



# DREAMS MAGAZINE

Taste in harmony with people and nature  
2020 – 2021





# **DREAMS MAGAZINE**

**Taste in harmony with people and nature**

**2020 – 2021**

# Imprint

If you have any suggestions or comments on this report, please write to:  
dreams@sanlucar.com

**Entity responsible for the content:**

SanLucar Fruit S.L.U.  
Serra Llarga 24  
E-46530 Puzol (Valencia)  
Tel.: +34 96 142 40 40  
Fax: +34 96 142 41 58  
dreams@sanlucar.com

ESB 96128590 V 24 902  
Commercial Register of Valencia

**You can find out more about SanLucar and our DREAMS programme at**

www.sanlucar.com  
and on Facebook  
www.facebook.com/sanlucarfruit.

**Legally responsible person:**

Stephan Rötzer

**Print:** Printpark Widmann GmbH

**Paper:** FSC-certified

**Photos:** SanLucar Fruit S.L.U.

**Design:** SanLucar Fruit S.L.U.

All rights reserved.

This report may not be reproduced, used or processed, either in extracts or in its entirety, without written permission from SanLucar S.L.U.

# Contents

Introduction by Stephan Rötzer	04
I. The world of SanLucar	06
II. In harmony with people	12
III. In harmony with nature	44
IV. Young talents	66
V. Commitment to innovation and sustainability goals	70







## Dear friends of SanLucar,

As I write this, the whole world is still in a difficult state of emergency due to the coronavirus pandemic. This past year has clearly shown us that we must always be prepared for unexpected changes and emergencies. And not only that. We learned how important our fruit cultivation is when it comes to supplying the needs of people and, of course, also what important and great work the people in the health sector do. I would like to take this opportunity to express my thanks and appreciation to them. And we have learned that we have to be best prepared for the digital world. Without a doubt, the pandemic has also acted as a catalyst. It makes us think, restructure and innovate – both on a business and personal level.

More than ever, we have realised the importance of cooperation between all of us and partnerships between companies, education centres, universities and non-governmental organisations, in order to meet all the challenges of the pandemic and the future that lies ahead. We are working on new partnerships and we are helping people who have been particularly affected by the pandemic and the restrictions that have come with it.

With our DREAMS initiative, we are supporting our employees, their families and the entire local community.

Our solidarity kitchen »El Puchero« in Valencia, for example, helps needy families with a hot meal every day, and was

awarded the 2021 prize for »Business and Sustainability« in the category of »Social Responsibility«.

In Tunisia, too, we were honoured for the second time for our social commitment in El Hamma with the »For Social Progress« award by the Tunisian President.

Education plays a major role in our DREAMS programme. This is because a good education is the prerequisite for a good quality of life. When many schools had to close because of corona, this mainly affected children from socially disadvantaged families. This is because they did not have a computer or internet access, and they missed the online classes. That is why we organised a tutoring programme in Spain and in Ecuador to help the students to close learning gaps again.

All our activities are guided by our philosophy of »Taste in harmony with people and nature«. For example, our packaging department is working on new, more sustainable packaging that simultaneously protects our fruit and vegetables as well as possible during transport and in the supermarket, and keeps them fresh. We are also focussing on sustainability when it comes to transport and logistics. We work with companies that act in the same social and ecological way as we do.

We are delighted to be able to present our DREAMS magazine to you again this year. Here you can read a lot of exciting things about our social and environmental projects in Costa Rica, Germany, Ecuador, Austria, Spain, South Africa and Tunisia.

And we continue to work tirelessly on many projects so that together we can create a world where everyone can realise their dreams.

But for now, we hope you enjoy reading our new DREAMS magazine.

Your Stephan Rötzer  
Founder and owner of SanLucar

A handwritten signature in blue ink, appearing to read 'Stephan Rötzer', is written on a light-colored background.



# I The world of SanLucar.

## Our highlights in the annual review 2020 – 2021.

We remember those special moments and 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.



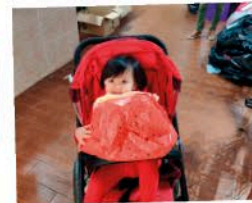
**2020  
November**

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



**2020  
December**

**Christmas**  
130 presents 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 by train for the first time.



**2021  
September**

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



**2021  
April**

**Excellent!**  
We are presented with the »For Social Progress« award by the Tunisian President.



**To be continued.**

And the fun continues with exciting projects in 2022.

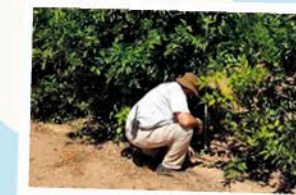


**2021  
November**

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

**2021  
October**

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





# We are the DREAMERS.

## Realising small and big dreams together.

In our global projects, we never lose sight of our mission: to provide all people with the most natural, freshest and tastiest fruit and vegetables – in a way we can be proud of. We want to create an environment in our growing countries in which our employees and their families can thrive. In our latest DREAMS magazine, we let colleagues and employees around the globe have their say.

**New school furniture**  
**Project:** Support for the Santa Elena School  
**Country:** Costa Rica  
**Partner:** Tropicales del Valle (From page 16)  
 Education is the key to a good future. In order to ensure that children do well later on, we support schools in rural areas.

**Costa Rica**  
  
 Cristian Camacho  
 Product Manager  
 "We want the children to be able to learn in a concentrated way in the schools. For that, you also need good furniture."

**Learning aid for children**  
**Project:** Tutoring programme  
**Country:** Ecuador  
**Partner:** La Reina Pueblo Viejo, Miguel Suárez Seminario School (From page 13)  
 Together with our local partners, we offer a tutoring programme to over 50 children in grades 4 to 7 to close COVID-related learning gaps.

**Ecuador**  
  
 Gary Francisco Barros Nicola  
 Ecuador

**More than a hot meal**  
**Project:** »El Puchero« Solidarity Kitchen  
**Country:** Spain  
**Partner:** Coordinadora Solidaria de los Estibadores del Puerto de Valencia (from page 29)  
 Together with the non-profit organisation »Coordinadora Solidaria«, we provide over 500 people with a freshly cooked meal in two solidarity kitchens in Valencia.

**Spain**  
  
 Sandra Espinoza  
 Visitor to the Solidarity Kitchen  
 "The Solidarity Kitchen 'El Puchero' has really got me on my feet, being able to come here helps me and my family a lot."

**SanLucar Speelskool**  
**Project:** Free kindergarten  
**Country:** South Africa  
 (From page 22)  
 While the parents work on the citrus farm, the children attend the free kindergarten and get a freshly cooked lunch with ingredients from the vegetable garden.

**South Africa**  
  
 Donnagene Pieterse  
 Head of SanLucar Speelskool  
 "SanLucar has helped me follow this path and helped me with training so that we can care for the children in the best possible way."

**Austria**  
  
 Andrea Keglovits-Ackerer  
 Head of the Therapy Centre  
 "Since the first project, the Thaller family has been at our side with SanLucar."

