



Press Release Pink Lady® Europe

Pink Lady® Europe Commitment Charter

Today, the non-profit association Pink Lady® Europe will present all the specific steps and actions outlined in the Pink Lady® Europe Commitment Charter at Fruit Logistica in Berlin. The association is going far beyond its marketing remit, demonstrating real environmental and social responsibility.

Avignon, 5 February 2020. Sustainability in the sense of the responsible treatment of people and nature ranks among the fundamental values of the association Pink Lady® Europe. The non-profit association is now setting out specific measures and targets for all growers, sorters and distributors of the popular apples in a comprehensive Commitment Charter. From now on, the very best quality and an improved carbon footprint will give consumers even greater certainty when opting for Pink Lady® apples.

100% Pink Lady®

Pink Lady® Europe hopes that the charter will improve sustainability along its entire value chain. To achieve this, the association is analysing and improving all processes along its production chain: from work in the apple orchard to packaging sites and distribution. The association is relying on the exchange of knowledge between growers, long-term partnerships with industry experts and continuous analysis of progress in all member companies. The association is thus involving 100% of its members in the new sustainability initiative.

Genuine commitment to real change

From February 2020, Pink Lady® apples will be offered in three new plastic-free packs in retail stores: a 100% FSC-certified cardboard tray, a foil-sealed tray made of fully compostable materials and a compostable flow pack bag. As part of the change in packaging, the blister packing trays used for the sale of single apples are already made of cellulose. The association is thus responding to consumer expectations and underpinning its sustainability promise. A further interim target for 2025 is the full traceability of each individual Pink Lady® apple from the orchard to the retail store. This means that consumers will have complete transparency with regards to the origin and supply chain of their Pink Lady® apples.



14 measures in the Pink Lady® Europe Commitment Charter at a glance:

Environment

- Expansion of agri-environmental measures by 2021
- Conservation of natural resources
- Reduction of single-use plastics
- Climate-neutral production chain in Europe by 2030

Local economic and social measures

- Safeguarding of employment in existing orchards
- Support of young fruit growers
- Dialogue between producers and neighbours

Progress for producers

- Fair remuneration of all members
- Continuous improvement of working conditions
- Promotion of sustainability innovations
- Reduction of food waste

Transparency and trust with consumers

- Guarantee of healthy, natural and high-quality apples
- Full traceability of all apples
- Promotion of dialogue between producers and consumers

Unanimous resolution

Didier Crabos, President of the Pink Lady® Europe association, describes the common basis of members as follows: “From the very start, Pink Lady® Europe stood out from the crowd by respecting the interests of growers, distributors and consumers alike. The Commitment Charter is taking this forward and providing positive momentum for our global Pink Lady® community.”

Pink Lady® is a registered and protected trademark.

This text, the press kit FruitLogistica and press photos for editorial use are available to download at:

<http://www.panama-pr.de/download/PinkLady-FruitLogistica.zip>

**About Pink Lady® Europe:**

For more than 20 years, over 2,600 growers, 90 sorting and packaging sites, 14 approved fruit distributors and 12 tree nurseries in France, Spain and Italy have been part of the non-profit association Pink Lady® Europe. The innovative model of a fair and mutually supportive community is a successful model for fruit growers and dealers, guaranteeing fair remuneration. All Pink Lady® Europe members are committed to responsible production and guarantee best and strictly controlled quality. Farmers apply themselves to their work with passion and maximum precision to offer all foodies apples with unique taste qualities.

More information on Pink Lady® is available at www.pinkladyeurope.com.

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