

# GREENYARD



*for a healthier future*

*To make lives healthier*



*by helping people enjoy fruit and vegetables*



*at any moment, easy, fast and pleasurable*



*whilst fostering nature.*



---

# The Greenyard vision

To make lives **healthier** by helping people **enjoy** fruit and vegetables, at any moment, **easy, fast** and **pleasurable** whilst **fostering nature**.

*“As the world’s population increases, so will the demand for food. The only way to fulfil this demand in a sustainable manner is to drive the consumption of fruit and vegetables. This will enable us to produce high-quality food on limited surface areas, with a minimum of resources and generally closer to the consumer. Our ultimate aim is to make people’s lives healthier and the world a better place to live in.”*



Hein Deprez, CEO of Greenyard

---

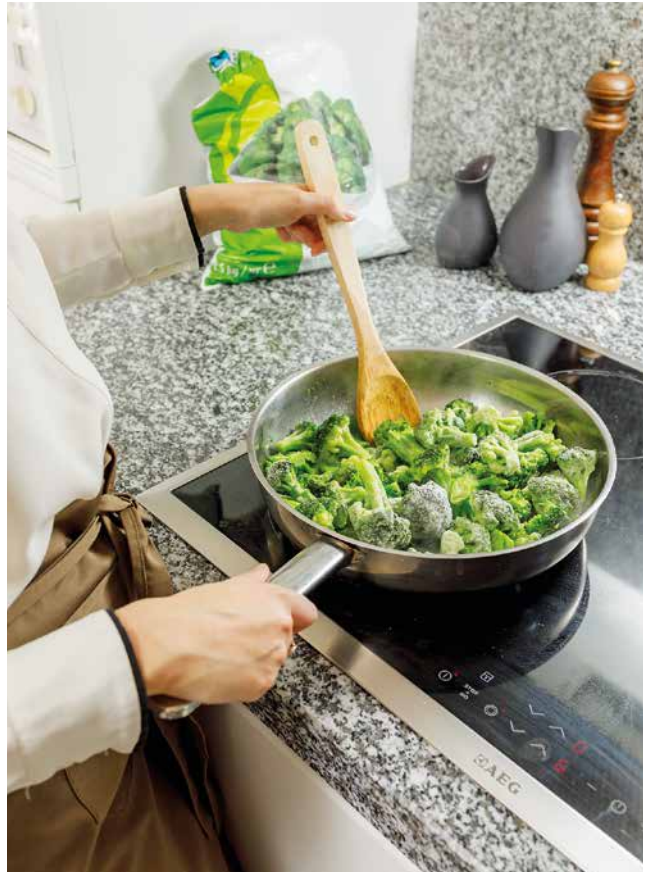
# Helping people enjoy fruits and vegetables at any moment

We all know that eating fruit and vegetables is good for us – we learn that from a very young age. They provide us with a rich source of fibres, minerals and vitamins, the foundations for a healthy and balanced diet. So why are we not consuming more of them?

## Still an enormous potential

There is still a large gap between recommended levels and actual consumption of fruit and vegetables. Research shows that on average, people eat about 60% of the recommended daily allowance. This offers our company many opportunities. We believe a consumer centric approach will be crucial. We have identified a number of barriers and drivers for the consumption of fruit and vegetables. Key barrier is the lack of convenience. Key drivers can be grouped in four segments: health, convenience, economy and pleasure. These insights form the basis for the development of new products and category management. We always work in close cooperation with retailers to help them serve their customers.

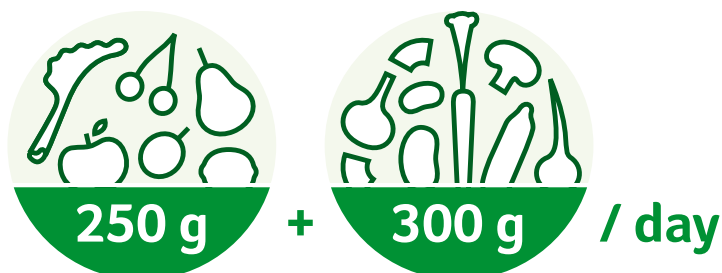




## Convenience is key

Modern consumers spend considerably less time in the kitchen than they did 20 years ago. Greenyard seeks to adapt the consumption of fruit and vegetables to modern lifestyles by increasing convenience and creating new healthy consumption opportunities. Our frozen and prepared food products reduce preparation times, without any compromise in taste or nutritional values. Fresh products can be made more convenient as well – just think of our meal kits, pre-cut vegetables, fruit and vegetable snacks or even something as simple as seedless grapes. By partnering with retailers in the development of direct store delivery services, we bring fresh produce even closer to the consumer.

*“Greenyard is committed to help people enjoy eating more fruit and vegetables.”*



---

# Inspiring new trends, developing new markets



Fruit and vegetables are not just good for our health; they are also a source of pleasure, offering a rich variety in taste and textures. Our food experts follow new trends closely, and inspire consumers to discover new ways of enjoying fruit and vegetables.



