



# frvandes.

frvandes.

Inspiring  
● admiration  
for our roots

## IMPACT REPORT 2017

A close-up photograph of a person's hand holding a large, green, unripe mango. The person is wearing a red headscarf and a blue and white patterned shirt. The background is blurred, showing more of the person and some greenery.

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A portrait of Giovanni Porras, a man with dark hair and glasses, wearing a blue and white checkered shirt. He is sitting outdoors with green foliage in the background. The photo is partially framed by a white border on the right side.

**Giovanni Porras**  
Co-founder

# 1. A MESSAGE FROM OUR FOUNDERS

2017 was a year of many challenges and learnings for Fruandes. We finished it with many memories of hard work but also inspiring activities.

We recognize the great effort of the whole plant team, which has made the impressive jump from processing, packaging, and dispatching 751 tonnes of fruit to 1114 tonnes.

Then there is, of course, the sum of side-by-side efforts of many allies, who are increasingly united in a single purpose which is the well-being of the community surrounding Organic Production, based in Fair Trade.

We end this year having fulfilled our duty, managing to reestablish the company after a difficult transition which implied changes in staff, facility, processes, etc. Now that we can look back, we can clearly see **the strength of the Fruandes Community**, the motor behind our achievements.

I would like to particularly focus on the producer organizations, which since the inauguration of our new facilities in Ibagué have been present, offering their support. At each producer meeting they actively participated, encouraging us, and motivating us to further expand our proposal in harmony with the reality of the Colombian countryside.

This encouraged four new initiatives (three with sugar cane and one with cacao) in the Huila and Antioquia departments.

While the Colombian certification entities note a country-wide stallment in the area of organic agriculture, Fruandes producer organizations keep maintaining and increasing their certified areas, which currently span 203 hectares.

This was a year that strengthened us as a leadership team, and we are entering 2018 with a clear plan and goals for the year. Being all set up, we are now ready to begin a new growth phase with motivated producers who capitalize on their experience in support of their social environments.

A handwritten signature in black ink, likely belonging to Giovanni Porras, located at the bottom right of the page.

**Javier Vasquez**  
Co-founder

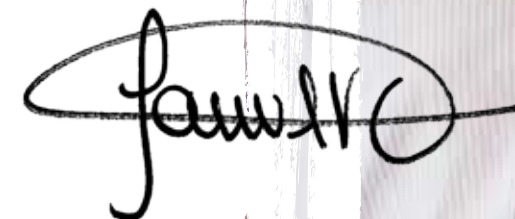
Today, after fifteen (15) years of working, we feel that we have consolidated a business model together with small-farmers associations that has allowed us to create the solid base for the **bridge of well-being between the hands of the farmer and the hands of the consumer** that we dream to one day finish creating.

Our network spans seven (7) departments of Colombia and involves more than 450 families in the business model. We are producing more than a thousand (1000) tonnes of organic product, mostly destined for export, and generating more than seventy (70) direct jobs, primarily for women.

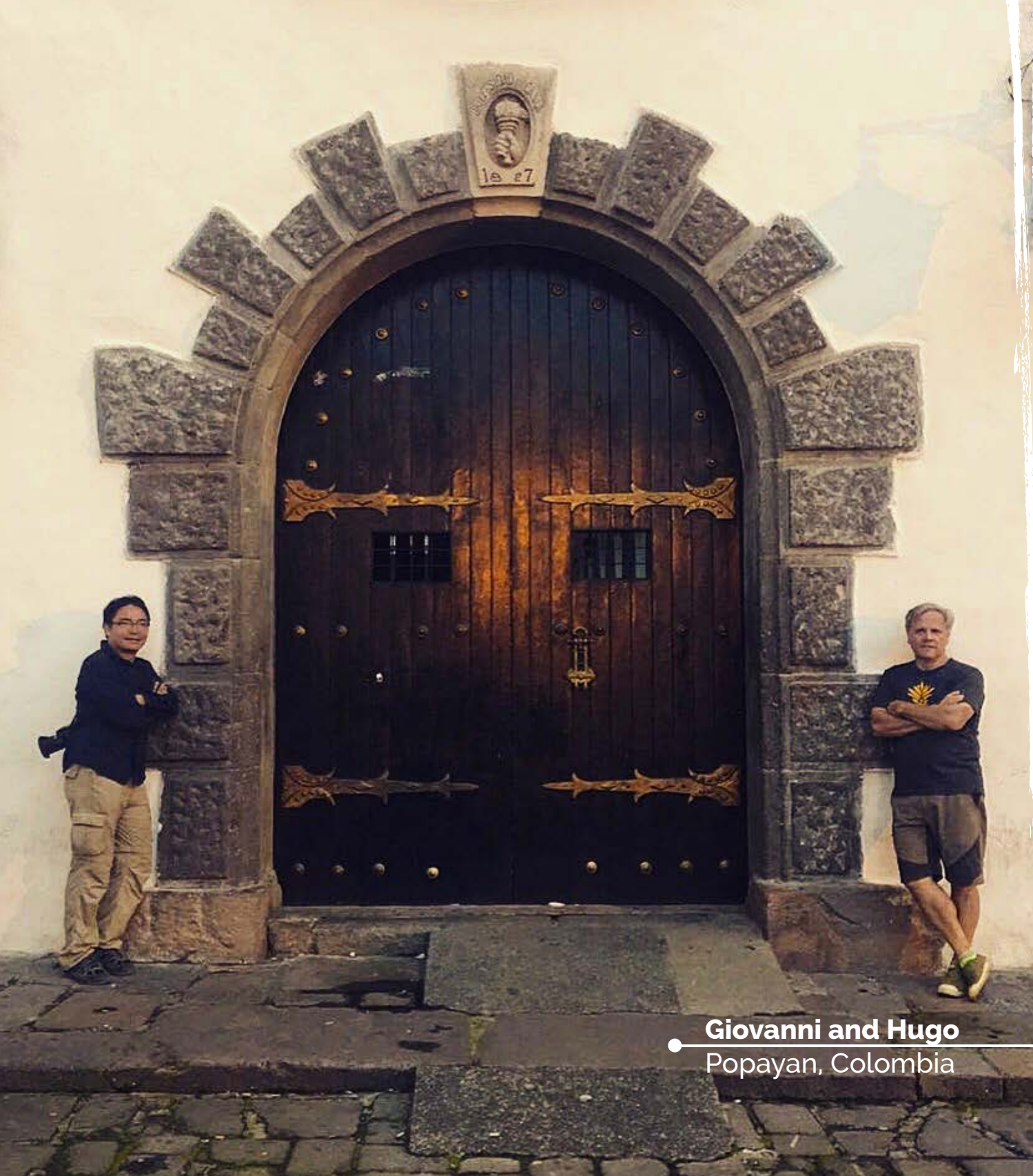
We are prepared to start escalating a company that simply seeks to **inspire** people to work in agriculture, respecting and valuing it, and generating **development through business** by a joint effort of the company and its main actors, the farmers.

In this new year we will be harvesting the fruit of an excellent decision we took four (4) years ago when we decided that Fruandes should get closer to the field. We reached this goal in 2017, which remains in our memory as one of the years that brought the most learnings and during which we faced major challenges, transitioning our operations to our new home base, Ibagué.

We remain committed and convinced that **Colombia is agriculture** and that the world still has a lot to learn and enjoy from this land. Although it has endured many years of oblivion and isolation because of all of the problems that we ourselves have created, we feel increasingly better prepared to keep **building through and with agriculture opportunities that generate well-being for the entire so-called value chain**.







● **Giovanni and Hugo**  
Popayan, Colombia

## 2. OUR STORY

### **Fruandes began with a vision:**

Hugo Ciro, a Colombian gone Canadian, was importing coffee from his land of origin to his new home country. As the 1990s drew to a close, international coffee prices plummeted to all-time lows. Hugo witnessed many coffee farmers he knew and worked with struggle to make a viable living on these depressed prices. He was acutely aware of the Colombian coffee farmers' experience. As a child he had spent many summer months at his grandparents coffee farm in the mountains of Antioquia.

