

Factsheet

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Tropicana and Copella in the Community

While we seek to be successful in meeting consumers' needs and desires, we also believe that it is important to give something back to the communities in which we operate, something we call 'Performance with Purpose'.

In the UK, we have worked with charities raising health awareness and helping disadvantaged children. We also work closely with our suppliers, who share our values and run a range of wide-reaching social programmes to support their employees and local communities.

Breakfast with Tropicana

Tropicana juices provide high levels of Vitamin D, which can reduce the risk of developing some common cancers by as much as 50%.

In 2004, Tropicana sponsored Britain's Biggest All Day Breakfast, where hundreds of thousands of people nationwide had breakfast together to raise around £250,000 for Cancer Research UK.



A child enjoying National Apple Day

Tropicana has been working with Magic Breakfast since 2008 to donate fruit juices to breakfast clubs in primary schools serving deprived communities. In the UK an estimated 3.8m children grow up in severe income poverty. Magic Breakfast seeks to enable some of these children to gain a nutritious start to the day that they would otherwise miss out on.

In 2009, Tropicana, together with Quaker Oats, helped Magic Breakfast provide breakfast for 80,000 school children. Tropicana, Quaker and Magic Breakfast hope to reach 250 schools by the end of 2010. This would result in 10,000 children benefiting from a healthy, nutritious breakfast at the start of every school day – a total of 2m breakfasts a year.

Supporting our local community

Copella has been based near the village of Boxford, Suffolk, since the 1930s, and was joined by Tropicana Smoothies at the end of 2007.

At Boxford, we are committed to increasing our role in the community. To do this, we have established a community liaison group, including district and parish councillors.

The Copella facility plays an active role supporting local schools. Employees have established a Reading Buddies scheme, where they go to local schools every week to read books with the children and thereby encourage literacy.

The plant is also funding a footpath to a local school. Currently, parents and children walk to the local school on the road. The new footpath will mean safer and more enjoyable journeys to school, as well as discouraging car use.

Investing in the local environment

Boxford is in the heart of the beautiful Suffolk countryside and surrounded by sites of special environmental interest. Over the years, we have donated funds to support, protect and enhance the local countryside, providing over £30,000 between 2002 and 2004 to conservation initiatives in Suffolk.

Supporting the local economy

Copella has a strong relationship with local and regional orcharders. As we source local apples for our presses at Boxford, we contribute a great deal to the local fruit growing economy.

We recently received permission to expand our operations, which will mean that more orchards will be planted in the region, creating new local employment.

Copella and the National Trust

Copella celebrates National Apple Day by sponsoring the National Trust's Apple and Orchards Days. These events are free and open to the public and celebrate the autumn harvest at some stunning National Trust properties scattered over the country.

Activities include apple pressing and orchard tours, and children can enjoy storytelling, games and craft activities.

Working closely with suppliers

Tropicana worldwide sources premium fruit from around 3,000 suppliers across the globe. We are committed to ensuring that all our fruit is sourced ethically and sustainably. At Tropicana, we have our own code of conduct which all of our suppliers agree to. This ensures a level of standard, even where accreditation schemes, such as Fairtrade or Rainforest Alliance, are unavailable.

Did you know...

... A horse born at RSPB Minsmere was named Copella as a measure of thanks for the money raised by the Copella Countryside Trust.

... Several graduates from the *Bom de Bola* scheme have gone on to play professional football in Brazil, for top clubs like Santos, Corinthians and Palmeiras.

... *Projeto Pescar* is part of a national charitable foundation, and is affiliated to the Prince of Wales' International Business Leaders' Forum.

Citrosuco in Brazil

One of our main suppliers, which supplies all of Tropicana's orange juice in the UK, is Citrosuco. Citrosuco shares our belief in giving something back to the community in which it operates and runs a number of community projects.

Bom de Bola is a football scheme that promotes education and physical health. Children receive professional coaching on the understanding that they commit to improving their school attendance and grades. Citrosuco has found that the scheme has resulted in improvements to school attendance, behaviour and grades for every child who participates.

Projeto Pescar targets children from deprived or vulnerable backgrounds and provides them with coaching, training and personal development. Citrosuco funds four separate Pescar projects, and provides a full-time member of staff for each, plus a classroom and materials.

Dr Saude is a roving bus staffed by doctors that provides free medical advice to Citrosuco's employees. The bus also dispenses kit and equipment for dental and sexual health and provides support and advice for around 15,000 workers each year.

Citrosuco also sponsors *PROERD*, a schools programme run by police which educates children to help keep them away from drugs and violence. Citrosuco helps cover the cost of booklets, certificates, and t-shirts, which are given to over 10,000 children every year.

Brazilian children participating in the *Bom de Bola* project



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