

THE NEED FOR SUSTAINABLE PINEAPPLE PRODUCTION

Supporting environmental safeguards and productivity



Fast Facts: Pineapple in Costa Rica

- The pineapple industry in Costa Rica accounts for 35% of world production.
- At 7% of total exports, pineapples are Costa Rica's second largest foreign currency earner.
- The sector has grown from 3,400 ha in 1986 to an estimated 42,000 ha in 2013, mainly in the northern and Atlantic regions, and supports thousands of smallholder farmer livelihoods.
- The demand for healthy and sustainably produced pineapples is expected to increase considerably over the next 10 years.

The Need for Action

- Expansion of the crop has had major environmental impacts including deforestation, soil erosion, and agro-chemical contamination of local rivers and wetlands;
- Pineapple sector expansion has led to a rapid conversion of agricultural and grazing lands, riparian areas, wetlands and forest cover into pineapple plantations;
- A hematophagous fly, that reproduces in rotting organic matter on pineapple plantations, has proliferated and attacked cattle, resulting in economic losses to the livestock sector;
- Communities working in the pineapple sector have accused companies of non-compliance with labor and health regulations.

There is a consensus between the national government, the private sector and civil society that Costa Rica's pineapple sector must maintain efforts to improve the social and environmental performance of this supply chain.

Partners

Government:

- Ministry of Agriculture and Livestock
- Ministry of Environment and Energy
- Ministry of Labor and Social Security
- Ministry of Health
- The Water and Sanitation Institute
- Embassy of the Netherlands

Non-Government:

- Chiquita Brands International Inc.
- Del Monte Foods Inc.
- Dole Food Company Inc.
- Eosta International
- Fyffes PLC
- Tesco PLC
- Walmart Stores Inc.
- IDH, the Sustainable Trade Initiative
- Interchurch Organization for Development Cooperation (ICCO)

The UNDP Response

- The National Platform for the Responsible Production and Trade of Pineapple in Costa Rica, launched in June 2011, established a neutral multi-stakeholder and inter-institutional dialogue between government, the private sector and civil society that brought together over 900 technical experts from over 50 organizations and institutions in the pineapple sector.
- A five-year National Action Plan was produced by platform experts that aims to institutionalize the long-term sustainability performance of the pineapple sector at a national level.
- This 2013-2017 Action Plan for Strengthening Responsible Production and Trade of Pineapple includes public and private strategic actions and tasks, and has been agreed upon by producers, exporters, national and international buyers, civil society organizations, and key government ministries.
- UNDP has mobilized over USD 2 million to ensure the implementation of the coordinated actions outlined in the jointly agreed National Action Plan.



Goals

- To establish multi-stakeholder and inter-institutional dialogue;
- To strengthen inter-sectoral communication and inter-ministerial coordination;
- To mobilize financial and human resources to institutionalize the National Commodity Platform and to implement priority actions;
- To develop and implement the National Action Plan for Strengthening Responsible Production and Trade of Pineapple;
- To ensure compliance with targets set in the National Action Plan through a national-level social audit.

Public-Private Partnership in Action

The private sector plays a vital role in tackling sustainability factors related to the production and trade of pineapples. The National Platform provides the ideal forum for private sector companies to improve sustainability in the supply chain and target the social, environmental and economic issues not addressed by certification.

Why UNDP?

As a neutral organization with a long-term presence in Costa Rica, UNDP is a trusted government partner with a unique mandate to support dialogue and coordination. UNDP – through its Green Commodities Programme - can facilitate discussion between the government, the private sector and civil society on sensitive issues related to the pineapple sector.



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