

GRUPO VERFRUT CHILE & PERU RESPONSABILIDAD SOCIAL EMPRESARIAL

www.verfrut.cl

ШНО ARE ШЕ?

Verfrut was founded in 1996 by its owner and current company president Romano Vercellino, who started as a small grower in central Chile. Today, more than 30 years later, the VERFRUT GROUP is made up of 5 related companies, with more than 4,300 hectares of orchards in production in Chile and more than 2,700 hectares in Peru, making the company the largest single fruit grower in Chile and the largest grape producer in Peru.

During the 2020-2021 season, Verfrut exported more than 15 million boxes of fruit, equivalent to more than 130,000 tons of fresh fruit. In the next 2 years, the Verfrut Group will export more than 190,000 tons of fresh fruit from its own orchards; which extend from northern Peru, through northern, central and southern Chile, growing a wide range of different fruit varieties.

Following the same strategy, Verfrut owns and operates 6 packing plants, one in Peru and five in Chile, where 100% of the fruit that Verfrut exports is packed, all under the most advanced technology and high demand certifications. In the last 2 years, the Verfrut group has invested more than 15 million dollars (USD) in state-of-the-art packing facilities.

DESTINATION MARKET



Verfrut exports to more than 50 countries in 5 of the 7 continents in the world. These continents have an extremely diverse mixture of customers within each country. Despite its diversified global distribution, North America and Asia are the company's anchor markets.

C S R/RSE











CORPORATE SOCIAL RESPONSIBILITY:

For Verfrut Group (Chile and Peru), social responsibility are practices that the company carries out for the sustainability and integral development of the company and its stakeholders. Verfrut is an entity that has an active role in society; therefore, it seeks to contribute to the growth and equitable development of society. A socially responsible company is one that takes responsibility for the impacts that its decisions and activities have on society and the environment, through ethical and transparent behavior.

The concept of sustainability is linked to the culture of social responsibility, since it allows companies to be concerned about present practices that may have a negative impact in the future, as well as to strengthen practices that may have a positive impact. Sustainability creates a cultural change in companies; the company does not centralize its activities in the generation of wealth, but seeks to be sustainable in its economic elements, human and social resources, seeking permanence over time and a common welfare.

BENEFITS OF CSR: BUSINESS ETHICS:

This is the philosophy and policy of the company with the principles of Social Responsibility and its coherent application. These ethics should be a company culture reflected in the managers and collaborators.

- QUALITY OF WORKING LIFE .- It is related to the added value in the quality of life of the collaborators. The quality of work life is considered the formation and education in principles and values, the dignity of the individual and his family.
- ENVIRONMENT.- It is framed in the company's sustainability practices, the good management of resources and environmental conservation.
- COMMITMENT TO THE COMMUNITY .- It refers to the allocation of programs or projects for the attention of focal groups of the direct and neighboring community.
- RESPONSIBLE MARKETING.- Refers to the form and system of marketing and communication of its
 products and services based on respect without deception to the consumer and other issues related to
 responsible marketing and commercialization practices.

BUSINESS ETHICS AND QUALITY OF WORK LIFE

I. BUSINESS ETHICS:

Business ethics is the group of values and norms that arise from the company's culture; its objective is to improve aspects such as the work environment and climate, promote equality, respect for rights, etc.

A. Ethical code of conduct

- ✓ No child labor.
- ✓ Free choice and non-forced labor.
- ✓ Health and safety at work.
- ✓ Freedom of association and collective bargaining.
- ✓ No discrimination.
- ✓ Special protection for young workers.
- ✓ Non-excessive working hours.
- ✓ Decent compensation.
- ✓ No precarious work.
- ✓ Environment.
- ✓ Ethical business behavior.

B. Ethics in our suppliers

Integrating the corporate social responsibility strategy in our suppliers allows us as a company to increase our impact and encourage others to improve their business practices.

Communicate expectations to suppliers and ask them for a formal commitment to predetermined labor standards, reinforcing our company's concern with good labor practices.

C. Protecting Human Rights

Human rights are inherent to all human beings, regardless of nationality, place of residence, gender, national or ethnic origin, color, religion, language, or any other condition. We all have the same human rights without discrimination of any kind.

