Mapping Juhayna’s CSV Strategy
A preview of Juhayna’s history starting from the early beginnings, looking through the development of the product mix, and the current status of the company.

A look at the company’s strategy that is supported by vertical integration strategy ensuring quality from farm to consumer.

An overview of Juhayna’s integration of the five main pillars extracted from the global goals that allows the company to adopt sustainable responsibility.
EARLY BEGINNINGS
CONTINUOUSLY GROWING PRODUCT MIX

1987

2018
INDUSTRY EXPERT EMPLOYEES
+4,000

YEARS OF EXPERIENCE
+30
First to bring packaged milk to the Egyptian market.

PRODUCT RANGE
+200
A diverse product range to suit the needs of every family member.
VERTICAL INTEGRATION STRATEGY: FARM TO CONSUMER

**FARMING**

- **Agriculture & Livestock**
  - 4,000 acres of land
  - Applying the most technologically advanced and environmentally friendly farming methods.
  - Best-in-breed cattle are raised at Juhayna Dairy farm.

- **Expert Employees**
  - 220 employees
  - Working to serve our clients in the Agriculture Division.

- **10K Acres of Land**
  - Applying the most technologically advanced and environmentally friendly farming methods.

**MANUFACTURING**

- **4 Juhayna’s Operating Factories**
  - 200 SKU Stock Keeping Units

- **6M Packs Per Day**

**DISTRIBUTION**

- **1,000 Distribution Centers**
  - Juhayna Retail Outlet Availability 65,000

- **28 Distribution Centers**
It all started like acts of philanthropy which was the most common strategy businesses utilized to do good for many years.

**THE FACT**
The business world has changed and shifted its focus towards strategic CSR and steadily ramping up from CSR to CSV.

**PHILANTHROPY**
The charitable donations and volunteering given by corporations to worthy social causes.

**CORPORATE SOCIAL RESPONSIBILITY (CSR)**
A business approach that contributes to sustainable development in compliance with community standards.

**CREATING SHARED VALUE (CSV)**
Integrating societal improvement into economic value creation.
The key to success for any business lies in the creation of shared value (CSV) which is a fusion of economic and social strategies that culminate in a win-win solution, bettering the quality of life for all those impacted.
Juhayna adopts a constructive strategy for “Creating Shared Value”. Within the framework of this strategy, we are firmly committed that our pillars are in line with the seventeen Sustainable Development Goals of the United Nations.
Juhayna recently joined the United Nations Global Compact. UNGC is a United Nations initiative to encourage businesses worldwide to adopt sustainable and socially responsible policies, and to report on their implementation.
CSV PILLARS

EXTERNAL

- Farms Development Project
  - Innovation Center
- Baheya Hospital
  - “Sehetak fel elba deh’ Campaign
  - Fortified food
- Water waste treatment
  - "Karmsolar" energy station
  - MED TEST II initiative
- Sponsoring Al Ahly Club
  - Supporting Enactus Team

INTERNAL

- Cooperation Protocol project (GIZ)
  - Health & Safety observing employees’ rights

INDUSTRY

HEALTH

ENVIRONMENT

SPORTS & YOUTH

EMPLOYMENT & DIVERSITY
Juhayna Food Industries is a leading Egypt-based manufacturer specialized in the production, processing and packaging of dairy, juice, and cooking products. Since its founding in 1983, it has secured a frontrunner position in the dairy and juice industries in Egypt and has expanded its presence in the Middle East, a feat made possible through its firm commitment to delivering a wide range of high-quality, healthy, and safe products.

Which conformed to the 8th goal “Enhancing constant, comprehensive and sustainable economic growth, full and productive employment and appropriate work for all people,” and 9th goal “Establishing a withstanding infrastructure, enhancing comprehensive and sustainable industrialization and encouraging innovation”.

MAIN PROJECTS IN THE SECTOR

- Farms Development project
- Innovation center
DEVELOPING EGYPT’S DAIRY FARMS

The healthiest and highest-quality dairy products while simultaneously boosting milk production, Juhayna launched a pioneering initiative aimed at small- and medium-sized dairy farms in Egypt.

The project installs shelters and efficient cooling systems for dairy cows while also facilitating loan payments for these systems through the deduction of their value from the cost of the weekly milk purchases it makes from the farms.
At the heart of our R&D initiatives is the establishment of our world-class **INNOVATION CENTER**; state-of-the-art facility that is the first of its kind in the MENA region with investments exceeding the 20 million EGP.

It houses 4 Central Labs that support the Group and a pilot plant that is equipped to produce both dairy and juice products.

**Group Central Labs:**
- Product Development
- Packaging Development
- Chemical
- Microbiology
Juhayna pursues launching effective community initiatives aimed at raising awareness about the importance of health care and nutrition. This matches the overall objective of the sustainable development goals.

The third goal “ensuring that everyone enjoys a healthy lifestyle and wellbeing no matter their age.”

**Main Projects in the Sector**

- Baheya hospital
- “Your Health in this pack” campaign
Since inception in 2015, the Baheya Hospital has been a flagship CSV project for Juhayna. The company has been the main sponsor of the hospital’s free-of-charge early detection and breast cancer treatment, with approximately EGP 20 million pledged in support.

