

Bakker Belgium and Delhaize sign a strategic value chain agreement

Sint-Katelijne-Waver, Belgium, 28 May 2019

Bakker Belgium, a Greenyard company, has signed a strategic value chain agreement to become the dedicated service provider for fresh fruit and vegetables for Delhaize in Belgium.

Based on the long historical relationship with Ahold Delhaize, Bakker Belgium has been selected by Delhaize as the experienced and knowledgeable partner to support its vertically integrated value chain.

“We will be more than a supplier to Delhaize,” explains Adrie Bakker, General Manager at Bakker Belgium. “Our aim is to add value. Using our expertise in sustainable supply chain management, we will be a partner for both Delhaize and the Delhaize suppliers’ network”.

By further vertically integrating the fresh fruit and vegetables value chain, Delhaize will be able to continue to focus on its consumer needs and to strengthen customer trust by supplying top quality products in the fruits and vegetables category. As before, Delhaize will continue to focus on sourcing fresh Belgian products.

Currently, the companies are working on the integration of the key processes to ensure a fully controlled supply model, which will lead to more innovations, shorter and more efficient value chains, better availability and improved freshness. Bakker Belgium will invest in a dedicated location in Belgium, from where it will fully operate its activities to Delhaize from 2020 onwards.

Through this agreement, the supplied volume of fresh fruits and vegetables to Delhaize in Belgium will increase considerably for Greenyard. In addition, this increased volume will have a positive effect on revenue growth.

Through this vertically integrated value chain model, Delhaize and Bakker Belgium are committed to grow consumption of fruit and vegetables for a healthier future.

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.

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