D. Work environment open to dialogue

Transparent dialogue, within a framework of respect and tolerance, allows us to foster a fluid and open work environment that will allow us to face possible conflicts in a better way.

II. QUALITY OF WORK LIFE

Quality of work life refers to the well-being of employees and the satisfaction of needs through resources, activities and results derived from participation in the workplace.

A. Communication Channels

Create an inclusive work environment, which encourages employees to succeed, through communication channels, ideas, proposals, complaints, suggestions, and congratulations in a transparent and trustworthy space and with the freedom to maintain anonymous.

B. Training and professional development

Training is a strategic educational process, applied in an organized and systemic manner, through which personnel acquire or develop specific knowledge and skills related to work, environmental education and hygiene.

C. Work-life balance

- ✓ Valuing the needs of workers.
- \checkmark Avoid practices that interfere with personal and family life.
- ✓ Collaborate with work-life balance.

D. Health, safety and welfare

To ensure the protection of the health and well-being of our workers, through safe conditions working environment, preventing accidents and occupational diseases by identifying, controlling and minimizing the hazards and risks of our activities. Promote the health and well-being of each of our collaborators..

E. Social development

- ✓ Supporting vulnerable groups.
- ✓ Equality and social integration.
- ✓ Respect for the culture and customs of employees and the community.
- ✓ Alliances between departments



WELFARE, HEALTH AND SECURITY TEAM















INTEGRATION ACTIVITIES AND WORK ENVIRONMENT ACTIVITIES

WORKER WELFARE COMMITTEE























MAILBOX FOR COMPLAINTS AND SUGGESTIONS FROM INTERESTED PARTIES









ENVIRONMENT

III. ENVIRONMENT:

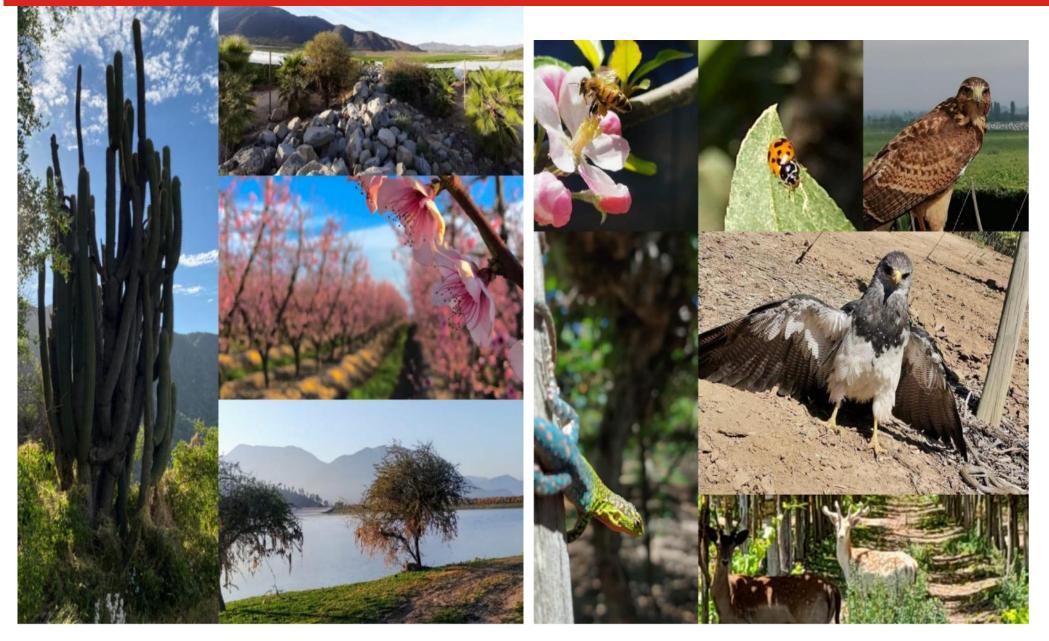
- Respect for the environment through pollution prevention and rational and responsible use of resources, identifying and controlling significant environmental impacts derived from activities, products and processes.
- Promote the environmental sustainability of the development process, with a view toward improving the quality of life of citizens, guaranteeing a pollutionfree environment, protecting and preserving nature and the conservation of the environmental heritage.
- ✓ Protection and recovery of natural resources.
- ✓ Biodiversity conservation.
- ✓ Efficient water management.
- ✓ Efficient use of energy.
- ✓ Implementation of clean energies.
- ✓ Control and reduction of emissions.
- ✓ Updating of equipment and machinery.
- ✓ Waste and liquid waste management.
- \checkmark Waste minimization
- ✓ Pest and disease control.
- ✓ Balance between crop protection and minimization of environmental impacts.
- ✓ Motivate employees on environmental issues.

