



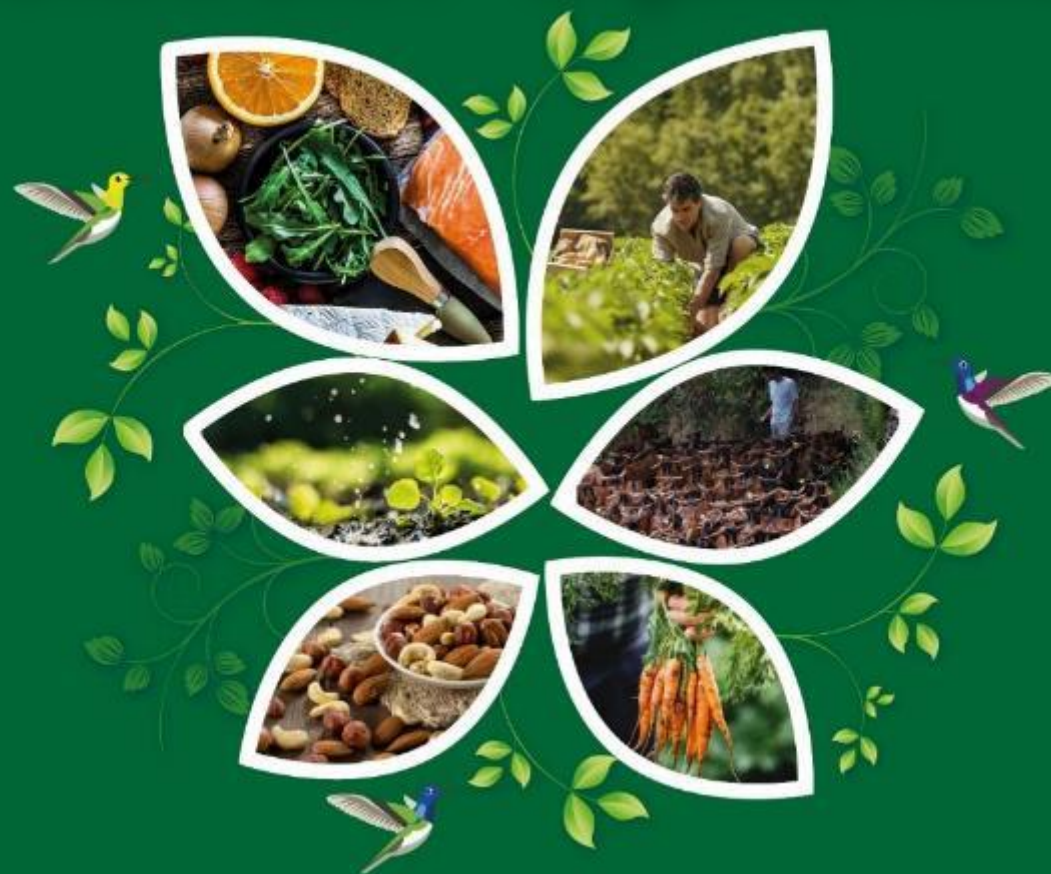
THE FRUITS AND VEGETABLES INDUSTRY SERIES

29 MARCH 2022

Session 2 - Policies for encouraging healthier food choices: opportunities for the fruit and vegetable sector



PRONATURA - Organic Alliance

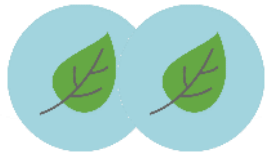


Growers of 100% organic chains

We are committed to accelerating the development of organic, sustainable, fair, fresh and delicious food. We work daily to connect organic producers who are passionate about their products and their regions with distributors who offer consumers fresh organic products that taste good and make sense.

2

Pioneering organic companies



80 000

Tonnes of fruit and vegetables
harvested and distributed per year



325

Committed employees
for an organic policy that goes further



2 100

References for fresh, frozen and ambient
products
frozen and ambient products



16

Sites as close as possible
to the production basins



89%

of satisfied customers



Our entities



ProNatura: Specialist in organic fruit, vegetables, dried fruit and herbs

For 35 years, ProNatura has been at the heart of the organic fruit and vegetable industry. ProNatura places taste at the heart of its concerns with a range representing the diversity of organic fruit, organic vegetables, organic dried fruit and organic herbs.

 Cavaillon (84)

 Established: 1987



Vitafrais: Specialist in organic fresh, ambient and frozen products.

Vitafrais, a major player in the organic sector, has been involved in the development and marketing of fresh organic products for over 20 years. Vitafrais distributes products of its own brands, brands in exclusive distribution and distributed brands.

