



# PELICAN NEWS

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## Introducing our new Blueprint for the future

Blue Skies today launches its 2020 Blueprint Report called 'Here for Good'. The report highlights the progress we have made towards balancing the needs of people, planet and profit and unveils the next phase of our sustainability strategy.

There have been some fantastic achievements across the group during what has been a very challenging year, however as we emerge from the pandemic and face heightened global challenges, we have been compelled to update our Blueprint plan so that it is bigger and bolder than ever before.

This is why we are unveiling our Blueprint Vision for a world with zero poverty, zero biodiversity loss, zero waste and net zero emissions. This is in line with our aim of enabling thriving communities, living in harmony with nature while conserving our resources and protecting the climate. Our plan includes some ambitious targets including eliminating food waste by 2030, ensuring all our packaging is 100% recyclable and from at least 50% recycled content by 2025 and sourcing 35% of our energy from renewable sources by 2030.

You can download the full report from our Blueprint page at: [www.blueskies.com/blueprint](http://www.blueskies.com/blueprint)



### Our Blueprint Goals



#### 1. ZERO POVERTY

We will benefit communities and give people the opportunity to reach their potential



#### 2. ZERO BIODIVERSITY LOSS

We will protect natural habitats and create opportunities for nature and wildlife to thrive



#### 3. ZERO WASTE

We will ensure nothing is wasted and whatever is left is either reused or recycled



#### 4. NET ZERO EMISSIONS

We will reduce our impact on the climate and follow a path that leads us towards net zero emissions

## BLUEPRINT

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# Reggie Yates visits Blue Skies Ghana



Actor, television presenter, radio DJ and now Blue Skies business partner, Reggie Yates, travelled to Ghana this month to discover the story behind our 'oh so creamy' dairy free ice-cream. Reggie ventured from 'tree to tub' to meet our team of fresh fruit specialists and find out how our ice-cream is helping rural communities in Ghana. A big thank you to everyone involved in organising this visit. Over a tight schedule, Reggie was able to visit coconut farms and Foundation projects, tour our factory sites and join in with some intense keep-fit sessions! Look out for some of the amazing social media and marketing content that will come out of the visit soon.

## Coupon promo drives ice cream sales in USA



Tubs of Blue Skies ice-cream are taking over the shelves of this store in the USA. Ian Plumbly is our man in the USA, and he's doing a great job at securing new listings and incentivising sales with money off coupons to get more Blue Skies into the mouths of the American people.

## The Audit Report

It's been another bumper couple of months for audits. Recent successes included GlobalGAP audits for our key partner Copano Si and our Blue Skies Cote d'Ivoire operation. Blue Skies assistance and support was much more direct this year with a stronger involvement to also give first time success for a customer audit. Big thanks and well done to Gloria, Mark and our Copano Si partner Bema for all their hard work and efforts to pass these audits whilst flat out busy packing large volumes of mango! There were also successes for Egypt with successful Fairtrade and ISO 45001 results and Ghana who passed their GlobalGap audit with flying colours.



## Blue Skies wins Best Fruit Drink



**GHANA BEVERAGE AWARDS**  
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Congratulations to Blue Skies Ghana on picking up yet another award at the Ghana Beverage Awards. This year, Blue Skies won best Fruit Drink. Other winners included Storm Energy Drink and Coca Cola. Blue Skies Juice is also nominated for Product of the Year at the 2021 Ghana Manufacturing Awards.



# HEALTH AND WELLBEING

## Ghana celebrate World Day for Safety and Health

Blue Skies Ghana celebrated World Day for Safety and Health with a morning aerobics exercise (pictured) under the theme of “Anticipate, Prepare and Respond to Crises”. To mark the occasion, the safety team also embarked on safety talks with staff throughout the day. Ghana also carried out a malaria awareness campaign in April and have this month been educating staff on hypertension as part of their Heart Health drive.



## Ergonomic mats added to occupational gym in Brazil



Last month we reported on the return of occupational gymnastics in Brazil which has helped to almost eliminate reported aches and pains caused by repetitive activities. This month the team in Brazil have gone a step further by introducing ergonomic mats to provide greater comfort for people working in the factory (pictured left)



## THE PANDEMIC

### One year on...

It's been just over a year since Pelican News reported on how each of our sites were managing with COVID in their countries. So a year later, what's the situation, and how are they doing? This month, we look at Brazil and Egypt...

In Brazil, case rates are still very high and the vaccination programme has been slower than hoped. Hospitals have struggled to cope with many exceeding capacity. Airfreight restrictions have hit the business hard and this has led to a period where the factory has been unable to supply. In the meantime, many measures have been introduced in the factory, including temperature checks, mandatory face masks, hand sanitation stations (see pictured below), and staggered lunch breaks to enable social distancing.