BEST PRACTICES:

- \checkmark Reforestation of non-productive areas.
- ✓ Expansion of green cover.
- ✓ Maintenance of vegetative barriers.
- \checkmark Delimitation of areas with greater value for biodiversity.
- \checkmark Decrease intervention in areas of high biodiversity.
- ✓ Maintain vegetation that helps pollination, allowing the presence and rest of birds.
- \checkmark No capture or hunting of wild animals is allowed.
- ✓ If injured animals are observed, contact the Agricultural and Livestock Service or the Domestic Animal Control Program.
- ✓ Permit the growth of native vegetation, used as fences, shades and/or windbreaks.
- ✓ Create refuges for migratory and/or passage birds.
- ✓ Promote the recovery of degraded soils, allowing the development of micro flora and fauna.
- ✓ Integrated pest management.
- Create new conservation areas, giving priority to degraded lands, using mainly native species, developing the connectivity of biological corridors.
- ✓ Reduce disturbance of conservation areas, avoiding the creation of roads, the introduction of domestic animals, hunting, among others.



CHILE MORE THAN 15 THOUSAND HECTARES FOR ENVIRONMENTAL CONSERVATION



CONSERVATION AREAS







CONSERVATION AREAS









BIDDIVERSITY: FLORA











BIDDIVERSITY : FAUNA



PERU A TOTAL AREA OF 400 HECTARES FOR ENVIRONMENTAL CONSERVATION.











CONSERVATION AREAS











BIDDIVERSITY : FLORA



BIDDIVERSITY : FAUNA













BIDDIVERSITY : FAUNA























IMPLEMENTATION OF CLEAN ENERGY



IMPLEMENTATION OF SOLAR PANELS IN ORCHARDS Currently operating in Chile with a capacity of 300 kW.



COMMITMENT TO THE COMMUNITY

IV. COMMITMENT TO THE COMMUNITY:

Promote the strengthening of relations with the community, developing activities in a positive framework of harmony and mutual respect, planning projects with nearby communities, contributing to their welfare, strengthening their capabilities and resources.

BEST PRACTICES:

DONATIONS TO HEALTH CENTERS:

During the covid-19 pandemic, we have been delivering to the Health Centers of El Papayo, San Rafael, La Obrilla and Santa Ana, dissemination and prevention material (banners, murals, brochures) as well as medical devices to each health center equally (saturation meter, blood pressure monitor, stethoscope, masks, gowns, copings, shoe covers, safety glasses), in addition to cleaning supplies (hand sanitizer, liquid soap, etc.).

✓ Local labor.

- ✓ Commitment to social causes or initiatives.
- ✓ Support to local schools.
- ✓ Invitation to students.
- ✓ Internships or apprenticeships.
- ✓ Work with local authorities.
- Incentives to apply for private and/or public funds.







MEDICAL ADVICE TO HEALTH CENTERS:

At the beginning of the pandemic, the company visited all the health centers in the area together with infectious disease physician, Sofia Cavalcanti, to put together health centers with situational rooms in the central Piura area.



COORDINATION MEETINGS WITH COMMUNITIES









DESINFECTION OF COMMUNITIES OF INFLUENCE





DONATION OF FOOD TO VULNERABLE FAMILIES:

Donation of food baskets to the communities of Punta Arena and Santa Ana for the most vulnerable families.



DONATION OF MEDICINE TO THE COMMUNITIES FOR COVID-19 TREATMENT.

We made donations of medicine for the treatment against covid-19 that at the time was approved by the Ministry of Health, this was delivered to the farmland tenants in the surrounding areas of El Papayo, San Rafael and La Obrilla.