**Strong children**  
**Project:** Therapy Centre »KINDER STÄRKEN / PFERDE STÄRKEN«  
**Country:** Austria (from page 40)  
 In the therapy centre »KINDER STÄRKEN / PFERDE STÄRKEN« (»STRENGTHENING CHILDREN / STRENGTHENING HORSES«), children with autism disorder and their parents receive psychological and educational support, as well as therapy offers with animals.

**Outstanding commitment**  
**Projects:** e.g. in the field of education and efficient water use  
**Country:** Tunisia  
**Partners:** e.g. collaboration with the Ministry of Education (from page 25)  
 From 2008 until today, SanLucar has launched numerous projects, including school renovations, cooperation with local NGOs, to collaborations with universities.

**Tunisia**  
  
 Faycel Ghandri  
 Human Resources Manager SanLucar in Tunisia  
 "To help, we work with government officials and the public administration. For our commitment, we were awarded the 'Social Progress Prize' by the Tunisian government."



# Finally back in the office!

## Back to work despite Corona.

The coronavirus pandemic has changed all of our lives a great deal – including everyday office life. Since March 2020, most of our employees have worked from offices in their homes. Little by little, they are now returning and the offices are filling up again. Of course, this is only possible with a strict health and safety concept.

In order to protect against the virus, our employees at our Spanish headquarters in Puzol receive FFP2 masks free of charge.

In addition to the generally applicable rules such as keeping your distance, wearing a mask and disinfecting your hands, all our branches worldwide have developed a corresponding hygiene concept. For example, employees in Spain have to take their temperature before entering the office. And in Austria, our colleagues are tested for free every morning before work.



Temperature measurement in Puzol



Distance rules in Ecuador ...



... and likewise in Spain



Morning coronavirus testing in Austria



South Africa: hygiene instructions at the entrance



Office & remote: everyday meeting life



Masks and social distancing at meetings in South Africa ...



... and in Austria





## II In harmony with people.



### Learning together.

*Ecuador*  
Farms: 3 (Finca Santa Elena and Lourdes, Hacienda Magdalena)  
Office: Guayaquil  
Employees: 205  
Cultivation: bananas and grapes



#### Tutoring programme for children in Ecuador.

Due to the coronavirus pandemic, schools in Ecuador also had to close. Many children missed online classes because they do not have a computer at home. In order to close these educational gaps, we offer tutoring for more than 50 children in Pueblo Viejo with our local partners. Teacher Gary Nicola tells us about it.



Name: Gary Francisco Barros Nicola  
Function: Teacher at the Miguel Suárez Seminario School  
Place / Country: Pueblo Viejo, Los Rios, Ecuador.





### How did the tutoring project in Ecuador come about?

- Many students had learning difficulties and could not perform as required. We definitely did not want to leave boys and girls without support. That's why we came up with the idea of supporting them with tutoring throughout the school year.



### Where do you think the biggest gaps in education are?

- Many pupils have difficulties in reading and writing. They also need help with basic arithmetic and logic. If these elementary skills are missing, the children will have a very hard time later on.

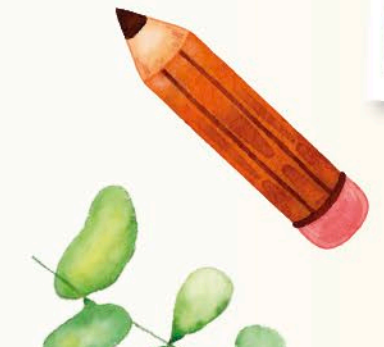
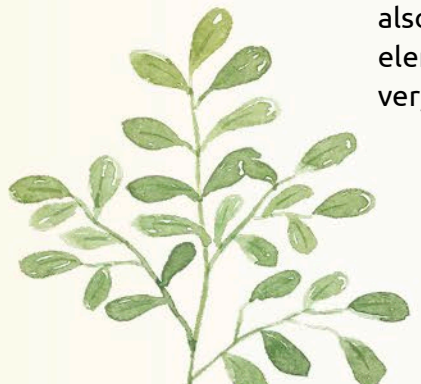


### How was the project received by the parents?

- The parents have received the project very well. They also felt relieved by this. Some families have experienced financial hardship due to the coronavirus pandemic and simply cannot afford a tutor. Parents with limited financial resources are really grateful for this initiative.

### How were the lessons developed for the children?

- First, we analysed where the children actually stand. What is their level of knowledge and where do we need to target them so that they can close the gaps. Then we formed groups with the different topics.





# Better learning with new school furniture.

Costa Rica  
Partner cultivation  
with Tropicales del Valle:  
pineapples

*Costa Rica*



## SanLucar supports students in Costa Rica.

Cristian Camacho supervises our DREAMS projects directly on site. He tells us about the current situation in Costa Rica and how we were able to help the Santa Elena school in 2021.



Name: Cristian Camacho  
Function: Product Manager  
Place / Country: Costa Rica.

## What is the situation of schools in rural areas of Costa Rica?

- In Costa Rica, primary education is free and compulsory for all. However, the state budget is very limited. Above all, there is a lack of modern equipment and technology such as Internet, flat screens and intact furniture. And the teachers also get too little support. They don't have enough teaching materials to do good teaching.



## How do SanLucar and the cultivation partner Tropicales del Valle help the Santa Elena school?

- The headmaster of Santa Elena told us about the dilapidated furniture in his school. The children could not work properly at the tables and could not sit well on the chairs. That is why SanLucar and Tropicales del Valle decided to buy new, high-quality wooden benches. We have also purchased large flat screens with direct Internet connection for the classrooms. This makes teaching more contemporary and also more exciting. We want the children to have a good future later on.



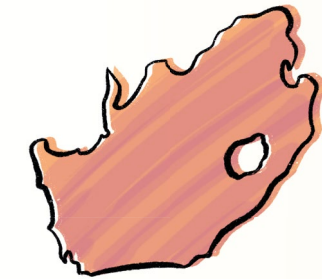
**Has there already been some initial feedback from the teachers / children / parents?**

- The school's management, the teachers and the parents were very happy about the support, because now the pupils can concentrate on their lessons again. A wobbly chair is no longer a distraction for them. The teachers also hope to be able to teach more effectively with the flat screens.



# Chrisna Joseph and her dream.

South Africa Farms: 3 (Rooihogte, De Hoek and Middelrivier)  
Office: Paarl  
Employees: 806  
Cultivation: citrus fruits and grapes



South Africa



## First a tractor driver, and soon an agronomist?

In 1998, 23 years ago, Chrisna was born on the South African farm Rooihogte. She lives there with her young son, works as a tractor driver and has big plans for the future.

Name: Chrisna Joseph  
Function: Tractor driver and crop protection officer  
Place / Country: SanLucar Farm Rooihogte, South Africa.



**How long have you been working for SanLucar?**

- I started working on the farm as a seasonal worker in 2017. That was a whole four years ago now! Today, I am a tractor driver and take care of crop protection.



**Do you like your work?**

- Yes, absolutely. Every day, I experience new challenges that I can grow from.



**Has anything changed for you personally since SanLucar took over the farm in 2012?**

- Absolutely! I am very grateful to SanLucar because they gave me a job and helped me to become independent. The idea that, one day, I would drive a tractor and look after the well-being of the plants? I hadn't even dreamt of that...

