Get in touch!

Are you interested to start collaborating with like-minded companies and organizations within the sector?

Please get in touch with **Jenny van Son** to learn more about joining SIFAV.

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SIFAV

Sneak peek of the 2026-2030 program

✓ **Learn and address sectoral challenges together:** Join regular knowledge exchanges with peers and experts on climate, regenerative agriculture, water, food systems, climate resilience, living wage, and more.

✓ **Drive impact and reduce risks through certification:** Apply the Baskets of Standards to improve working conditions and environmental management, and engage with standard-setting bodies to advance science-based improvements.

✓ **Take collective action:** Collaborate on water stewardship, soil health, and scalable solutions for grievance mechanisms and working conditions.

✓ **Advance responsible business practices:** Identify efficiencies in Living Wage implementation and explore practical ways to apply responsible purchasing practices and overcome barriers.

✓ **Benefit from partnerships:** Benefit from strengthened external connections through SIFAV to align efforts and co-create solutions toward shared sustainability goals.

WHY JOIN

- → **Access to a trusted sector platform for collaboration, knowledge exchange, and joint innovation**
- → **Efficiency and cost savings through co-developed tools and aligned sustainability practices**
- → **Use of credible, established approaches that reduce duplication and support harmonization**
- → **Opportunities to co-create impactful projects with ambitious peers across the supply chain**
- → **Support to grow from minimum compliance to meaningful sustainability contributions**
- → **A platform to build capacity and align across borders, helping overcome shared challenges**

SIFAV

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sustainable-initiative-fruit-and-vegetables-sifav

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The SIFAV2030 ambition

SIFAV

SIFAV unites the fruit and vegetables sector to shape a resilient and sustainable sector, by facilitating positive change, innovating at scale and learning from each other.

- Collaborate across the sector in a pre-competitive space
- Access shared knowledge, tools, and insights
- Co-create innovative projects to tackle shared challenges
- Align on credible approaches to improve efficiency and harmonization

What is SIFAV?

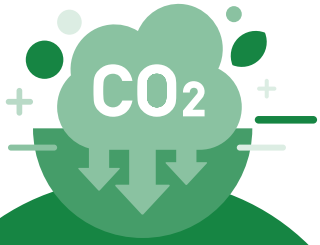
The Sustainability Initiative Fruit and Vegetables (SIFAV) is a global initiative that unites the private sector, civil society organizations , associates and voluntary standards active in the fresh fruit and vegetable sector. Founded in 2012, SIFAV builds on 15 years of experience and has grown into a pre-competitive platform to drive meaningful impact together.

SIFAV platform where companies collaborate to streamline sustainability approaches, improve harmonization, and drive collective action. Through sector-wide partnerships, we co-create innovative projects to tackle shared challenges, foster knowledge exchange and capacity building, and drive cost efficiency by developing and sharing credible tools and practices. Together, we accelerate impact and shape a more sustainable future for fresh produce.

40+ partners

SIFAV2030 impact topics

Together we commit to work towards these targets in the coming years



Climate change

We commit to transparency in CO_2 emissions and set science-based targets to reduce carbon emissions in own operations and along the value chain, aligned with the Paris Agreement 1.5°C goal.

Minimum (mandatory): Within 1 year of starting in SIFAV2030, to have started the process of developing and submission of your science-based reduction targets for Scope 1, 2, and 3 emissions (aligned with the 1.5°C pathway of the Paris Agreement), and your greenhouse emissions inventory for third-party verification.

Meaningful (mandatory): By 2030, take action and demonstrate progress against your company's reduction target, aligned with the 1.5°C pathway of the Paris Agreement, across Scopes 1, 2, and 3.

Water

We commit to responsibly manage water resources, improving its availability for all stakeholders, minimizing water-related risks through certification, efficient use, conservation, and collaborative action across industries and communities.

Minimum (mandatory): By 2030 to ensure implementation of good water management by using standards from the Basket of Water Standards for at least 85% of contracted volumes coming from high water risk countries

Meaningful (optional): By 2030 to join and actively collaborate in at least additional collective action project on water stewardship in a high-risk water catchment.

Regenerative Agriculture

We strive to actively restore and enhance ecosystem resilience by adopting regenerative agricultural practices that increase soil health.

Minimum (mandatory): In 2027 for SIFAV to have developed an Environmental Basket of Standards and for partners to measure baseline percentage of production covered by the basket

Meaningful (optional): By 2030 to join or carry out 2 individual or collective projects which implement best practices of regenerative agriculture, with the aim to contribute to restoring soil health.

Responsible Purchasing Practices

We commit to implementing responsible purchasing practices that foster a transparent and accountable supply chain that respects human rights and enhances environmental preservation

At SIFAV, sustainability is not just a goal, it is a shared responsibility.

Our 2030 strategy is built on seven interconnected pillars and processes that drive meaningful impact across environmental, social, and governance dimensions. Together, these pillars and the underlying principles form the foundation of a resilient and impact-driven fruit and vegetable produce sector.

Living wage

We strive to measure and reduce the living wage gap for workers across the supply chain to support decent living standards and financial stability.

Minimum (mandatory): By 2030 to measure the living wage gap for at least one product or geography (going beyond bananas), while alignment with the SIFAV collective priority is highly recommended.

Meaningful (optional): By 2030 to verify calculations of the living wage gap and start reducing the living wage gap for the chosen product or geographical focus (going beyond bananas).

Working conditions

We implement social compliance schemes and adopt best practices to ensure safe and healthy work environments for all workers in the supply chain.

Minimum (mandatory): By 2030 to ensure decent working conditions by using social compliance schemes from the Basket of Social Standards for at least 100% of volume coming from high- and medium-risk countries.

Meaningful (optional): By 2030 to enhance effective workers dialogue in all fruit & vegetable supply chains through implementing an effective and accessible grievance mechanism.

Flexible Commitment Model

Minimum targets: Members commit to all minimum targets in the 5 vertical impact topics, to operate beyond basic compliance, avoiding or reducing harm to the environment and society.

Meaningful targets: Partners commit to at least a meaningful target level for the impact topic of climate change, to achieve positive impact through best-in-class business practices that actively contribute to improve the environment and society.

The SIFAV2030 commitment model is designed to:

- → Support members in addressing key sustainability impact areas
- → Allow engagement at a level that matches each member's capacity
- → Promote gradual progress and sector-wide advancement
- → Encourage participation from new and diverse members

Due Diligence

We comply with SIFAV's and sector standards as a foundation for sustainable operations and a license to operate – reporting in line with EU CSRD, ESRS & CSDDD