

# Sustainability Report 2024

Better together  
**Berries  
Pride.**



Better together

# Foreword

**2024 marks four years during which our young and ambitious company has been progressing as an independent business with its origins in the soft fruit activities of Nature's Pride. During those four years, we have made conscious choices: for quality, making an impact and for the future. Because right from the start, we at Berries Pride have believed in the power of joining forces and collaborating on a healthy value chain that prioritises people and nature.**

Sustainability is not a separate pillar but forms the foundation of how we want to work. We can make real progress and move forward by building long-term relationships together with our partners, growers and customers. Last year, we were also able to determine the chain-wide CO2 reduction objectives validated by the Science Based Targets initiative (SBTi). Together with Nature's Pride, we were the first importers of fruit and vegetables to commit to chain-wide reduction goals.

Water is also an important focus point for us. Many people and organisations depend on the same sources, which makes responsible water management a challenge we must address together with other parties. For this reason, we cooperate with growers, the public sector, NGOs and universities to create innovative solutions.

Our top priority is ensuring safe and clean water for everyone in our chain. That is why we have included WASH, which stands for access to Water, Sanitation and Hygiene, in our sustainability goals.

Biodiversity is another key focus of our sustainability strategy. We are still in a pioneering phase regarding biodiversity. In collaboration with an organisation that develops sustainability standards, we defined the next steps in 2024. These steps will be rolled-out from 2025.

We are proud of the steps we have taken together, but there is still some way to go. Our plans for 2028 are ambitious, which is essential. The only way we can ensure that everyone can continue to enjoy healthy berries is by making collective efforts.

Better together!



**Adriëlle Dankier**  
**CEO Berries Pride**

# Berries Pride in 2024

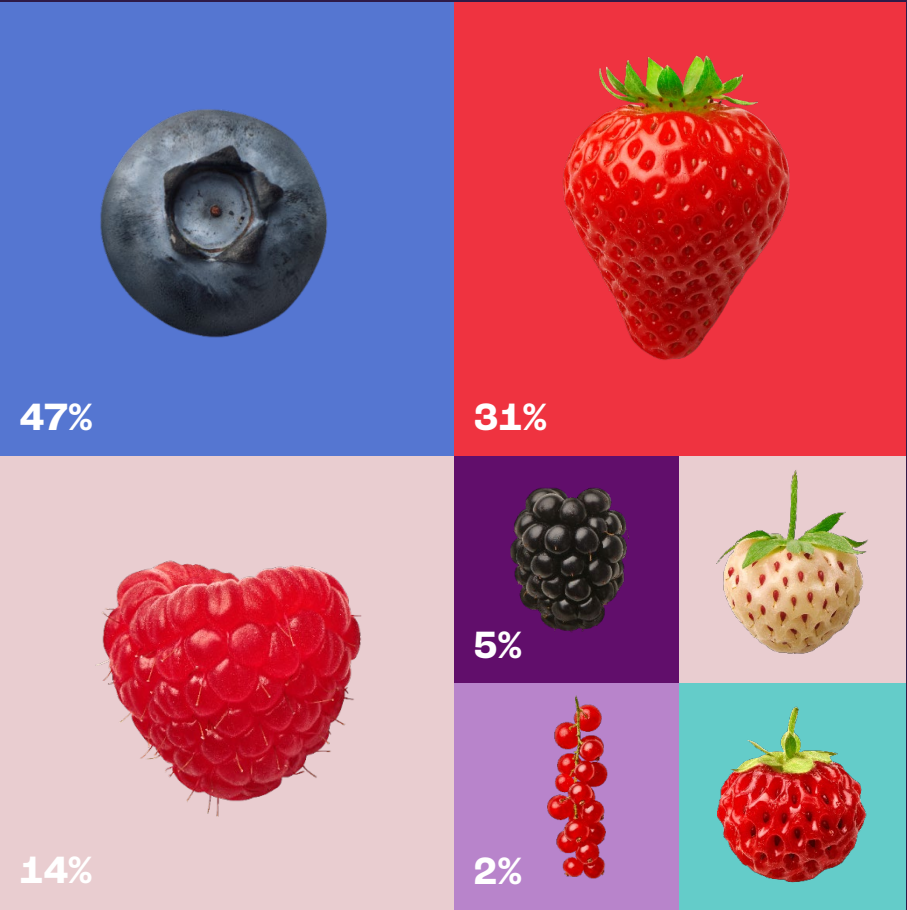
## Our vision

To create berries category growth for European customers through consistent and competitive supply of quality berries all year round and by enhancing consumers well-being.

## Our mission

Deliver tasty berries to the European markets by being the most cost efficient, transparent, dynamic and value adding European berry company. We do this through long-term and sustainable partnerships with growers and customers.

