



**Partnership for  
Sustainable Orange Juice**





# The situation

## Social challenges

- Piecework under extreme physical strain
- In some cases without personal protective equipment – especially against pesticides
- Working time violations

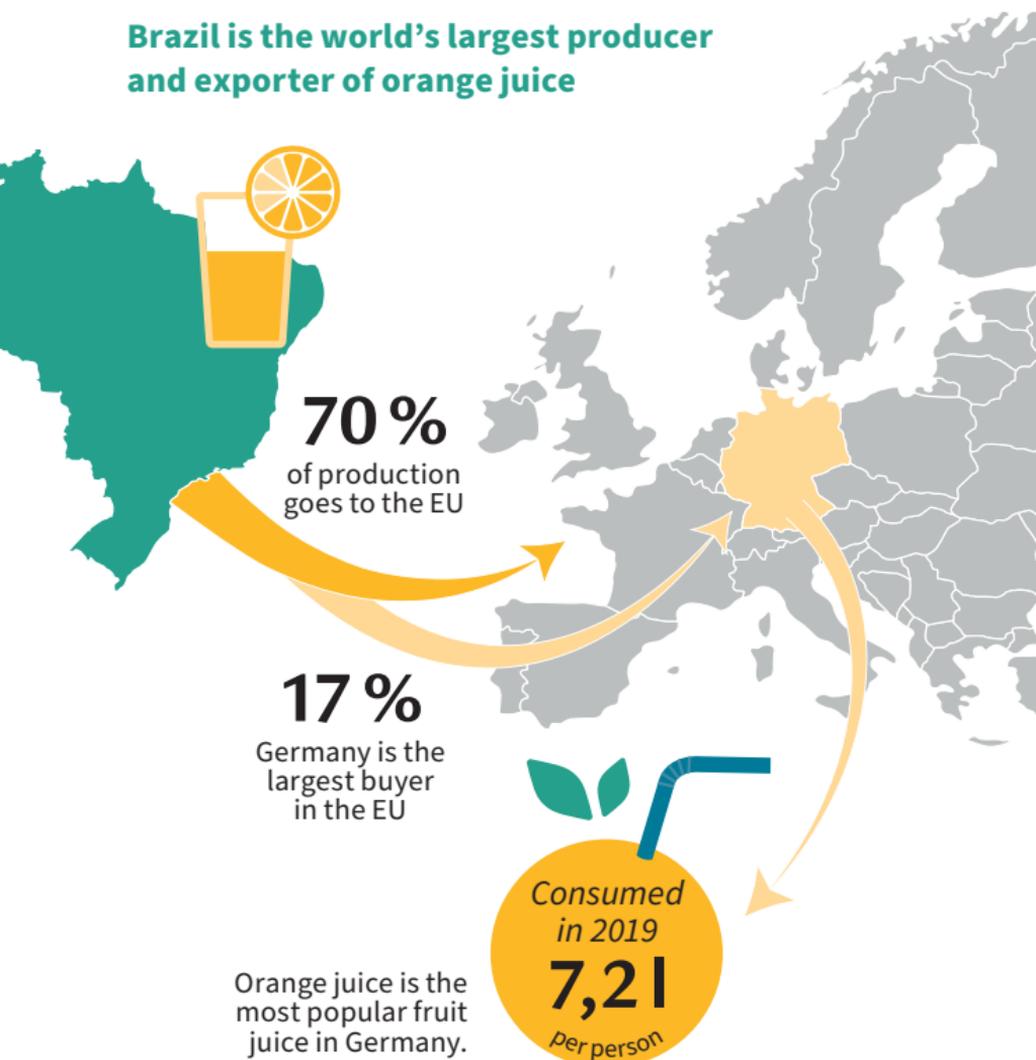
## Economic challenges

- Wages often below subsistence level

## Ecological challenges

- Use of pesticides and fertilisers
- High water consumption

## Brazil is the world's largest producer and exporter of orange juice





# The Partnership for Sustainable Orange Juice (PANA0)

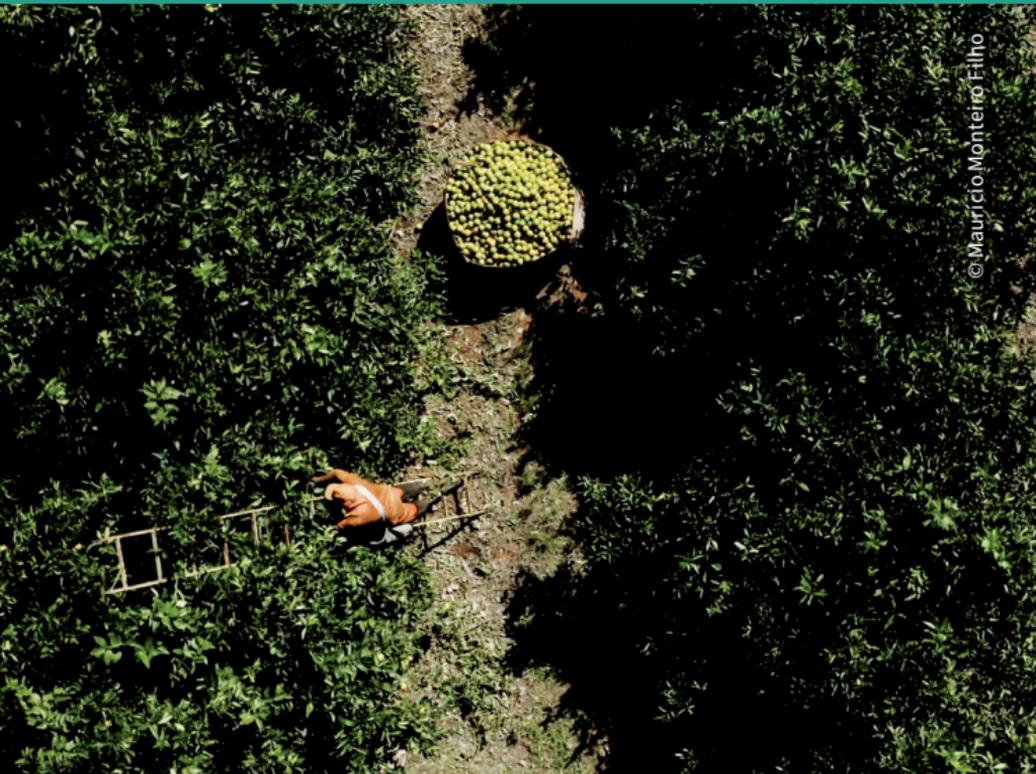
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PANA0 brings various stakeholders from the private sector, civil society, trade unions and politics in the producing and consuming countries together to address the social, economic and ecological challenges around orange juice production.

## PANA0 ...

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- provides a framework for coordinated action by stakeholders in Brazil, Germany and the EU
- pools knowledge and resources
- promotes dialogue and cooperation between stakeholders





## Our vision

PANAQ is committed to establishing a sustainable orange juice supply chain that offers workers better living and working conditions and protects and preserves natural resources in the production of orange juice.

### **Making our vision reality**

PANAQ operates in coordination with German development cooperation organisations, builds on work that is already underway, and implements ideas to improve the orange juice supply chain through projects in Brazil. Measures developed in these projects are tested for their effectiveness, refined and then disseminated widely.

In its activities PANAQ follows international guidelines such as the Decent Work Agenda of the International Labour Organization (ILO) and the OECD guidelines.

In a first step, PANAQ aims to establish better working conditions and higher wages on pilot plantations.

## Orange juice supply chain





## Our fields of action

- **Sustainable purchasing practices in the orange juice supply chain:** Supply chain mapping will create a better understanding of the supply chain, allowing PANA O to develop a concept for sustainable purchasing practices.