**It sounds like you like challenges. Are there also some that you ask yourself outside of work?**

- Of course! My plan for the future is to get a degree and then go on to study agricultural sciences. That would be my dream.

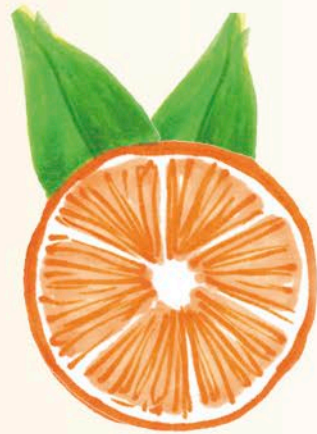




# The SanLucar Speelskool.

**We have a farm in South Africa – and a kindergarten.**

Donnagene has been working on the Rooihogte farm in South Africa for twelve years. In the meantime, she runs our free kindergarten, the Speelskool. Together with her team, she looks after and teaches 39 children aged three months to five years, sings, does handicrafts, plays and romps around with them. In addition to the crèche and kindergarten, there is also afternoon care for 29 schoolchildren from Year 1 to Year 12 .



Name: Donnagene Pieterse  
Function: Head of the SanLucar Speelskool  
Place / Country: Rooihogte, South Africa.

**How did SanLucar help you to become a kindergarten teacher?**

- First of all, SanLucar believed in me and my abilities. That gave me a lot of self-confidence. And they have financed an excellent 2-year vocational training programme for me and the other Speelskool teachers so that we can look after the children professionally. In addition, I was able to do further training in the field of early childhood education while I was working.



**What does a typical day in the Speelskool look like?**

- It starts quite early, at 6:30 a.m., when the first children arrive. Breakfast is served at 7:30 a.m., the morning circle is held at 8:30 a.m. and the first lesson takes place from 9:00 to 9:30 a.m.. At 9:30 a.m., there is a break for the children with fresh fruit and drinks. At 11:00 they have their second lesson. We teach according to the »Amazing Brainz« programme. The focus is on five skill areas: body, language, numeracy, visual perception and music. At 11:30 a.m., lunch is served, followed by a nap and free play. At 6:15 p.m., the parents pick up their children again. By the way, the kindergarten is completely free of charge for our employees.



## How do you assess the future prospects of the children who attended the Speelskool?

- My son is eleven years old and he was one of the first to be taught Amazing Brainz in Speelskool. I am very happy because he is doing great at school. And the other former Speelskool children also have really good grades thanks to «Amazing Brainz». I hope that the children here will achieve a lot in their lives, do an apprenticeship after school or perhaps study and make something of their lives. I believe that our children can achieve anything they set their minds to.



## What are your future plans for the Speelskool? And, if you had one wish, what would it be?

- We want to continue to offer our children an excellent education and thus remain the number 1 in the region. My wish would be to enable our children to get a scholarship so that they can get an education or go to college or university – and, of course, it would be nice if they could travel around Spain too!

## Awarded for responsible action.

Tunisia  
Farms: 3 (Flor'Alia,  
La Cinquième Saison,  
Les Perles du Désert)  
Office: Tunis  
Employees: 1688  
Cultivation: tomatoes,  
berries and grapes

Tunisia



### Our commitment in Tunisia.

Since 2008, we have been growing our tomatoes in the oasis »La Cinquième Saison« in the El Hamma region in southern Tunisia. Thirteen years later, in May 2021, the Tunisian President awarded us the first prize in the national competition for »Social Progress« for the second time. The award recognises our work in the area of working conditions, as well as our partnerships with educational institutions in the region and our environmental initiatives. Our colleague Faycel Ghandri tells us more about SanLucar's work in Tunisia.

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





**How has the south of Tunisia benefited from SanLucar?**

- SanLucar has managed to strengthen the agricultural and economic infrastructure in southern Tunisia over the last decade. For example, SanLucar has introduced new technologies and internationally recognised quality standards. But, of course, the employees also benefit from us. We pay them fairly and naturally comply with all applicable laws and social standards.



**Tunisia has gone through many changes and difficult political and social times in recent years. And now we have the pandemic on top of that. How does SanLucar cope with this situation?**

- SanLucar has a strong corporate philosophy that is shared by all members of the SanLucar family. We respect and trust each other at SanLucar. We also show respect and trust to our partners. This only works if we also communicate directly, openly and continuously. Trusting teamwork is particularly important in difficult times. Moreover, our long-term social support is an important factor for stability, even in difficult times.



**Since 2008, SanLucar has initiated numerous social projects, including donations of school materials, cooperation with various non-governmental organisations that support people with disabilities, and cooperation with universities. What are the motives and goals in developing a project?**

- Our corporate responsibility policy covers three areas: firstly, we want to protect the environment and nature that so richly endows us and on which we are particularly dependent. Then, of course, there is the social sector. We want to support the people who work for us and strengthen the region in which they work. In all of this, however, we must, of course, not neglect economic success, because without financial performance we would not be able to implement our projects.

**SanLucar develops several projects in partnership with the Tunisian government and has received several awards. How did this partnership come about? And what is the impact of this cooperation?**

- At SanLucar, we believe in a long-term corporate responsibility strategy. Thanks to close and effective relations with representatives of the government, the public administration and the community, we were able to launch many helpful social projects. Twice we have even been honoured by being awarded the »Prize for Social Progress« by the Tunisian President. Most recently in May 2021.





## What social and sustainable projects is SanLucar planning in Tunisia over the next 10 years?

- We have already planned some new projects that we will implement in the medium term. To name just one: we are planning further campaigns for our employees and their families and would like, for example, to communicate even more strongly how important nutrition and sport are for a healthy life. For this, we work together with local Tunisian sports clubs.



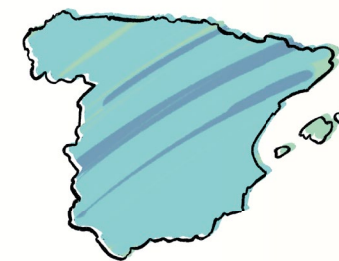
## Much more than a hot meal.

Spain

Headquarters: Puzol

Employees: 411

Cultivation: stone fruits



Spain

### Our solidarity kitchens »El Puchero« in Valencia.

SanLucar founder Stephan Rötzer had the idea for a solidarity kitchen, so we founded »El Puchero« (»The Stew«) in Valencia in 2013. In 2018, »El Puchero« was added to the port area. Together with the non-profit organisation »Coordinadora Solidaria de los Estibadores del Puerto«, we provide over 500 people with a freshly cooked hot meal. Among the visitors is Sandra. She has three children, two sons aged 13 and 14 and a daughter, almost ten years old.

Name: Sandra Espinoza  
Visitor to the »El Puchero« solidarity kitchen  
Location: Valencia, Spain.





## Tell us a little about your experience at »El Puchero«

- »El Puchero« really got me on my feet. Being able to come here helps me and my family a lot. Because besides a warm meal, we get fruit and yoghurt for the children or meat for the weekend.