*“Our food experts are constantly looking for new ways to delight and surprise consumers.”*



### **Delightful and surprising**

Nature has provided us with an amazing variety in fruit and vegetables. Greenyard intends to bring as many of them as possible to a wider public. That includes new and exotic fruits as well as the forgotten vegetables our grandparents knew and loved. But we also use our in-depth expertise to enrich the taste of classic favourites by making new varieties readily available. We encourage consumers to try new and surprising combinations and mixes in soups, smoothies and salads.

### **The healthy alternative**

Greenyard caters to the needs of a growing group of consumers that strive for a healthier diet. We systematically reduce the amount of salt, sugar and fat in our prepared additive-free products. Our range of organic products is continuously expanding, and we are introducing vegetable-based alternatives for people who want to reduce their meat or carb consumption or need to follow a gluten-free diet.





*“Providing consumers with more choice is another way to drive consumption of fruit and vegetables.”*



Photos on pages 8 & 9: Courtesy of MAKRO, Belgium



---

# A unique and comprehensive offering in fruit and vegetables

Greenyard is one of the few companies in the world that has the ability to supply its customers with a complete range of fruit and vegetables in any popular format. We proactively help retailers expand and develop their fruit and vegetables category, which holds an enormous potential.

## Any type or form

Greenyard offers today's consumers a unique and wide range of fruit and vegetables, in any shape and form. We are able to cater to the needs of any lifestyle, age group or consumption moment. Fresh, frozen, or prepared. Traditional fruit and vegetables and new varieties. Exotic or local. Pre-packaged or in bulk. Pre-washed, pre-cut or pre-cooked. Our ultimate dream is to create a true fruit and vegetables universe within the retail space, where consumers can buy fruit and vegetables in any shape or form they wish.

## Expanding the fruit and vegetables category

The fruit and vegetables category holds an enormous potential for today's retailers. Consumption volumes are still relatively low when compared to the recommended levels, despite the rising health trend. Fruit and vegetables also offer almost unlimited opportunities for retailers to differentiate themselves, develop their product offering and strengthen their brand. Thanks to its wide range of products and its in-depth expertise, Greenyard can help retailers develop and diversify their offering, introduce new concepts and rapidly respond to new consumer trends.



*“Our ultimate dream is to create a true fruit and vegetables universe within the retail space.”*

# At your service

Each of our divisions is a leader in its field. They collaborate closely with some of the largest retailers and food service companies in the world, helping them to expand their offering, develop new markets and successfully anticipate consumer trends.

*“Our divisions use their own specific strengths and expertise to help customers add value to their business.”*



## Greenyard Fresh

is a global market leader in fresh fruit and vegetables. Of the world's 20 largest food retailers, 19 count on us every day for a steady and high-quality supply of fresh produce to their stores. Our worldwide network of growers and our advanced logistics enable us to get any type of fresh product to the customer and consumer at exactly the right moment. Our innovation efforts are focused on more convenience and more diversity for the consumer. With over 500 dedicated ripening rooms, we are also one of the largest fruit ripeners in Europe.

**n°1**  
in Europe

**n°3**  
worldwide



supply



distribution centres



employees



### Greenyard Prepared

processes freshly harvested fruit and vegetables into preserved and prepared food products that cater to the needs of modern-day consumers. We offer our customers – including retailers, food service companies and the food industry – a wide variety of preserved fruit and vegetables, packaged in glass, cans, pouches or foil for maximum convenience and easy preparation. We have also developed an extended range of ready-to-eat food products, including soups, sauces, dips and pasta dishes.

**n°5**  
in Europe



production



production sites



employees



### Greenyard Frozen

is a pioneer and market leader that processes freshly harvested fruit and vegetables into frozen food products that are easy to store and take little or no time to prepare. State-of-the-art instant freezing technology pauses the ingredients at the peak of perfection, preserving colour, texture, flavour and nutrients until consumers are ready to enjoy them. Our packaging is designed for easy portioning: consumers take the amount they need – for one person or a family, a main course or a side dish – and the rest is saved for later.

**n°3**  
in Europe



production



production sites



employees

---

# Nature's best, always available

Fruit and vegetables are products of nature, with a limited shelf life. They need to be harvested, delivered and consumed at the right moment. Greenyard uses its logistic expertise and its worldwide network of growers to provide them to consumers, where, when and how they need them.



*"Greenyard provides its customers with a steady supply of high-quality fruit and vegetables."*



### **Direct connection to the field**

Consumers expect to buy products at the time, place and price that suit their lifestyle, schedule and budget. Greenyard provides them with a direct connection to the field. Our flexible logistics and advanced ripening centres match the fresh supply from growers all over the world with fluctuating demands, delivering the right quality in the right amount at the right moment. Our frozen and prepared products capture the taste and nutrients of freshly harvested fruit and vegetables and make them available all year long.

