



Fruit Attraction 2024: A Milestone Event for Confronting Climate Change and Blue North Sustainability

SUSTAINABILITY AND INNOVATION IN FRESH PRODUCE

In October 2024, Blue North Sustainability had the privilege of attending Fruit Attraction 2024 in Madrid. This international trade fair brings together the fresh fruit industry, with participants spanning continents and industries. Over 100,000 attendees filled ten halls across the convention center, creating a vibrant space for networking, product showcasing, and exploring

advancements in technology and sustainability. The convention serves as a critical platform for networking and collaboration, making it an ideal stage for Confronting Climate Change (CCC) to connect with new and existing partners and clients.

SHOWCASING SERVICES AND BUILDING PARTNERSHIPS

Fruit Attraction provided a unique opportunity for the CCC team to showcase our services and engage directly with industry leaders passionate about sustainability. Our team's experience at the convention was multi-faceted, from exploring new technologies to reinforcing existing client relationships.

Chantelle Smit, the project manager of the CCC initiative, attended Fruit Attraction and had the experience of meeting up with one of our clients, PPF Grapes, from India

and sitting with them to assist them in completing their carbon footprint dataset on CCC.

Furthermore, the Blue North team had productive meetings with clients from across the globe. For CCC, these meetings provided invaluable insights into how clients use the platform. We're thrilled to continue these discussions in the coming months and explore new ways to add value to our clients.

THE CCC LUCKY DRAW AND THE CARBON HEROES COMMUNITY

At the event, CCC hosted an exciting lucky draw, giving attendees the chance to win a CCC license. This draw was designed to invite fresh produce organizations to join the Carbon Heroes community and start their own journey toward carbon accountability.

The winner will gain access to all the CCC benefits included in the license, including:

- A two-hour online training workshop to equip clients with the knowledge needed to gather and manage their data effectively.
- Ongoing support throughout the data collection and entry process.
- Professional sense-checking (reviewing) and grading of data to ensure accuracy and reliability.

- A comprehensive Carbon Footprint Report, along with a History Report that tracks progress over time.
- A Carbon Footprint Certificate that validates the organization's efforts and achievements in carbon management.
- Recognition on the Carbon Heroes platform, an exclusive space that celebrates clients committed to consistent, accurate carbon footprinting. The Carbon Heroes platform honours clients who demonstrate a long-term commitment to sustainability. By awarding participants for consistently measuring their carbon footprint, Carbon Heroes recognizes both one-year achievers and three-year champions. These awards spotlight those who continue to align their practices with environmental responsibility, encouraging others to make similar strides.



EMPOWERING SUSTAINABILITY IN THE FRESH PRODUCE INDUSTRY

Our experience at Fruit Attraction confirmed the need for tools like CCC that empower businesses to navigate the complex and evolving sustainability landscape. As we continue to develop CCC and expand the Carbon Heroes platform, our goal is to support fresh produce companies in understanding, reducing, and proudly showcasing their carbon footprint achievements.

For Blue North Sustainability and CCC, Fruit Attraction 2024 was more than an event—it was a testament to the global commitment to sustainable agriculture and climate responsibility. We look forward to leveraging the momentum gained and driving impactful change in the fresh produce industry.

JOIN THE CCC INITIATIVE

For more information on how to join the CCC initiative please visit www.climatefruitandwine.co.za, contact us at support@bluenorth.co.za or phone 063 688 5593.