DONATION FOR FIREMEN AND POLICE:

The Piura fire department was supported with uniforms, personal protective equipment (PPE), as well as the Police force with baskets of groceries.



TRADITIONAL CHOCOLATE DRINK FOR LOCAL CHILDREN

This year the delivery of gifts to the children in the community were given out without a Christmas show. Toys and candy were delivered directly to the father, mother or guardian of the child in order to avoid crowds and not to spread covid-19.



CHRISTMAS TOY DONATION FOR CHILDREN IN COMMUNITIES OF INFLUENCE



SUPPORT WITH DRINKING WATER:

In 2021 we will be supporting the Santa Ana population center with the supply of drinking water, once a week.





DONATION FOR CASAGRANDE HEALTH CENTER:

Medical and biosecurity material was delivered to the health center of Casagrande. In addition, food and fruit baskets were raffled among the attending population.





DONATION OF FRESH FRUIT:

Fresh fruit was donated to the Food Network and the Food Bank in Chile and Peru, who channeled this contribution and delivered it to different communities.









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Banco de Alimentos Perú 14 de abril a las 16:48 · 3

Distribución de platano en ollas comunes de Paita - Piura gracias a Verfrut, agrícola que nos dona todas las semanas este alimento para nuestros beneficiarios en Piura.

#BancoDeAlimentosPeru #BancoDeAlimentos #JuntosPodemosMas #Donacion #HambreCero #DesnutricionCero #DesperdicioCero



1 comentario 2 veces compartido

#Nadasobra







DONATION OF BACKPACKS FOR COVID-19 DISINFECTION

We donated fumigation backpacks to the communities of La Rita, Punta Arena, Ocoto, and Santa Ana.







VECTOR CONTROL CAMPAIGN TO PREVENT THE PRESENCE OF THE DENGUE MOSOUITO IN THE PIURA AREA.





COMMUNITY JOB FAIR









FAMILY RECREATION: COMMUNITY ACTIVITY







CONTRIBUTION FOR COMMUNITY WATER WELLS

In alliance with agro-industry companies in the area, we donated 20 thousand Peruvian soles (USD \$5,065) each for the project to improve and renew the equipment of the tubular well that provides drinking water to the surrounding communities: Río Seco, Chapairá, Terela, El Papayo and San Vicente.







RESPONSIBLE MARKETING

V. RESPONSIBLE MARKETING:

- Responsible marketing is that which projects an influence and conditions the production processes, incorporating values of social and environmental responsibility that cause an improvement in the perception of the brand throughout the supply chain and the environment in which it moves.
 - ✓ Generate safe, legal and authentic products that meet the specified quality and requirements agreed with customers.
 - ✓ Prohibit unethical techniques.
 - ✓ Respect consumer privacy.
 - ✓ Seek market opportunities.
 - Seek marketing opportunities that seek noble causes
 - \checkmark Investing in socially responsible institutions.





UDRK PLAN 2021-2022

GOAL	DESCRIPTION	PERIODICITY
Generate sustainability report with standards and indicators.	Prepare sustainability reports to inform our stakeholders about the company's economic, social and environmental management, in an open and transparent manner; communicating management processes, good practices, as well as actions that need to be improved.	Quarterly
Promote worker health and well- being.	Direct all efforts to generate a culture where the health care, safety and welfare of workers are prioritized and highly valued, through various actions to ensure the welfare of workers.	Biweekly - Monthly
Encourage creativity and ideas for social and environmental development.	Generate a culture in which employees are encouraged to present ideas, make decisions, take risks, be creative; in this way, they will find a work space where their ideas and proposals are valued, receiving a reward or incentive for these proposals.	Quarterly
Motivate employees on environmental issues.	Create incentives and forms of recognition for employees who seek alternative methods to avoid waste and polluting practices or for those who excel in ecological campaigns.	Quarterly
Maintain active procedures for complaints and suggestions, responding to 100% of the concerns of workers and communities.	Address all complaints and suggestions that workers and stakeholders (external, visitors, communities, etc.) send us through the System of Petitions, Complaints, Claims and Suggestions and the official channels to send concerns and statements, such as: suggestion boxes, social workers, members of the workers' welfare committee, human resources offices, and e-mails.	Weekly

