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End of season Fairtrade tomatoes from Desert Joy

The cultivation growing season of our tomatoes comes to a close around the end of this week. We then remove all the tomato plants from the greenhouses, clean everything, and plant new plants. The Fairtrade tomatoes will be available again from mid-November.

Working towards year-round Fairtrade tomatoes

We are currently already working in accordance with Fairtrade principles at our cultivation location in Agadir, Morocco. The Fairtrade certification process will take two years, so we are confident that we will also be able to offer you Fairtrade-grown tomatoes from Morocco from early 2019. The cultivation season in Morocco runs from calendar week 30 (late July) to calendar week 18 of the next year (late April/early May), allowing us to supply our Fairtrade tomatoes all year round.

Thank you for your confidence in us!

We would like to express our great appreciation for the good working relationship we have with you. Our employees in Tunisia are very grateful for your contribution to the projects completed. After all, we cannot do this alone. The best results are always achieved together!

Desert Joy

These tomatoes from a very special cultivation site in Tunisia are real Fair Trade tomatoes. They are bursting with flavour and are cultivated responsibly, keeping the respectful treatment of every employee in mind. The employees are enthusiastic, ambitious, and hard-working. They work towards creating a better life and to cultivate the finest, most delicious tomatoes.



How 'Fairtrade' is Desert Joy?

As Desert Joy growers, we want to contribute to a better world with the production of our tasty tomatoes. Our goal is to improve working conditions, but also of course to improve the living conditions of our employees and their families. How do we do that? We set out a few examples below:

✓ Providing employment for the local population

Desert Joy creates a great many jobs for the local population. Finding new employees is easy because we work according to the Fairtrade principles. People therefore know that Desert Joy guarantees good terms of employment, such as a good salary and equal rights for women.

✓ Courses for everyone

We also offer courses in reading and writing for illiterate people. Our managers can take a management course to help them perform better.

✓ Sustainable cultivation

Naturally, we want our tomatoes to be grown sustainably. The greenhouses are heated using warm springwater, allowing us to cultivate our crop as energy-efficiently as possible. We also recycle the water we use and sort all our waste, disposing of it separately.

✓ Lunch every day

In January, Desert Joy bought a professional kitchen using the profits from our Fairtrade tomatoes. This enables us to provide our 400 employees with a healthy cooked lunch every day. A permanent chef prepares lunch using ingredients from local farmers, butchers, and bakers.



Desert Joy is expanding

We have good news! Five years after the launch of Desert Joy in Tunisia, we are now set to expand with the addition of an extra greenhouse covering five hectares. This greenhouse should be ready by the end of this year. Here too, we will grow tomatoes that satisfy the Fairtrade requirements.



Our product range

The next cultivation season will see an expanded range of Fairtrade tomatoes with the addition of the mini pearl tomatoes, weighing between 4 and 6 grams each. For the latest product information, please visit our website.

Our next good cause: better health

Now that the kitchen is up and running, our employees have chosen a new good cause. The Fairtrade organisation guides a group of Desert Joy employees in their choice. They opted for good health as their next priority area.

Every month, a doctor or other health professional with a certain specialisation visits the Desert Joy company. Employees can visit them if they need to. So far, the company has welcomed a dentist and an ophthalmologist. There has also been a visit from a doctor providing information on nutrition, such as reducing the amount of sugar and salt used in food. Another expert came to tell us about the correct working posture. In this way, we can take preventative action to ensure better health.

New website for Fairtrade tomatoes

Take a look at our new website: www.fairtradetomaten.com.

Read more about our projects, our employees, and of course all about the delicious tomatoes we grow here. Curious about how tomato cultivation in the desert looks? The website also features a video allowing you to get to know our company and our employees. It also gives you a behind-the-scenes look at the brand-new Desert Joy kitchen.