



THE FRUITS AND VEGETABLES INDUSTRY SERIES

14 September 2021

Session N°1

Market trends and prospects of a dynamic sector



INTERNATIONAL YEAR OF
FRUITS AND VEGETABLES
2021



FRUIT AND VEGETABLES SCHEME





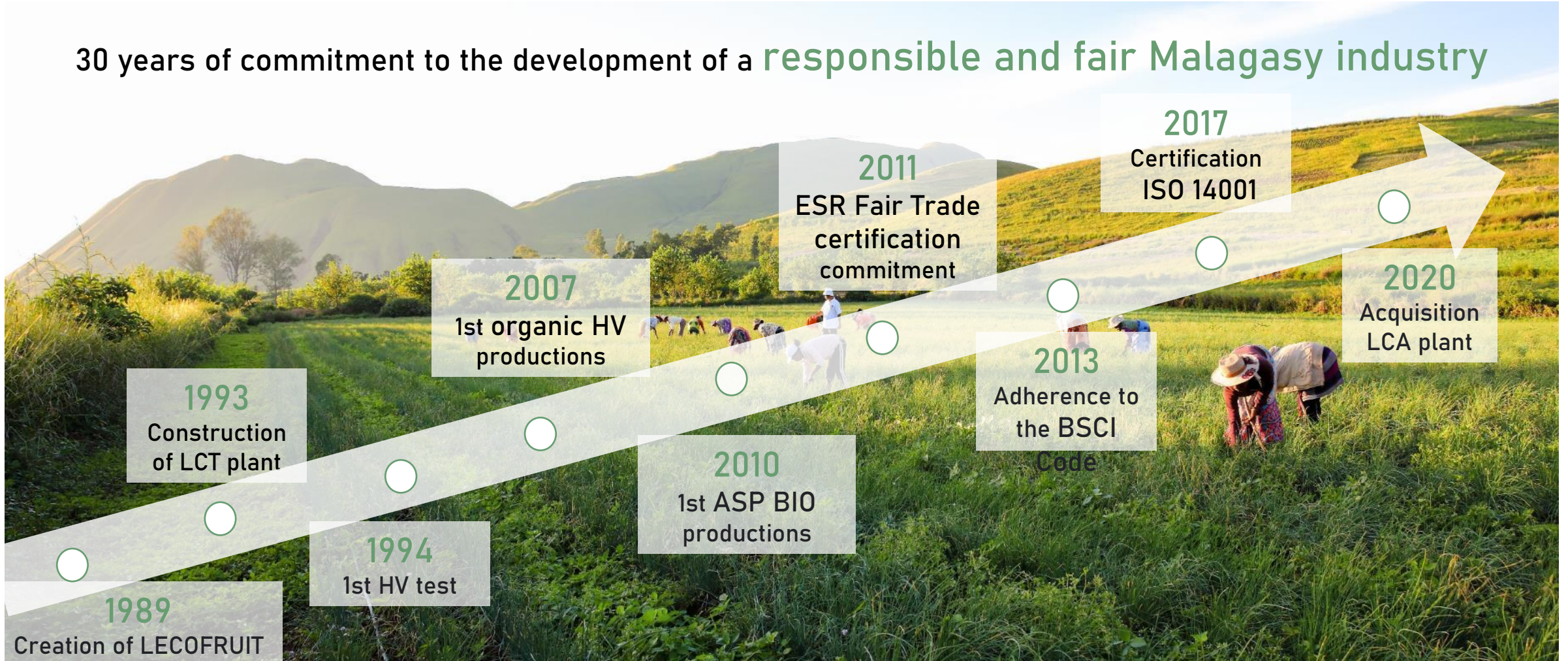
LECOFRUIT

Responsible Malagasy
producer of hand-picked &
stored vegetables
for European markets.



LECOFRUIT, Responsible Consumption

Our story



LECOFRUIT, Responsible Consumption

Our range of canned vegetables

Conventional, organic and fair trade vegetables **picked and stored manually:**

Green and butter beans in extra-fine sizes, green and white asparagus in all sizes

Mini Leeks and Extra Fine Gherkins



LECOFRUIT, Responsible Consumption

Our Responsible and Fair Trade Agricultural Sector



LECOFRUIT is committed to the development of a responsible and fair Madagascan industry

- 17,000 partner producers located in the Highlands
- Guarantee and purchase contract at a fixed price known in advance
- Pre-financing of equipment and supplies
- 530 salaried agricultural technicians, trained in good agronomic practices.
- Contribution of natural compost: 100 to 150 T each year.
- 10,000 T collected in conventional and organic farming and fair trade

LECOFRUIT, Responsible Consumption

Our Responsible and Fair Trade Agricultural Sector



LECOFRUIT benefits from the complementary nature of agriculture with its own farms

- 6 integrated farms
- 200 Hectares dedicated to cultivation:
 - To asparagus crops
 - At the variety trials
 - Reliability of technical itineraries before deployment to 17,000 farmers
 - To our diversification projects
- A land reserve of 250 HA.

LECOFRUIT, Responsible Consumption

Our regular investments in our industrial sites



LECOFRUIT relies on 2 certified industrial sites, located in the regions of Antananarivo and Antsirabe

- Total traceability from plot to fork, compliance with our customers' specifications, and product safety are at the heart of our responsible production.
- A Research and Development branch that works to optimise resources

LECOFRUIT, Responsible Consumption

Sustainable development is in our DNA



Sustainable development is enshrined in the DNA of LECOFRUIT

- **Improving the welfare of our Partner Producers**
Favours a direct, transparent and sustainable relationship to ensure a stable income.
- **Reducing our environmental impact**
Use natural resources sensibly to combat climate change and preserve biodiversity.
- **Developing the good life within the company**
To provide our employees with a safe and healthy working environment.

LECOFRUIT, Responsible Consumption

The clients who trust us



Major French National Brands



LECOFRUIT, Responsible Consumption

Market trends in processed fruit and vegetables



- Unprecedented health context that has changed consumption patterns
- Increased local consumption: need for differentiation and justification of responsible purchasing, importance of logos and recognition marks on products
- Opportunities for those who have the capacity to offer healthy and natural products
- Consumers are increasingly demanding transparency on the supply chain and production methods



Sustainable Production for Responsible Consumption

LECOFRUIT ,

- **Our key success factors**

Our membership in a group.

Our agricultural and responsible sector.

Our regular investments in our production tools and innovative practices

Sustainable development is in our DNA.

- **Our future plans**

Offer more and more products in the healthy range (organic, less pesticides).

Strengthen responsible production methods (agricultural and industrial) by limiting the consumption of resources.



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FRUIT AND VEGETABLES SCHEME



Thank you



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