In the rich soil of the Andean mountains, the high-growing fruit trees provide natural shade to the delicate coffee plants. Hugo knew that there was also a market for these tropical fruits and set out to capture this opportunity. .

Enter Giovanni Porras, a Colombian agronomist and son of a mango farmer, who shared Hugo's vision of economic diversification. Together as partners, they established Fruandes (Los Frutos de Andes, Fruits of the Andes) in 2002.





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## ● An opportunity for small-scale farmers and single mothers

The new company had a clear purpose: to highlight the small-scale farmer in the value chain while creating a delicious product, and to provide formal employment to single mothers in Cazucá, Bogotá.

They knew the farmers were not just great coffee producers, but simply great farmers whose skills could be applied to a different type of product which would create sustainable, long-term opportunities, with stable incomes.

They were also aware that some of the women in Cazucá had great leadership skills that they would never be able to truly apply in the conventional job market. By creating conditions that would allow single mothers to have legal, stable work, they set out to change the realities for the women and their families.





A young Giovanni Porras explains the slicing process of pineapple to the newly hired staff in the Fontibon plant



## Sending dried fruit to Canada

One year later, in 2003, Fruandes sent its first shipment: 180 kg of dried fruit to Canada. The company began employing single mothers to process dried fruit and increasingly started involving the small-scale farmers until the farmers and single working mothers became part of a value chain that brought value to everyone involved. The farmers poured their love and skill into growing new crops, such as pineapple, mango, and banana, and the single mothers carefully prepared the fruit, selecting, slicing, dehydrating, and packaging only the best product.

## Caring for our planet

In 2007, Fruandes wanted to step it up a notch, extending the good to our planet. We encouraged our farmers to completely switch to organic production and helped them in the certification process.

## New members in the team

In 2005, Giovanni met Javier Vasquez and, in an effort to strengthen Fruandes organic and fair-trade model, they joined a program of the Ministry of Commerce. They worked together throughout the program and won US\$75,000 for their project.

To execute the project, Javier joined the company and Fruandes began certifying hectares of organic tropical fruit.

In 2012, Javier reiterated his commitment to Fruandes and bought 20% of the company.

Mango and cane sugar were the first certified organic products





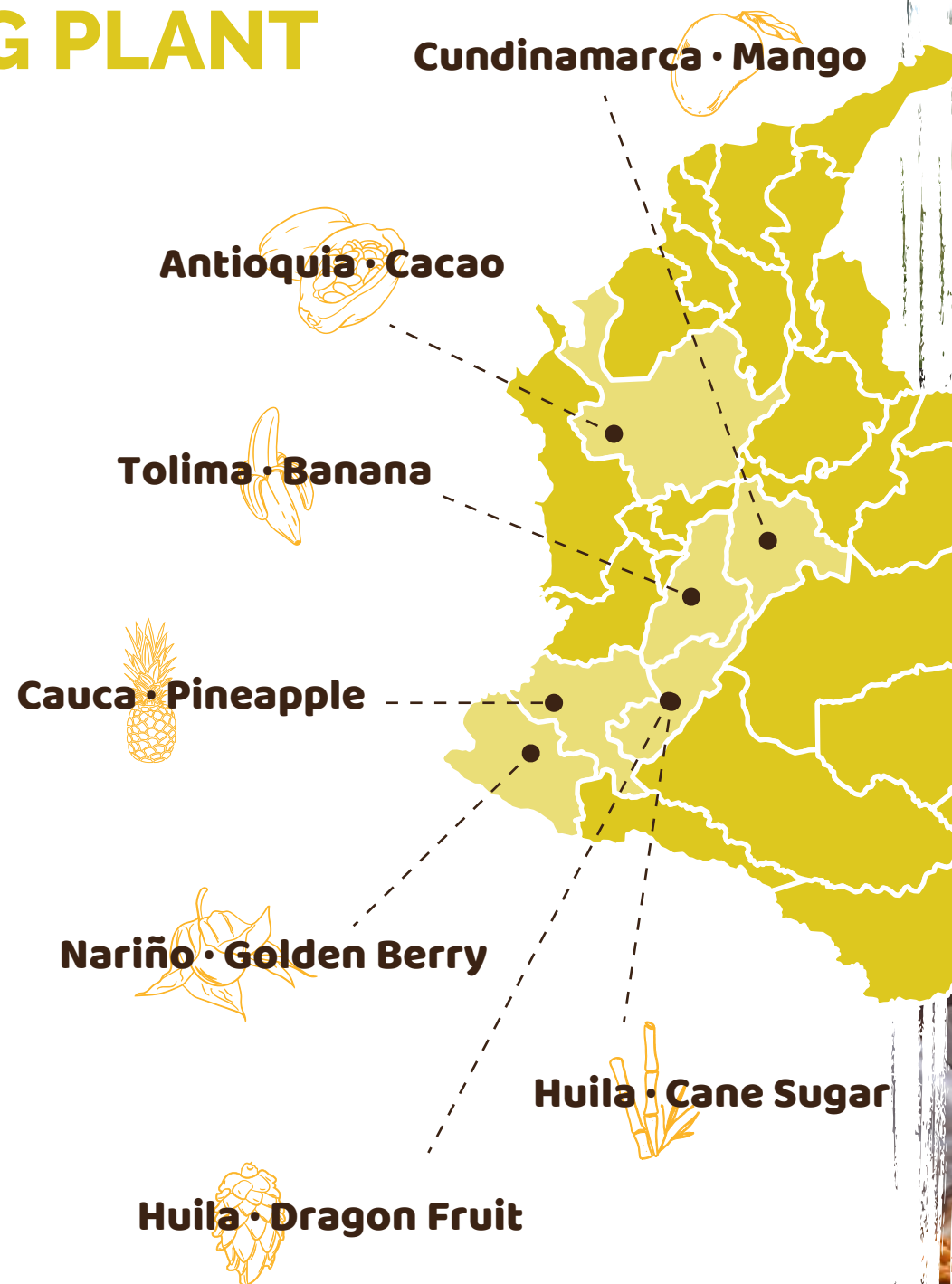
# OUR NEW PROCESSING PLANT

In 2015, Fondo Inversor, the first impact fund of Colombia, invested in Fruandes believing with the support of these funds, economic, and environmental potential. With the help of these funds, we built our new processing plant and moved to Ibagué in 2017 with the objective of placing ourselves closer to our farmers and in a region where work is scarce.

## Growing organically

In 2017, ten years later, we have 203 organic certified organic growing seven different products: mango, pineapple, goldenberry, dragon fruit, banana, cane sugar, and cacao in six (6) departments of Colombia. More than 350 families of small-scale farmers are part of our movement. Seventy-five (75) staff, 70% of which are women, work at our plant and headquarter, exporting our products to a dozen different countries, including Canada, Italy, France, The Netherlands, Sweden, Switzerland, Japan and The United States.

We are proud to say that all of our products are 100% Organic and Fair-Trade Certified.







A simple dream between two friends has built an entire community that cares about and respects the environment, the fruit they produce, and every member of this community, including you, our customer. At Fruandes we feel that when you love what you do the possibilities are endless.



### 3. OUR PHILOSOPHY: SMILE

S  
M  
I  
L  
E

See beyond the conventional ways of doing things. Question what is and how it can be done smarter, fairer, more sustainable, and less harmful.

Make a commitment to the well-being of our people: small farmers, workers, clients, consumers, and partners from other companies and organizations.

Improve and give our best. We are efficient, professional, resourceful, committed, and coherent with our vision, which makes our work enjoyable.

Lead others in joining our cause of creating a better world, committed to environmental and social development.

Evidence the ideal of a profitable, solid, and sustainable company that directly contributes to the economic development of the country.







