



PANAO Overview

For orange juice that doesn't leave a bad taste in the mouth

Alongside apple juice, orange juice is the most popular fruit juice in Germany: in 2018 and 2019, a per-capita consumption of 7.4 and 7.2 litres, respectively, even put orange juice in first place. The world's largest producer and exporter of orange juice is Brazil. Two thirds of the country's exported juice go to the European Union; with a market share of 17 percent, Germany is the largest buyer of Brazilian orange juice.

Social, economic and ecological challenges

The production of orange juice in Brazil entails social, ecological and economic challenges. Working conditions on orange plantations are frequently characterised by poor social standards. During the harvest, workers often perform piecework, sometimes without personal protective equipment, particularly against pesticides, while working under extreme physical strain. Working time violations are widespread, and wages are often too low to meet families' most basic needs. In addition, the use of pesticides and fertilisers and high water consumption pose significant threats to the environment.

Multi-stakeholder partnership: joining forces for change

These challenges cannot be met with the existing standard systems or company-specific individual measures alone. Social justice and occupational health and safety in particular are inherent problems of the sector that cannot be tackled by means of isolated solutions. The various stakeholders in the private sector, civil society, trade unions and politics in both the producing and the consuming countries must work together to address the sector's fundamental issues. The Partnership for Sustainable Orange Juice (PANAO) offers a framework for such coordinated action by stakeholders in Brazil, Germany and the EU; it pools knowledge and resources, facilitates dialogue between the stakeholders and promotes equitable cooperation.

Sustainable orange juice for social, economic and ecological standards

PANAO wants sustainably produced orange juice to become the norm, meaning that it is produced in an economic, environmentally friendly and socially responsible manner. In particular, PANAO hopes to lastingly improve the living and working conditions of the people in the orange juice supply chain. In addition to these social and economic aspects, PANAO also aims to protect and preserve natural resources by making the orange juice supply chain sustainable.

Due to its relationship with German development cooperation organisations, PANAO can build on work that is already underway and transform its ideas for improving the orange juice supply chain into projects in Brazil, where developed measures are first tested for effectiveness and can then be refined and disseminated widely. In its activities, PANAO follows existing international guidelines such as the Decent Work Agenda of the International Labour Organization (ILO) or the German government's National Action Plan for Business and Human Rights (or if we want to be more international, the OECD guidelines). As a first step, PANAO aims to improve working conditions and increase wages on pilot plantations.

PANAO fields of action at a glance

- **Sustainable purchasing practices in the orange juice supply chain:** Supply chain mapping will create a better understanding of the supply chain, allowing PANAO to develop a concept for sustainable purchasing practices.
- **Strong worker representations and social dialogue:** PANAO identifies approaches to strengthening worker representations and establishes a dialogue structure to facilitate negotiation processes between workers and employers.
- **Decent working conditions and living wages:** After recording the current working conditions and calculating the wage gap on selected pilot plantations, targeted approaches and measures for improvement will be developed and implemented.
- **Better framework conditions:** PANAO conducts a dialogue with partners at the German, European and Brazilian level, thereby shaping political developments.

The members of PANAO

In its launch phase, the Partnership for Sustainable Orange Juice is financed by the Federal Ministry for Economic Cooperation and Development (BMZ). Founding members are Beckers Bester, Kaufland, REWE Group (corporations), Christliche Initiative Romero, TransFair (Fairtrade Germany), TIE (civil society) and ver.di (trade union). The secretariat is organised within Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH. In addition to structures in Germany, PANAO is currently establishing structures in Brazil.

Find out more

If you would like to learn more, or are interested in becoming a member of the Partnership for Sustainable Orange Juice, please contact the secretariat under info@panao.org for more information.

Partnership for Sustainable Orange Juice

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
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