



Greener Fields Together Case Study Summary

Sunkist: From Grove to Glass and Beyond: Using the Whole Fruit



The Greener Fields Together National Farm program is designed to build and manage a farm supplier network dedicated to examining and improving sustainability in their operations. Through 5Ps of Sustainability™ Verified Case Studies, SureHarvest will assist Greener Fields Together National Farm partners to evaluate their sustainability efforts according to the 5Ps. SureHarvest then conducts on-site verification to ensure accuracy and authenticity.



Meet Greener Fields Together National Farms Partner:

Formed in 1893, Sunkist is a not-for-profit marketing cooperative owned by and operated for its citrus grower members in California and Arizona. In 2012, the growers entered into a joint venture with Ventura Coastal, LLC, a large, wholesale citrus processor in southern California, which processes Sunkist's citrus fruit that does not meet its quality standards for fresh, whole fruit retail or foodservice sale; in many cases, fruit culled because of nature's surface blemishes or irregularities -- ensuring that every part of the fruit is used, even the peel.

5Ps Verified Case Study: Total-Use Citrus Waste Management

As part of a commitment to reduce waste, Sunkist has focused its efforts on identifying, expanding, or creating markets to utilize citrus fruit that does not meet quality standards for fresh sale. In 2012, Sunkist established a partnership with Ventura Coastal that furthers that goal through Ventura Coastal's processing operation, which uses every part of the fruit to be sold to a variety of markets and customers. SureHarvest documented and verified Ventura Coastal's total-use citrus processing program using the 5Ps of Sustainability.™

Sustainability Highlights

Sunkist has a history of innovation and stewardship demonstrated in its effort to reduce or eliminate citrus fruit waste. By providing Ventura Coastal with its byproducts, Sunkist ensures that its growers' fruit is being utilized, while also providing the market with various desired and profitable citrus products.

Ventura Coastal is a strong partner for Sunkist, and upholds the highest standards of production. This commitment to safety and quality is demonstrated by its status as a Safe Quality Food certified manufacturer, earned by adhering to strict industry guidelines verified by annual third-party audits to ensure that processes are continually maintained and improved.

NEARLY
100%
USAGE OF
CITRUS FRUIT

Fruit that does not meet Sunkist's fresh go-to-market size or appearance quality standards is processed into a wide variety of products. As part of Ventura Coastal's total-use processing business model, efficient use is made of the entire fruit.



SureHarvest utilizes its 5Ps of Sustainability™ – a continuous improvement

business management methodology – to craft case studies that evaluate the alignment and execution of Greener Fields Together National Farm partners’ sustainability efforts that contribute to financial profitability, environmental stewardship and social progress. Each case study goes through a verification step to confirm that the reported information is accurate, thorough and authentic.

Principles

The core values that define the business strategy

Processes

The sets of managed activities that create internal and external value

Practices

The methods used to accomplish the desired operational results

Performance Metrics

The metrics and measurements used to evaluate practice and process results

Progress

The approach used to document, communicate and drive continuous improvement over time

1. Sustainability Principles

Dedicated to sustainability, including using all parts of citrus fruit, Sunkist and Ventura Coastal have adopted principles that ensure the production of high-quality citrus byproducts. Also, as a Safe Quality Food Institute (SQF) certified operation, Ventura Coastal meets strict criteria on the effectiveness of its operations at every control point. The annual audit conducted by SQF includes standards for mitigating waste and negative environmental impacts of energy usage, and health and safety impacts of water usage.

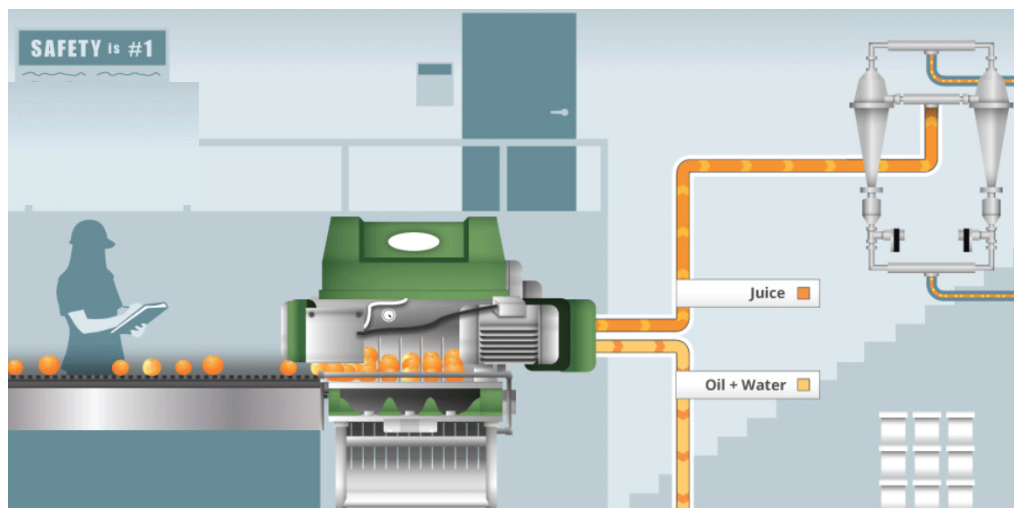
2. Sustainability Processes

Combining its dedication to reduce waste with the recognition that a market exists for every

part of the citrus fruit, Sunkist and Ventura Coastal have established a process to provide hundreds of customers, including grocery store chains, dairies, and beverage manufacturers, with desired products that also provide additional income to the growers.