Orlando Rodríguez

## 4. OUR PRODUCTS

Are produced in six regions of Colombia and processed in our plant in Ibagué

- Organic & Fair Trade Dried Mango
- Organic & Fair Trade Dried Banana
- Organic & Fair Trade Dried Goldenberry
- Organic & Fair Trade Dried Dragon Fruit
- Organic & Fair Trade Dried Pineapple
- Organic & Fair Trade Cacao Nibs and Beans
- Organic & Fair Trade Whole Cane Sugar

Organic & Fair Trade Dried  
**BANANA**  
Association of small-scale organic  
banana farmers

**Tolima**



14.5 Hectares  
Certified  
Organic

38 Families of  
small-scale  
farmers involved

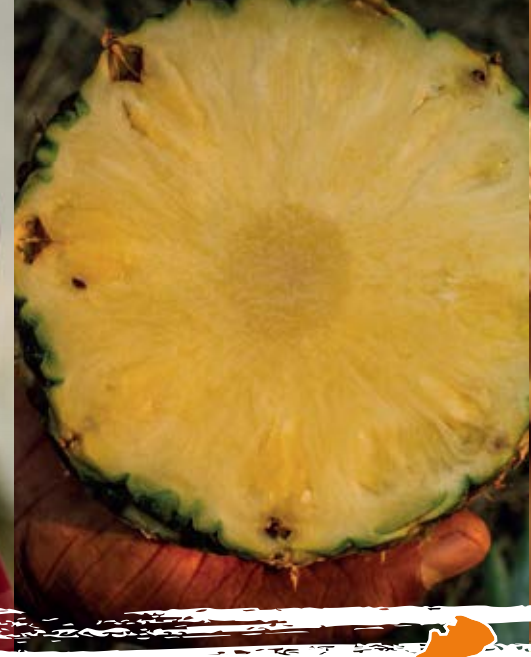




Ismael Porras



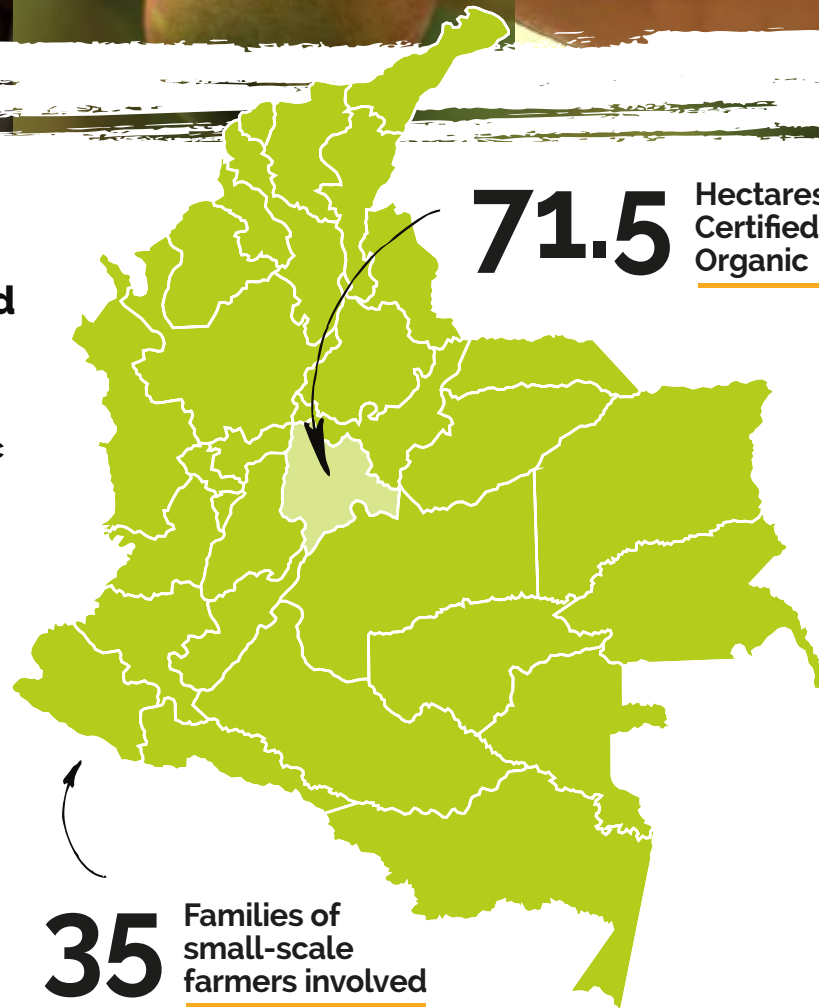
César Balanta



Organic & Fair Trade Dried  
**MANGO**

Association of small-scale organic  
mango farmers

