



**Food and Agriculture  
Organization of the  
United Nations**

**BUILDING RESPONSIBLE  
GLOBAL VALUE CHAINS  
FOR SUSTAINABLE  
TROPICAL FRUITS**

## **Concerned about risk and sustainability in avocado or pineapple supply chains?**

**FAO can help businesses be more sustainable and resilient to external shocks**

### **CONTEXT**

In recent decades, global production and trade of tropical fruits have grown dramatically. Today, tropical fruits constitute a part of healthy diets for millions of people and contribute to rural and economic development. The COVID-19 pandemic and concerns about sustainability (environmental, social and economic) have highlighted business risks that must be addressed to ensure continued success in these value chains.

As companies struggle with business risk, responding quickly to immediate concerns can take precedence over dealing with longer-term sustainability issues. However, addressing these issues, including adopting a due diligence approach, can improve the operational and financial viability of businesses in the short-term, while also building long-term value for producers, customers and consumers.

Many companies are already taking steps to **address sustainability risk** in their operations. However, value chains are vulnerable to risks and shocks beyond the control of any single actor. Thus, concerted actions can benefit all industry stakeholders. With this in mind, FAO is leading the project **Building responsible global value chains for the sustainable production and trade of tropical fruits**.

### **OPPORTUNITY**

The “Responsible Fruits” project helps companies operating in avocado and pineapple supply chains to strengthen or establish risk-based due diligence systems that will make their operations more sustainable and resilient to shocks such as COVID-19. The project will provide a confidential environment for peer learning on pre-competitive issues. It will develop a series of demand-driven guides on specific technical challenges to be determined by project participants (e.g., water footprint, climate change, traceability, labor issues, etc.) and identify measures and good practices to overcome these challenges. It will analyze the policy environment and incentives, aiming to identify opportunities to accelerate sustainable investment in these supply chains.

The project builds on more than a decade of FAO experience working with the private sector on tropical fruits. This includes facilitating the **World Banana Forum**, a multi-stakeholder platform that enables industry players to discuss, seek technical support, share good practice and access innovative research on sustainability in the banana sector. It also builds on work with over 30 leading enterprises and industry associations to apply risk-based due diligence recommendations of the **OECD-FAO Guidance for Responsible Agricultural Supply Chains**.

## INVITATION

The project seeks the engagement of companies, trade associations and producer organizations involved in the avocado and pineapple value chains. Participants will guide FAO to identify priorities and good practices to reduce risk and enhance sustainability and provide input to where the project should focus its resources. A key input is the identification of priority topics for the technical guides.

**There is no cost to participate. Confidentiality will be strictly protected.**

**Interested in joining the project or learning more?**

**Please contact us:**

[Responsible-Fruits@fao.org](mailto:Responsible-Fruits@fao.org)

[www.fao.org/economic/est/issues/investment/building-responsible-value-chains-for-tropical-fruits/en](http://www.fao.org/economic/est/issues/investment/building-responsible-value-chains-for-tropical-fruits/en)

Markets and Trade Division

**Food and Agriculture Organization of the United Nations**

Rome, Italy



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