



## Campanha de RP, Sustentabilidade e Boas Práticas



**CITRUS**  
**BR**  
ASSOCIAÇÃO  
NACIONAL DOS  
EXPORTADORES DE  
SUCOS CÍTRICOS

1º ANO DA CAMPANHA



**FRUIT JUICE  
MATTERS**

## 2016:

- Desenvolvemos sistemas de gerenciamento da campanha
  - Sistema financeiro online
  - SONAR (monitoramento de mídia e redes sociais)
- Colocamos 14 países a bordo (selecionar agências em cada país, desenvolver plano de trabalho)
- Mapeamento de stakeholders em cada país (quem é a favor/contra/neutro suco de laranja em cada mercado)
- Desenvolvemos ferramentas de comunicação:
  - Mapa de mensagens com fundamentação científica
  - Fact sheets com informações sobre suco
  - Sumários de literatura científica
  - Fact sheets e tabelas nutricionais de referência
  - Website



**FRUIT JUICE  
MATTERS**

Website online desde setembro com informações sobre a campanha – foco cientistas, profissionais de saúde e nutrição, colaboradores

Até o final do mês: sites-espelho de cada país em seu idioma



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[JUICE IN YOUR DIET](#)

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## FRUIT JUICE MATTERS

**Science and health information on 100% fruit juice.**

There's more to 100% fruit juice than its refreshing taste.

Fruit Juice Matters is brought to you by AIJN (the European Fruit Juice Association). Our mission is to share the science behind 100% fruit juice and celebrate its goodness.

Study the research demonstrating the health benefits of fruit juice and see why world-renowned experts believe 100% fruit juice is good for health and a tasty and convenient way to fit a serving of fruit into our diets.

### Meet Our Scientific Expert Panel



### Carbohydrates and Sugars



### Sustainable healthy diets: An impression from the International Congress of Dietetics 2016



## Ainda em 2016:

Painel de Especialistas formado, contando com 5 cientistas de diversos países além de painéis de especialistas locais em alguns mercados

- Participam em eventos para profissionais de saúde e mesas-redondas com discussões sobre suco
- Atualmente estão escrevendo artigo conjunto sobre as recomendações da OMS referentes a suco (que inclui o suco na mesma categoria de produtos com açúcar adicionado)

Comitê de marketing com especialistas das grandes empresas (coca-cola, Pepsi, eckes granini etc) trabalhando em estratégias para envolver varejistas, amplificar mensagens em cada marca e iniciar trabalho em mídias sociais

Campanha representada em diversos eventos científicos, incluindo o ICD (International Congress of Dietetics) na Espanha, que acontece a cada 4 anos

## Meet Our Scientific Expert Panel



### Backed by science, guided by experts

While we've developed Fruit Juice Matters on a solid foundation of scientific research, we've gone one step further to ensure the accuracy of the information by establishing our Scientific Expert Panel (SEP). This is a group of independent professors who are world-renowned experts in food, nutrition, and health-related topics.

[LEARN MORE ABOUT SEP MEMBERS!](#)

# Reino Unido – antes da campanha

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**NHS** **choices** Your health, your choices

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## Sugar levels in children's fruit juices 'unacceptably high'

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Tuesday March 29 2016

"Fruit juices and smoothies contain 'unacceptably high' levels of sugar," reports The Guardian. That was the stark conclusion of a new study looking at the sugar content of fruit juices and smoothies marketed at kids in the UK.

Of the 203 kids' drinks the researchers checked from major supermarket shelves,



**Sugary drinks can increase the risk of tooth decay**

# Reino Unido – matérias positivas (campanha)



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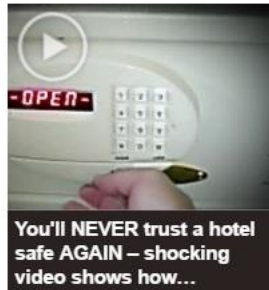
Home > Life & Style > Food > SHOCK survey reveals nearly all kids fail to get their five-a-day ...and this could be why



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## SHOCK survey reveals nearly all kids fail to get their five-a-day ...and this could be why

IT CAN be difficult to get kids to eat their greens but an alarming survey reveals that 91 per cent of children aren't getting enough every single day.

By FRANCESCA FRAWLEY

PUBLISHED: 12:13, Tue, Aug 9, 2016 | UPDATED: 10:24, Tue, Aug 16, 2016

Dr Sarah Schenker said: "I would encourage people to enjoy a sensible amount (150ml) of 100% fruit juice on a regular basis. It is an easy and tasty way to get one of your 5 A Day, especially for fussy eaters, and it can also help children become used to the taste of fruit and vegetables, helping lead to long-term positive food choices."

But are there other easy ways to increase fruit and veg portions without hassle?

Here Dr Sarah Schenker reveals five easy ways to get their five-a-day.