## How long have you been coming to »El Puchero«?

- I have been coming here ever since »El Puchero« existed. I am, so to speak, the »oldie« of »El Puchero« (laughs). Both my children and I get a lot of support here, especially during the lockdown in Spain. Fortunately, when the pandemic broke out, we were supported with food boxes that they delivered to our homes.

*Since the pandemic, the children of our »El Puchero« have been particularly affected. Visitors have had the opportunity to participate in a free tutoring programme. Sandra's children also take up the offer.*

## How has corona affected your children's education?

- Suddenly, I was with the children in our flat all day. That was exhausting at times. My daughter is repeating the school year because of the coronavirus pandemic. She is hyperactive and during the lockdown she fell even further behind in school. My eldest is at a secondary school. As he has suffered a delay in his developmental, he doesn't do so well at school. And his younger brother is a bit shy.



## How do your children benefit from the tutoring sessions?

- All three children now receive tutoring that is supported by SanLucar. They enjoy it. The teacher who helps my son is a real sweetheart. I am grateful that the volunteer tutors take time for my children. And the way they deal with them is really great. They also ask the school teachers which subject or topic needs special practice. I think it's great how they work together.







### What do you wish for the future?

- I want to get out of poverty, not to become rich, but to no longer be dependent. »El Puchero« has helped me for many years and I thank everyone for that. There is nothing like this elsewhere, this is a great initiative where the door is always open for us.



### What do your children like most about the tutoring sessions?

- If my eldest son doesn't understand something at school, he can discuss it with his tutor and repeat it. He is very happy about that. Of course, he is sometimes tired, especially after his speech therapy, but still he always goes. We know that other children are on the waiting list for tutoring and how sought after these lessons are. That is why we are grateful and also use them. My children always know when they have their lessons and sometimes they even remind me, »Mum, don't forget to take me to tutoring.«

## Closing the learning gaps.

### Tutoring for the kids from »El Puchero«.

In March 2020, almost all schools in Spain closed for half a year because of the coronavirus pandemic. Children who did not have the opportunity to take part in online lessons naturally missed a lot of school material. Together with the »Fundación Iniciativa Social« foundation, we offer one private tutoring lesson twice a week for the children from our solidarity kitchens in Valencia. The »Fundación Iniciativa Social« has been caring for children from socially disadvantaged families since 2004.



Name: Sofia Tortajada (left), Maria de Selva  
Employees of the Foundation »Fundación  
Iniciativa Social«  
Place / Country: Valencia, Spain.



## How long have you been working with SanLucar and how did it start?

- The collaboration began in 2019 and resulted from Sofia's friendship with a SanLucar employee. We had planned an educational project that could not take place because of the pandemic. When we met, we quickly realised that we have the same goals and that the way we work fits well together.



## How did the idea for the tutoring programme come about and how many children participated in the school year 2020/2021?

- When the schools reopened, we noticed that especially the children who had missed the online classes had big gaps in their education. Of course, we wanted to change that and started the tutoring project. In the school year 2020/21, 43 children from the port area of Valencia and from the neighbourhoods of Orriols and Torrefiel took part.



## Can you tell us something about the methodology of the lessons?

- The tutoring is intended to make learning easier for the children. We not only help them with their homework, but also strengthen their reading comprehension, logical-mathematical thinking and basic knowledge of foreign languages. The students come to class twice a week for one and a half hours. In the first half hour, the basic knowledge is repeated in small groups and then individual exercises are done to close the gaps of each individual again.



## How do you see the project and the cooperation with SanLucar in the long term?

- We would be very happy to be able to continue the work in Torrefiel and Orriols, in order to care for the children of the solidarity kitchens »El Puchero« who need this help. We currently work with primary school-aged children, but we would like to expand our tutoring services. We see that the jump to secondary school is often a challenge with which some children need support.

The cooperation with SanLucar is very important for us because it brings continuity. The foundation is financed by private grants and public subsidies. And they fluctuate from year to year. Thanks to SanLucar, we are sure that we can continue to help the children who need our help most.



## A backpack full of happiness for the start of school.

### Learning material for our youngest »El Puchero« visitors.

Every year in September, just in time for the start of school in Spain, the children of our »El Puchero« visitors receive a bulging package of school materials from us. From backpacks to coloured wax crayons and set squares to your own calculator or USB stick. Depending on the grade level, children from socially disadvantaged families get exactly what they need for a good start at school.

In 2021, together with the »Coordinadora Solidaria de los Estibadores del Puerto de Valencia«, with whom we jointly run our solidarity kitchens, we gave a total of 163 children and young people presents. Since 2016, a total of 634 pupils have received our school packages.

Year	Free school packages (1 school package = 1 child)
2016	100
2017	82
2018	49
2019*	130
2020	110
2021	163
<b>Total</b>	<b>634</b>

\* Since 2019, school material donations in both solidarity kitchens



## Fruit donations for blood donors.

Germany  
Office and logistics  
platform: Ettlingen  
Employees: 101



Germany

### We support the local German Red Cross (DRK) association in Ettlingen.

Donating blood means giving life – and so some colleagues from Ettlingen also regularly go to blood donation programmes. SanLucar always distributes fresh mandarins or apples. The fruit is part of a packed lunch that all donors and helpers receive to fortify themselves. Martin Vodicka tells us what exactly happens on the ground.



Name: Martin Vodicka  
Function: General Manager  
Place / Country: SanLucar Vertrieb Deutschland GmbH.



## Why is blood donation so important at the moment?

- Due to corona and the contact restrictions, many are uncertain whether they should donate blood – therefore, there are fewer donations. But donated blood can only be stored for a few days and the demand is permanently high.



## Why and in what form does SanLucar participate?

- This is the second time we have supported the Ettlingen German Red Cross. All donors receive a snack box with a SanLucar fruit. I think it's a nice gesture by the DRK to say thank you to people like this. And we at SanLucar can support the DRK in this way and give the donors a few vitamins. I saw for myself how happy people were to receive our fruit when they opened the box.



## You have already donated blood yourself. What made you do it?

- Every one of us can get into a situation where we need a blood unit – and then we are happy if there is one available in the hospital, for example. This can only work if there are also enough people willing to donate. Of course, I know that blood donations are also used commercially. But here at the DRK, I think the money goes to the right place. The donation not only helps the hospitals, but also supports the voluntary work of the many helpers, such as the paramedics.



## Are there any plans for SanLucar to become involved in blood donations in the future? And if so, in what form?

- We will continue to support our local Red Cross in Ettlingen when another campaign is coming up – with our super-tasty, healthy SanLucar fruits – and also with a blood donation from those who want to. That is a matter of honour for us!

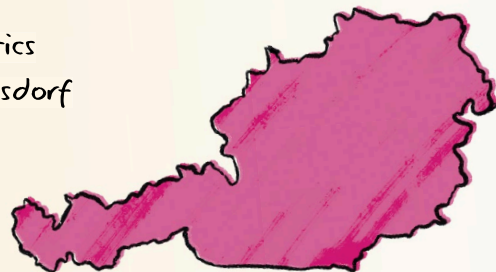




# We strengthen children in Austria.

Austria  
Office and Logistics  
Platform: Ebreichsdorf  
Employees: 61

Austria



Name: Andrea Keglovits-Ackerer  
Function: Head of the Therapy Centre »KINDER STÄRKEN«  
Place / Country: Gramatneusiedl, Austria.

