

GREENYARD 

FRESH

for a healthier future



For a healthier future

Dear Sir/Madam,

Greenyard Fresh is a worldwide leading fresh produce supplier and is committed to make lives healthier by helping people to enjoy fruit and vegetables at any moment, easy, fast and pleasurable whilst fostering nature.

We believe there is still an enormous potential to increase consumption levels of fruit and vegetables. We are committed to grow consumption of fruits and vegetables for a healthy future, by partnering with the best partners in the chain from fork to field to meet consumer needs – creating value for all. We involve all our partners across the chain – from growers to retailers – in our efforts. Together, we can enhance availability, quality and variety of our offering, turning fruit and vegetables into the preferred choice for consumers worldwide.

We do this first and foremost by providing a direct connection to the growers. We source a wide range of fruit and vegetables from all over the world, supplying a total of 2 million tons of fresh produce to most of the biggest retailers in Europe. Our advanced logistics systems – including more than 30 ripening centers – make sure our products arrive at stores at exactly the right time, ripe and ready to be enjoyed.

Over the years, we have invested in close partnerships with the farmers that are growing our fruit and vegetables. This enables us to secure a steady supply of high-quality products. Thanks to a good geographical spread and excellent sourcing capabilities, we also provide an exceptionally wide range of products, bringing the necessary variety to cater to the tastes of any consumer group.

We combine our product expertise with great consumer insight to help retailers expand their offering, respond quickly to new market trends and add maximum value to the fresh category. Close collaboration between our category management teams with our retail customers is key to provide consumers with the products they are looking for.

I hope our brochure gives you more insight into our vision and our mission and will inspire you to join us in our efforts for a healthier future.

Tim Van Londersele,
Managing Director Fresh

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Greenyard's Fresh division in a nutshell

Greenyard's Fresh division is a worldwide market leader in fresh fruit and vegetables, flowers and plants, and fresh produce logistics.

Developing extensive global partnerships with our growers enables us to offer an exceptionally wide range of high quality fresh produce to our customers, which include the majority of the key retailers within Europe.

With our strategically located distribution centres in Europe, the Fresh division is able to offer a best-in-class integrated service to our retail customers and to become their preferred partner as a volume supplier of fresh fruit and vegetables.

We invest in research and development to ensure that Greenyard and the industry we lead is always moving forward. As a service-driven company, everything we do is geared towards helping our retail customers improve their performance and increase the sales of healthy products to the consumer.



- Worldwide market leader in fresh fruit and vegetables and fresh logistic services
- Added value retail partner from fork to field
- Multi-category specialist offering a wide range of qualitative fresh produce
- Direct connection to the grower



*Greenyard's
Fresh division –
a multi-category
specialist*



Worldwide presence of Greenyard's Fresh division

Greenyard's Fresh division is a vertically integrated specialist in the sourcing and supply of fresh fruits and vegetables, flowers and plants, as well as a wide portfolio of fresh logistics services.

