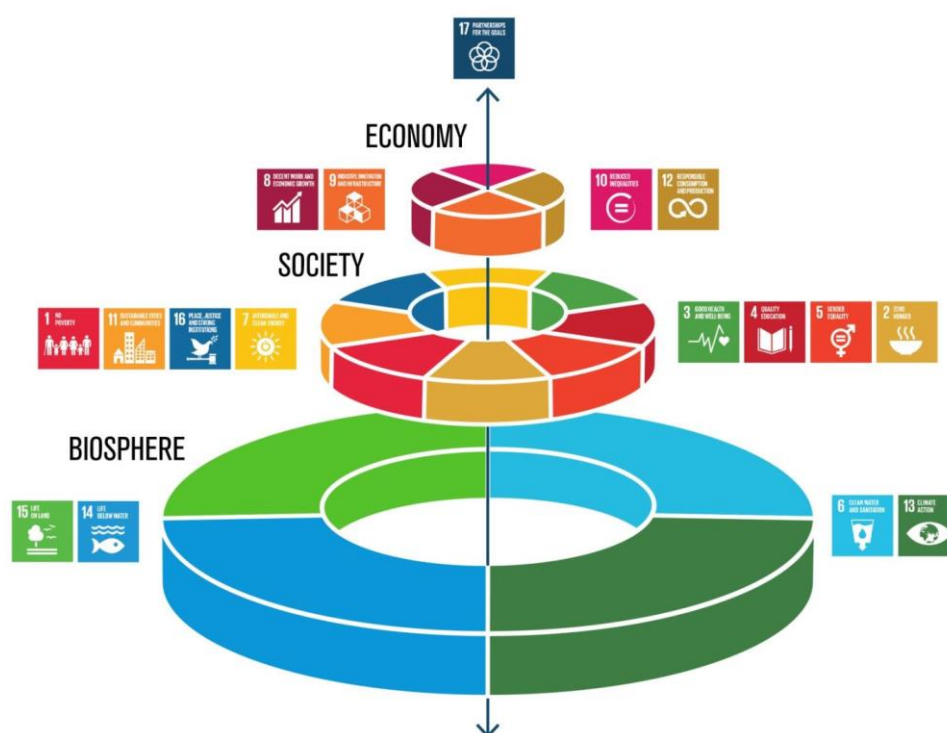


# Responsible Green Growth – BAMA’s Sustainability Strategy 2018–2024

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Graphics by Jerker Lokrantz/Azote  
for Stockholm Resilience Centre

## ***UN definition:***

***“Development that meets the needs of the present without compromising the ability of future generations to meet their own needs”***

## Foreword

The world's population is increasing and needs increasingly more food. Healthy and sustainable food.

Fortunately, there is a strong correlation between a healthy diet and a sustainable diet: it is a diet that is characterised by a high intake of fruits, vegetables, berries, whole grain products and fish, and a low intake of red and processed meat.

BAMA aims to give Norwegian consumers a greater number of new, tasty varieties and more protein-rich products, produced in a climate-smart and resource-efficient way, to increase their consumption of healthy, sustainable foods.

We will continue our efforts to ensure responsible green growth through dialogue and cooperation across the value chain. We set ourselves ambitious goals so that we can *offer the most sustainable products*. For us, this means that the products we deliver must be produced and handled in such a way that we help protect the environment and safeguard workers' rights, while also ensuring that our products are fresh and healthy – in line with customer expectations. Our cooperation will allow production to be maintained for future generations.

This sustainability strategy combines, complements and replaces BAMA's CSR and environmental strategies. Our research and development efforts provide us with a continuous stream of new knowledge and new technology, which in turn ensure that we constantly renew and improve ourselves to become more sustainable.

We want to be a driving force for the green shift, for a shift from an economy and value creation based on fossil resources to bioeconomic value creation based on renewable biological resources. We can succeed with this through profitable growth for our customers and shareholders, and by increasing the consumption of fruit and vegetables.

## Introduction

BAMA is Norway's largest player within fruit and vegetables. We are involved in everything from purchasing and production to the marketing and distribution of fruits, berries, vegetables, potatoes, flowers, fish and seafood from over 80 countries. Our vision is a healthier and fresher future. We want to make a positive contribution to social development through a healthier diet, rich in fruit and vegetables.

About 35 per cent of what we sell in Norway comes from Norwegian producers, mainly the members of the Gartnerhallen agricultural cooperative. The remaining 65 per cent comes from producers beyond our borders – also from countries where there may be violations of basic human and worker's rights. Our most important work in this context is to provide for continuous improvements in living, working and environmental conditions.

Our main environmental goal is to contribute to reduced food waste across the value chain. If we are to maintain optimal quality and reduce waste across the value chain, products must be properly handled and packaged from harvest to consumption.

Our requirements and our goals for how we negotiate and do business, and how we pack, transport, produce and deliver products to our customers determine our sustainability.

BAMA has an overall goal to offer the most sustainable products by:

- Promoting responsible green growth, for the benefit of producers, employees, local communities, customers and the environment
- Ensuring good product quality, with healthy, fresh and tasty food that keeps well
- Transitioning to the circular economy, where waste is a resource and all resources are exploited efficiently
- Using renewable resources that replace the use of fossil resources



Our strategy contains 23 goals that we plan reach by 2024, unless otherwise stated. We clarify our sustainability strategy through a number of BAMA policies, strategies and specific action plans, and report annually on their status.

## Responsible green growth

– for the benefit of producers, employees, local communities, customers and the environment

The products that BAMA buys and sells are in themselves biological and green, but our activity to bring these products to our customers represents an environmental burden by the fact that production affects biodiversity, consumes water and can pollute the environment. Producing and harvesting is labour-intensive and can be strenuous for those who work on a plantation, out in a field, inside a greenhouse or at a warehouse.