## The happiness of earth rests on the backs of horses.

Our Austrian executive management couple, Marion and Alexander Thaller, have been supporting the therapy centre »KINDER STÄRKEN e.V.« in Austria for many years. The association cares for children with autism spectrum disorder and thus supports numerous families. Andrea Keglovits-Ackerer, the centre's director, explains to us how exactly the children are helped.

## How do the children benefit from therapy with horses and donkeys?

- I have been working intensively with children and animals for 20 years now: Horses, donkeys, dogs... and it's incredible what the animals do. A good example is 11-year-old Julian, who was born with a form of autism. Julian's life was marked by fear and panic. When I first met him, he was sitting hidden under the table. Only hesitantly did he get involved in the »horse« experiment. Our riding teacher accompanied this therapy with incredible, loving perseverance, so that Julian even took a friend to riding therapy once. His mother told us that a year ago it would have been unthinkable for him to let anyone get that close.



## How many families does the therapy centre currently care for?

- About 90 families. Another 30 families come for counselling every week. The waiting list is about twice as long. We try to do everything we can to keep the therapy costs incurred by the families as low as possible, or to cover them completely.





## How has SanLucar helped in the past?

- I had a vision, but no money. Even with the first project – a small wooden house, a covered riding arena and a small stable – the Thaller family, with SanLucar, was at my side. In the last ten years, the Thallers have supported the therapy centre with EUR 850,000 raised from the SanLucar charity golf tournaments. But not only the financial support was important: Marion and Alexander Thaller believed in me and my vision, and that totally inspired me. With the financial support, the entire facility was built with 200 m<sup>2</sup> therapy building, 400 m<sup>2</sup> covered riding arena and a stable with 7 boxes. In order to pave the way with the horses into the countryside, the money was also used to finance a 25 m long wooden bridge over the river Fischa. And the Thallers even took the time to accompany us during difficult official appointments.



## What is the composition of the team?

- I started out solo in 2002. Our team now consists of teachers, psychologists, occupational and physiotherapists, a parent guide, a family therapist, two Tomatis therapists and a dyslexia trainer.

## What do you wish for the future?

- For the future, we wish that everything stays as it is, that no accidents happen and that we have the strength and health we need for many wonderful »KINDER STÄRKEN« years. Of course, sometimes it could be easier financially, for example, to enable children like Julian to have a partner dog. That would still be our dream. But my motto proves itself true time and again: »If you dream alone, it is only a dream. When you dream together, it is the beginning of a new reality.« Therefore, I would like to thank Marion and Alexander Thaller and SanLucar once again. Because through you, this dream became a new reality!







# III In harmony with nature.



## Lots of sunshine for clean energy!

**Our office in Valencia now has a solar system.**

Our Austrian branch has had solar cells on the roof for several years now. Since May 2021, our head office in Valencia has also been equipped with solar cells. Because, as we all know, there is plenty of sun in Spain. Jorge Alvarez, responsible for monitoring the power generation of our solar panels, offers us a little insight into the luminous world of solar energy.



Name: Jorge Alvarez  
Function: Projects, Audit & Control Responsible  
Place / Country: SanLúcar Spain, Puzol (Valencia).



### Can you briefly explain how the solar panels on our roof in Puzol work?

- The principle behind it is complex, but put simply, it works like this: the solar panels convert sunlight into electricity. The resulting renewable energy is clean and emission-free. Thanks to modern technology, we can easily track how much electricity is generated per hour via our computers using the »Solar Fusion« platform.

### And how much energy do we save with our solar system on the roof?

- On a sunny weekday, we generate up to 50 percent of the electricity we need from our photovoltaic system. On average, we cover 20 percent of our daily energy needs with solar energy. In addition, other solar panels have been heating the sanitary water in our building for some time.

### Why are we switching to solar energy?

- For us, switching to solar energy is a super investment in the future – economically and, above all, ecologically. In just five years, we have saved as much on electricity costs as we spent on installing the solar system. From this point on, we have a steadily increasing positive balance. But the much more important point is that renewable energies are the future and the use of solar energy contributes to climate protection. In this way, we also support the achievement of the United Nations Sustainable Development Goals to which we are committed – in particular, of course, the goal of climate protection.





# Sustainably packaged.

## Plastic avoidance as a corporate goal.

Our packaging department in Puzol tirelessly researches environmentally friendly, plastic-free packaging to protect nature.



Name: Kathrin Ampferl  
Function: Packaging Director  
Place / Country: SanLucar Spain, Puzol (Valencia).

## What is the main objective of the packaging department at SanLucar?

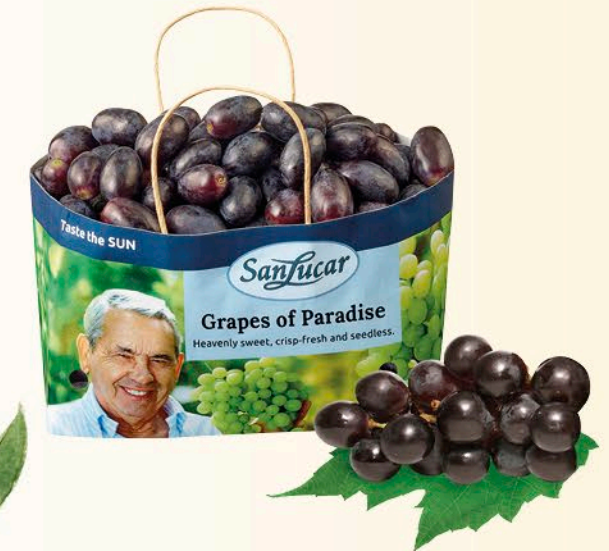
- We work on two things in our department: firstly, we make sure that each of our global growers has the right packaging at the right time. This is sometimes a challenge in terms of coordination. The other goal is to develop innovative packaging and bring it to market. Our demands are high: food safety, sustainability, visibility of the fruit. The fruit itself must be in the foreground – the packaging protects and ensures the necessary shelf life. In addition, our packaging also transports the brand communication.



## How much new, more sustainable packaging was introduced last year?

- At SanLucar, high-quality and innovative packaging that protects our premium fruit has always been important. Since October 2019, we have had an innovation team led by my colleague Maria Plasencia.

This allowed us to work on many sustainable packaging projects, such as our »Nature Punnet« cardboard tray for blueberries and strawberries, which is now only sealed with a thin film. Or our natural bag made of FSC-certified paper for grapes, tomatoes and tangerines.





## How many new packages are you working on at the moment?

- We are currently in the process of developing more than 20 new products and elements – always in search of high-quality, innovative and sustainable packaging. We are working on different compostable elements, on new materials to improve recyclability, and on reducing (or eliminating) plastic. The protection of our fruits is always in the foreground, so that they can be preserved for as long as possible. In this way, we also want to avoid food waste. Our sales and quality teams also tell us how the packaging is received by consumers. And we also do market research on this – all this knowledge naturally flows into our work.