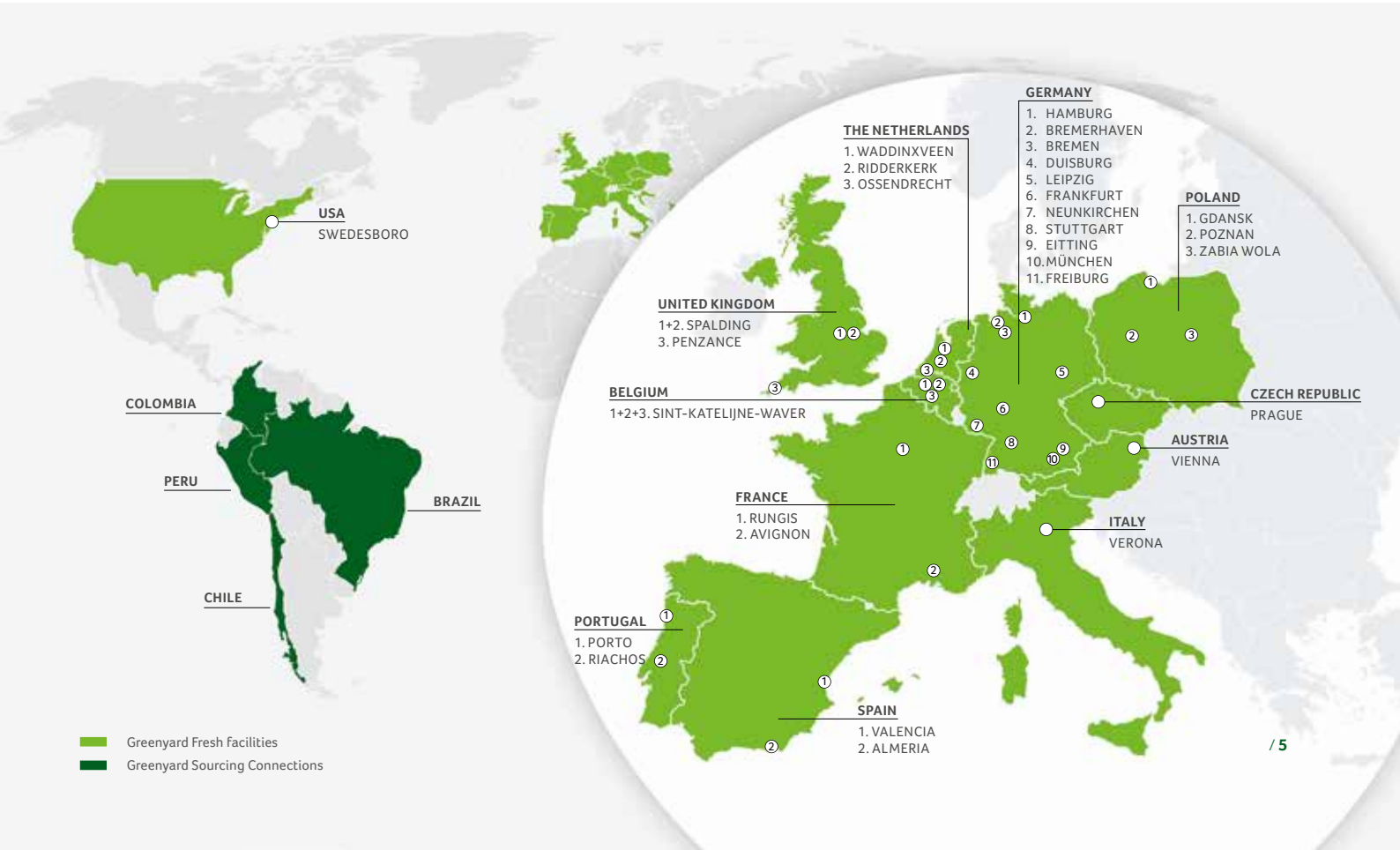
We source from grower partners globally and our team of more than 5,600 dedicated produce professionals operates locally in 21 countries as your direct connection to the field.

The Fresh division grows, handles and distributes more than 2 million tonnes of fresh produce to customers across five continents on an annual basis. With our Fruit Partners, group-related partners, joint ventures and customers, we have built steadily from our European roots to become the world's leading fresh produce business.

Developing extensive global partnerships with our growers enables us to offer an exceptionally wide range of high quality fresh fruits and vegetables. By combining our sourcing and technical expertise with our extensive network of state-of-the-art distribution centres, we have developed the capacity to offer world-leading value added services to our customers.

We closely work with our customers to continually meet and exceed their needs and the expectations of their consumers; our drive in industry leading packaging, promotional and product innovation helps us grow together in a mutually sustainable way.

We are proud to serve as our customer's direct connection to the field.





Preferred added value retail partner

Our core aspiration is to become the preferred partner of large retailers as a volume supplier of added-value fresh fruit and vegetables.

Strong consumer understanding

To ensure we deliver a broad, targeted and well-balanced line of secure, high-quality fruit and vegetables to our customers, we make it our business to fully understand the requirements and preferences of every buyer we serve.

Through joint category management planning, industry-leading product, ripening and packaging innovation and our ability to develop promotional strategies to strengthen in-store brands, we support our customers and ensure consumers can and will make consistently healthier dietary choices in favour of the healthiest products of them all - fruit and vegetables.

We have established ourselves as experts in sourcing, logistics and sustainable supply chain management, but we can only achieve our purpose by also being expert in understanding our customers, and the cus-

tomers of our customers. Our international team of key account managers works tirelessly to continually develop the offer to fit with our customers' fresh produce strategies and goals, as well as the ever-changing demands of consumers.

Stressless freshness

As a service-driven company, everything we do has the objective of helping our customers solve complex supply chain challenges, to improve their own performance and increase sales of our healthy products to the end consumer.

