Focus on Jayanti

COMPANY OVERVIEW
Jayanti began its journey 75 years ago in India as a family business. Today, Jayanti is a professionally managed agro-commodities and food business group carrying out specialized operations in Asia and Europe to deliver a diversified product portfolio comprising of value-added spice, decaffeinated tea and natural caffeine. Through backward integration programs at its plantations in India, Vietnam and Turkey, Jayanti guarantees food safety, authenticity, sustainability and traceability from farm to fork.

Jayanti’s longevity is attributed to its adaptation to global food-safety challenges, unparalleled product knowledge, innovation, conformance to the highest food-safety standards, infrastructure, and commitment to sustainability.

Why climate and nature?
At Jayanti, the importance of a sustainable supply chain is embedded throughout company operations, including agricultural procurement, the processing and manufacturing of final products, and meeting customers preferences for maintaining sustainability.

The company understands the threats that rising temperatures and biodiversity loss pose to ecosystems and livelihoods. Jayanti recognises the food production industry’s role in these global crises and is dedicated to mitigating its impacts.

SUSTAINABILITY JOURNEY

<table>
<thead>
<tr>
<th>Started in</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>Establishes the Direct Farmer Sourcing (DFS) Programme, working directly with farmers, providing training on agricultural practices to ensure food safety and sustainability. The same year, the company becomes the first in India to have its chilli peppers earn Rainforest Alliance (RFA) Certification.</td>
</tr>
<tr>
<td>2018</td>
<td>Joined the India Business and Biodiversity Initiative (IBBI), demonstrating the company’s commitment to biodiversity conservation and sustainable management of nature.</td>
</tr>
<tr>
<td>2019</td>
<td>Collaborates with the Union for Ethical Trade (UEBT) to map out biodiversity within the pepper farming region of Sakleshpur, India to understand agriculture’s impact on the local ecosystem.</td>
</tr>
<tr>
<td>2020</td>
<td>Becomes the first spice sector company to become Single-Use Plastic Free Factory, certified by Confederation of Indian Industry for its factory premises.</td>
</tr>
<tr>
<td>2021</td>
<td>Completes the first phase of implementing its biodiversity action plan and earns the complete membership of UEBT, demonstrating Jayanti’s dedication to a balance of biodiversity within local ecosystems and its work towards ethical sourcing.</td>
</tr>
</tbody>
</table>

KEY ACTIVITIES AND ACHIEVEMENTS

Jayanti’s DFS Programme focuses on three key pillars of sustainability (responsible sourcing, sustainable business and community development), which help ensure company operations benefit the environment as well as stakeholders. These pillars, and their associated goals, are measured against internal standards aligned with RFA, UEBT and Fundamentals of Sustainability Accounting requirements.

- Since earning its first RFA certification in 2013, Jayanti has aligned its practices with other international standards and has earned additional certifications for its black pepper, cumin, oregano and sage crops in India, Turkey and Vietnam.
- Jayanti has partnered with Save the Children to provide farmers with training programs focused on optimised agricultural practices. These training increase the efficiency of farmers, enabling their children to attend school instead of working in the fields.
- Jayanti factories in India and Turkey are annually audited via the Workplace Conditions Assessment, and consistently receive scores well above the industry standard.
Business Action on Climate + Nature  FOCUS ON: JAYANTI

ENABLERS

HOLISTIC VALUE CHAIN PRACTICES
The company believes that the key to sustainability is a holistic approach that ensures food safety and sustainable sourcing, well-being of people and planet, and value for consumers.

COMMUNITY DEVELOPMENT
Jayanti engages the community through education, training programmes and good agriculture practices. It ensures responsible consumption and production, collaborative partnerships and community-level well-being. These efforts help to improve farmer livelihood standards and uplift communities.

SPOTLIGHT ON: GOOD AGRICULTURAL PRACTICES
Recognising the financial drivers behind unsustainable farming practices, a team of 18 Jayanti agronomists work to engage farmers on topics like biodiversity loss and unregulated pesticide use with a combination of stringent enforcement, training and capacity building.

CHALLENGES AND OPPORTUNITIES

FORMING BENEFICIAL PARTNERSHIPS
Jayanti recognises that partnerships are crucial for successful sustainable business and for meeting its commitments to the UN SDGs. Collaboration with research organisations, NGOs, local agriculture experts and Jayanti’s own lead farmers have helped drive change across the supply chain.

SUSTAINABLE SOURCING GOALS
The company seeks to source half of its prioritised spices through sustainable suppliers by 2025 (as of 2021, it has achieved 20% sustainable sourcing for these products). With the help of the Sustainable Spices Initiative and monitoring software, Jayanti maintains the traceability of its supply chain and its procurement/sourcing practices, by which it’s making progress towards 50% sustainable sourcing.

SPOTLIGHT ON: TRACEABILITY THROUGH TECHNOLOGY
Jayanti adopted a cloud-based monitoring system to monitor and measure farm-based activities and score the farmers against sustainability criteria. Through this software, traceability, food-safety and sustainability are automated through customised checklists catered to each region and crop.

Key Takeaways

“Sustainability is a business need; it is not just a choice or a CSR activity.”
Agri-commodities and food business companies like Jayanti rely on a variety of ecosystem services that are threatened by biodiversity loss and the climate crisis, and on the support of stakeholders that are increasingly invested in environmental action. Adopting sustainable practices is therefore crucial to business longevity.

“Sustainability is about driving mindset change, especially at community and supply chain levels. Stringent practices and policies play a key role in driving positive outcomes.”
Jayanti understands that sustainability action doesn’t stop at company-level policy; to create positive environmental outcomes, companies must also empower suppliers, customers and other stakeholders to follow suit.

“Our aim is to build an inclusive ecosystem where we discuss, collaborate and grow together.”
While Jayanti holds its suppliers to a high standard, it also ensures that these farmers receive the training, community resources and market linkages needed to succeed. As such, Jayanti is looking to form farmer producer organizations that benefit both suppliers and the company, and protect both people and planet.