## What sustainable materials are you working with right now?

- We work with many alternatives: different papers, wood and also compostable plastics. In doing so, we conduct life cycle studies and measure, for example, the carbon footprint of different packaging concepts, in order to get an idea of how sustainable a packaging or material is.



## What trend do you see for packaging?

- Sustainability and innovation are immensely crucial. Sustainability is demanded from many sides: on the one hand by the EU Commission, which is setting ambitious goals in the direction of a circular economy. On the other hand, we also want to do our own part to ensure that packaging that is recyclable and more sustainable comes onto the market. People are much more sensitive and informed about sustainability today. They don't want packaging that pollutes the environment.





# Optimal growing conditions.

## Growing sustainably with green strips.

You see it more and more these days: fruit and vine fields are no longer just monocultures. There are tree, green or flowering strips with grasses, herbs and meadow flowers. Even the Romans knew that this cultivation method promoted sustainable agriculture. Agricultural engineer Wil Lemmer, who looks after our De Hoek grape farm in South Africa, tells us what the benefits of green strips are and how SanLucar uses them.



Name: Wil Lemmer  
Function: Varieties Manager SanLucar  
Place / Country: De Hoek, South Africa.

## First of all, why does SanLucar rely on green strips?

- We have to think in terms of mixed cultures and say goodbye to monocultures if we want to grow sustainably. A simple and efficient method is to use green or flowering strips, depending on which plant species is used. The strips are sown between the fruit varieties. They help us to promote healthy and robust cultivation.



## What are the advantages of green strips?

- There are so many benefits, but I would like to talk about one specifically: green strips help to keep the soil healthy. This is important so that it has sufficient nutrients and can store water well. The roots of the plants loosen the soil, so that more water can be absorbed and stored, and they are well-aerated. In addition, the roots reduce soil erosion. All this is good and sustainable for our cultivation.



## And what does the use of green strips at SanLucar look like in concrete terms?

- We have green strips on our De Hoek grape farm in the Western Cape in South Africa. The farm is situated on a slope, which makes the sowing of green strips particularly interesting. As mentioned, one of the benefits is that the soil retains more water through green strips, and we take advantage of that. The water runs off more slowly, it has time to seep into the soil and is stored there to be available again for the plants.

For the green strip, we chose barley as it grows very well here in the Western Cape when sown in autumn/winter. Its roots protect the soil very effectively. We also used wood shavings as mulch under the grape plants, which further protects the soil and prevents too much evaporation.



## What about care and maintenance – isn't it a lot of extra work to look after additional plants?

- No. The seeds are sown just before the rainy season and therefore grow without additional irrigation. The only work is to prepare the soil for sowing and then scatter the seeds.

## How long have we been working with green strips?

- We tried the green strips on De Hoek for the first time this winter 2021, when it is summer in Europe. The idea came from our production manager Reniel, and we then implemented it straight away. We are looking forward to the results! If we have a good experience with this approach, we would like to provide the green strips on other SanLucar farms as well.



## That means we are still at the beginning of using green strips – what has been the initial experience so far?

- Initial experience shows that the plants have germinated and grown well. We have to wait until the end of spring to see how they develop. As soon as we have the first meaningful results, we will try out other types. If the results are positive over two years, we will consider the green strips for other farms as well. We are still in the testing phase, but very optimistic!



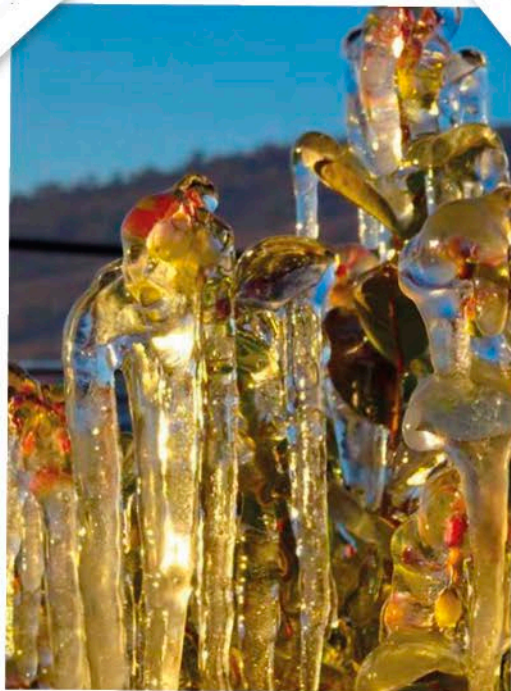
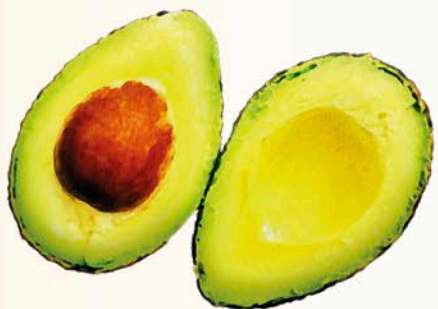


## Put on ice.

### Natural frost protection for our fruits.

Plants don't like frost at all. Temperatures below 0 degrees C can pose a threat to their growth and lead to losses if the plants are not treated accordingly. However, there is a way to protect the delicate plants from frost that makes use of the essential properties of water.

In Chile, our growers use this all-natural method and even spray the plants with water sprinklers to protect our avocados and blueberries from sub-zero temperatures. This is because when the air temperature drops below freezing, the water sprayed on the plant begins to freeze and crystallise. This growing layer of ice envelops the plant and insulates it against the harsh outside temperatures. Ice is a good heat insulator. The ice layer functions like an igloo, protecting against the cold outside and keeping warm inside.



## An important step towards climate protection.

### Technology and Big Data for the optimisation of water resources.

With us, every drop counts! This is because without water, no deliciously juicy-sweet fruit will grow. In order to save water, especially in very dry and drought-affected regions, such as Murcia in Spain, we rely on innovations and the »Water Scarcity« programme developed by the European Institute of Innovation and Technology (EIT). The programme brings together start-ups and companies from agriculture, infrastructure and water supply so that water can be used efficiently in the cultivation area of Murcia.

We use computer-assisted irrigation techniques that only give the plants as much water as they actually need. And we are investing in technology, research and development to be better prepared for climate change. We are also breeding new varieties that are more resistant to drought.

We save water everywhere: In South Africa, probes measure soil moisture, which we use to reduce water consumption by up to 50 percent. In Tunisia, we water our tomatoes with collected rainwater. And on our grape farm in South Africa, we grow so-called green strips to prevent soil erosion and to store water in the soil more effectively. (cf. p. 52).

