



One planet  
inform with care

# Florida Ice and Farm Company

Sector: Foods and Drinks



Region: Costa Rica

was born in 1908, in Limón, Costa Rica. Currently, the company produces, among other products, beers under brands such as Imperial, Pilsen, Bavaria, Toña, Domingo 7, Bohemia, Genesee, among others. Imperial beer is the one that was the subject of study, it is the first beer in the world certified positive water, this means that it is a beer that returns more water to the ecosystem than it takes from the environment for its production process, from raw material to that is consumed. Three steps are determined to be positive water: the first is to measure 100% of the water consumption in the entire value chain, the second is to minimize the water that is needed and the third step is to compensate more than is used. Imperial Beer is the brand that appears in beers such as: Imperial, Imperial Silver, Imperial Ultra, Cero and Light. Cerveza Imperial has a sustainability program that is verified by a third party, in order to strengthen the beer supply chain while impacting the lives of consumers. As part of its actions, the company measures its results and impacts with the same rigor in economic, social and environmental terms. The environmental strategy has four areas of action (water resources, waste management, energy and emissions, and biodiversity) with four clearly defined strategic projects: Water Neutral, Carbon Neutral, Zero Waste and Post-consumer Recycling. And it is, through projects such as "Nutrividá" that seek to generate an impact on society by helping to nurture families in poverty and extreme poverty. Additionally, they have the "Elegí Ayudar" program, through which their collaborators are involved in volunteer projects. Only in 2019 FIFCO allocated 7% of net income to projects with high social and environmental value.

## Mindset

**Life cycle thinking:** the organization has carried out the life cycle analysis in Cerveza Imperial for 4 years, with a scope from cradle to grave. With the results obtained, work has been done to identify improvements to reduce the environmental and social impact of the product. In this sense, the company works in research and development to identify projects that allow it to reduce its environmental footprint. Imperial also works with a corporate strategy called AirBrands that seeks for brands to have a positive environmental impact.

**Hotspots analysis:** FIFCO always begins with a needs assessment to build the most relevant interventions in the industry practices at your facilities through the results of your life cycle assessment. Although the claim was not based on a comprehensive analysis of product hotspots, this approach is considered at the industry and community level.

**Integration of sustainability:** With its corporate purpose defined as "share with the world a better way of life", FIFCO is committed to: eradicate poverty within the company; be recognized as one of the best companies to work for; complete 1,000.000 hours of volunteering; be the benchmark for the Integral Intelligent Consumption of beverages and food; be a water, waste and positive carbon company; achieve 100% recycling of its containers; and, lead with brands that make the world a better place to live. The company has a triple utility strategy that allows it to be the guide on sustainability issues for brands and the organization in general. Its objective is to inspire to build a better Costa Rica together.

# Principle 1: Reliability



The scientific basis in the sustainability process of Imperial Beer is its life cycle analysis, which is carried out in compliance with ISO 14046: 2015 and ISO 14067: 2013, as well as the standards and the product category rule. CPC 24310 BEER MADE FROM MALT. Since 2015, FIFCO has been working with an independent third-party verifier called INTECO, which is in charge of measuring progress in its value chain by conducting audits. These studies are designed to evaluate the beer production line and the environmental performance of its facilities. Experts and the research and development team participate and provide evidence to generate industry-specific recommendations that improve the effectiveness and cost-effectiveness of project interventions.

The message and the logo conveyed on the beer follows and reflects the evidence the company has on what has been developed on the ground. Third party verifiers confirm such evidence.

Nor does it take the consumer to a web page where they can review sustainability criteria. Supporting advertising material is available at points of sale, and constant information is also generated on social media and on the website. The product has an entire development team to ensure clarity and relevance on the communication of the footprint on the label and in the media, but the label is not used for that purpose. The environmental statement is in plain, non-technical language to provide consumer information. In addition, Cerveza Imperial has its own website, where the consumer can consult more information about it. Although there is a lot of background information, the label does not reflect that information. It does not have information that links the label to the different websites where the information can be verified.

The connection between the declaration and the product is not clear, the label does not have the information (link, QR code, etc.) that links the product with the additional details available online to support a better understanding of the environmental declaration. Consumers can access detailed information in progress reports, magazines, infographics, and fact sheets available online, but they must search for them on their own, they do not appear on the product label.

# Principle 2: Relevance



The second principle is to mention the main improvements in the most important areas. In such a way that those characteristics of the product that make the difference compared to other products in terms of environmental sustainability are highlighted. You must ensure that the claim is about a fundamental aspect of the product, be it its function, its materials or its performance. The legal requirements should also be checked, since it is desirable that the product exceeds what the law requires.

The statement highlights elements that make a difference in the beer's overall sustainability performance.

The claim is based on a voluntary initiative that exceeds regulatory requirements of the production countries and the consumption countries.



