

Conscious choice in favour of sustainable supplier Fruitful Office

FRUITFUL OFFICE

More and more companies offer fresh fruit to their staff, as a way of creating a healthy workplace. Indaver is one of them. Fruitful Office was the supplier selected in Belgium. Tina d'Eer, Facility Services Buyer at Indaver, explains this choice: "Indaver conducted a market study, then opted for Fruitful Office because they are a sustainable, flexible and cost-effective company. We are given a clear overview of the product range; they pursue environmentally and socially conscious policies, and they are able to respond quickly to our questions. They are a fine example of a supplier that demonstrates how it actually puts sustainability into practice within its operations and supply chain."



Jacob Nawijn, Director of Fruitful Office Benelux

"FO is a company that makes local, social and sustainable fruit deliveries to offices.

Local because we buy the fruit directly from Belgian and Dutch growers.

Social because we work with people who are distanced from the labour market.

Sustainable because for every basket of fruit we plant a tree in Malawi.

Our partnership with Indaver gives us huge encouragement to continue with these three aspects."

Full checks, from the orchard to the basket

Fruitful Office delivers fruit baskets to companies. Their aim in doing so is to contribute to a healthier and happier work environment where employees are satisfied and therefore more productive. This is what Jacob Nawijn, Director of the Benelux division of Fruitful Office, has to say.

Social policy: creating opportunities for everyone

"Our fruit is selected and arranged in the baskets by hand. For this work we deploy people who are distanced from the labour market. We do this by collaborating with social employment companies who place their staff with us. They are mainly people with a chronic physical limitation, such as people on kidney



A conscious choice in favour of local, seasonal fruit

"Since 2010, Fruitful Office has been delivering quality fruit to private and public companies in the Benelux region. What sets us apart in the market is our sustainable approach. The entire process, from procurement to delivery, from the orchard to the basket, is managed by us in-house and is ISO9001 certified," says Nawijn. "To begin with, we buy our fruit locally, close to the source and operate a 'non-air-freighted policy'. This reduces food miles and CO₂ emissions. Through this approach we support local businesses. This direct contact with growers is important. We share their commitment to the sustainable cultivation of resistant and seasonal varieties of fruit," explains Nawijn.

dialysis and heart patients, who can or may only work for a limited number of hours a day for health reasons. They too can grow and develop within our company. We are also very happy to recruit over-50s for our transport operations. With their life experience, they are so considerate and careful when driving around with our product and making deliveries," comments Nawijn.

Re-use and minimal waste

"Care for the environment is also a priority for us. The wicker baskets we offer the fruit in are eco-friendly and re-used until the end of their useful life, after which they are recycled. All the other packaging is biodegradable or is recycled. Film is compostable and can be placed in VGF (Vegetable, Garden and Fruit) waste. The labels and protective liner are made of recycled paper. We are always on the lookout for even more sustainable packaging materials. Our inspector monitors the quality of the fruit. Any fruit that we do not use for the office deliveries is sent to local food banks and schools, or it goes to the local compost. This is our way of helping to minimise food waste," explains Nawijn with pride.

1 fruit basket equals 1 tree planted in Africa

Our commitment does not stop there: for every fruit basket we plant a tree in Malawi in collaboration with the Ripple Africa organisation. What we do is donate seeds, mangetout peas and potting compost, thus contributing again to the local economy and education. We are keen to 'do good' with our service and our company, and this tree planting campaign reinforces our business model and increases happiness at work. That is why every quarter without fail we also email our customers to update them on how many trees have been planted thanks to them and their company. This is our way of showing end users directly how they are 'doing good'. The enthusiastic responses we receive from our customers strengthen our faith in our current approach," concludes Nawijn.

Indaver took 98,610 fruit items or 2,465 baskets of fruit in 2018