



Yellow News

We are local and global!

Edition 2024

Explore our newsletter!

We want to share with you how we care about sustainable development on a global and local scale. We are committed to ensuring that our pro-social and pro-environmental activities make the world a better place.

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International Fruit Logistica Fair in Berlin

As every year, we had the incredible pleasure of participating at the **Fruit Logistica International Trade Fair in Berlin!**

This event offered a unique opportunity to engage with experts in the fruit and vegetable industry, share achievements, and discuss future plans. We extend our **gratitude to all guests, customers, and partners** who visited our stand at this year's fair!

We are convinced that **our meetings will lead to interesting discussions.** We look forward to seeing you at the next fair.



The **Only Pink** on Good Morning TVN: We promote a Healthy Lifestyle!

Cooperation with the program 'Good Morning TVN' was an opportunity for us to highlight the key importance of healthy habits in everyday life.

Our goal was not only to showcase the taste of the **Only Pink tomatoes**, but also to emphasise their significance in promoting the health of our customers. Additionally, we had the opportunity to present the audience with practical and healthy ways to prepare various dishes using our products.



Waste minimisation: Reduction of plastic corner pallet protectors

We aim to reduce the amount of plastic waste in our operations by introducing innovative solutions and processes.

Our main goal is to replace traditional plastic packaging materials with greener alternatives. Additionally, we are focusing on optimising our logistics processes to minimise waste generated at each stage of our operations. Through these measures, we aim to create a more sustainable and environmentally friendly operation in line with our values and commitment to protecting the environment.



Plastic corner pallet protectors



Cardboard corner pallet protectors



We support employee development: Foreign language courses at Citronex

Citronex, in response to employees' expectations and as part of its ongoing staff development, is launching an initiative in the form of a program offering **English, German, and Spanish language courses**.

Through participation in these courses, employees will have the opportunity not only to acquire new linguistic skills but also to enhance the effectiveness of internal communication within the company. This improvement will have a positive impact on teamwork effectiveness. Additionally, employees will be better equipped to engage with foreign partners, thereby strengthening business relations.



Last weekend, a **Charity Run** took place, which gathered an impressive number of participants - over 3700 people. The event, which we supported as partners, focused on the needs of patients at the Pediatric Cardiac Surgery Clinic of the University Hospital. Our involvement not only contributed to the success of this initiative but also gave hope to those most in need.

Running for a good cause: Cracow Half Marathon of Marzanna

We rely on solid foundations: Independent audits and plantation visits

We have conducted independent audits and plantation visits to our suppliers. Both we and our customers want to ensure that our products are of the highest quality and that our supply chain remains transparent. As part of the activities carried out, we focused on verifying that all of our suppliers' activities are in line with the fundamental principles of **CSR** and **ETI**, and that human rights are respected and honored.



In solidarity with COVID patients

In 2020, our company actively supported people affected by the Covid-19 pandemic. As part of our commitment to social responsibility, we participated in the **Great Orchestra of Christmas Charity** initiative.

As a part of our contribution to the action, we put up for auction the outfit of Piotr Żyła, an outstanding ski jumper.

Our efforts have contributed towards supporting Polish hospitals in the fight against lung diseases and the acquisition of specialised equipment for pulmonology departments catering to children and adults. Our company remains steadfast in supporting those who need help, regardless of changing conditions and circumstances.



Auction of Piotr Żyła's outfit for the GOCC





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See you soon!



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