



# PELICAN NEWS

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## LOOKING AHEAD TO A NEW YEAR IN BLUE SKIES

BLUE SKIES

2024

In the realm of fresh produce, where nature's gifts flourish, the possibilities are endless. As we gaze upon the vibrant landscape, we acknowledge the winds of change that sweep through this ever-evolving industry. It is amidst this transformation that we find ourselves eager to explore new opportunities, innovate, and diversify our offerings. At the heart of Blue Skies lies a team of passionate individuals, united by a common purpose and a shared vision. It is the unwavering dedication of these people that fuels our journey toward progress.

With our people at the core and a culture that nurtures progress, we embark on an exhilarating journey toward a future where nature's bounty is maximised, our offerings are diverse, and our customers' satisfaction knows no bounds. Let us together seize the moment in 2024 and transform the fresh produce industry into a realm of boundless possibilities.

## BLUE SKIES MAKE THE TOP 100 LIST IN BUSINESS

Blue Skies has made it onto the Northamptonshire Limited 2023 list, featuring in the Top 100 list. As part of an annual business analysis of the county's largest privately owned companies by Grant Thornton in partnership with Howes Percival, Northamptonshire Limited provides financial analysis of the county's 100 largest privately owned companies based on turnover.

**Northamptonshire  
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HOWES  
PERCIVAL





# BLUE SKIES EXPAND INTO NEW CATEGORIES

INNOVATION

PRODUCT LAUNCH

We are thrilled to have launched into the UK's desserts category – and important step in our diversification strategy that includes freshly squeezed juices in South Africa and dairy free Ice Cream in Ghana. Over the New Year festivities our team in Corby launched a range of five new products into M&S stores.

M&S Strawberry tarts are a delicious treat – with a butter pastry base filled with a Madagascan vanilla crème patisserie and topped with fresh strawberries. Our range of M&S fresh jellies include Raspberry jelly, Orange and Calamansi Jelly and a kids jelly for M&S Cafes. These classic desserts have been unavailable in M&S for the past 12 months and Blue Skies is delighted to take on the responsibility for these firm customer favourites – which have gone down well as both sales and consumer feedback have shown.



As a fresh cut fruit supplier it is fair to say that Blue Skies really knows its fruit – and this is the crucial difference in these delicious products. Fresh strawberries are lovingly placed on top of the filled tarts to bring a mouthwatering combination of butter, vanilla and fresh strawberry – perfect for any time of year. Bringing these to market has been a huge project involving every part of the Blue Skies team – our factory in Corby has installed new equipment and learned new skills, whilst our development team has been working for nine months on getting the perfect jelly set. In fact, we all think the finished product is an improvement on the development kitchen samples – and it is not often you can say that!



## BLUE SKIES FRANCE WELCOME NEW PICK & MIX RANGE

BLUE SKIES

PRODUCT LAUNCH



Blue Skies are delighted to announce the recent launch of our Pick & Mix range in Carrefour, Intermarché and Monoprix in France. This range has been a true collaboration across the teams and has been well received with our retail partners in France. The store implementation is being driven by Franck and Mehdi – our two field sales guys in France – who are working closely with Mohamed and the stores to get this in place. Initial sales have smashed our forecasts as customers grab a deliciously fresh deal and try exciting new fruits within the range. A huge congratulations to the team on this exciting launch! We are looking forward to roll this out nationally and we will soon see a new powerhouse in the Blue Skies family.

# MONTHLY FOCUS IN GHANA



## HARVESTING RAINWATER: A SUSTAINABLE SOLUTION FOR A GREENER FUTURE

SUSTAINABILITY

REDUCE, REUSE, RECYCLE

A college student named Joppe from Amsterdam from the Technische Universiteit Delft came to Ghana Blue Skies Fresh Cut to undertake a month project in December. The main objective of the project was to harvest rainwater and reuse it on site and this would help reduce the withdrawal or abstraction of groundwater on site. He was assisted by Prince Delali Gokah, the Environment compliance officer on site and Mawuli Dogbo, site technical manager who helped effortlessly to achieve the goal. A successful project which opens up discussion for similar future initiatives.



## BLUE SKIES GHANA SHOWS GREAT SPORTSMANSHIP AT UKGCC SPORTS JAMBOREE

BS GHANA

COMPETITIONS



The UKGCC organised a Sports Jamboree for its members on Saturday 27th January 2024. Over 10 institutions geared up for the event competing in disciplines such as 7-side football, 50m race, basketball, volleyball among others. Also included were fun game such as sack race, tug-of-war, Jenga, and scrabble. The event was aimed at networking, team building learning and excitement. As always, the Blue Skies spirit came to play as the Ghana team swept 6 Awards. At the end of the event, Blue Skies walked away with prizes and trophies in the following game categories



- Most Enthusiastic Team Award
- 3rd Place (Volleyball)
- 1st Place (Basketball)
- 4th Place 7-side Football
- Sack Races – Men (1st Place) , Women (2nd Place)
- Track Races- Men (1st Place)



# STANDING IN SOLIDARITY AGAINST ILLEGAL LAND DEGRADATION



GHANA

KUA LAND

At the beginning of this month, a saddening incident occurred at our Blue Skies-owned 115-acre land in Ghana, known as Kua Land. Big parts of the land were forcefully invaded by illegal sand miners. This land is currently used by local farmers and is planned to be used for a potential future, sustainable factory. Backed by guards, they drove away 50 farmers currently cultivating the land. During this hostile takeover, the farmers' crops and the trees and shrubs on the land were completely destroyed.