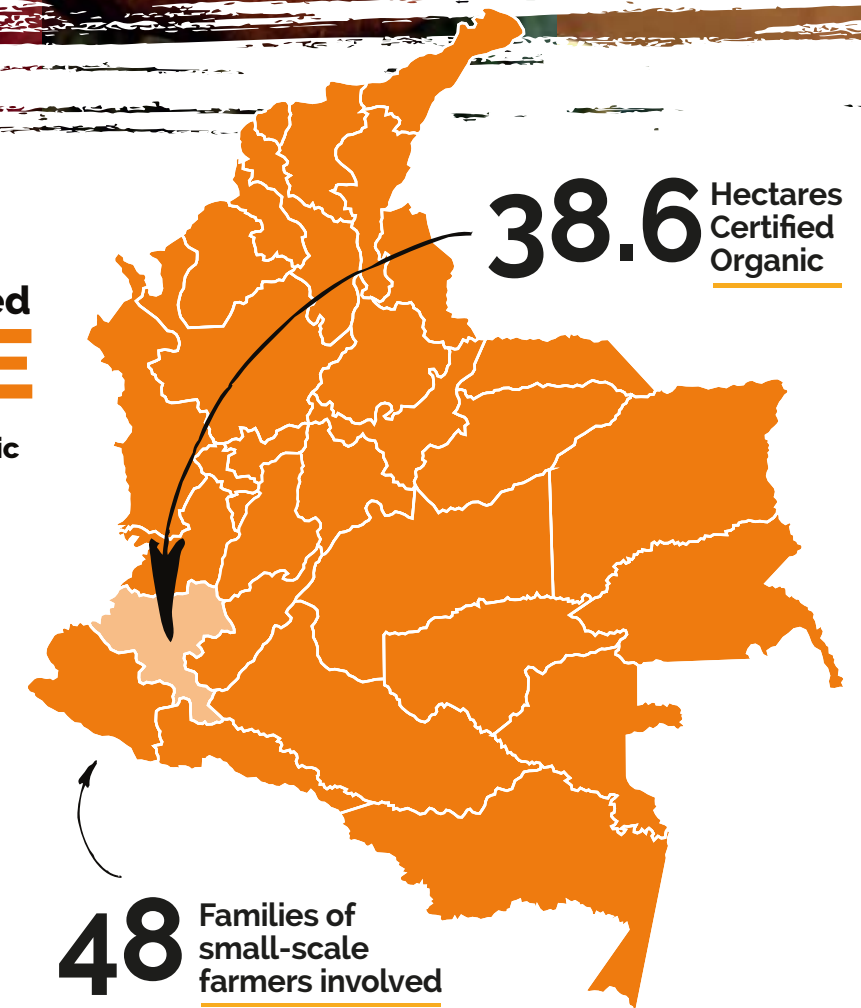
Cundinamarca



Organic & Fair Trade Dried  
**PINEAPPLE**

Association of small-scale organic  
pineapple farmers

Cauca







Simón Valencia



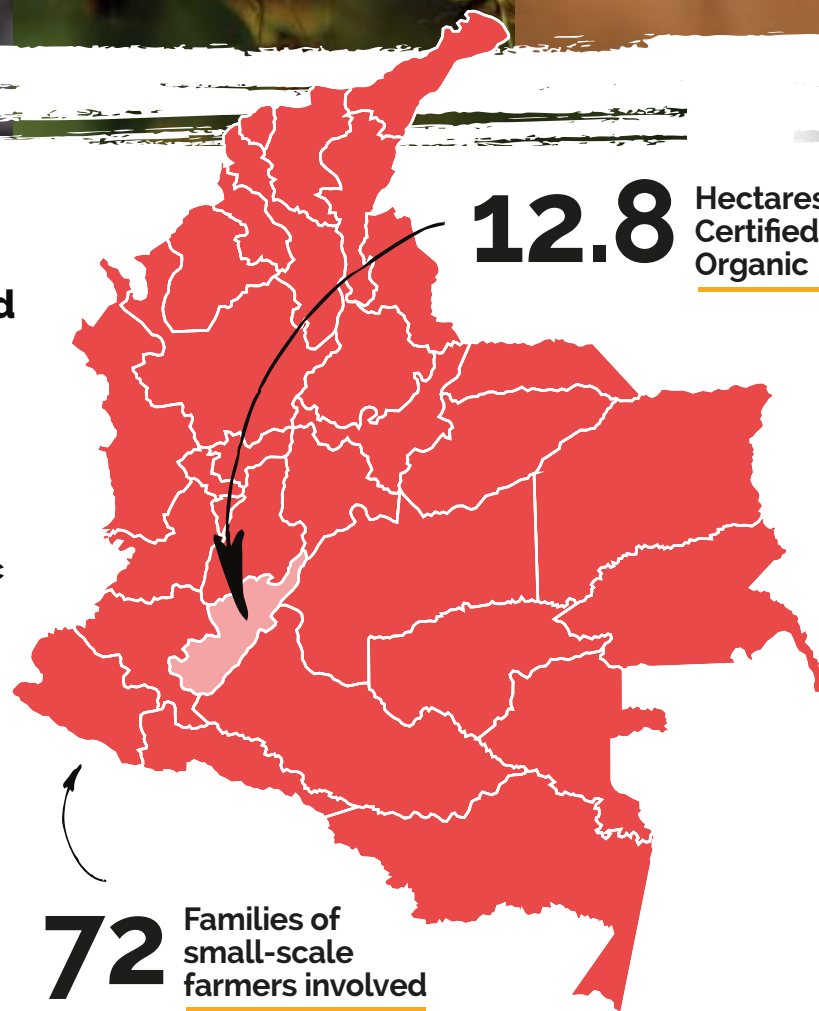
Hernán Chamorro



Organic & Fair Trade Dried  
**DRAGON  
FRUIT**

Association of small-scale organic  
dragon fruit farmers

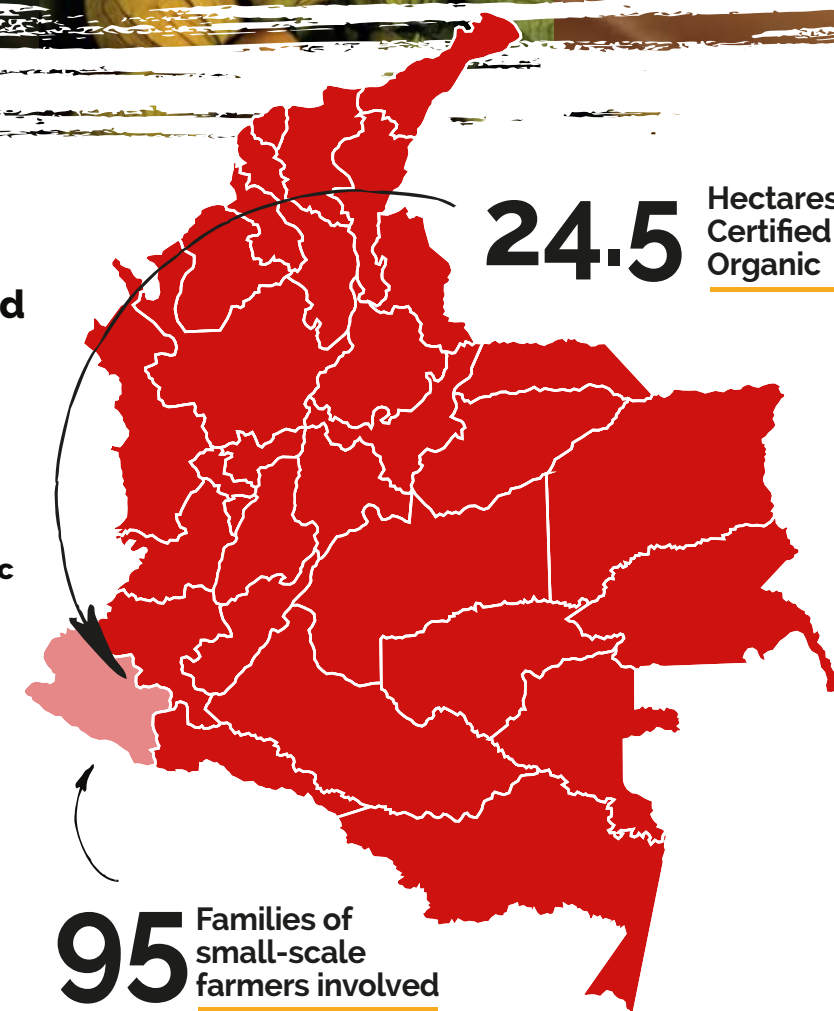
Huila



Organic & Fair Trade Dried  
**GOLDEN  
BERRY**

Association of small-scale organic  
goldenberry farmers

Nariño







Miguel Aullón



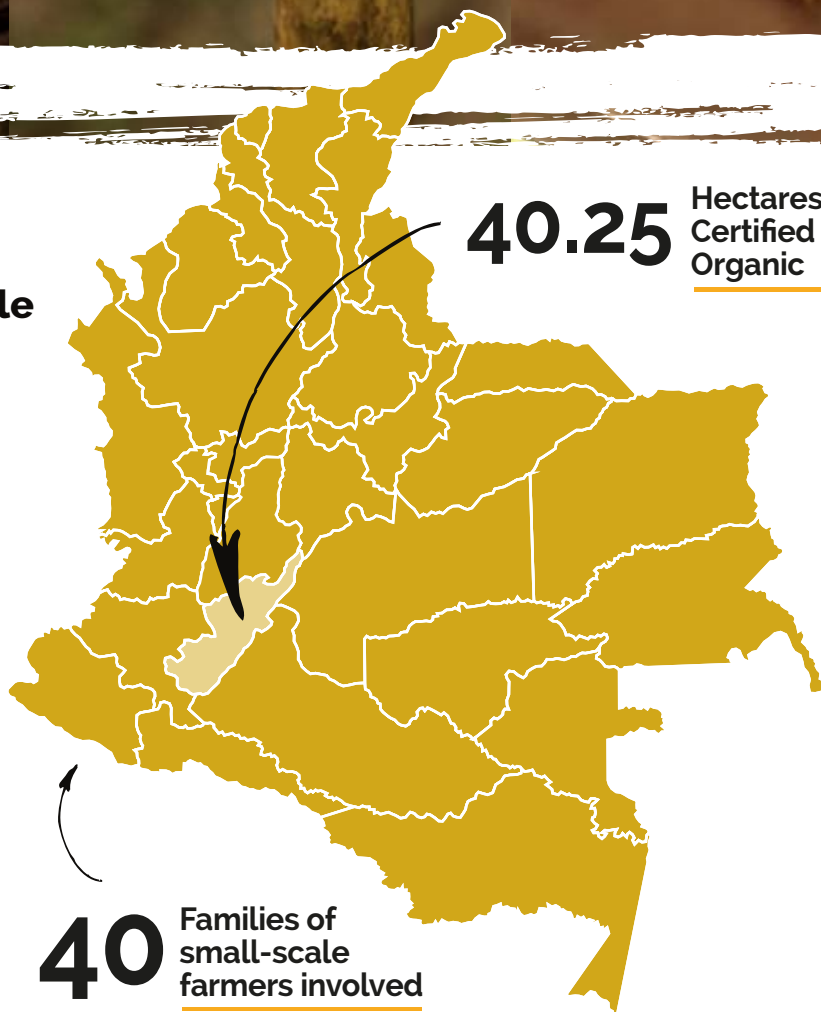
Edwin Tuna



## Organic & Fair Trade Whole CANE SUGAR

Association of small-scale organic  
cane sugar farmers

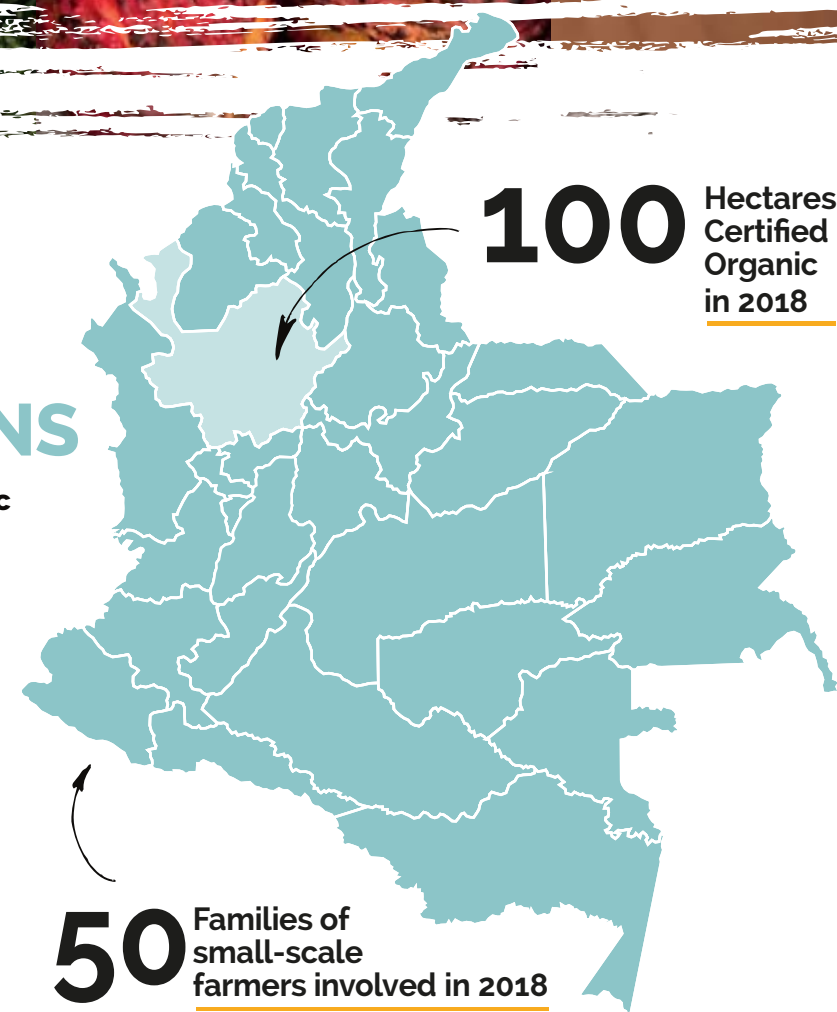
Huila



## Organic & Fair Trade CACAO NIBS & CACAO BEANS

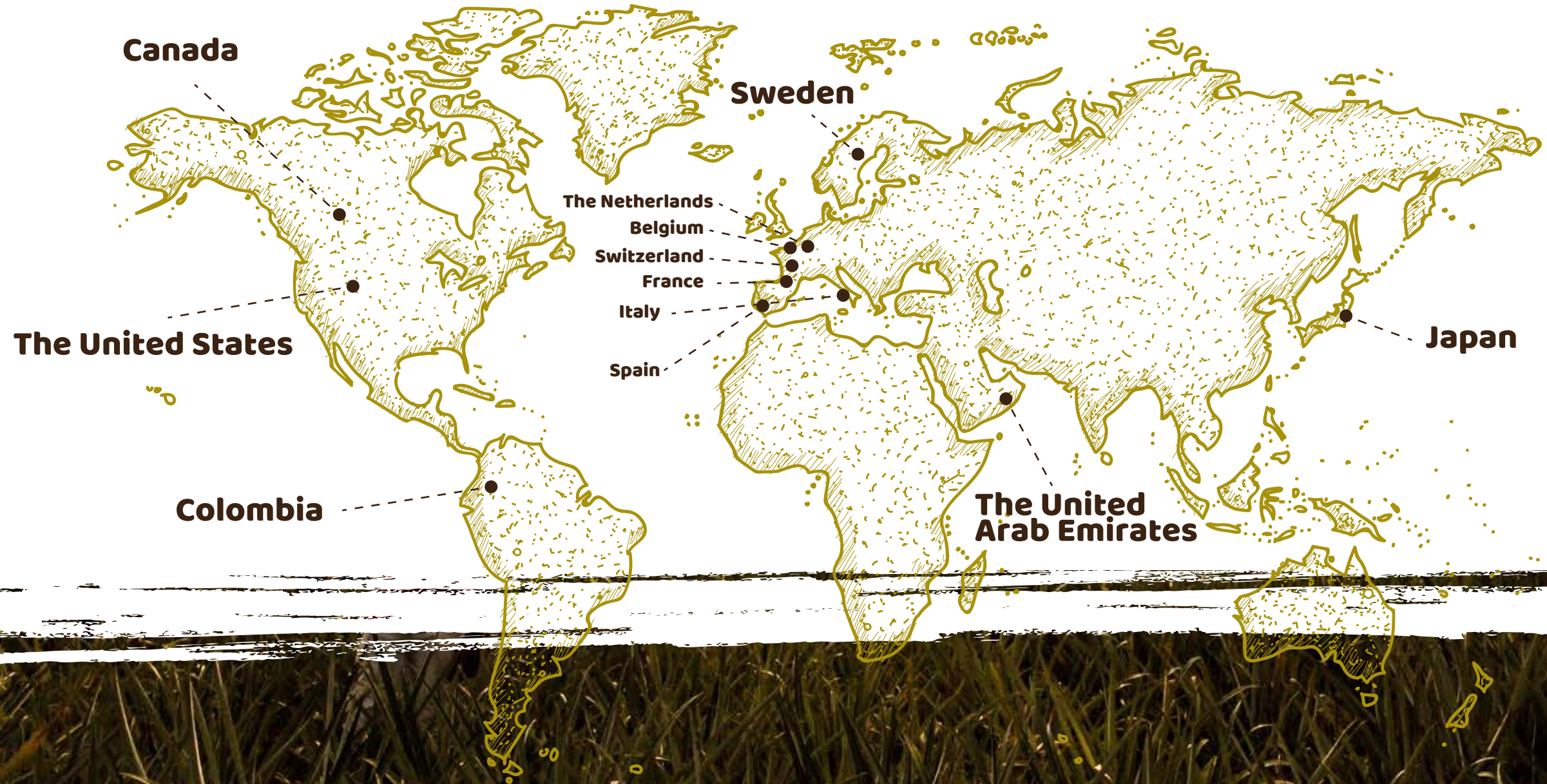
Association of small-scale organic  
cacao farmers

Antioquia



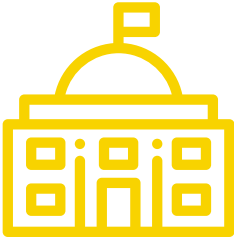


## 5. OUR PRODUCTS ARE CONSUMED ALL OVER THE WORLD





# 6. IMPACT MODEL



## GOOD GOVERNANCE:

Generate and distribute equally the economic, social, and environmental value in the community.



## COMMUNITY DEVELOPMENT:

Potentialize the capacities and the participation of our providers and contribute to the improvement of their living conditions.

## HUMAN CAPITAL:

Strengthen and empower the most important part of our business: Our people.



## ENVIRONMENT:

Ensure organic production and the complete life cycle of each of our products.



## DEVELOPMENT PARTNERSHIPS:

Build partnerships, raise funds, and generate knowledge for the development of our community.