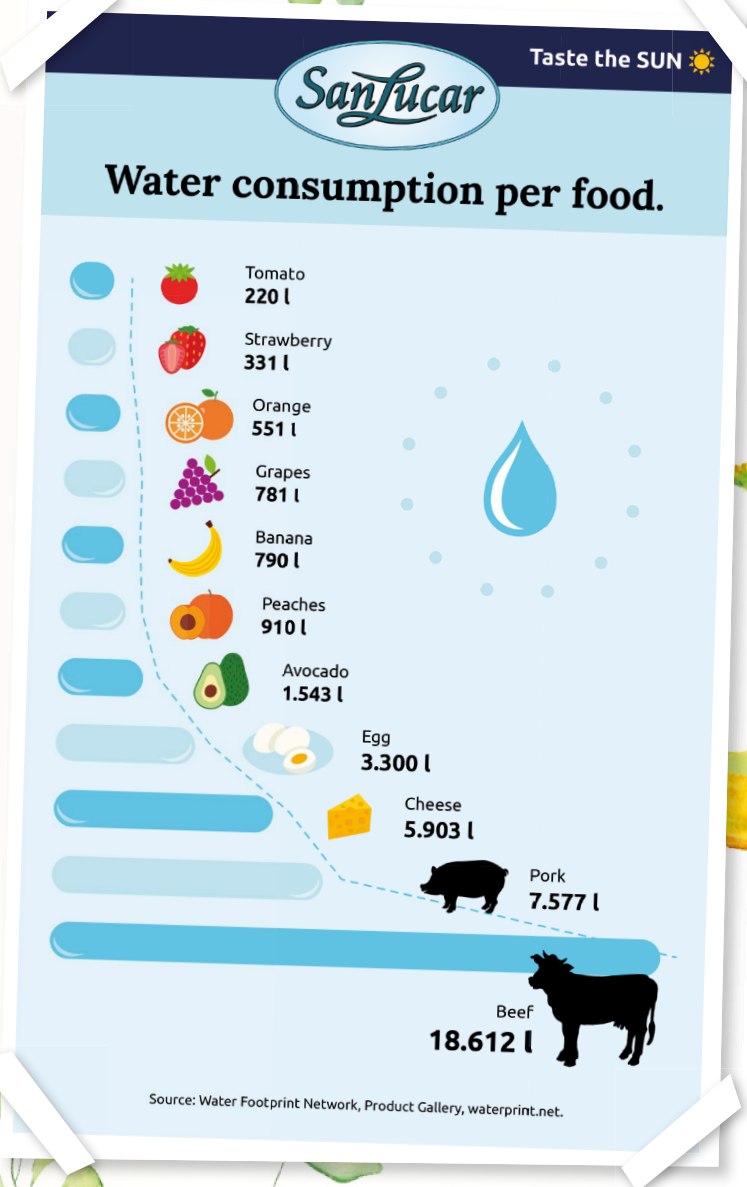




## Precious commodity.

### Water conservation and healthy eating.

The ecological footprint, which refers to the emission of climate-damaging CO<sub>2</sub>, is a topic that is discussed everywhere. But what about our footprint in water consumption? We can already save water in our food choices. For example, one meat-free day per week would be a good start. Researchers from Waterfootprint.org have calculated how many litres of water are used in the production of different foods. Fruit and vegetables are among the foods that consume the least water. So if you eat lots of delicious vegetables and fruit, and even do without animal products altogether once in a while, you are doing a lot of good for your health and the environment.



## Switching to rail power.

### For the sake of the climate: we are transporting our citrus fruits by train for the first time.

We grow around 90 varieties of fruit and vegetables in over 35 countries worldwide. Our citrus fruits also grow and thrive in Spain near Valencia, among other places – and we brought these fruits north by train for the first time this year. This is because although goods and commodities are mostly transported by truck in Europe, we wanted to try something new and innovative at the beginning of 2021. Together with Transfesa Logistics, a specialist in rail freight transport, we tested the transport of our citrus fruits by train.



From February to April 2021, five loads of 23 tonnes each of fresh SanLucar citrus fruits were transported from Valencia to Cologne by rail. Only a small part (4.5 percent) of the total 1,885 km route was covered by truck. This allowed us to save 2.71 tonnes of CO<sub>2</sub> per load, which means 13.55 tonnes of CO<sub>2</sub> for the five loads.

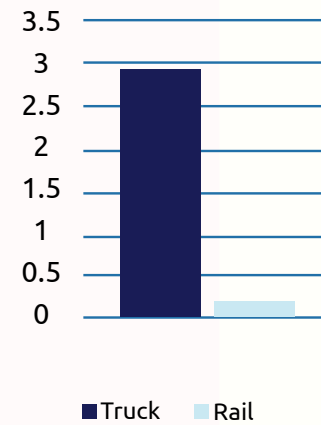




We've had some great initial experiences, but we've also found out what we can still improve so that our fruit gets from the south to the north even more smoothly. In any case, this »test« has shown us that it is possible to transport our fruit by train, preserve its freshness and quality and, at the same time, do a lot for climate protection.

For us, this means: we will increasingly rely on rail to transport of our fruit! That is why we joined the initiative »Mercancías al tren« (Goods belong on the rails) in October 2021, which was launched by Deutsche Bahn Cargo and Transfesa, among others. The aim is to get more goods and merchandise onto the railways in order to reduce CO<sub>2</sub> emissions and thus contribute to climate protection. We support this because we want to provide our customers with the most natural, freshest and tastiest fruit and vegetables – in harmony with people and nature.

Truck vs. rail



The graph compares the emissions of a truck compared to a train on the route from Valencia to Cologne.





# Sustainable transport.

## New ways for climate protection.

For the transport of our delicious fruit, we commission companies for which sustainability is just as important as it is to us. In addition to our collaboration with the Spanish goods train company Transfesa Logistics, we also work with Delgo S.A. Delgo is a Valencia-based road haulage company that has switched to a liquefied natural gas (LNG) fleet.

LNG is a sustainable fuel and offers several advantages over conventional petroleum derivatives. LNG is cheaper than petrol and diesel, emits fewer pollutant particles and thus contributes to better air quality. In addition, LNG can reduce carbon dioxide (CO<sub>2</sub>) emissions by 20 to 30 percent, which is important for meeting climate targets.

With the LNG-fuelled trucks, we were able to save a lot of CO<sub>2</sub> in the first quarter. And as much as 1,286 trees would absorb in the same period. And in the months of May and June 2021, we emitted 82,899.56 kg less CO<sub>2</sub>. We are very pleased about these results and, therefore, continue to trust in our collaboration with Delgo.



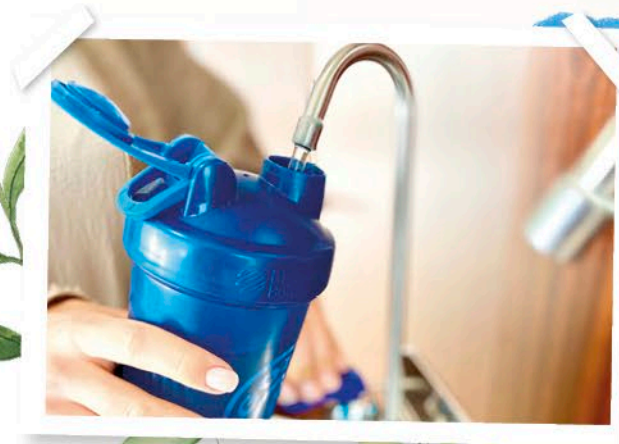
# Think Green!

