

## Fair Fruit 2.0 Campaign

### FAIR FRUIT 2.0 AS GAME-CHANGER AGAINST DESTROYING CHAINSAWS



**Fair Fruit for the protection of the Amazon and the indigenous communities**

Sugar-free ice cream without additives, baby food with pure organic fruit, jam made from unknown tropical fruit, or a nutritious fruit beer with unique fruit flavors... You name it and there probably is an application for it in our Western food industry.

With the international campaign 'Fair Fruit 2.0' initiator Taste of Amazone supports the protection of the biodiversity of the rainforest and the indigenous communities.

'Fair Fruit 2.0' serves several purposes simultaneously.

#### **Fair Fruit as a quality mark**

According to creator Ernst Daniel Nijboer, it is like a knife that cuts both ways. "On the one hand, Fair Fruit, responds to the growing consumer demand for sustainable and honest food products. On the other hand, it is an effective tool to halt massive deforestation and killing the Amazons' biodiversity, as well as protecting its endangered local indigenous communities".

In collaboration with local communities and international organizations that are fighting against the ecocide of the Amazon, the campaign aims at Dutch consumers, retailers and supermarket chains, thereby simultaneously establishing their sustainable footprint by using pure Amazon fruit in their food products.

Organic fruit from the heart of the Amazon that we have never heard of here in the Netherlands. Pitaya, Caju, Cupuaçu, Açaí, Acerola, Graviola, Camu Camu, just to name a few. This ecological certified Amazon fruit can be used in many products, such as dairy drinks, hard seltzer, sugar-free confectionery, sauces, and even as a fruit beer.

#### **Fruit with a Fair Story**

The Fair Fruit campaign stands for an honest story. The fruit is purchased directly from the small forest plantages at a guaranteed price for the local farmer, and exported as certified fruit powder, provided with a QR code to trace the origin, type of fruit, and expiration date.

#### **Superfruit 2.0**

As the first Fair Fruit product, a fruit beer line of pure Amazon fruit will appear on the market. A refreshing beer, with or without a hint of alcohol, is also healthy due to the power of wild fruit. Superfruit-2.0. Basically everything you need in terms of vitamins in a day. Take Açaí, the nutritious Amazonian blueberry contains 20 times more antioxidants than red wine and has the nice side effect of reducing snack cravings, so no worries about that extra pound.

#### **Ecological**

As a Dutch journalist, Nijboer immersed himself in the syntropic forest cultivation of this typical Amazonian fruit. "Local farmers and small indigenous families grow this native fruit on small-scale forest plantations in the jungle. Completely organic so pesticide-free. And most important; no trees have to be sacrificed. Ecological fruit cultivation in harmony with nature".

#### **Certification**

Under pressure from the international public outcry over the destruction of biodiversity in the Amazon, major European supermarket chains are considering a boycott of Brazilian products. However, according to Nijboer, this can have a counterproductive effect if 'fair products' also suffer. "With such a Fair Fruit label, the local farmer, instead of being threatened, now becomes the keeper of the rainforest. With a Fair Fruit 2.0 product, you also provide the consumer with a means to send a clear signal", says Nijboer.

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Watch our campaign trailer: [https://youtu.be/5UBsKSUK\\_o8](https://youtu.be/5UBsKSUK_o8)