chains?
FAO can help.**

Global production and trade of tropical fruits has grown dramatically. Tropical fruits are a part of healthy diets for millions of people and contribute to rural and economic development in producer countries. However, the COVID-19 pandemic and concerns about sustainability (economic, environmental, and social) have shown business risks that must be addressed to ensure continued success in these value chains.

THE RESPONSIBLE FRUIT PROJECT

Companies are already taking steps to address sustainability risk in their operations. However, value chains are vulnerable to risks and shocks beyond the control of any single actor. Thus, concerted actions can benefit all industry stakeholders.

With this in mind, FAO is leading the project **Building responsible global value chains for the sustainable production and trade of tropical fruits**, also known as the **“Responsible Fruit Project”**.

The project

- helps companies to strengthen or establish risk-based due diligence systems to make their operations more sustainable and resilient to external shocks such as COVID-19;
- provides a confidential environment for company peer learning on pre-competitive issues;
- identifies measures and good practices to overcome challenges, including through a series of demand-driven guides on technical challenges identified by project participants; topics being discussed include carbon and water foot printing, climate change, deforestation, gender, labour issues, traceability and more;
- helps to identify opportunities to accelerate sustainable investment in supply chains.



The project builds on more than a decade of FAO experience working with the private sector on tropical fruits.

This includes facilitating the **World Banana Forum**, the banana industry's premier multi-stakeholder platform, and work with over 30 leading enterprises and industry associations to apply the risk-based due diligence recommendations of the **OECD-FAO Guidance for Responsible Agricultural Supply Chains**.



BENEFITS OF JOINING

All interested companies, trade associations, and producer organizations involved in the avocado and pineapple value chains may ask to join the project.

Participants will:

- guide where the project focuses its resources by identifying priorities and good practices to reduce risk and enhance sustainability;
- have their say in the identification of priority topics for technical guides;
- learn how others aim to address challenges in pre-competitive issues;
- have exclusive access to customized webinars organized by FAO and other experts;
- have access to technical guides created by the project.

There is no cost to participate.

Confidentiality will be strictly protected.

Join the project!

Contact us:

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