## Our core values



# Our care for people & nature strategy

2024  
-  
2028

## People



### People well being

Drive improvement of working conditions  
and enable access to water, sanitation  
and hygiene together with our growers

## Nature



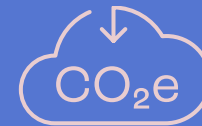
### Water

Enable responsible  
water management  
in our sourcing areas



### Biodiversity

Enable protection  
of biodiversity in  
our sourcing areas



### Climate

Reduce absolute scope  
1, 2, 3 and Forest, Land  
& Agriculture emissions  
in line with 1,5 °C



# Our goals for 2028



## People well-being



**100%** volume of products are socially audited



**100%** partner-growers have 0 Critical & Major NC's & < 3 NC's



**WASH at work** goals achieved, support for WASH in the community



## Water



**100%** volume of products from partners are audited



**Collective action** in 2 priority regions



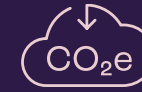
**Science-based targets for Nature** in priority regions



## Biodiversity



**100%** volume of focus products audited in high risk regions



## Climate



**35%** absolute reduction of **scope 1 & 2** GHG emissions



**29%** absolute reduction of **scope 3** GHG emissions



**18%** absolute reduction of FLAG GHG emissions (30,3% by 2030)



**100%** volume of focus products in high risk regions sourced free of deforestation

100% grower – partners have a Due Diligence process in place and publish a Due Diligence report by 2028.

# Summary results 2024

## Goal 2028

### People well-being

1. 100% volume of products are socially audited
2. WASH at work goals achieved, support for WASH in the communities

### Water

1. 100% volume of products from partners are audited
2. Collective action in 2 priority regions

### Biodiversity

1. 100% of focus products in high-risk areas are audited
2. Science-based targets for Nature in priority regions

### Climate

1. 35% absolute reduction of scope 1 & 2 GHG emissions
2. 29% absolute reduction of scope 3 GHG emissions
3. 18% absolute reduction of FLAG, GHG emissions
4. 100% volume of focus products in high-risk areas free of deforestation
5. Fully electrical fleet (2026)

### Sustainable packaging

1. 100% recyclable and reusable packaging materials (2025)
2. 80% of all our EAT ME and Berries Pride packaging made of 1 material (mono-packaging)
3. 35% plastic reduction (0-year 2022)

## SDG

## Results 2024



1. 99,3 % of volume of products is audited and compliant with our sector benchmark.
2. Together with our partner in Peru, we are running a project aimed at improving WASH (Water, Sanitation and Hygiene) for workers.



1. 84% of total volume from high water risk countries was audited and complaint with our sector benchmark for water.
2. We are part of the collective campaign for responsible water use in southern Spain. Phase 3 started in 2024 when plans for water stewardship were implemented in Doñana.



1. The biodiversity guidelines of GLOBALG.A.P. will be integrated into a broader sustainability programme. As a member of the steering group, together with GLOBALG.A.P., we established follow-up steps for audits for 2025.
2. We analysed our impact on nature so we could define our targets for nature. We also actively participated in the UN Biodiversity Conference (COP16) to determine our strategy.



1. Footprint scope 1 & 2: 31 ton CO2-equivalent.
2. Footprint scope 3 (excl FLAG): 5.043 ton CO2-equivalent.
3. Footprint FLAG; 24.755 ton CO2-equivalent.
4. We conducted a high level risk assessment on deforestation and will give a follow-up in 2025.
5. 95% of our vehicle fleet is electric.



1. 100% of our packaging materials are recyclable or reusable.
2. >80% of our packaging is mono-packaging.
3. 35% plastic reduction.



# Our projects in 2024



## Improved nutrition



### Forest gardens in Peru

Since 2022, Berries Pride, together with the Nature's Pride Foundation, has been supporting the creation of food forests at public schools in Peru. We are working on this in collaboration with a local NGO, public authorities, and one of our growers: Hortifrut. With this initiative, we promote access to healthy food for local communities, raise awareness about the importance of a nutritious diet, and integrate care for nature into children's education. So far, we have created three food forests, reaching 2,583 students, parents, teachers, and school directors.

In 2024, we explored ways to enable schools to take more ownership of their gardens. Ultimately, our goal is to make food forests a fully integrated educational tool, managed and maintained by the schools themselves. We also hope that this concept will grow and replicate naturally, inspiring more schools and communities to adopt it.



# Our projects in 2024



## Responsible water use



### Water audits as a starting point

Water audits are a good starting point to ensure legal and responsible water use in our value chain. In 2024, 84% of our total volume of products from countries with a high water risk was audited.

### Collective action

We realise that, beyond audits, more needs to be done in order to truly balance water demand with water availability. Therefore, we continue to drive sector and value chain collaboration for responsible water use. Together with multiple partners, we are actively working towards a sustainable future for the catchment area in the Doñana region of southern Spain. This not only helps to conserve water, but also supports local communities and ecosystems.

### Making water a priority in our sector

We want to make water audits the business standard in our sector, like social audits already are. We are motivated to make water, including access to water and sanitation, a priority in our sector. To achieve this we are intensifying the training of our commercial colleagues and the outreach in our value chain. We are gearing up our buyers and our sales department to have deeper dialogues with our growers and customers around this essential topic and take action together.





# Our projects in 2024



## Sustainable packaging

### Sustainable packaging

We are constantly developing new sustainable packaging for our products. Over the last years, we took a big step redesigning our EAT ME packaging. In 2024, we also introduced new more sustainable packaging: cardboard packaging for almost the entire range of berries, with only a lightweight topseal film. Strawberries are packaged entirely in cardboard. This step reduces plastic use by 94% and CO2 emissions by 49%.



# Berries Pride.

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Berries Pride • Tel +31 174 52 75 00 • [info@berriespride.nl](mailto:info@berriespride.nl) • [www.berriespride.com](http://www.berriespride.com)  
Jogchem van der Houtweg 9 • 2678 AG De Lier • The Netherlands

Sustainable Business Report 2024

*Berries Pride is a sister company  
of Nature's Pride*