- **Strong worker representations and social dialogue:** PANA O members undertake to respect freedom of association and promote social dialogue, and to demand the same of their supply chain partners.
- **Decent working conditions and living wages:** PANA O records current working conditions and wages on selected pilot plantations and compares them to ILO core labour standards and the reference value of a living wage. Targeted approaches and measures for improvement are developed and implemented on the basis of these data.
- **Better framework conditions:** PANA O conducts a dialogue with partners at the German, European and Brazilian level, thereby shaping political developments.





## The PANA O members

The founding members of PANA O are Beckers Bester, Federal Ministry for Economic Cooperation and Development (BMZ), Christliche Initiative Romero, TransFair (Fairtrade Germany), Kaufland, REWE Group, TIE and ver.di.

The secretariat is organised within Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH. In addition to structures in Germany, PANA O is currently establishing structures of equal standing in Brazil.



Federal Ministry  
for Economic Cooperation  
and Development



Handel





# The benefits of PANAo membership

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Access to a broad network of experts dedicated to establishing sustainable purchasing practices and project activities in Brazil



Dialogue with German, European and Brazilian partners



Knowledge transfer among members and inspiration for new activities



Joint PR work raises awareness of sustainable orange juice among consumers



Sustainably designed purchasing practices with regard to societal and political developments



[www.panao.org](http://www.panao.org)





## Interested?

For more information on PANA O and membership in PANA O please contact our secretariat:

## Project Secretariat

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[www.panao.org](http://www.panao.org)

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