BAMA plans to build on the practice we have established in cooperation with suppliers, interest groups and authorities – both in Norway and around the world. Responsible green growth means that, at BAMA, we recognise our responsibility and assume an active role in society in relation to Norwegian consumers, the authorities and the business sector. BAMA will continue its efforts to become more sustainable across the value chain and ensure knowledge-based growth through research, innovation and product development.

Responsibility implies transparency about the products we present. Our promise to *offer the most sustainable products* will be monitored using a sustainability indicator for a selection of our most important products. The sustainability indicator is designed to provide both a quantitative and a qualitative expression of the product's most significant footprint in terms of sustainability, such as greenhouse gas emissions and water consumption per kg of product (quantitative) and whether the product is produced in accordance with the principles of integrated plant protection, with optimal packaging etc. (qualitative).

Therefore, BAMA's goals by 2024 are to:

1. Contribute to reaching the health authorities' goal of "five-a-day"
2. Develop and implement a sustainability indicator for a number of selected products
3. Increase the market value of Norwegian fruits, berries, vegetables and potatoes by 150 per cent within 2030
4. Offer new, tasty products to our customers and have 20 per cent sales via new varieties/solutions.
5. Ensure that suppliers comply with BAMA's Code of Conduct for Suppliers through dialogue and compliance monitoring
6. Eco-Lighthouse certificate national operations
7. Execute purchases in accordance with BAMA's policy

## Good product quality

– with healthy, fresh and tasty food

Fruits, berries, potatoes and vegetables are some of the healthiest and most eco-friendly foods we can eat. As Norway's largest player within fruit and vegetables, it is crucial for BAMA that all customers, grocery chains, commercial kitchens and consumers can trust our products; they must be safe to eat. We must provide for tempting, fresh products of the best possible quality across our value chain – all the way to the consumer.

BAMA has taken a leading role in developing fruit and vegetables both in Norway and around the world; our products are traceable, we have reliable temperature control, and we develop tools to optimise the use of packaging for each product group. Moving forward, our priority focus will be on new, tasty varieties and products. Consumption of fruit and vegetables will increase fastest if we can create delicious food experiences.

Therefore, BAMA's goals by 2024 are to:

8. Reduce annual food waste by fifty per cent in our national operations from 2016 to 2025
9. Optimise the packaging of at least 80 per cent of our products
10. Prioritise on research, development and innovation to find new and improved products and packaging
11. Deliver 100 per cent of our products without pathogenic bacteria or pesticide residues that exceed the admissible limits set by the authorities
12. Be able to trace 100 per cent of our products back to supplier and origin within four hours
13. Guarantee fresh products by ensuring that 100 per cent of our carriers meet temperature requirements

## Transition to the circular economy

– where waste is a resource and all resources are exploited efficiently

A circular economy involves moving from a linear “throw away” economy to an economy where resources are not wasted but are used for constantly new products. This also involves choosing the right resource for the purpose and using resources efficiently. Circular economics depends on cooperation in the value chain, where something that is considered as waste in one part of the value chain can produce value in another part, and where we work together to create a culture and economy for reuse, recycling and utilisation of resources – every step of the way.

The production of fruit and vegetables can be planned but not controlled. Pests can damage crops, and temperature and rain are important input factors that vary and affect production. We have experienced both that our suppliers have overproduction and that large portions of a crop are unsuitable for food. Both of these aspects must be handled in the circular economy. BAMA has a tradition of taking responsibility when such situations arise and a culture of initiating cooperation to find good, practical solutions for optimal resource utilisation.

Therefore, BAMA’s goals by 2024 are to:

14. Make sure that zero per cent of food waste goes to combustion
15. Sort at least 92 per cent of our waste into fractions that are reused and recycled
16. Streamline energy efficiency in our national operations by fifteen per cent
17. Have 100 per cent recyclable packaging, and 30% recycled plastic packaging
18. Increase the filling rate in freight transport

## Use of renewable resources

– that replace the use of fossil resources

BAMA's core activity is the buying and selling of fruit and vegetables, which in themselves are renewable resources. However, we still use fossil resources to package, transport and process fruit and vegetables. Replacing fossil resources with renewable resources is crucial for slowing climate change and securing the resource base for future generations.

The entire world is affected by climate change, but climate changes can take a wide variety of forms. Among other things, climate change will affect access to food and water and the quality of crops around the world. The largest source of greenhouse gas emissions is the production and use of energy, which amounts to around 70 per cent.

BAMA transports a lot of products and has large greenhouse gas emissions as a result. We set requirements for purchasing transport services, we prioritise transport by sea and by rail where we can, and we continuously work to increase our filling rate through developing new packaging solutions, for example. BAMA's other activities also produce greenhouse gas emissions. We therefore plan to map out the greenhouse gas emissions from our national operations in order to reduce emissions wherever possible.

Therefore, BAMA's goals by 2024 are to:

19. Reduce CO<sub>2</sub> emissions from transport
20. Use 100 per cent renewable fuel in Norway
21. Use 100 per cent renewable energy in our own buildings
22. Produce renewable energy ourselves by installing solar collectors, solar cells and/or geothermal energy
23. Stop using fluorinated gases

## Afterword

BAMA is working continuously to become more sustainable, and through continued and enhanced cooperation with suppliers and customers, we take responsibility across the value chain.

We will ensure knowledge-based growth and responsible green growth through research, innovation and product development.

Responsibility implies transparency about the products we present. Our promise to *offer the most sustainable products* will be monitored using a sustainability indicator for a selection of our most important products.



***Our vision: Make Norway fresher and healthier***

***Our responsibility: Stimulate increased consumption of fruit and vegetables***

***Our promise: Offer the most sustainable products***