3. Sustainability Practices

The partnership employs comprehensive practices to guarantee every part of the fruit that is not sold for fresh use by Sunkist is marketed as commercial byproducts. Even the peel is used which is delivered to local dairies as a nutritious additive to cattle feed. Specific manufacturing practices are defined, documented and audited as part of the SQF program.



From incoming Sunkist growers’ fruit, Ventura Coastal uses integrated extraction processes at two plants to produce juice, pulp, oil and essence products for consumers. Remaining peel product is shipped to local dairies for feed.



Each year, Ventura Coastal sells approximately 285,000 short tons of citrus peel to dairy farmers throughout the state of California to be used as a primary nutritional ingredient for cattle feed.

After receiving citrus fruit from growers, Ventura Coastal extracts the raw juice, pulp, peel, and essential citrus oils. The juice is either processed as single-strength juice or concentrated to be blended with citrus oils and other ingredients to meet customized flavor, color, and taste preferences of its customers. The peel is shipped to dairies for use as feed. The pulp, which has been separated from the juice, is packaged into drums and pails. Essential oil, extracted from the fruit during squeezing, is refined and purified for shipment. Citrus essence – the naturally-occurring citrus aroma – is also captured and marketed. Finally, water is reclaimed as part of the process to reduce waste and for reuse.

4. Sustainability Performance Metrics

Committed to SQF certification as a matter of company policy, Sunkist and Ventura Coastal regularly evaluate program performance, internally and through third-party audits. In addition to using Sunkist's waste, Ventura Coastal regularly monitors machinery to ensure it is operating properly to achieve quality, safety and efficiency standards. Integrated Pest Management practices are also monitored and documented in the operations

5. Sustainability Progress

Sunkist and Ventura Coastal are committed to the continual evaluation and improvement of its total-use concept. In fact, as a SQF certified manufacturer, Ventura Coastal has an SQF practitioner assigned to

oversee the development, implementation, review, and maintenance of the SQF system and communicate to relevant personnel all information essential to ensure effective implementation and maintenance. The company undergoes annual audits which require the regular examination of certain criteria related to sustainability and ensure adherence to a process that inherently fosters continuous improvement by reviewing year-over-year scores.



SQF certification ensures that Ventura Coastal is continuously improving its processes to maximize usage of all parts of the citrus fruit it receives.

VENTURA COASTAL
PROCESSES AROUND
30 MILLION
SINGLE STRENGTH
GALLONS OF CITRUS
JUICE ANNUALLY
FROM SUNKIST FRUIT

DURING PEAK SEASON,
VENTURA COASTAL
PROCESSES NEARLY
5,000
SHORT TONS OF
FRESH FRUIT
EACH DAY

Sunkist: Total-Use Citrus Waste Management



Sunkist is a not-for-profit marketing cooperative formed in 1893. It is entirely owned by and operated for thousands of California and Arizona grower members. Sunkist members grow oranges, tangerines, mandarins, tangelos, lemons, limes, grapefruit, organic citrus and table grapes.

In 2012, Sunkist entered a joint venture with Ventura Coastal, LLC to manage its citrus fruit juice operations. Headquartered in Ventura, California and with production and packaging facilities also in Visalia and Tipton, Ventura Coastal produces customized blends of orange, lemon, and grapefruit juices, oils, essences, and pulp for over 300 clients.

For more information, please visit

www.sunkist.com

www.venturacoastal.com

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The Greener Fields Together National Farm program was launched in 2012, with the intent to build and manage a supplier network of national farms dedicated to examining sustainability in their operations. Through the completion of 5Ps of Sustainability™ Verified Case Studies and reporting, the program will reveal the efforts being made toward more sustainable operations.

Sustainability process areas in the Greener Fields Together National Farm program include:

- Community
- Employee Wellness
- Energy and Climate
- Packaging
- Pest Management
- Soil Management
- Waste Management
- Water Management

The Greener Fields Together effort will demonstrate the commitment farmers are making toward ensuring a future for food.

For more information, please visit

www.greenerfieldstogether.org



SureHarvest is an agri-food sustainability solutions company delivering practical strategies, proven technologies, and exceptional services to accelerate financial profitability, environmental stewardship and social progress.

Clients span the agri-food value chain and benefit from SureHarvest's market-leading expertise and experience in the design, execution and verification of sustainability initiatives. Our services are often coupled with farm management and sustainability program management software technologies to provide turnkey solutions.

SureHarvest is the pioneer in adapting business process approaches (e.g. Total Quality Management, Six Sigma, Lean, etc.) to the more variable conditions of farming, harvest logistics, and packing/shipping. Titled the 5Ps of Sustainability™, this business process management approach is used as the principal strategic framework for creating value with our customers.

For more information, please visit

www.sureharvest.com