



Pelican News



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Blue Skies Newsletter

Blue Skies wins Queens Award for the third time

We are very pleased to announce that Blue Skies has received a Queens Award for Sustainable Development for the third time.

The award recognises the company's contribution to development by producing fresh-cut fruit and freshly squeezed juice, prepared within the country of origin. In particular it acknowledges how the Blue Skies Joint Effort Enterprise Model has enabled the company to turn itself around following the eruption of Eyjafjallajökull in 2010 which grounded flights over Europe and prevented the business from importing its products for over five days.

The Joint Effort Enterprise model (JEE) espouses the idea that a business works best if it is inclusive, socially equal and profitable. This model has enabled the company to stay ahead of the competition, respond to challenges and maintain a healthy rate of growth.

Since receiving its first Queens Award in 2008 Blue Skies has continued to strengthen its commitment to sustainable development. Its aim of producing the finished product in the country of origin has resulted in a number of benefits including employment for over 3,500 people and investment in local communities through the Blue Skies Foundation.

Founder and Chairman Anthony Pile said "It is a huge honour to receive this prestigious award for the third time. Since the business was founded in 1998 we have continued to show how our Joint Effort Enterprise model can work to bring people together to enable the business to grow and tackle whatever challenge is thrown at us."



Ghana allays redundancy fears despite power crisis



Above: a new generator arriving at the factory in March

Blue Skies is considering a number of options to address power shortages in Ghana; however it has no immediate plans to lay off staff despite media reports claiming the contrary.

Blue Skies Ghana has been running on its diesel generators for over 50% of the time due to load shedding by the Electricity Company of Ghana. The situation is being managed by Blue Skies at a substantial cost however the business is continuing to meet orders thanks to its back-up energy supply.

General Manager, Ruth Adjei said "In the short term we are okay, however longer term we cannot run a factory like this. We are looking at a number of options for the future including generating our own renewable energy; however to have a viable business we must also have a reliable electricity supply from the national grid."



Blue Skies Thinking **Staff in Egypt come up** **with over 200 ideas**



Blue Skies Egypt recently received over 200 ideas as part of a competition to come up with ideas to reduce costs, prevent mistakes, improve working conditions or help the company and staff in any way. All 45 people who submitted suggestions received a Blue Skies Egypt key-ring or pen. The winning idea has helped to significantly reduce down-time of one of the factory's machines.

What's YOUR big idea?

Do you have an idea that could help us improve how we work, innovate new products, reach new markets, procure more fruit?

If the answer is yes, we want to hear from you. Our innovations process is designed to give all our stakeholders the opportunity to contribute ideas to help Blue Skies become bigger and better! We're looking out for any number of ideas including new product innovations, new ingredients, new ways of working together, new ways to grow fruit, new ways to process fruit, new ways to distribute our products, new ways to sell our products and anything else related to what we do and how we do it. There's no idea too big or small!

Our new process has been introduced to further enhance our approach to innovations so that we continue to stay ahead of the competition and deliver the growth we have seen over the past eighteen years. We recognize that the best ideas don't just come from one or two people, but from anyone who understands our business and the changing needs of our customers.

To submit an idea, simply complete a new idea form and then email it to new.ideas@blueskies.com, or if you're located at one of our sites you can give it to your local Innovations Ambassador. Visit our website to find out more and download a form. The address is www.blueskies.com/yourbigidea



More audit **success for** **BS Egypt**



Congratulations to Blue Skies Egypt on successfully passing yet another unannounced GlobalGap audit.

Blue Skies **mango bag** **introduced**



Here's another new product from Blue Skies. 420g Mango fridge bag (pictured above) is available to buy from Albert Heijn and features one of our mango farmers, Joseph Odzeyem from Ghana. Joseph is pictured below with Adriaan Thierry from Albert Heijn in March.



Freshly Squeezed News

A Focus on Juice



Blue Skies freshly squeezed juice is packed full of 100% natural, fresh fruits and contains no flavourings, no preservatives and absolutely no added sugar. It's just pure fruit in a bottle. This provides all the vitality and goodness of fruit that has just been freshly picked from the field and with a taste that we believe is quite simply 'out of this world'!

Why is it unique?

Our juice is unique because the company's fruit experts select only the best fruit and use a simple but technically advanced form of juice extraction which is managed under the highest standards of quality and care. Check the ingredients; you won't find any added sugar, concentrates or water, there are no flavourings or preservatives, and to retain all the fresh flavours we don't carry out any form of heat treatment like you might find with other juices on the market. Our juice is simply 100% natural, perfectly fresh and proudly African.