In Egypt, new measures have recently been announced by the government to prevent cases from rising. Large gatherings have been banned and an evening curfew introduced for shops and restaurants. Egypt has also introduced mandatory face masks, hand sanitation stations and social distancing where possible.



*Pictured: Milena de Sant'Ana Romano, Quality Supervisor at Blue Skies Brazil is the first employee to receive a vaccine as she is in the essential qualifications category defined by the government.*





## FOUNDATION FOCUS

AN UPDATE ON OUR LATEST PROJECTS

# Foundation projects built in record time



All our 2021 projects in Ghana are nearly complete. In just a little over four months, projects including the construction of teacher's accommodation, a new toilet block for a school and the completion of a training centre for people with disabilities, have been built. Our projects in Senegal, South Africa, Egypt and Brazil will commence over the next few weeks.

## Blue Skies staff set off on 8,000km walk support of TreeAid



People at Blue Skies have been taking part in the 8,000km 'Great Green Walk' in support of Tree Aid. The challenge involves everyone each day logging the distance they have walked, run, swam or cycled with the aim of collectively travelling 8,000km (the width of Africa's Great Green Wall) in eight weeks! At the time of writing, staff had collectively managed over 1,500 km in just five days, with the furthest distance achieved by the Blue Skies Pitsford, with Blue Skies Ghana in second place. You can follow the team's progress at [www.blueskies.com/results](http://www.blueskies.com/results)

You can sponsor Team Blue Skies to raise money for Tree Aid at: [www.justgiving.com/fundraising/blueskiesgreatgreenwalk](http://www.justgiving.com/fundraising/blueskiesgreatgreenwalk)

## Delivering high service levels in tough times



Blue Skies received a big compliment from Albert Heijn for our exceptional efforts to keep deliveries at such a high level. During our monthly consultation about service level and delivered freshness, the Dutch Operations team was commended on their commitment. The transparent collaboration is bearing fruit. We are getting a little better with each day. For the coming period, omnichannel thinking is increasingly central to our planning. This means that we will plan even more precisely based on separate sales figures from Albert Heijn Netherlands, Albert Heijn Belgium and Albert Heijn Online.

*Paul van Breukelen*

## Putting leftover fruit to good use



Blue Skies in France have supported the Blueprint 'Zero Waste' and 'Zero Poverty' goals together by giving away leftover stock to 'Les Restos du Coeur', a charity that redistributes food to the homeless and people on a low income. This is an excellent initiative which not only helps vulnerable people but also helps Blue Skies work towards its target of zero food waste by 2030.

# Meet Lucinda Hills from Blue Skies SA



**This month, we introduce Lucinda Hills from Blue South Africa. Lucinda joined Blue Skies this year and was also recently married - on the 2nd of May. Congratulations to the newly weds. We wish you all the best together.**

My name is Lucinda Hills, I've been working in the Health and Safety industry for over 5 years. I started out working as a general worker in the construction industry, and there I was exposed to safety. I grew to understand the concept of being part of a group of people whose main purpose was to ensure the health and safety of employees at the workplace. I then became part of that team as a health and safety administrator and I loved

the job and the challenges that came with it. I did my Samtrac and worked as a Safety Officer for the past 5 years before I started at Blue Skies Fresh Produce. Since I started on the 1st of March 2021 at Blue Skies I have been accepted as part of the family and I have found my home here. I am hoping to be able to ensure the health and safety of all employees at Blue Skies for as long as I can.

How is it like to work for the company? Working for this company for the past two months is like I have found my place in the universe. Everybody here is so kind and caring about one another like a well oiled machine. The employees at Blue Skies are working together like one big happy family, and I would love to be part of that team for as long as I can. *By Lucinda Hills, Blue Skies South Africa*

## Egypt juice team celebrate Iftar together



Pictured: the team at Blue Skies Egypt juice come together for a Ramadam Iftar after work.

## Celebrating the life of Daniel Safo

Blue Skies was saddened to learn of the passing of Daniel Safo in Ghana recently. Daniel was an erstwhile shareholder, former director and always good friend of Blue Skies. He played a huge part in helping Blue Skies get started in 1997. Daniel continued an active life well in to his senior years, perhaps unsurprising given his love for farming, business and the many opportunities he took advantage of. Daniel Safo will be very much missed but will be remembered for the vital role he played in the development of agriculture and helping to put Ghana on the map as an important producer of pineapple.

## Happy Birthday!



A very Happy Birthday to Emily Addo Boateng and Perpetual Ofasi from Blue Skies Ghana who both celebrate their 50th birthdays this month! Many happy returns to everyone who has celebrated a birthday recently.

## NEXT MONTH:

- More exciting news on our brand
- An update on our Foundation projects