

## Greenyard and Gelagri enter exclusive negotiations to join forces in Brittany

Sint-Katelijne-Waver, Belgium, 27 March 2025

**Greenyard and Gelagri Bretagne today announced that they have entered into exclusive negotiations with the intention of creating a sustainable partnership, with Greenyard as the majority shareholder. A Letter of Intent was signed by both parties and the new entity could become a reality by the end of 2025, subject to the approval of the relevant authorities, and the satisfaction of customary conditions.**

**By joining forces Gelagri Bretagne, a subsidiary of the Eureden cooperative agri-food group, and Greenyard Frozen France will be able to combine their frozen vegetable production and commercial activities, allowing them to further boost vegetable production, processing and sales in Brittany and beyond. Within this new partnership, both company's sites will further contribute to the supply of frozen vegetables of French origin, and to the economic significance of the Brittany region in the future.**

**A strategic alliance at the service of the region and its growers, the customer and consumers globally**  
This strategic alliance between two strong Breton players in the frozen vegetable sector fully aligns with the companies' visions to connect the entire food chain through close collaborations. The strong base of growers of Gelagri will allow to bring the best products to consumers, by leveraging Greenyard's access to the largest retailers globally, enabled through its Integrated Customer Relations. The envisaged partnership will be created to bring additional value to these customers, enabling a stronger service for them and fully supporting and catalyzing their further growth.

Furthermore, by consolidating the production and processing of vegetables in the Brittany region, the partnership will directly contribute to accelerated growth and increased efficiency. Considering the growing European frozen vegetable market, this represents a promising opportunity for Breton agriculture and its growers, both locally with regards to food sovereignty in France and globally, through an international footprint at the service of consumers worldwide.

Alain Perrin, Managing Director of the Eureden Group: *"In a frozen vegetable market of European dimension, this project offers real prospects for the consolidation and development of our vegetable business and reaffirms its strategic importance in Brittany. Through this partnership, in which we would be very closely involved, we would mutually strengthen our activities in the heart of the open-field vegetable production areas of our cooperative's members."*

Francis Kint, CEO Greenyard: *"We have longstanding historical ties with Eureden and have been solid partners for decades. This envisaged partnership will allow both of us to strengthen our position, both from a strategic sourcing perspective, as from production point of view in this fertile region of Brittany. Together with our customers, we would be able to further increase the consumption of healthy and nutritious frozen foods, fully in line with Greenyard's mission"*.

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**Greenyard contact**

Cedric Pauwels  
Group Marketing, Communications & Public Affairs Director  
T + 32 15 32 42 00  
E [cedric.pauwels@greenyard.group](mailto:cedric.pauwels@greenyard.group)

**Eureden contact**

Béatrice Perrot  
External Communications Director  
T +336 33 15 51 28  
E [beatrice.perrot@eureden.com](mailto:beatrice.perrot@eureden.com)

**About Gelagri**

Gelagri Bretagne, founded in 1978, specialises in the processing and freezing of vegetables. It offers a wide range of frozen products (cooked vegetables, stir-fries, gratins, purées, soups, ready meals, etc.) for supermarkets and hypermarkets, specialised distributors (freezer centres, home service), the catering industry and industry. As a subsidiary of the Eureden agricultural cooperative, the company has complete control over its sector, from growing vegetables to processing them, with a strong commitment to agricultural sustainability. Gelagri Bretagne has three sites in Brittany, in Loudéac (Côtes-d'Armor), Saint-Caradec (Finistère) and Landerneau (Finistère).

**About Greenyard**

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

Its vision is to make lives healthier by helping people enjoy fruit and vegetables at any moment, easy, fast and pleasurable, while fostering nature. With around 8 600 employees operating in 23 countries worldwide, Greenyard identifies its people, and customer and supplier relationships, as the key assets which enable it to deliver goods and services worth around € 5,1 billion per annum.

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