The consequences of this action are far-reaching. The removal of such a large amount of soil has rendered the land infertile and significantly harmed the environment and wildlife around. Natural restoration of the land would take decades. The loss of topsoil (including plants, trees and shrubs) increases the risk of erosion, particularly during the rainy season, affecting aquifer recharge and increasing flood risks for nearby homes.

For the local farming community, the consequences are especially hurtful. The destruction of their crops and plantations directly impacts their livelihoods, as farming is a vital income source in the area.

Blue Skies is doing everything to get justice and repair and rebuild the land in time. Anthony, Ruth, Janet and Guy took action by inviting the press to witness the damage and stationed guards to protect the rest of the land. The media coverage has been extensive, highlighting the widespread frustration over such incidents.

The extensive media coverage has sparked public attention, highlighting the widespread frustration over such incidents. Alistair and Prince met with the Minister of the Eastern Region, and following the media attention, the police have taken action to track down the contractor. We remain committed to seeking justice and restoring the land, standing in solidarity with the local community!







## CELEBRATING BLUE SKIES THROUGH POETRY

BLUE SKIES POETRY

BENIN

Poetry: Blue Skies

Ah! Blue Skies, the ideal factory.

What an exceptional company!

To see it, it's great.

Oh! Delighted by such an enterprise.

In it lies salvation.

Blue Skies, Blue Skies is the light, read.

Of meaning and "blue clouds" hue

Blue, it's happiness.

Blue Skies, a source of life for the unemployed.

Enemy of corruption, of bad morals.

Friend of sport, intelligence and speed.

Where the staff ensure their perfect

responsibility.

Everywhere, in you, we hope in the world.

Blue Skies, be welcome to the world.

Blaise Avokpo, Spirit poet, Benin 2020.

POÉSIE : BLUE SKIES

Ah ! Blue skies , l'usine idéale.

Quelle exceptionnelle entreprise !

A voir , C'est génial .

Oh ! ravis de telle entreprise.

En elle , tiens le salut.

Blue Skies, Blue Skies c'est l'éclairage , lu .

De signification et de coloration "Nuages bleus "

Bleu, C'est le bonheur.

Blue Skies, source de vie des chômeurs.

Ennemie , de la corruption , de mauvais mœurs.

Amie de sport , d' intelligence et de rapidité.

Où le personnel assure sa parfaite

responsabilité.

Un peu partout , en toi on espère dans le

monde.

Blue Skies , soit les bienvenues dans le monde.

Blaise AVOKPO , Esprit poète,

Bénin 2020.





# MONTHLY UPDATES IN EGYPT



## CELEBRATIONS IN EGYPT

The Blue Skies Egypt team celebrated the birthday of technical manger Hussein ELShinnawy in a very happy atmosphere. On behalf of us all we wish Hussein a very Happy Birthday!



The team in Egypt also recently celebrated after successfully passing their BRCGS audit. Congratulations to all of the team involved.



## TEAM SPIRIT IN SENEGAL

SENEGAL

BLUE SKIES CULTURE

A contact from NL embarked on a bicycle ride across West Africa and took the opportunity to pop in to our Senegal packhouse. In his words, 'It was a beautiful trip. The nature has changed from desert to jungle and I have seen a lot of wildlife from oryx, antelopes, a giraffe, zebra's and warthogs to thousands of bird. But the most beautiful part was meeting the people. One of those beautiful people was Gloria. She went out of her way to welcome me. A ten-men strong cycling team accompanied me for the last 11km. It was truly a fantastic surprise and my warmest welcome ever. You see us together with part of the Blue Skies Senegal family in the below photo'.

- By Michel van Raaij, friend of Blue Skies.



# THE FELIX PROJECT: IMPACT REPORT

FOOD CHARITY



# THE FELIX PROJECT

GOOD FOOD FOR GOOD CAUSES

The Felix Project rescue surplus food from the food industry that cannot be sold and would otherwise go to waste. They are a London based charity who support front-line charities, primary schools and holiday programmes across London. Food that would have gone to waste is reaching vulnerable people, homeless, people with mental health or those who simply cannot afford to buy regular, healthy food.

Blue Skies have been supplying surplus fruit to The Felix Project since Sep 2021, and last year we donated a total of 23,877 kg which contributed to 56,851 meals! We are so happy to be supporting this charity, and look forward to our continued partnership into 2024 and beyond!

To learn more about The Felix Project and the incredible work they are doing, scan the QR code.



## PROJECTS APPROVED FOR THE FOUNDATION

We are thrilled to announce that, this year, we have granted approval for an impressive total of 12 projects through our Foundation. In Ghana, we proudly lend our support to several sanitation projects, recognising the vital importance of clean and healthy environments in preserving the wellbeing of communities. Across South Africa and Brazil, our Foundation extends a helping hand to education projects, understanding the transformative power of knowledge in shaping the future of generations. Additionally, in Egypt, we are dedicated to promoting health and well-being through our supported projects. You can view the list of projects below.

FOUNDATION

2024 PROJECTS



Following a positive Foundation visit with Waitrose & Albert Heijn at the beginning of this year, we are looking ahead to the developments we hope to make this year across the communities.