 Champigny (51)

 Established: 2001

Our sites

- **In France :**

1. ProNatura Headquarters (Cavaillon - 84)
2. Vitafrais Headquarters (Champigny -51)
3. Organic Alliance Durance (Cavaillon 84)
4. ProNatura Méditerranée (Perpignan - 66)
5. ProNatura Sud-Ouest (Toulouse - 31)
6. ProNatura Pays de la Loire (Rézé - 44)
7. ProNatura Bretagne (Plouha - 22)
8. ProNatura Rungis (94 - Rungis)
9. ProNatura Mûrisserie and HBC (94 - Chevilly-Larue)
10. Vitafrais Logistique (91 - Chilly Mazarin)
11. ProNatura Grand Est (67 - Reichstett)

- **Abroad :**

- ProNatura Spain
- ProNatura Morocco
- ProNatura West Africa (Togo)
- ProNatura Ivory Coast
- OTS (Turkey)



Our certifications* company



















Company base
Organic business



CSR (Corporate Social
Responsability) Platform
Responsible Business



Our certifications* products

	ProNatura West Africa (Togo)	Côte d'Ivoire (SCOPACI Partnership)	ProNatura Morocco	Non-EU imports (Dominican Republic, Peru, Ecuador and Iran)		Europe ProNatura (France, Spain, Italy, Germany)	Europe Vitafrais
Fairtrade purchase Responsible purchasing	Pineapple (fresh, juice and dry), Ginger, Turmeric	Pineapple	Citrus	Bananas (fresh and nectar), Mangoes (fresh and nectar)	Mangoes, Macadamia nuts, Mazafati dates		
				 		   	
Other product certifications			 			  	  
Certification "Retailers".	France ProNatura						
	Plouha and Cavaillon sites						
							

*Certifications and attestation



Communications about packaging at ProNatura

Specialist in organic fruit, vegetables, dried
fruit and herbs

Making our packaging recyclable



AROMATES EN POT

ILS FONT ENFIN LEUR GRAND RETOUR

PLUS ÉCOLOGIQUE ET GOURMAND QUE JAMAIS !

Cois de 6 pots. Origine Provence

Et moi recyclable dans la collecte destinée aux produits papiers. Je suis fabriqué à partir de cartons et papiers 100% recyclés et recyclables

LE SAVIEZ-VOUS ? Je suis compostable !

pronatura

AB

pronatura
Cultivateur de produits 100% bio

Pronatura se met à la page sur ses emballages !

NOUVELLES GARNITURES DE SALADES !

- Passage d'un matériau plastique à un papier kraft certifié
- Papier 100% recyclable et biodégradable
- Utilisation d'encre végétales ?

⇒ Une économie annuelle de 2.1 T de plastiques

100% BIODÉGRADABLE ET RECYCLABLE

pronatura
Cultivateur de produits 100% bio

Pronatura se met à la page sur ses emballages !

NOUVELLES BARQUETTES DE FRAISES !

- Passage d'un matériau plastique à une barquette fabriquée à partir de carton FSC
- Carton recyclable dans la poubelle jaune
- Une visibilité produit conservée grâce à des empreintes en forme du fruit
- Des tests de vieillissement effectués qui garantissent la bonne conservation du produit
- Utilisation d'encre végétales
- Toujours disponibles en formats 250 et 500g

⇒ Une économie annuelle de 6.9 T de plastiques

réduction de son empreinte emballage !

Pronatura s'engage à réduire le poids de ses emballages plastiques fossiles d'au moins 30% d'ici 2025.
Au 2^{ème} trimestre 2020 : évolution sur les garnitures de légumes et les barquettes de fruits

Barquette plastique => barquette fabriquée à partir de carton FSC 100% recyclable et imprimée avec des encres végétales.

Économie de 9 tonnes de plastique sur une année.

Plastique => papier kraft fabriqué en France, à base de papier kraft naturel certifié et provenant de la gestion durable de la forêt des Landes de Gascogne. 100% recyclable et biodégradable.

En parallèle, Pronatura travaille actuellement sur ses autres emballages afin de les rendre 100% recyclables et de limiter au maximum l'utilisation de plastique.

pronatura

Site internet : www.pronatura.com

06 79 79 15 00

06 79 79 15 00

06 79 79 15 00

06 79 79 15 00

Informing consumers with QR codes

Pour plateaux bois : Etiquettes de normalisation et coiffes de garnitures pour produits feuillus



Making our bags recyclable



BEFORE

- Dual material PET12/PE90
- Not recyclable



- 1T OF PLASTIC
PER YEAR!