# Principle 3: Clarity



The imperial product label is made with a color code that allows to differentiate only the type of beer (regular, light, zero, etc.), it does not have any information on the sustainability of the product.

# Principle 4: Transparency



Additional information is available on the website, the information is written in plain, non-technical language. The consumer can also access information and data through a customer service department that can be accessed through phone calls and social networks, the means of contact is indicated on all labels.

The company has mechanisms to share confidential information, for example, confidentiality agreements between the parties where it agrees not to disclose the information that is shared. At the level of its strategy, the company constantly implements the principle of transparency, an integrated report is currently being carried out, and this principle also permeates the different processes and includes brands and products that must operate under the same principle of transparency in all areas.

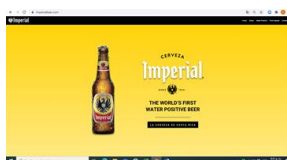
**Consumers can track the information behind the claim, how it was generated and verified. So it is clear how, why and by whom the sustainability statement was developed; the evidence behind the statement, among other things.**

## Principle 5: Accessibility



This principle seeks to make the information reach the consumer and not that the consumer has to search for it. The claim to be made must be visible to the consumer. And the information must be provided when and where the consumer needs it. Different communication methods must be used so that the information reaches the consumer, so that space limitations are not an excuse. QR codes are a good example of online resources to provide the information that the consumer needs. So far, the beer can does not have a QR code or website link that leads the consumer to the sustainability information that the consumer wants to see. The consumer should search the website on their own to review more information. The product label is not linked to the website. The performance of the product is evidenced by information displays, that is, the efforts made by the company in the area of sustainability, that the beer is positive water, that the brand is carbon neutral among other aspects, appear on the website, and on social networks, but not on the product label, and there is no link that leads the consumer to your website.

The information that is available on the website and social networks, must be linked with the label.



## Principle 6: Three Dimensions of Sustainability



**Environment:** The environmental strategy has four areas of action (water resources, waste management, energy and emissions, and biodiversity) with four clearly defined strategic projects: Neutral Water, Neutral Carbon, Zero Waste and Post-consumer Recycling. All this, under a certifiable environmental management system of its operations based on international environmental standards (ISO 14001/14064/14046).

**Social:** FIFCO has a smart consumption program where the consumer is educated to have sustainable consumption and healthy lifestyle patterns. In addition, through the "Nutrivida" project they help nurture families in poverty and extreme poverty.

**Economical:** One of FIFCO's commitments is to be recognized as one of the best places to work. In this regard, it seeks to provide fair wages for employees and additional benefits.

## Principle 7: Behaviour Change and Long-Term Impact



The brand contracts the UNIMER company on a monthly basis to carry out a study on consumer behavior. These studies analyze how the market behaves at the level of beverage consumption, consumer perception of the brand and products, consumption patterns and others. FIFCO has identified that labor, deforestation, climate change, gender equality, and sustainable livelihoods for industry and the community are issues that also matter to conscientious consumers. This is why FIFCO addresses them. In addition, as explained in principle 6, FIFCO has a smart consumption program where the consumer is educated to have sustainable consumption and healthy lifestyle patterns. In addition, through the "Nutrivida" project they help nurture families in poverty and extreme poverty.

FIFCO remains at the forefront on the issue of sustainability, long-term behavior and consumption patterns, as it is the first beer in the world to be declared positive water, and that puts the brand in an important place in the scale of beers to world level..

## Principle 8: Multi-Channel and Innovative Approach



FIFCO speaks through its brands with individual consumers. Brands like Imperial have begun to communicate with their consumers and are already taking additional actions. Currently, the brand has a customer service platform, various social networks for direct contact with customers and consumers, as well as the support of a specialized company to ensure that all questions are addressed.



**FIFCO must promote on the label of its products all the efforts and commitments it maintains with the environment.**

## Principle 9: Collaboration



Regarding the principle of collaboration, it seeks to increase acceptance and credibility through collaborative work. In this way it seeks to link other parties such as chain partners or NGOs to create a basis for their joint sustainability claims. All interested parties should be allowed to participate and thus achieve public acceptance and confidence in the company's claims. On the other hand, it must make the consumer feel encouraged to change through inclusive language, that they feel part of a group for change.

The program creates partnerships with governments, non-governmental organizations, supply chain partners, and communities to further support local communities. FIFCO currently participates in a public-private alliance on issues of recycling, climate change, water conservation, as well as the payment of specific environmental services for the Imperial brand and products. FIFCO welcomes other interested parties to participate and therefore improve the general public acceptance of the complaint by consumers.

## Principle 10: Comparability



This principle states that product comparisons should only be used when it really helps the consumer to make sustainable decisions. In this affirmation, FIFCO has developed its LCA from the cradle to the grave to ensure that all stages of the life cycle are included and a comparison is possible, but at the national level it is not required to make comparison of brands.