Did you know...

Pineapple contains Bromelain which is derived from the stem and juice of the pineapple. It is claimed that Bromelain can break down protein and clean blood by removing toxins from the blood stream. It is also reported to have anti-inflammatory properties which can help reduce symptoms of arthritis.

Keep it chilled

Because our juice is made with only natural fruit and has no added ingredients it means that it has to be kept refrigerated between 0°C and 5°C and consumed within seven days. So if you've ever wondered how fresh your juice really is, just check the use by date. The shorter the shelf life, the fresher it is!

Shake First

Fresh juice naturally separates, so it is important to remind people to shake well before use.

Shake it happy!

Shake your bottle and keep it chilled to experience the authentic taste of 100% natural, freshly squeezed juice



Bold new website launched

Blue Skies has a new look website to work across mobile, tablet and desktop devices. The redesign comes as web statistics show over 30% of visits to the website come from mobile devices. Check it out at www.blueskies.com

Juice Team Adventures



Above: Victoria, Firestone, Juliana, Perpetual and Isaac from the juice team



Above: Business Development Manager Lana (left) Juice GM Perpetual (right) decide the best way to engage in a debate on vehicles is to have a fight.



Above: Lana and Pep are best friends again after failing to progress their debate by fighting

Blue Skies praised at Queens Birthday Party

The annual Queens Birthday Party was also celebrated in Accra this month with a special party organised by the British High Commission in Ghana. Among the guests were former presidents, current and former ministers of state, diplomats, actors and actresses, musicians and representatives of the business community. Blue Skies was well represented and apart from showcasing what we specialise in, we also had the opportunity to speak to the different delegates and personalities that graced the occasion about our products and activities. We were commended and congratulated by the High Commissioner, His Excellency Jon Benjamin, for raising high the flag of Ghana internationally.

Report by Alistair Djimatey.



Above: (left) Sales & Marketing Manager Juliana Agyemang by the Blue Skies juice display and (right) special guests admire the range of products on offer.



Above: Akosua Yeboah of the juice sales team at the Blue Skies display.

A Brazilian perspective

Many thanks to Anthony Pile for these photos of Blue Skies Brazil and the captions.



Above: Sara's tree is doing well



Above: Thousands of trees planted shortly after we built the factory in Brazil, are flourishing.



Above: Good to have Flavia, our Technical Manager in Brazil, back after the birth of her second child.

Lena from HPW visits Egypt for the first time



Lena from HPW recently paid a visit to Egypt. Lena is pictured above with the Egypt team during an NPD session.

Food Safety comes first at Blue Skies Egypt



Staff from Blue Skies Egypt recently attended a successful Food Safety training course. The training is part of a planned training program by Blue Skies Egypt to improve the skills of its people. Training was carried out at the FTC (Food Technology Center) which is part of Ministry of Trade & Industry in Egypt.

Get Revitalised!

Exercises you can do at (or near) your desk

This month: Torso

1. **Back twist.** Sit up straight in your chair and place your right arm behind your right hip. Twist to the right and hold. Alternate sides.
2. **Wall sits.** Rest your back against a wall and move your feet away from the wall. The wall should be supporting the weight of your back and your knees should be bent. Hold the position as long as possible.
3. **Gluteal Squeeze.** Tense up the muscles of your rear end and hold for a count of 10.
4. **Curls.** Cross your arms over your chest and sit up straight. Tense your abdominal muscles and curl your shoulders towards your hips. Hold for a few seconds.
5. **Abdominal stretch.** Sit on the edge of your chair and stretch your arms out in front of you. While keeping your back straight, contract your abdominal muscles. Relax and repeat.
6. **Neck rotations.** Drop your chin and roll your neck. Raise your chin up and bend your neck to each side.

Next month: Full Body

By **Sampson Kwawukumey**,
Health and Fitness instructor, Blue Skies Keep Fit club.

On Egyptian melon farms with Anthony

Anthony has been visiting melon and watermelon farms in Egypt this week. Below are some photos from his visit. Thank you to Mohamed Abdul Razik for the photos.



Anthony with an Egyptian Melon farmer



Anthony takes ten pin bowling to a new level at a watermelon farm!



Prickly pairs. A new opportunity?

