

## Greenyard and Carrefour Belgium sign an agreement in principle to strengthen their commercial relationship

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Greenyard Fresh Belgium announces that it has signed an agreement in principle with Carrefour Belgium for the supply of their year-round assortment of fresh fruits and vegetables, thereby strengthening the commercial relationship of both companies.

Building further on the successful existing cooperation, the aim of the agreement is to continue to drive profitable growth of the fresh fruits and vegetables category.

This agreement outlines Greenyard's strategy to become the vertically integrated partner and added-value service provider for Carrefour Belgium, supporting its 'Act For Food' initiative to provide consumers healthy, high-quality and by preference Belgian food.

Carrefour Belgium will be guaranteed a reliable and efficient year-round sourcing of fresh fruits and vegetables with integrated quality assurance from producer to consumer. The deepened strategic relationship will include a broader capability set including sourcing, supply chain management and quality assurance, in close collaboration with Carrefour's fresh specialists and SOCOMO, Carrefour's integrated fruits and vegetables sourcing platform, while ensuring an optimal logistics and transport management of Greenyard to all platforms and stores of Carrefour in Belgium.

For Greenyard Fresh Belgium this agreement will result in a significant increase in volume of fresh fruits and vegetables supplied to Carrefour Belgium. Moreover, this increased volume will contribute positively to the revenue of all parties in the supply chain.

This collaboration will help both companies to take the next steps in achieving their common long term goals: waste reduction, improved quality for the consumer while providing fast, continuous and innovative solutions, perfectly tailored to the ever-changing needs of the consumer.

For additional information, please contact Greenyard:

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### **About Greenyard**

**Greenyard** (Euronext Brussels: GREEN) is a global market leader of fresh, frozen and prepared fruit & vegetables, flowers and plants. Counting Europe's leading retailers amongst its customer base, Greenyard 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)

### **About Carrefour Belgium**

**Carrefour** occupies a unique position in Belgium by the variety of its formats, by the choice of products and by the more than 10,000 committed men and women, to accompany the customer with confidence and give him access every day to a more balanced and pleasant life. Carrefour's ambition is to become the leader in food transition for all. Its Act For Food action program must give all access to a better nutrition.

With 40 Carrefour hypermarkets, more than 440 Carrefour Market supermarkets, some 300 Carrefour Express convenience stores and more than 200 Carrefour Drive pickup points, Carrefour Belgium is the first and only retailer to accompany the customer at every moment of his life and of his consumption.

Thanks to its local roots, in almost every municipality, and with a unique offer of more than 10,000 local products and more than 4,500 organic products Carrefour Belgium is the partner of your everyday life. This is how 700,000 customers a day, or about 80% of households in Belgium per year buy their groceries at Carrefour.

Carrefour Belgium is part of the Carrefour Group, one of the leading food retailers, which employs more than 380,000 people. Present in more than 30 countries with more than 12,300 stores, the group generated sales of 88.24 billion euros under banner in 2017.

More info on: [press.carrefour.eu](http://press.carrefour.eu) and [@carrefour\\_bnews](https://twitter.com/carrefour_bnews)