



**Farm  
Sustainability  
Assessment**  
BY SAI PLATFORM



# Growing Sustainability from the Ground Up in Eastern Poland

FSA CASE STUDY BY SVZ INTERNATIONAL



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## Overview

SVZ Ingredients was established in the Netherlands and operates as a leading European supplier of premium fruit and vegetable ingredients for the global food and beverage industry. With production facilities across Europe, SVZ sources and processes raw materials through long-standing partnerships with growers, focusing on sustainability and agricultural resilience.

SVZ typically sources around 5% of a farmer's total harvest—primarily "imperfect" fruit and vegetables that do not meet fresh market standards. Despite this modest share, the company plays an active role in supporting sustainable agriculture at the farm level. SVZ's sustainability, agronomy, and sourcing teams are embedded in key growing regions across Europe, including eastern Poland.

This region, known for its fertile soils and experienced growers, supplies a wide range of high-quality crops.

Key crops sourced from eastern Poland include:

**Fruits** - raspberries, strawberries, blackcurrants, redcurrants, cherries, aronia berries, plums, apples.

**Vegetables** - carrots, spinach, kale, red beetroot, peppers, pumpkin, rhubarb, cabbage, cauliflower, tomatoes, parsley, onions, beans, broccoli.

## Use of the FSA

Since the early 2000s, SVZ has worked closely with farmers to implement SAI Platform's Farm Sustainability Assessment (FSA), using it as a tool to drive continuous improvement in farming practices. SVZ was among the early adopters of the FSA framework and continues to use it as a benchmark for sustainable sourcing across its supply chains.

The company's approach is rooted in a global, farmer-first partnership model. SVZ teams work hand-in-hand with growers to apply the FSA as a practical framework for improving environmental, social, and economic outcomes on the farm. This collaboration supports regenerative practices, strengthens the long-term viability of agricultural communities, and reinforces SVZ's mission to grow a better planet—together.

## SVZ's Sustainability Initiative

Through the Farm Sustainability Assessment (FSA), SVZ supports growers in identifying key improvement areas and implementing targeted actions that generate measurable environmental and social benefits. The initiative goes beyond reducing environmental impact; it also strengthens local communities by enhancing farmer knowledge, resilience, and access to markets.

SVZ's sustainability journey begins with the soil. The company invests in professional soil analyses, promotes biodiversity, and provides year-round agronomic support. Each year, SVZ organises expert-led training sessions, on-farm visits, and self-assessment workshops designed to foster knowledge exchange and build grower capacity. Continuous Improvement Plans, developed in collaboration with each grower under the FSA framework, enable SVZ to set tailored sustainability goals and monitor progress over time. This structured, hands-on approach ensures that sustainability is fully embedded as a shared, evolving practice across the supply chain.

## FSA Impact Highlights

### Verification Achievements

- In 2024, 77% of SVZ's core raw materials held FSA Silver-level or higher verification.
- 83% of SVZ's 9 core materials were FSA-verified overall.
- Between 2022 and 2025, 1,819 Polish growers achieved FSA Silver verification.

### Agronomic and Environmental Benefits

- Raised awareness of soil health and precision fertilisation.
- Improved yields, crop quality, and long-term soil fertility.

### Biodiversity Protection Initiatives

- Distributed flower meadow seeds to growers.
- Provided insect houses and encouraged installation of bee habitats.
- Enhanced pollination, natural pest control, and overall biodiversity.

### Transparency and Climate Action

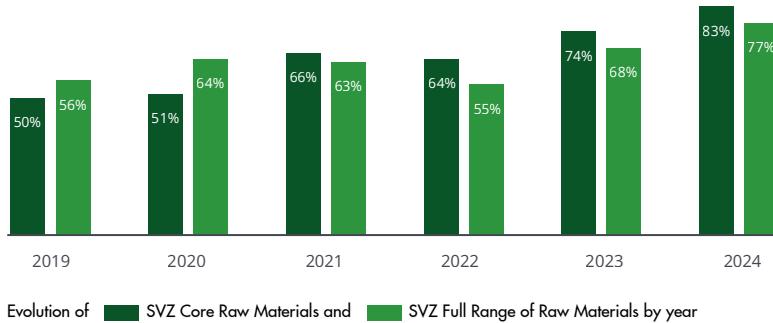
- Annual sustainability metrics tracked through the Sustainable Juice Covenant (SJC).
- Ongoing efforts to reduce CO<sub>2</sub>eq emissions.
- Promotion of climate-smart agricultural practices that protect both the planet and livelihoods.



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Evolution of █ SVZ Core Raw Materials and █ SVZ Full Range of Raw Materials by year

## Collaboration and Leadership

Collaboration and leadership are central to SVZ's sustainability strategy. The company works closely with farmers, agronomists, scientific institutions, and customers to align sustainability goals and foster shared accountability across the supply chain. By covering verification costs, leading field trainings, and sharing agronomic expertise across regions, SVZ has positioned itself as a sector leader in advancing FSA adoption beyond its direct sourcing footprint. Progress is continuously monitored through FSA self-assessments and annual reporting via the Sustainable Juice Covenant (SJC), ensuring that improvement plans remain measurable, transparent, and effective. This supportive, multi-stakeholder approach reinforces SVZ's commitment to driving meaningful change in agricultural practices and sustainability outcomes.

## The Role of the FSA in SVZ's Future

Sustainability lies at the heart of SVZ's operations—from the field to the factory. Beyond agricultural sourcing, the company invests in energy- and water-efficiency programmes, emission-reduction initiatives, and community engagement to drive impact across the entire value chain.

Looking ahead, SVZ aims to:

- Expand FSA implementation to all sourcing regions.
- Achieve 100% sustainable sourcing by 2030, collaborating directly with up to ~4,000 farmers.
- Enhance data accuracy and sustainability performance.
- Continue with a call to action for more collaborative approaches, with both farmers and other SAI Platform members – especially fresh market players, to decrease agricultural carbon emissions, and increase water efficiency and biodiversity at the farm-level.

By nurturing partnerships and promoting continuous improvement, SVZ ensures that every fruit and vegetable sourced meets the highest standards of quality, traceability, and environmental stewardship. Together with its growers, SVZ is cultivating a future where sustainable agriculture is both good business and good for the planet.

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Technical assistance and knowledge exchange enable farmers to do their job in the best way possible. We can't live without farmers and our job is to support and care for them and value what they do.”

**Anna Sereda**

Purchase Manager Vegetables/  
Contracted Fruit Crops &  
Agronomy SVZ Tomaszów



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SUSTAINABLE  
VEGETABLES &  
FRUIT  
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