

### **APRICOT JAM PRODUCTION (model answer)**

#### **SCENARIO**

In Belgium, there is a food company that manufactures jams. One of the jams produced is apricot jam. Since there are not many apricot tree fields in Belgium because of the cold weather, the company buys apricots from two big conventional farmers in Spain. The company also buys other fruits from the same farmers. The apricots are transported to the company in Belgium in big refrigerator trucks.

The company buys sugar from the United States of America.

The company buys glass jars and lids from Germany. The company buys labels and carton boxes from The Netherlands.

The production manager is also thinking about changing the recipe of the apricot jam. What would be a sustainability-supporting change?

**Question: What can the company change in its practices as given in the above scenario in order to produce and sell apricot jam that is more sustainable? Suggest 4 changes that could be made.**

1. The company in Belgium should try and find organic apricot farmers (instead of conventional farmers) to buy the fruit from. In organic farming, pesticides are not used, which contributes to a more sustainable food system.
2. The company in Belgium should try to find apricot farmers who are located as close as possible to its jam making factory. In this way, environmental impacts from transportation and storage of the fruit (during transportation) would be minimised. If this is difficult, then the company should think of decreasing the quantities of apricot jam produced or making more jam from locally available fruits.
3. Sugar is an ingredient that adds up to the environmental impact of a jam. This is because the production of sugar is very energy intensive, and it travels many kilometres to reach the factory. The production manager should consider amending the recipe by increasing the percentage of fruit and decreasing the percentage of sugar in the recipe.
4. The company can make its own shop in its premises to sell its products to consumers. In this way, transportation costs of the final product to supermarkets will decrease (part of its produced volume will be sold from the processing facility).