Fruit juice can be an easy way to increase intake of fruit

## **Algumas atividades acontecendo em Nov-2016**

Holanda – mesa redonda com cientistas na Universidade de Wageningen

Polônia – conferência na Universidade de Varsóvia

França – participação nas Journées Francophones de Nutrition

Todos os mercados – trabalho na mídia com press release sobre benefícios do suco de laranja para a saúde, com base na análise de 7 estudos científicos publicados entre 2015 e 2016





Em 2017, todo o trabalho junto à comunidade científica, profissionais de saúde, governos e imprensa vai continuar. É um trabalho essencial para defender o suco de laranja mas os resultados no consumo não são imediatos

Por isso, estamos desenvolvendo um plano para adicionalmente falar com consumidores por meio de mídias sociais, inicialmente com projeto piloto em dois ou 3 mercados para depois executar em todos os países



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**SUSTENTABILIDADE**  
**e**  
**BOAS PRÁTICAS**

# Últimos 2 anos: equilibrando a discussão



- Subcomitê de Sustentabilidade desde 2009
- Carbon Footprint – apresentando resultados na AIJN de 2010 a 2013
- Trabalho com grupo da Alemanha (engarrafadores e varejo) em 2014/15 para levar informações sobre o setor



Participação no CSR Expert Group, que recentemente desenvolveu código de conduta para o setor



- 27 membros (começaram com 5)
- Discussão governança – CitrusBR no steering committee
- Working group Brazil



Hotsite para divulgação de informações positivas sobre o setor no Brasil (inglês somente)



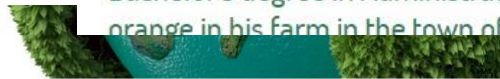
SUSTAINABLE Juice





Control and monitoring are essential in order to spray in an economically efficient and environmentally sustainable way

In order to be effective when spraying the groves, it's not enough to invest in technology, it's also necessary to plan and pay attention to details in order for this operation to be economically efficient and environmentally sustainable. That is the main lesson presented by Brazilian citrus growers who have adopted different strategies and reached good results in phytosanitary control in their farms. One example is the citrus grower Mr. Frederico Lopes. Bachelor's degree in Administration, he shares his time between managing 150 hectares of orange in his farm in the town of Tambaú, countryside of the state of São Paulo and working



#### Committee foresees partnerships with the private initiative in innovation process and to seek resources

The Brazilian government, through the Ministry of Agriculture, and the Committee on Sustainable Development of Agribusiness (CDSA), in the Brazilian Ministry of Agriculture, Livestock and Food Supply (MAPA) to propose innovation in public policy towards sustainability in the successful projects in this segment. "Brazil is making great strides however it still needs to find the resources to make it feasible for more modern environmental NGOs are forming important alliances and the financial sector in order to seek innovative solutions in this special advisor on environment and sustainability of MAPA, Mr. João

The committee will also follow all demands in MAPA related to environmental activities, analyzing, making referrals and assisting



The citriculture is the sector that creates more jobs in agriculture in the state of São Paulo

The orange production was the segment that created more jobs in 2016, among all agricultural categories in the state of São Paulo. According to the General Registry of Admitted and Laid-Off Workers (CAGED, in Portuguese), the agency linked to the Ministry of Labor and Employment of Brazil, from January to August 2016, the citriculture had 30,709 admissions. This amount also puts the sector among the 20 main job creators of the state.



Knowledge Center >

To the ILO, Brazil is a leader in fighting child labour >

Enquanto isso...

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In the Romero report (p 32-33) a list of 'most dangerous pesticides' includes two that the report says are banned in the entire EU: Paraquat dichloride (herbicide) and Flufenoxuron (insecticide).

I checked whether indeed these are banned in EU and whether these are included in the most recent PIC list for Orange in Brazil.

My findings:

- These two pesticides are banned in the EU; Paraquat since 2007 (<http://ec.europa.eu/food/plant/pesticides/eu-pesticides-database/public/?event=activesubstance.detail&language=DE&selectedID=1669>) and Flufenoxuron since 2011 (<http://faolex.fao.org/docs/pdf/eur119567.pdf>) Flufenoxuron is allowed in EU only for treatment of wood, not as plant protection product.
- Both pesticides are on the PIC list published/updated 21<sup>st</sup> September 2016 (see attached).
- For pesticides that are reported/suspected to be toxic to Bee populations: I also found that in 2013, the European Union voted to ban three of the most common neonicotinoids, of which two are also on the latest PIC list: Imidacloprid and Thiamethoxam.

## Sendo que:

- O flufenoxiron não é vendido há mais de 1 ano no Brasil, e mesmo se fosse, possui LMR na Europa, conforme tabela abaixo:

ATIVO	EUROPA	BRASIL	USA	JAPÃO	CANADA	CODEX
Flufenoxuron	0.30	0.20	0.30	2.00	1.00 L	0.40

- Já o Paraquate a ANVISA abriu consulta pública em 2015 para analisar o banimento no Brasil, porém, o setor de citros foi a favor de sua permanência, pois, entre muitos outros fatores, é de rápida degradação no solo, não comprometendo os nutrientes necessários ao desenvolvimento das plantas.

ATIVO	EUROPA	BRASIL	USA	JAPÃO	CANADA	CODEX
Paraquate	0.02	0.05	0.05	0.05	0.10	0.02

# Obrigada!

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