AFTER

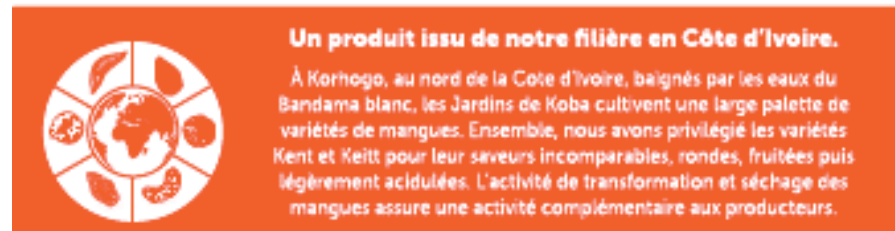
- 55% PEFC certified kraft paper (European Forest Certification) + 45% PE for product conservation, of which 10% is bio-based (sugar cane)
- Recyclable in the paper industry
- With Nutri-Score



On the back: arguments about the pack and the product



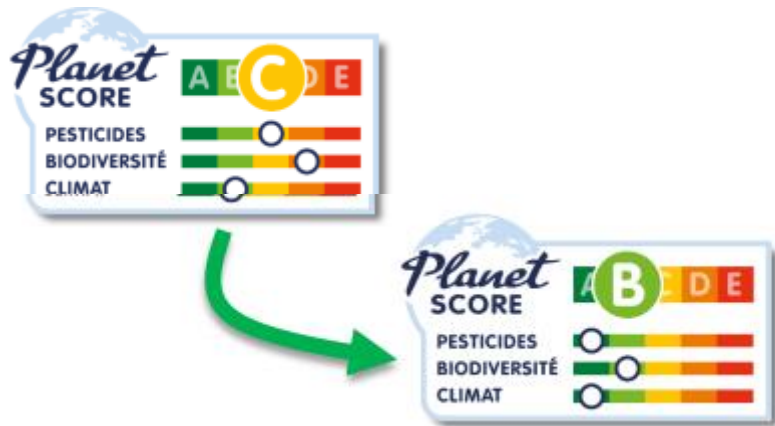
Consumer education on packaging recyclability



Product / channel information

Planet score available but not present on our packaging

Planet-Score



Nutri-Score

- As far as the Nutri-Score is concerned, only our dried fruit and juice/nectar ranges display it. This corresponds to about fifty references, available under two brands.
- The grades range from A to D (if sugars are added).
- For unprocessed products, the choice of healthy products is self-evident.
- Our problem is rather that we can't communicate on the absence of pesticides in organic farming, whereas "zero pesticide residue" ranges do.
- Hence the interest of the Planet-Score which could validate a more virtuous approach on the 3 aspects: pesticides, biodiversity and climate. (and animal welfare for the animal part)

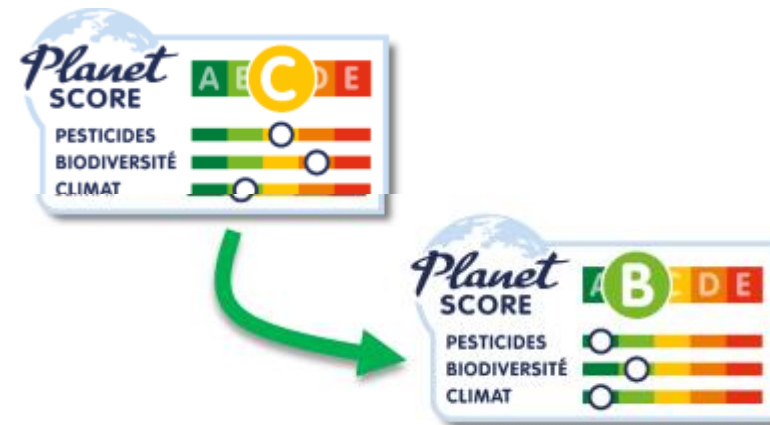
Nutri-Score on our dried fruit packaging only and juice/nectar range

Nutri-Score

- As far as the Nutri-Score is concerned, only our dried fruit and juice/nectar ranges display it. This corresponds to about fifty references, available under two brands.
- The grades range from A to D (if sugars are added).
- For unprocessed products, the choice of healthy products is self-evident.
- Our problem is rather that we can't communicate on the absence of pesticides in organic farming, whereas "zero pesticide residue" ranges do.
- Hence the interest of the Planet-Score which could validate a more virtuous approach on the 3 aspects: pesticides, biodiversity and climate. (and animal welfare for the animal part)

Planet-Score

Not present to date





THE FRUITS AND VEGETABLES INDUSTRY SERIES



The OECD-COLEACP Fruits and Vegetables Industry Series focuses on market access conditions and opportunities for the fruit and vegetable sector, especially for fruit and vegetables producers and exporters from ACP-countries. This activity is supported by the Fit For Market SPS programme, implemented by COLEACP within the Framework of Development Cooperation between the Organisation of African, Caribbean and Pacific States (OACPS) and the European Union.

Thank you



FRUIT AND VEGETABLES SCHEME