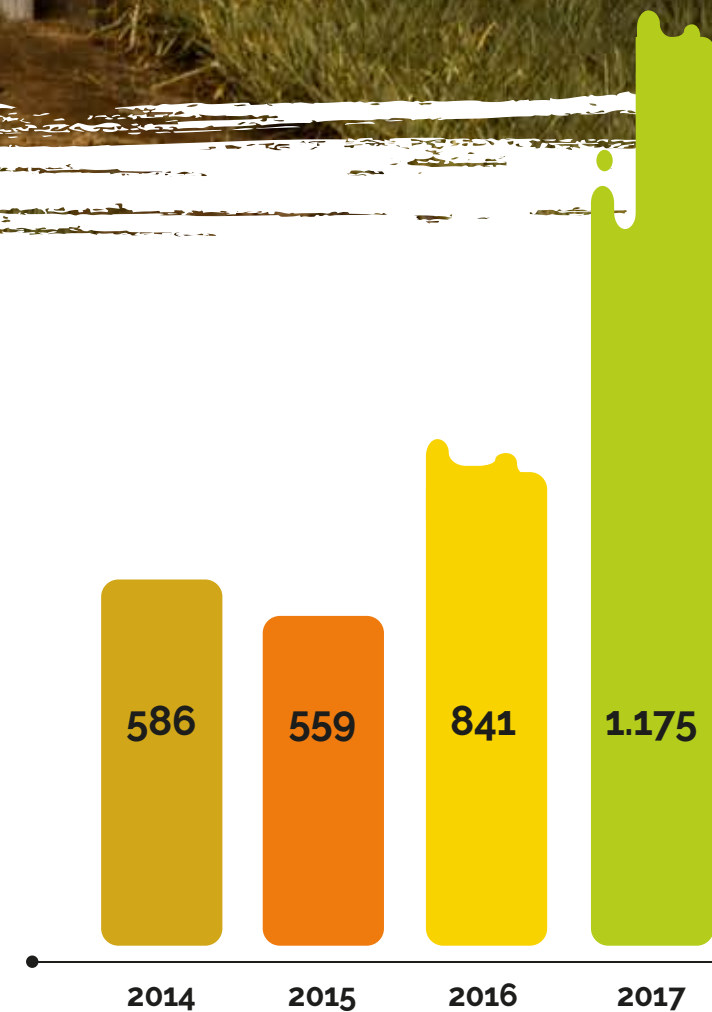
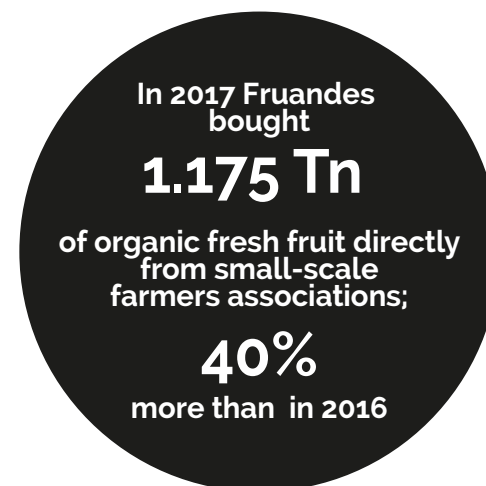


## COMMUNITY DEVELOPMENT



Potentialize the capacities and the participation of our providers and contribute to the improvement of their living conditions.

Our farmers are the primary base of our work, which is why we focus on promoting actions that contribute to improving the quality of life of the small-scale farmer families, helping them to consider their farms as a profitable business and to strengthen their associations.



Purchases of raw materials  
(in tonnes)





**74**

Small-scale  
farmer  
members



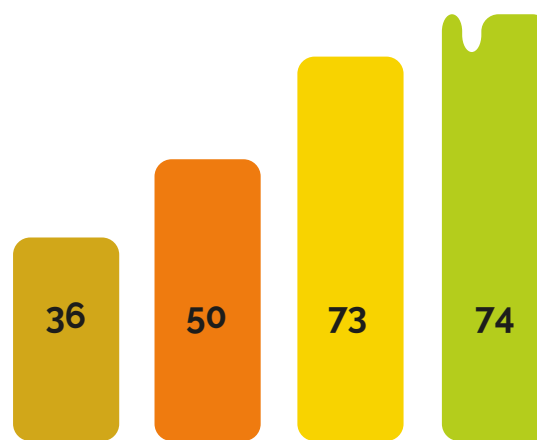
**+275**

Farm workers

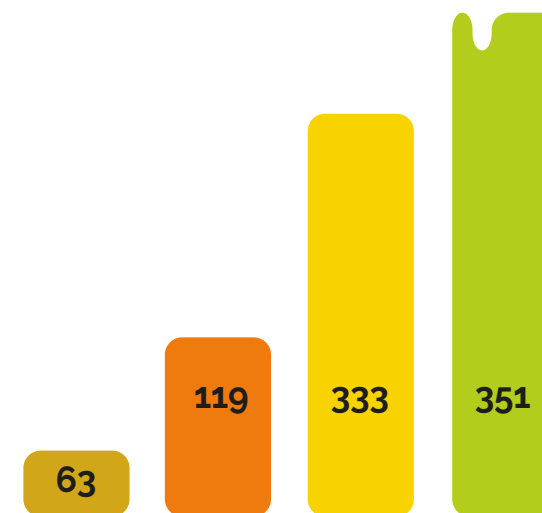


**+350**

Families of  
small-scale  
farmers  
involved



Small-scale farmer members  
(2014-2017)

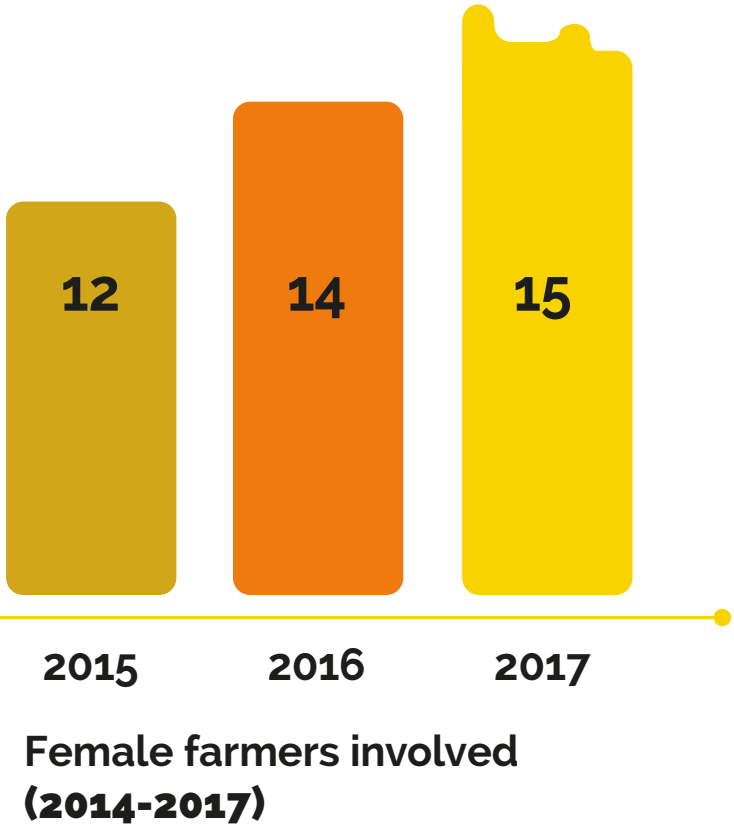


Small-scale farmer families  
(2014-2017)

