

# **Fynbos Focus: Sustainability & Markets**

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Conservation & Agriculture

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# SUSTAINABLE SUPPLY CHAIN

- Supply Chain = driving force for green business
- Retailer commitment
- Retailer support





# SUSTAINABLE SUPPLY CHAIN

- Competitive advantage?
- Continuous journey for business
- Continuous commitment from retail





# Local Markets & Ethics



**FARMING FOR THE  
FUTURE IS FARMING**

**Pick n Play**

Inspired by you

**SHOPRITE**

**Checkers**

Checkers*Hyper*

**SPAR**



**good for you**





# Sustainability?

- Consumers make a difference with their choice
- Responsibility on brands & retailers





# Sustainability?

- More money? NO! Market access? YES!
- Regular demand
- Not complying = trouble





# Sustainability?

- Indirect rewards

Sustainable Business = Good Business = the only way





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