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Symrise focuses on sustainable cultivation of white grapefruit

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Entered into partnership with South Africa based local cooperative

German flavor and scent company Symrise has entered into partnership with South Africa based local cooperative to source White grapefruit, which is a valuable raw material to produce signature tastes for sweets and drinks. To guarantee stable supply, the company sources them from KwaZulu-Natal in South Africa and will engage local communities by incorporating sustainability factors.

The partnership looks to engage the local cooperative which works with nine large-scale and 96 small-scale farmers, the latter belonging to the Zulu ethnic group.

Symrise has installed technological equipment into the production line enabling upcycling of side streams that would otherwise go to waste. It also intends to invest in long-term partnerships with local farmers, ensuring to achieve best agricultural practices and good yields, delivering high quality products while supporting local families. This approach will enable Symrise to improve its environmental footprint and sustainability, says Stephan Raeker, Global Competence Director Citrus at Symrise.

The approach will also aim at supporting young Zulus who are looking for a vision for their future. Symrise is co-developing plans with farmer partners to train the next generation in good agricultural practices and business skills.

Read online: https://nuffoodsspectrum.in/news/29/16109/symrise-focuses-on-sustainable-cultivation-of-white-grapefruit.html
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