### **Strong partnerships with our growers**

Greenyard sources its fruit and vegetables from a worldwide network of growers and suppliers. We have built strong and long-term partnerships with them, securing a steady supply of high-quality products. The geographical spread of our fields – with a great variety of soil types, temperature and weather conditions – balances out risks and generates a diverse product offering.

# Fostering nature

We depend upon nature for our products. So we think it is only natural that we do everything we can to protect, preserve and nurture the planet, ensuring that it can remain a rich source of fruit and vegetables for future generations.

## As close as possible, as far as necessary

As a global business, Greenyard aims to source fruit and vegetables as near as possible to the consumer. All our frozen and prepared products come from fields within 100 kilometres of our production plants. For those products which need to travel longer distances from farm to market, we focus on the nearest and the best growing regions. We systematically select the most sustainable modes of transport for each product. By ripening our avocados and mangos in Europe we can import all produce by ship, reducing waste and ensuring that the fruits can be consumed at the optimal point of ripeness.

*“Greenyard aims to source its fruit and vegetables in a sustainable manner, respecting nature and providing growers with a fair return.”*






## Sustainable growing

Each and every one of our products is the result of the hard work of farmers and growers around the world. Our relationship with them is always based on mutual respect and close collaboration. We invest in education and support them in their efforts to work in more

efficient and sustainable ways. We develop strategies and solutions that help them improve soil quality, water usage, waste management, biodiversity and carbon balance. Working conditions are also high on our list of priorities. We build strong, long-term partnerships, providing thousands of families worldwide with a stable and fair income.



*“Greenyard uses all of its resources – and natural resources in particular – in the most sustainable manner possible.”*



---

# A sustainable way to feed the world

Fruit and vegetables are the key to feeding the growing world population in a sustainable manner. But it implies we keep the use of resources to an absolute minimum while making every effort necessary to prevent food from being wasted.

## Nothing is wasted

Reducing food waste across all of our activities is an absolute priority for Greenyard. Our advanced ripening centres and flexible logistics ensure our fruit and vegetables are delivered to the consumer at exactly the right time – not a moment too soon or too late. Our frozen and prepared products can be perfectly portioned, allowing consumers to take the amount they need and save the rest for later. Our wide range of products – including soups and sauces – enable us to use different quality grades.

## Reducing our environmental impact

Greenyard is committed to reducing the environmental impact of all its activities, including production, warehousing, transport, packaging and logistics. We carefully measure and monitor our use of energy, water and other resources, and optimize wherever we can. Our processing plants pay specific attention to the consumption of water, which is needed to wash our fruit and vegetables. We have invested in advanced water treatment installations in all our production plants.



# A great company, relying on great people



*“We inspire our people  
to take initiative and  
improve our organisation  
every way they can.”*

Greenyard has more than 9,000 employees, working in 25 countries. They are crucial in realising our ambitions. Indeed, it is their hard work, their initiative and their creativity that have made our company what it is today. So we think it is only natural that we invest in the development of their talent.

## **A safe, healthy and inspiring working environment**

Greenyard offers a working environment which contributes to the well-being and development of its employees. Guaranteeing health and safety in our workplaces – anywhere in the world – is an absolute priority. But we want to do more than that. We inspire our employees to take initiative and improve our organisation in every way they can – from making simple adjustments in the workplace to collaborating on projects of strategic importance. We stimulate diversity at all levels and encourage training and personal development.



## The Greenyard Values – this is who we are

### We are passionate

We are driven and engaged; we are committed to every stakeholder; and just as important as anything, we enjoy what we do. Every day!

### We are entrepreneurial.

We are hands on, pragmatic and flexible; we take the initiative and make things happen.

### We are reliable.

We do what we say and we say what we do; we respect people and the planet; we don't just talk about quality and transparency, we live it.

### We are creative.

We are encouraged to think differently; we continuously challenge ourselves and those around us; and we constantly innovate to enhance our products and processes.

### We are sharing.

We are team players; we share our know-how and experience with other people; and by doing this, we build long-lasting relationships that work for everyone.

## About Greenyard

Greenyard (Euronext Brussels: GREEN) is a global market leader of fresh, frozen and prepared fruit & vegetables and flowers and plants. Counting Europe's leading retailers amongst its customer base, the group provides efficient and sustainable solutions to customers and suppliers through best-in-class products, market leading innovation, operational excellence and outstanding service.

Our vision is to make lives healthier by helping people enjoy fruit & vegetables at any moment, easy, fast and pleasurable, whilst fostering nature.

With more than 9,000 employees operating in 25 countries worldwide, Greenyard identifies its people and key customer and supplier relationships as the key assets which enable it to deliver goods and services worth ca. € 4 billion per annum.



[www.greenyard.group](http://www.greenyard.group)

Greenyard / Strijbroek 10 / 2860 Sint-Katelijne-Waver / Belgium

*for a healthier future*

---