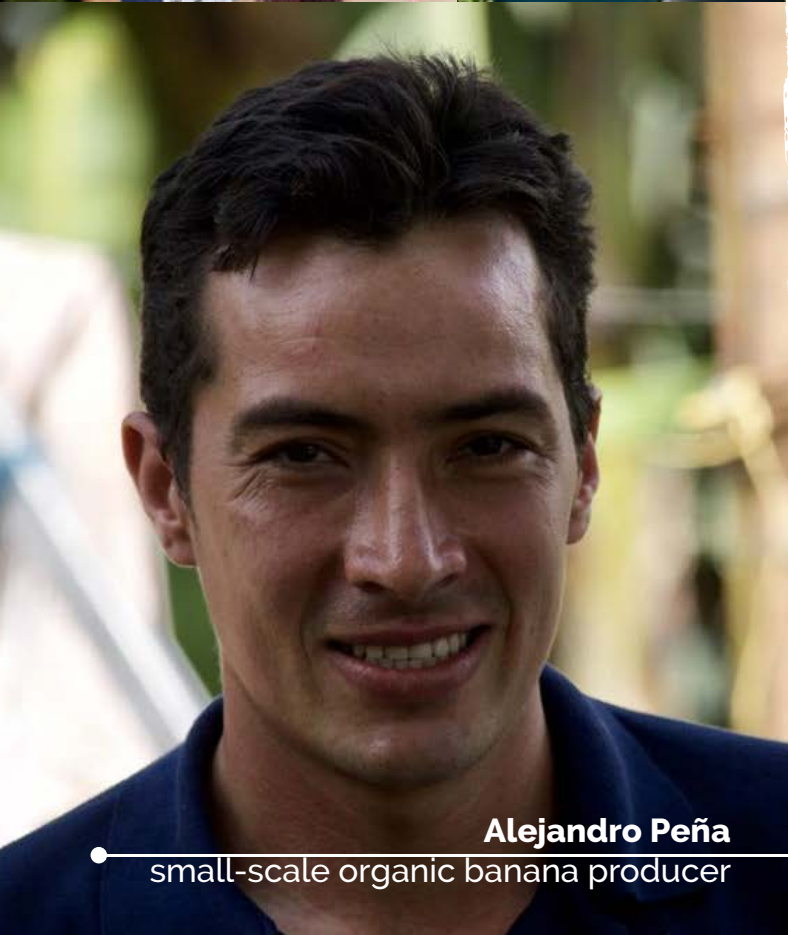


# FEMALE FARMERS

20%  
of the farmers  
are women







**Alejandro Peña**

small-scale organic banana producer

# YOUNG FARMERS

In a recent survey, 46% of our farmers who have children said they have plans to transfer their farms to the next generation. Seven per cent of our association members are younger than 30 and we are hoping to increase the number of young farmers by making agriculture a viable business.

7%

our farmers  
are younger than  
30 years

## MEET ALEJANDRO

Alejandro is one of our youngest association members. At only 28 years, he owns his banana farm and is an important member of the association of small-scale organic banana producers.

As a teenager, Alejandro started working at his family's farm. His older brother Jesus took him under his wings, but many doubted he was ready to start his own farm at the age of 20.

With the support of the association members, and taking part in technical and soft skills workshops of Fruandes, he has been able to build his own farming business, which he has successfully maintained for 8 years.

He is valued by the community for his youthful spirit that leads him to try new things and implement innovative practices. He is very organized in his work and an example for other small producers in terms of advanced farm administration practices.





## HUMAN CAPITAL

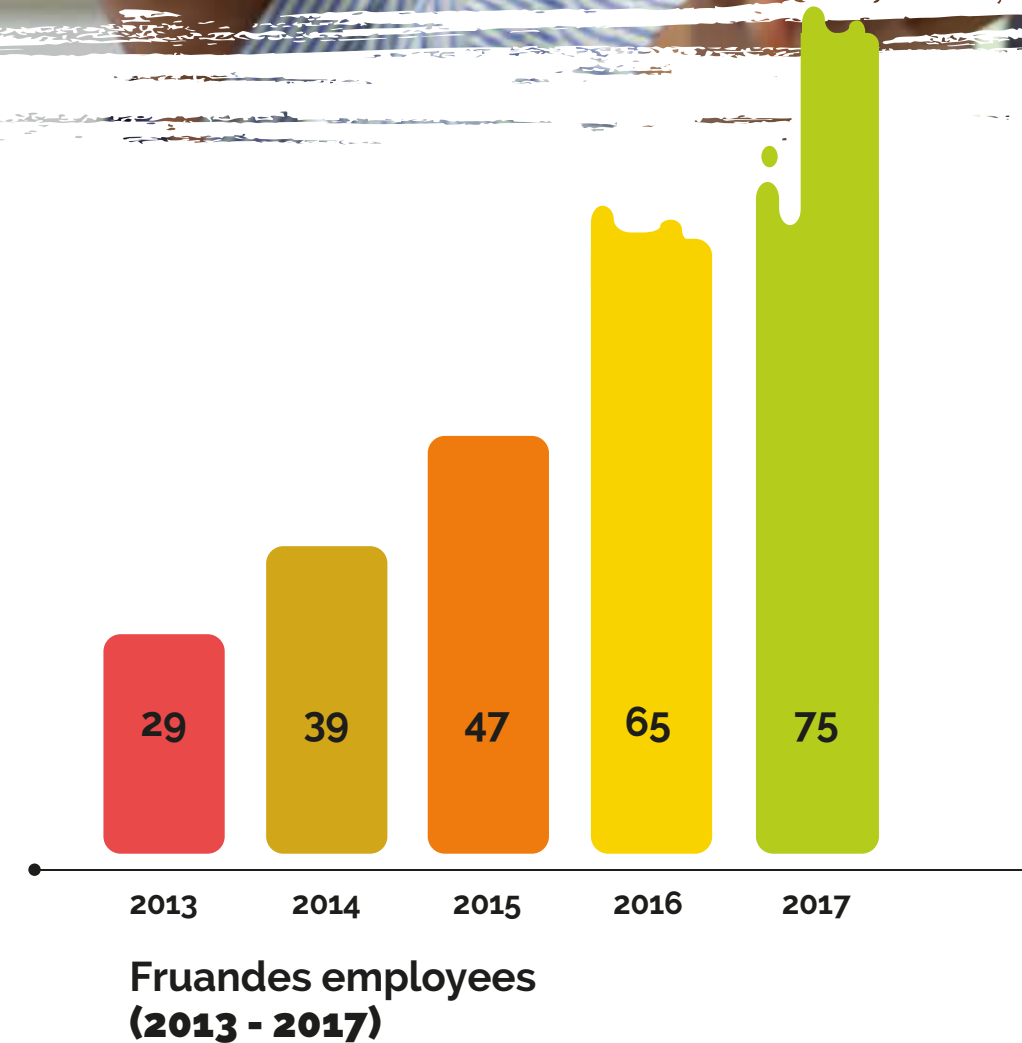


Strengthen and empower the most important part of our business: our people.

### An inclusive work environment

We want to create conditions that favour personal and professional development for all of our staff:

- **75 employees;** 70% women.
- **91,3% of employees** say their conditions have improved with Fruandes.
- **20% of women** in Fruandes have leadership positions.
- **100%** of our employees have permanent contracts







Paola

# EMPOWERING SINGLE MOTHERS

## MEET PAOLA

When Paola found her job with Fruandes, she was unemployed and living in Cali with her sister. Her then partner denied paternity of their second daughter whom she had just given birth to, so she was completely on her own. She had always been unemployed or working part-time in restaurants. Paola says that Fruandes has helped her to understand that she can take care of her daughters being an independent single mother.



Rosabel

## MEET ROSABEL

Before Fruandes, Rosabel had been unemployed for quite some time. As a single mother that was tough. She says that although sometimes it hurts her that she hasn't been able to provide a father to her daughters, the girls always tell her how proud they are of her for being a father and a mother at the same time. One of her biggest dreams is to take her small family to Santa Marta, because none of them have ever seen the ocean. When she didn't have work, she says, she couldn't even give them a candy for their birthday. This year Lise is turning 15 and she wants to take them on a trip to make up for that.





## WE ALSO HAVE A LOT OF FUN!

### Annual fruandes Christmas party

We celebrate Christmas with all of our staff and as many farmers as can make it.

### Hora feliz (happy hour)

Once a week, we get together with all of our colleagues for an hour of activities in which we learn more about each other and work in teams to solve creative problems.