## We protect the environment and nature – including in the office.

Protecting our environment is a matter of course for us. That's why we don't just rely on solar energy at our headquarters in Puzol near Valencia. There are also water dispensers everywhere in our headquarters. For example, employees simply fill their drinking bottles with water and do not use bought plastic bottles. Our coffee cups are 100 percent degradable and can be disposed of in the organic waste bin. And, in exceptional cases where some plastic waste is produced, we have small recycling stations where plastic, paper and residual waste are disposed of separately in an environmentally friendly manner.



But we don't just recycle waste. We also have a container for collecting old clothes and used toys. Both go to people who are in difficult financial straits.



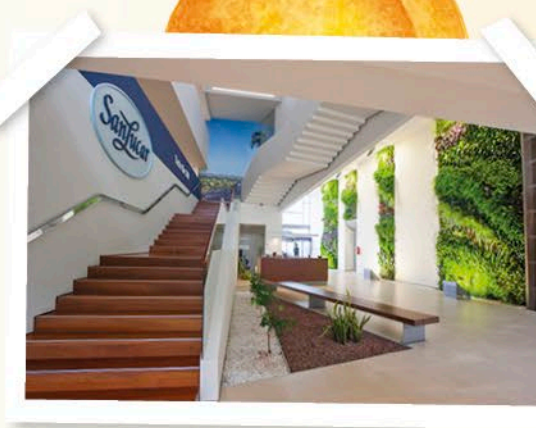
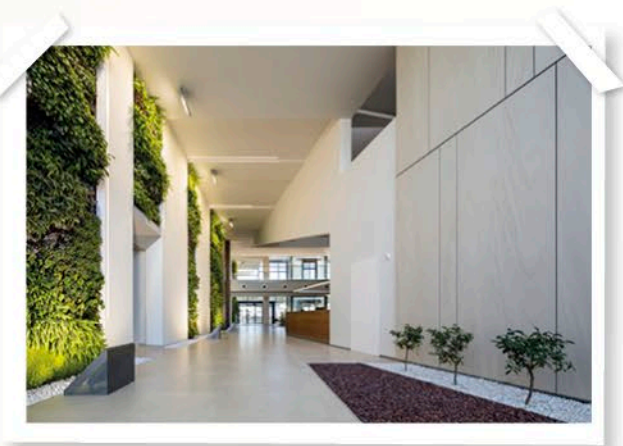


In order to improve our CO<sub>2</sub> footprint, we have two charging stations for electric cars in our staff car park. And 30 different plant species provide plenty of oxygen and lots of CO<sub>2</sub> absorption in 300 m<sup>2</sup> vertical gardens at our headquarters.



We also save a lot of electricity in Puzol – thanks to our LED lights and an innovative solar system on the roof. We are just as careful with water: our taps and cisterns have detectors so that only the amount of water actually needed is used.

We are far from the end of our »green« journey, but we are moving forward step by step so that our environment remains green and worth living in.





# IV Young talents.

## Dual vocational training with SanLucar.

Apprenticeship years are also a wonderful time with us.

If you want to learn everything about the fruit & vegetable business from the ground up, you are in the right place with us with an apprenticeship as a wholesale and foreign trade merchant.

We are the first company in Spain to offer this training programme in Valencia together with the training organisation FEDA Madrid. In September 2019, the go-ahead was given for this dual vocational training.

The programme, which is certified by the German Chamber of Foreign Trade (AHK), consists of 35 percent theory and 65 percent practice. After theory, students complete their academic programme with over 2,300 practical hours. They can complete this at SanLucar or in five other companies that have now joined the initiative: EDEKA Fruchtkontor, Landgard, Primafrio, TEDI and Transfesa.

After two years of training, our young talents have the best prerequisites for the labour market. The training is free of charge and is remunerated monthly.





## Future goal: dual vocational training in South Africa.

Many young Africans dream of studying at a university. But if they grow up in rural areas, they often lack the money to study. Together with the German Chamber of Foreign Trade in South Africa, we want to pave the way for agricultural training that is recognised both in Germany and South Africa. Such training does not yet exist outside Germany. What's special about this is that students can already earn money during their training and thus build a future for themselves.



## An internship in the sun.

### Off to Valencia!

Sun, sweet fruit and a multinational company with around 3,200 employees from over 30 countries – this is the enticing working environment for our interns for six months. You will work with people from all over the world who all share one passion: delicious fruit and vegetables! Every intern has a tutor who accompanies him or her and gives regular feedback. Our interns work on an exciting project during their time at SanLucar and also receive Spanish lessons.







# V Commitment to innovation and sustainability goals.

## Looking at the big picture.

### The 17 Sustainable Development Goals.

Behind the 17 United Nations Sustainable Development Goals (SDGs) is a concrete plan on how we can overcome the global challenges of our time, such as climate change, poverty, hunger, inequality, crises and conflicts. These goals were adopted by the member states of the United Nations in 2015 and apply to all countries of the world. This means that everyone must do their part to achieve the 2030 goals.

As a globally active group of companies, we bear a great social and ecological responsibility. SanLucar grows in 35 countries around the world. Some of these countries are developing countries and we are aware of our duty to work especially for human rights, equal opportunities and the development of local infrastructures there.

That is why we have been supporting the United Nations Sustainable Development Goals since 2018.





Our DREAMS programme focusses primarily on local projects that help our employees, their families and the community. Working in alliances and networks is important here, because this is the only way new ideas can emerge. However, the most important allies in the development of the projects are our employees and their families on the ground, because they know what their real needs are, how we can improve their quality of life, offer them a positive perspective and achieve local development.





# Sporty SanLucarians.

2 distances, 1 goal = RUN4DREAMS.

On 14 November 2021, the starting gun was fired for the ninth time for the Valencia Abierta al Mar race in the beautiful marina of Valencia. This year, for the first time, the run took place over two distances: 7.5 kilometres and 15 kilometres. Our SanLucarians and employees of our cultivation partner Llusar laced up their sports shoes and took up the sporting challenge.



## 1.3 tonnes of tangerines for the athletes.

We distributed no less than 1,300 kilograms of our deliciously juicy-sweet mandarins to the runners of the RUN4DREAMS run. And the biggest thank you came when the athletes called out to us: »Wow, these are delicious!«



# SanLucar rises to the challenge: HACKATHON!

Creativity, innovation and teamwork.

Eight companies, hundreds of participants, 24 hours and one goal: to develop innovative solutions to business challenges! On 24 and 25 September 2021, SanLucar participated in the InnoVA&Acción Business Challenge Hackathon in Valencia.

The competition took place in the areas of production, marketing and packaging. Together with specialists from Madrid, Lima, Santiago de Chile and Valencia, we worked out new and creative solutions with a lot of enthusiasm and in the best teamwork. Our Packaging Innovation Manager Maria Plasencia also enjoyed the Challenge: »We thank the organisers for counting on us for this initiative, because innovation is part of our DNA.«