Long-term, solid partnerships with retailers allow us to keep the customer front-of-mind in all of our activities as a multi-category specialist, in order to align supply with demand. They enable us to assist and advise growers in producing the right crop, and to work with service providers to deliver world-class, cost-effective solutions every time to our customers. The greater the level of understanding and collaboration, the bigger the opportunity for Greenyard's Fresh division to become an even more valuable and reliable partner.





Direct connection to the grower

In a world with limited natural resources and a growing population, we strive to live up to our role as market leader and our customers' direct connection to the field by supplying first-rate products, providing first-class service and developing the most efficient and sustainable fresh produce solutions.

Continuous innovation is central to our ability to create and deliver value. We have a long history of success, from implementing market-changing varietal development and breeding programmes that drive better product through the supply chain, to creating innovative promotional strategies that drive that product through to the consumer.

We could not achieve any of this without working side by side with our supply chain partners throughout the world. With their commitment and outstanding expertise, Fresh has created an unrivalled breadth of year-round choice for its customers, and a reputation for reliability that simply cannot be matched.

As well as directly and indirectly providing employment and income for tens of thousands of people, our corporate and social responsibility (CSR) projects have touched the lives of growing communities across the world.

Our CSR pledge is that we will supply every single one of our customers in the most sustainable and responsible way possible. We have created groundbreaking projects and initiatives with stakeholders at every step of the supply chain, as well as partners and customers, to improve environmental, social and economic sustainability.

Our dedication to finding sustainable solutions sows the seed for a healthier future for our whole family of partners and colleagues, both internally and externally, and has made a real difference. You have our word that it will continue to be at the heart of everything we do.



To make lives healthier



by helping people enjoy fruit and vegetables



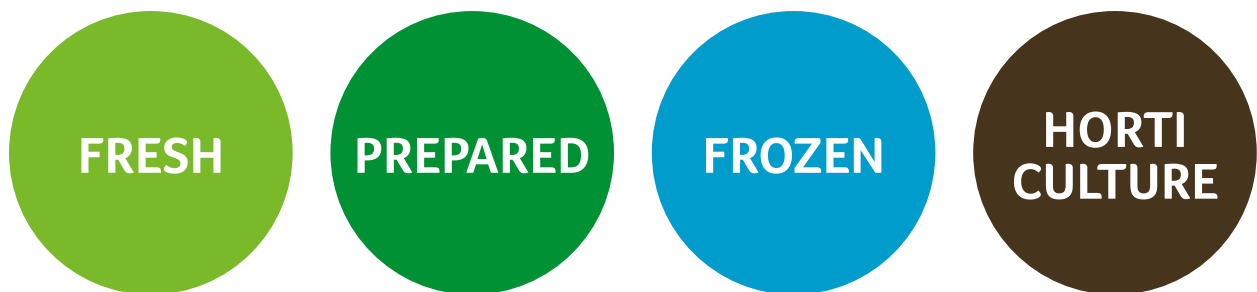
at any moment, easy, fast and pleasurable

whilst fostering nature.



Fresh - a Greenyard division

Greenyard Fresh is a division of Greenyard, a global market leader in fresh, frozen and prepared fruit and vegetables, flowers and plants, fresh logistic services and growing media. As a worldwide leading fresh produce supplier we are committed to grow consumption levels of this healthy produce.



For a healthier future

Greenyard wants to make lives healthier by helping people enjoy fruit and vegetables at any moment, easy, fast and pleasurable, whilst fostering nature. We do this by offering our customers – including the largest European retailers – efficient and sustainable solutions with top quality products, market-leading innovations, operational excellence and outstanding service. With a total turnover of more than €4 billion, Greenyard is one of the largest suppliers of fruit and vegetables worldwide.

Today Greenyard is made up of four divisions:

- **Greenyard's Fresh division.**
- **Greenyard's Prepared division** is a European market leader that processes freshly harvested vegetables and fruit into convenient prepared products.
- **Greenyard's Frozen division** is a European leader in frozen vegetables and fruits and processes a wide range of freshly harvested vegetables and fruits into fresh frozen products.
- **Greenyard's Horticulture division** is a leading European producer of potting soils, soil improvers and soil covers for ornamental plant cultivation and the cultivation of vegetables and fruits.



www.greenyard.group

AUSTRIA

Greenyard Fresh Austria

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BELGIUM

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Greenyard Fresh Direct Belgium

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2860 Sint-Katelijne-Waver

Greenyard Logistics Belgium

Drevendaal 3 / 2860 Sint-Katelijne-Waver

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Greenyard Fresh Brazil

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Greenyard Flowers Netherlands

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