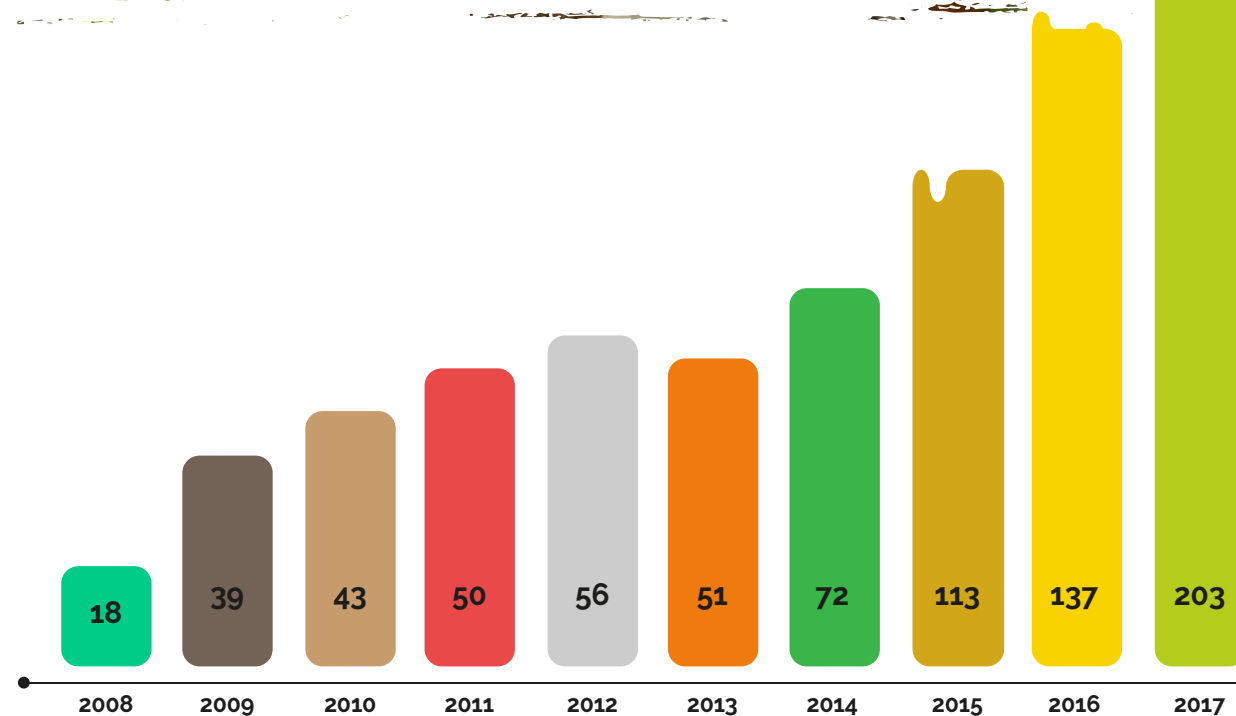


## ENVIRONMENT



Ensure organic production and the complete life cycle of each of our products.

In Fruandes we are committed to **Organic Production**. We currently count with **203 hectares** Certified Organic in seven products. Our goal is to reach 1000 hectares Certified Organic in 2020.



**Certified organic hectares  
(2008-2017)**







## A CASE FOR THE ENVIRONMENT:

**How Jesus makes gas and fertilizer from pig waste:**

Jesus, one of our organic banana producers has developed his own environmentally-friendly method to use the waste of his pigs to produce fertilizer and gas.

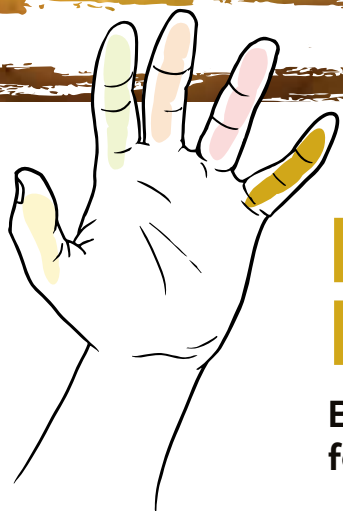
A drainage system collects the waste directly from the enclosures and stores them in a large, airtight bag where the biomass ferments and produces gas. The gas rises into a pipeline that leads directly into Jesus kitchen and feeds his stove. .

When the bag is full, the excess is collected in a large barrel where Jesus can scoop it up, mix it with water and, feed his plants. Surprisingly, both gas and fertilizer are smell-free.

A barrel full of natural fertilizer.

Jesus' stove fuelled by pig waste.





## DEVELOPMENT PARTNERSHIPS



**Build partnerships, raise funds, and generate knowledge for the development of our community.**

With the goal of contributing to the development of the Colombian countryside through our business model, we work with institutions, organizations, volunteers, and interns. These allies generate knowledge and aggregate value towards better agricultural practices and organizational strengthening of the producer associations and the internal processes of the company.







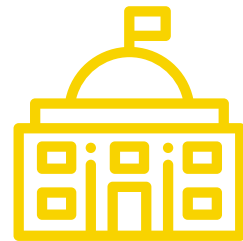
**VI Meeting of Organic Producers**  
**As of 2017 we have completed seven farmers meetings**



**Fruandes team at one of the monthly meetings**



## GOOD GOVERNANCE



**Generate and distribute equally the economic, social, and environmental value across the supply chain.**

In the end, Fruandes doesn't only strive for profitability and transparency of the business but also economic, social, and environmental value generation with equal distribution throughout the entire value chain. Our goal is to have constant two-way communication with shareholders, providers, and employees and to include all parties in decision making.

We align our goals and make joint decisions during monthly meetings with the entire administrative team.





## 7. Fruandes & UN Sustainable Development Goals

As a company we are committed to the sustainable Development Goals Defined by The United Nations

### 1. NO POVERTY



By creating opportunities for marginalized communities such as single mothers and small-scale farmers in rural and conflict-ridden areas, we aim to lift those individuals out of poverty. The effect of our work affects more than just the individuals we directly work with, but their entire communities.

### 2. NO HUNGER



### 3. GOOD HEALTH AND WELL-BEING



### 4. QUALITY EDUCATION



### 5. GENDER EQUALITY



We create fair working conditions for female breadwinners which enable them to gain independence, confidence, and economic stability. In Fruandes 70% of the employees are women and in the farms 20% of the farmers are women

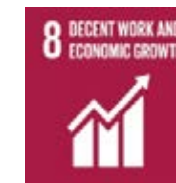
### 6. CLEAN WATER AND SANITATION



### 7. AFFORDABLE AND CLEAN ENERGY



### 8. DECENT WORK AND ECONOMIC GROWTH



We strive to create an environment where all individuals can take pride in their work and reach economic stability and growth. We support our farmers in reaching organic certification, diversifying their crops, and reaching self-sufficiency in their business practices. We hire female breadwinners in our processing plants, creating opportunities for a population that typically struggles finding stable and legal work.

### 9. INDUSTRY, INNOVATION AND INFRASTRUCTURE







#### 10. REDUCED INEQUALITIES



In Fruandes we believe in fair wages and adequate compensation that enable each individual to create a dignified lifestyle for themselves and their families. In a country that has in its recent past suffered from violent conflict, we aim to create an environment of social inclusion and economic opportunity.

#### 11. SUSTAINABLE CITIES AND COMMUNITIES



#### 12. RESPONSIBLE CONSUMPTION AND PRODUCTION



We operate as close to the zero waste principle as possible: organic agriculture consists in taking and returning nature's resources in a cyclical fashion. Our products have only one ingredient - the fruit itself - which dramatically reduces the production of any wasteful byproducts. The fresh fruit is dehydrated almost immediately upon reaching our facility, which extends its life time by over one year thereby reducing food waste.

#### 13. CLIMATE ACTION



Climate change affects all of us and a switch to organic agriculture helps lessen its effect. Organic farming uses less energy than conventional farming and organically farmed fields store more carbon than conventional and release a lower amount of GHGs to the atmosphere. As a company, we constantly search for ways to question and reduce our impact.

#### 14. LIFE BELOW WATER



#### 15. LIFE ON LAND



Pesticides are toxic to many organisms and microorganisms and can harm or eliminate entire ecosystems. By committing to organic farming, we create environments where all beings can live and thrive in harmony.

#### 16. PEACE, JUSTICE AND STRONG INSTITUTIONS



#### 17. PARTNERSHIPS FOR THE GOALS



We partner with many businesses, institutions and governments in both Colombia and internationally. Our goal is to build bridges between individuals, communities, and countries to work together towards a better future for all.





# fruandes.



@ Fruandes



[www.fruandes.co](http://www.fruandes.co)