The sponsorship falls in line with the company’s “Cheering Egyptian Moms” platform, which aims to empower Egyptian women. The company held several seminars that raised awareness on breast cancer and the importance of early detection.
“SEHETAK FEL ELBA DEH” CAMPAIGN

Launched in collaboration with the Ministry of Health, the Chamber of Food Industries, the Faculty of Agriculture at Alexandria University, and Tetra Pak, “Sehetak fel elba deh” initiative aimed to inform customers about the safety of packaged dairy products while promoting healthy living and improving public health standards.

The campaign was successful in shifting customer perceptions of loose milk and encouraged a switch to safer packaged products, with bottled milk consumption rising to 45% in 2017 from 18% in 2010 in the market.
In recognition of its commitment to the third objective of sustainable development, “Ensuring that everyone enjoys a healthy lifestyle and well-being at all ages”.

Hence, great ambition and efforts were exerted towards the youth and sports. This has been evidenced by the company’s sponsorship of Al Ahly club and constructive programs that develop youth skills and help empower them in different fields.

**MAIN PROJECTS IN THE SECTOR**

- Al Ahly club 20 years of Sponsorship
- Supporting Enactus team
Juhayna is a firm believer in the power of sports to develop healthy future generations. Since 1998, it has maintained a successful partnership with Al-Ahly Football Club, a major football brand in the region and one of the largest in the world. The company became the first brand to introduce sports marketing to Egypt, printing its logo on the team’s jerseys.

Building on this success, Juhayna and Al-Ahly’s partnership has continued to include socially responsible initiatives, such as its #JuhaynaSupportsBaheya campaign. Hailed as a success, the campaign collected EGP 19 million in donations for the Baheya Hospital – funding the free treatment of nearly 5,000 women – and raised awareness on the importance of early and periodic detection for breast cancer.
Since 2008, Juhayna has been an active supporter of ENACTUS, an international non-profit organization that promotes entrepreneurship and provides a platform for private and public university students to interact and collaborate with business and academic leaders on community development projects. The sponsorship aims to herald in a new generation of entrepreneurs capable of understanding the needs of Egyptian society and contributing to its development.
Robust commitment to the highest environmental standards has always been an integral part of Juhayna’s strategy since its establishment.

Which goes in line with the 7th goal, “Ensuring affordable access for all to modern, reliable and sustainable energy services” and the 12th goal “ensuring sustainable consumption and production patterns.”

MAIN PROJECTS IN THE SECTOR

- Water waste treatment in factories
- The solar energy station at “Enmaa” farm
- MED TEST II initiative
As one of the largest juice and beverage manufacturers in Egypt, Juhayna continues to invest in its factories to comply with local regulations and efficiently manage its water dependency. In cooperation with TIA Germany, Juhayna purchased construction and operation equipment worth EGP 40 million in 2017 to effectively recycle factory wastewater and convert it to clean water. The equipment pumps more than 1 million liters of clean water per day, which in turn allows for the conservation of environmental resources.
KARMSOLAR STATION AT AL-ENMAA FARM

The world’s leading companies are turning to renewable energy sources, and Juhayna is proud to be among them. Since 2016, we began using solar energy to power the Al-Enmaa agricultural farm. We became the first Egyptian private company to partner with an Egyptian solar energy startup, KarmSolar, inaugurating the 1 MW solar station in Al-Enmaa farm in Al-Wahat-Al-Bahareyah.

The station reduces emission of about 1.62 tons of CO2 per year and decreases our dependency on diesel by about 600,000 liters annually, simultaneously lowering our operational costs as well as reducing our carbon footprint.
In 2017, Juhayna joined the United Nations Industrial Development Organization’s (UNIDO) MED TEST II initiative, which aims to encourage sustainable consumption and production patterns in the Mediterranean region. By participating in the MED TEST II project, Juhayna stands to benefit by learning about best practices in resource efficiency and integrated environmental management systems, to increase its productivity, grow its profit margin, and reduce its environmental impact.
The fifth UN goal “Achieving gender equality and empowering women”, is a leading pillar of Juhayna’s internal policy.

This has been one of the company’s prioritized goals for several years. Juhayna believes gender equality leads to “economic growth.”

**MAIN PROJECTS IN THE SECTOR**

- Cooperation Protocol with (GIZ)
- Health & Safety
- Observing employees’ rights
PROTOCOL OF COOPERATION WITH THE GERMAN AGENCY FOR INTERNATIONAL COOPERATION (GIZ)

Juhayna signed a protocol of cooperation with the German Agency for International Cooperation (GIZ), where the latter agreed to provide financial and advisory support to Juhayna over the course of two years in support of our efforts to achieve gender equality. The grant followed the company’s win in the “Diversity in the Workplace” competition, as Juhayna was the first company in the Egyptian food industry to implement the program. We aim to continue building a diverse workplace and providing equal opportunities for women’s advancement by developing the skills and abilities of our female employees.
Juhayna abides by both the UNGC and Egyptian legislation labor laws and rights. The company works to consider the rights of employees and to provide the appropriate work environment both within the company and in its factories, making sure to provide adequate social and health insurance, as well as training programs to develop employees’ skills.