GOAL	DESCRIPTION	PERIODICITY
Conduct work environment activities and incentives and recognitions to workers.	 Contribute to employees and their families in their personal and professional development through the following internal activities: Celebration of Women's Day. Recognition of outstanding worker of the month. Recognition of the work achievement Easter Week Celebration. International Occupational Health and Safety Week. Labor Day Celebration. Father's Day Celebration. Father's Day Celebration. End of the season. Delivery of food baskets. Celebration of Love and Friendship Day. Celebration of National Festivities. Christmas celebration: Christmas baskets, contests, party. Starting a World Recycling Day. Starting a Tree Day. Starting a Children's Day. Starting a Healthy eating day. Starting a Environment day. Starting a National Sports Day (Chile). Recognition of good labor practices (fields and plant). 	Monthly
Maintaining the contribution to social causes and initiatives.	 Entrepreneurs fair. Labor fair. Support for kindergartens, schools and senior citizen centers. Local reforestation. Recycling points for the community. Alliances with suppliers for sustainable development. 	Monthly
Promote and support corporate volunteering.	Encourage the participation of employees in social projects and initiatives with the community, in order to promote the development of teamwork skills, empathy, solidarity and leadership.	Monthly

GOAL	DESCRIPTION	PERIODICITY
Develop projects to support social causes and initiatives.	Participate in projects to support social causes and initiatives compatible with the company's mission and principles. These can be developed jointly with community representatives, with other companies in the area or even with suppliers, customers and partners. Identifying areas of interest or specific needs of the community that are aligned with the company's business purposes and working on them. Some alternatives are recycling programs, infrastructure improvement or professional advice.	Annual
Work with socially and environmentally responsible suppliers	Evaluate suppliers according to the criteria measured in good social and environmental practices of the regulations that govern the company. In this way, we guarantee the achievement of our objectives with committed and certified suppliers, in addition to guaranteeing responsible work on the part of each of our interested parties who offer us a good or service.	Annual
Conduct and maintain ethical trade audits.	Perform annual social audits such as SMETA (Ethical Trade Audit for Sedex members), which allow companies to evaluate their sites and their suppliers to understand the working conditions in their supply chain.	Annual
Carry out and maintain sustainable management audits.	Carry out sustainable management audits demonstrating the commitment to the sustainability of water, energy and the environment. It can be applied together with other standards such as Global Gap and its add-on for crops: SPRING, which incorporates a large number of criteria to evaluate whether sustainable water management is carried out in the fields. Some of these criteria are the following: Legal compliance of water sources and extraction rates. Monitoring of water consumption. Producers' impact on the sustainable management of hydrographic basins. Best practices in water management. Protection of water sources. Measures that demonstrate that water management is continually being improved.	Annual

GOAL	DESCRIPTION	PERIODICITY
Reduce paper consumption	Implement a rational and responsible use, prioritizing digital format over paper for documents.	Annual
Increase species diversity.	Increase diverse reforestation in our conservation areas, using more native species than we already have.	Annual
Maintain biological diversity, reduce fragmentation, and improve landscape and ecosystem connectivity.	Protect natural environments to guarantee the conditions for the existence and/or reproduction of species, local flora communities, and resident or migratory fauna. Conserve natural habitats, populations and specimens of wild and native species. Our Restoration Plan is based on maintaining vegetation barriers between the crop and the areas of human activity within the field, as well as between the production areas and the banks of the main roads that cross or surround the field, natural watercourses or riverbanks, dams and ditches. These barriers consist of native vegetation such as trees, shrubs or other types of plants, live fences or shade trees. They are intended to promote biodiversity, minimize any negative visual impact and reduce the drift of agrochemicals, dust and other substances from agricultural or processing activities.	Annual
Intelligent lighting systems.	Replacing traditional incandescent luminaires with LED lighting, which is fully recyclable and environmentally friendly as it does not contain mercury or other toxic materials that are present in fluorescent lamps; these, in turn, last much longer and the light emitted is of higher quality, reducing energy consumption.	Annual
Use of clean energy.	Implement the use of solar panels in Chile's fields to supply energy at any stage of the production chain.	Annual