

APRICOT JAM PRODUCTION

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 for 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.

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